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Yandex to expand its technological horizons

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By [Anna Novosad](#)

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Internet giant Yandex has become the first Russian company to get access to the vast databases of the influential Swiss European Organisation for Nuclear Research (CERN).

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The company became an associate of the *openlab*, a public-private collaboration between the research center and some of the world's top IT companies that opens doors for mutual sharing of data and technologies, [RIA Novosti reports](#).

The agreement on Associate Sponsorship was announced on 31 January, and is deemed to be beneficial for both partners, [according to Yandex's press center](#). CERN gets access to Yandex's vast computing resources and data-processing technologies, and the Russian search engine will get permission to participate in CERN's research and use the results to improve its own technologies.



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Swiss CERN—widely known for [discovering the Higgs Boson](#), or “God Particle”—and the Russian Internet company have actually been collaborating since 2011, when Yandex provided its computing resources for the Large Hadron Collider (LHC) experiment’s data analysis, RIA Novosti reports. And CERN researchers are already using Yandex’s innovative machine-learning technology researchers for decay analysis of particles. The tailored technology uses an algorithm that helps achieve more precise search results.

CERN [points out](#) that the aim of the joint efforts is to carry out research in the field of event processing. The event analysis is crucial for the center’s experiment with the Large Hadron Collider. Yandex’s state-of-art technology helps filter, index, and analyze immense datasets and helps extract and classify outliers with high precision. [Bloomberg Businessweek reports](#) that Yandex’s software lets physicists tailor searches by 600 criteria and can generate QR codes to embed in papers for easier access.

The cooperation with CERN also gives Yandex a certain amount of prestige, Charmaine Li, [a blogger at Venture Village writes](#). It boosts the company’s research and helps to hold ground as its rival Google gradually encroaches on market shares in Russia.

According to Ram Akella, a professor of information and technology management at the University of California, this is indeed a profound marketing move. “If those smart people are using Yandex, maybe we should, too. It’s about branding,” he told Bloomberg Businessweek.

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Anna Novosad

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