



IBM Content Analytics v2.2

Highlights:

- Generate unexpected insights that can help reduce missed opportunities
 - Find complex or hidden problems and eliminate content-centric process inefficiencies
 - Understand meaning in context while exposing trends and unusual patterns
 - Deliver key insights to the systems, users and applications that need them to help predict and achieve better business outcomes while leveraging the full business context of both content and data
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As the world becomes more instrumented, interconnected and intelligent, the volume of information generated by both people and devices is exploding. This information represents an incredibly rich source of insight for companies that can harness it effectively. However, by many estimates as much as 80 percent of this new data is in the form of unstructured content such as documents, web forms, emails, customer correspondence or descriptive text within an application—content that is rich with insights but goes mostly untapped. Manual content analysis can be time-consuming, resource-intensive and cost-prohibitive. That’s why companies with the ability to organize, mine and make sense of all of their information, both structured and unstructured, can gain a significant competitive advantage.

Intelligent organizations are looking to use the wealth of information within their systems to reach better, faster decisions, optimize their business processes and achieve more predictable outcomes. Traditional business intelligence (BI) capabilities took the first step down this path by giving companies the tools to answer specific questions (for example, how do long-term sales patterns compare across regions?) using structured data stored throughout their systems.

Today, analytics technologies have moved beyond this question-and-answer paradigm—and beyond the limits of structured data. The next generation of content analytics tools is focused on generating unexpected insights that can help organizations avoid missed opportunities, discover complex or hidden problems and eliminate content-centric process inefficiencies that may be damaging the business.



Develop deep insight into both structured and unstructured data

The IBM® Content Analytics platform is designed to help organizations gain insight into their unstructured content and related structured data. Beyond keyword search capabilities, IBM Content Analytics supports interactive discovery to help users uncover patterns and connections that they didn't know existed. Dynamic analysis capabilities allow companies to aggregate sources and form collections from multiple internal and external content sources and types. Organizations can analyze content to help them understand meaning in context while exposing trends and unusual patterns.

Feature-rich views and a user-friendly interface are designed to enable interactive, real-time exploration—helping business analysts quickly zero in on unexpected insights and take action

confidently, knowing that decisions are supported by comprehensive analysis of all enterprise information (see Figure 1). IBM Content Analytics can deliver those insights to other systems, users and applications to help predict and achieve better business outcomes while leveraging the full business context of both content and data.

IBM Content Analytics also provides interactive assessment for content preservation and decommissioning. By facilitating the inventory and organization of content from multiple sources, the platform helps knowledge workers and IT administrators understand the content resources they have. This content exploration can lead to new understanding and support rapid decisions about business value, relevance, disposition and category schemes.



Figure 1: IBM Content Analyzer offers feature-rich views and a user-friendly interface that is designed to enable interactive, real-time exploration.

Solution modeling capabilities and support for advanced classification tools in the IBM Content Analytics platform are designed to help companies build industry solutions and the underlying data models. These models can help improve contextual, semantic understanding of content and reduce the costs and complexity of alternative approaches.

IBM Content Analytics v2.2 builds on the momentum and innovation established in v2.1 and delivers key enhancements to speed time to value, enhance ease of use, support better exploratory content analysis and improve support for content assessment, including:

- New visualizations in Content Analytics Text Miner
 - Connections view that links highly correlated terms
 - Dashboard view to see one or more analytics views in a single window
 - Ability to add custom views
- Easier integration with IBM Cognos® BI reports and models
 - Rapid generation of BI reports from the Text Miner interface
 - Improved Cognos data model integration
 - Cognos reports can link to and from the Content Analytics Text Miner interface
- Enhanced analytics tools for solution development
 - Tighter integration with IBM LanguageWare® Resource Workbench
 - Dynamic facet creation
 - Ability to auto-detect and add new language models
 - Programmatic Rest API to facilitate integration into applications
- Document analysis support
 - Collect file metadata to automatically create facets based on file extension, file size and last modified date
 - Flag documents (such as Latest or Obsolete)
 - Detect near duplicates to eliminate redundancy
 - Crawl and analyze content from IBM Case Manager for historical case analysis
 - Support Red Hat Linux® on IBM System z® to analyze documents residing on file shares, in databases or on the Internet

How do companies use IBM Content Analytics?

- **Insurance**—Analyze claims, adjuster notes, text-heavy documents and reports; develop and improve predictive fraud detection models; adapt detection techniques and processes to new and evolving fraud patterns
- **Telecommunications**—Identify customer satisfaction trends early in the process by analyzing call center transcripts; drive new marketing campaigns and modify products and services to meet customer demands
- **Manufacturing**—Create early warning systems that quickly identify failure patterns and understand which product component, supplier or dealer is most highly correlated with product issues; leverage historical data to formulate product design changes
- **Government**—Automate the revision of legislative documents accurately and within seconds through advances in natural language analysis and XML searching
- **Healthcare analytics**—Augment data warehouse of lab results with insights from unstructured clinical notes to help answer questions like “Are nonsmokers more likely to be resistant to erythromycin?”
- **Media and entertainment**—Automatically update its online news service in response to external events; analyze news articles and identify key facts, both explicit and inferred, with a high degree of accuracy; deliver dynamic, responsive, relevant and quality news in a timely manner while reducing publishing costs through automatic content analysis

Achieve information-driven value rapidly

Designed to simplify the collection, delivery and use of insights based on unstructured data, IBM Content Analytics can help take the cost and complexity out of deploying sophisticated text analytics solutions to speed time to value.

By enabling organizations to discover lingering or disruptive issues and content-centric process inefficiencies, IBM Content Analytics can help business leaders improve productivity and optimize business processes to build a competitive advantage. Companies can even create revenue opportunities by uncovering new angles.

Access to sophisticated analysis of all types of enterprise content can facilitate better decision making by providing deeper, richer insights that would not be attainable through traditional search applications. And because IBM Content Analytics does not require any prior experience with or knowledge of complex, predefined queries, organizations can begin using it to generate value quickly.

In addition, the platform's content assessment capabilities can help companies find and eliminate data they do not need to retain for business or compliance reasons. Disposal of this information can help reduce storage costs, cut energy usage and reduce risk exposure.

For more information

To learn more about IBM Content Analytics and ECM software from IBM, please contact your IBM sales representative or IBM Business Partner, or visit: ibm.com/software/data/content-management

Join in the conversation by visiting the worldwide IBM ECM Community at ibm.com/community/ecm



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