

OmniFind Analytics Edition Benefits and Capabilities

Doing business today generates information – and a lot of it. For years, organizations have tried to pull business insight from mountains of information - yet they've fallen short.

For example, call centers process thousands of calls per day, creating a detailed electronic record of each interaction with a customer. Car manufacturers wade through piles of warranty claims. The blogosphere is buzzing with comments about a food company's newest candy bar. Yet traditional business intelligence tools focus on only a small percentage of the data that happens to be stored and captured in structured form.

Structured data reporting often misses the valuable details. What was a customer doing when a part failed? Did the call taker follow established procedures? Why did this customer move to another provider? Are there any patterns or trends in the vast amount of unstructured data that the business should act on immediately to prevent costly litigation or lost customers – or both?

The key to this transformation is IBM OmniFind Analytics Edition. OmniFind Analytics Edition unlocks business insights from unstructured content, and provides analysis tools that turn content information into content intelligence.

OmniFind Analytics Edition works by using advanced natural language processing capabilities to extract concepts, entities, relationships and sentiment from text, then indexes the extracted information in a high-performance text index. Visualization capabilities help you find and navigate patterns in the content and its associated structured data. The analysis tools let you drill all the way down to the individual document. You can also create proactive alerts, that help catch problems before they become bigger problems.

Curious how content intelligence can solve actual business needs?

In the face of increasing competition, a large telecommunications company uses OmniFind Analytics Edition to analyze call center notes and shop reports. Having a thorough understanding of common problems and customer needs assists them in developing better products and services.

A media research company uses the advanced sentiment analysis of OmniFind Analytics Edition to mine industry blogs and websites for understanding positive and negative trends in the automotive field.

An automotive manufacturer analyzes detailed comments in warranty claims to detect failures and understand relationships among parts involved in failures. Catching an engineering flaw early reduces recall costs and litigation potential.

A healthcare provider analyzes emails and chat logs for keywords or phrases that may be linked to compliance violations, reducing risk.

In all cases, the organizations recognized the ability to fully leverage their available information as a key business differentiator, driving enhanced business processes, reducing risk, and improving the bottom line.

IBM Software Demos
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It's all there, immense new business value woven into the fabric of your organization's unstructured content. And with IBM OmniFind Analytics Edition, you can realize that value, converting content information into content intelligence.