



ALKARTIS

THE INFORMATION INTELLIGENCE PLAYBOOK

We do not have an information problem. We have an understanding problem.

Why public data alone isn't enough, the framework that closes
the gap, and what it looks like in practice.

Why ALKARTIS Exists

Years were spent working inside one of the largest municipal governments in the United States. The answers almost always existed. The problem was everything in between: information scattered across departments, buried in PDFs, trapped in legacy systems that didn't talk to each other.

**The world doesn't have a data problem.
It has an understanding problem.**

People don't ask for datasets. They ask for understanding — what happened, why it matters, and what to do next. Those questions require intelligence, not information. A record tells you something exists. Intelligence tells you what it means.

This is not only a government problem. It shows up inside companies, universities, hospitals, and financial institutions — anywhere technology and information have accumulated faster than the ability to make sense of them. Public data just makes the gap easiest to see: millions of records published, and people still unable to answer basic questions about the places where they live, work, invest, and vote.

The Intelligence Framework

Every ALKARTIS product runs the same underlying pipeline. The product is just which lens sits on top of it — seven stages between a raw public record and a decision someone can actually act on.

01 Data

Raw public records — payroll files, assessment rolls, permits, licenses, violations.

02 Connected information

Records linked by entity, address, and time so they describe the same story.

03 Context

Comparable properties, similar roles, historical baselines — what "normal" looks like.

04 Insights

What actually changed, and whether it's unusual enough to matter.

05 Predictions

Where this pattern is likely headed next, grounded in the connected record.

06 Decisions

The specific choice this puts in front of you — appeal, ask, invest, walk away.

07 Action

What you actually do next, with the evidence to back it up.

What We Believe

01 Information is not intelligence

A record tells you something exists. Intelligence tells you what it means, why it matters, and what to do next.

02 Access is not the finish line

Publishing data in the public interest is necessary work. But publication is the beginning of usefulness, not the end of it.

03 AI is an instrument, not the product

Models accelerate the work. They don't replace grounded sources, domain knowledge, governance, or a human accountable for the conclusion.

04 Public data should create public value

Information collected in the public interest should be designed to serve the people it's meant for — not only the people with the technical skill to extract it.

05 The destination is action

Connecting records and explaining significance is only worth doing if it changes what someone is able to see, ask, decide, or do.

The Products

Five products, one framework. Each applies the same pipeline to a different question.

Compensation Atlas

Connects public payroll and personnel records so you can check whether a raise, a title, or a department's spending actually makes sense.

TaxAssessmentLab

Compares a property's assessment against similar properties nearby, so you can see whether it's fair before you appeal or budget around it.

LandlordEye

Surfaces a property or landlord's violation, complaint, and inspection history before you sign a lease or make an offer.

BlockWatcher

Tracks permits, licenses, and filings on a specific block so you find out what's changing before it's finished changing.

ListingIQ

Checks a listing's history and public record against what's actually being said about it, before you make an offer.

Where This Is Headed

The question behind all of this — how do you actually understand what's happening in the place you care about — doesn't have a finish line. There will always be another dataset that should be connected to the ones already in place, and another category of decision that deserves the same kind of connected, explainable answer.

That's the direction: more sources connected, more context attached automatically, more of the manual cross-referencing people used to do by hand replaced by a system that does it reliably, transparently, and fast enough to be useful before the moment has passed.

See it applied to real public data.

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