

Before we get started



- Audio for this conference is streamed via your computer. Please adjust your speakers accordingly.
- Today's session is being recorded.
- Submit questions at any time during the presentation via the [Q&A box](#) on the right side of your screen. Questions are private and only visible to the panelists.
- We will be sharing a live demo today. For best performance, please close other applications running on your computer.



New insights. Better outcomes.

Julie Vaccaro, Marketing Offering Leader, IBM Content Analytics with Enterprise Search

Bob Foyle, Product Manager, IBM Content Analytics with Enterprise Search

IBM Content Analytics with Enterprise Search



New insights. Better outcomes.

Organizations need to be smarter, faster

- **77% of CEOs** say they do not have real-time information to make key business decisions
- **1 in 3 business leaders** frequently make business decisions based on information they don't have, or don't trust
- **1 in 2 business leaders** say they don't have access to the information they need to do their jobs



Companies that invest in business insight outperform their peers, showing 33% higher revenue growth, 12 times more profit growth, and 32% higher return on invested capital.



Separate the **signal** from the noise

Leveraging content requires the ability to **search, classify** and **analyze** large volumes of **text** in order to understand and determine relevant **insight** quickly ... from multiple information sources **inside and outside the firewall.**



IBM Content Analytics with Enterprise Search

IBM Content Analytics with Enterprise Search is a unified content analytics and search platform that helps anticipate and shape business outcomes by surfacing new actionable insights from enterprise content, tackling complex analytics issues even as your information grows to big data scale

- Transform raw information into **business insight quickly** without building models or deploying complex systems
- Uncovers **trends, patterns, and relationships**, from all enterprise content
- Derive insight in **hours** or **days** ... not weeks or months
- **Easy to use** for all knowledge workers to **search** and **explore** content
- Provides unparalleled **natural language processing capabilities** for unstructured content
- **Flexible** and **extensible** for deeper insights



Content Analytics gives you the “Why” behind the “What”

What?



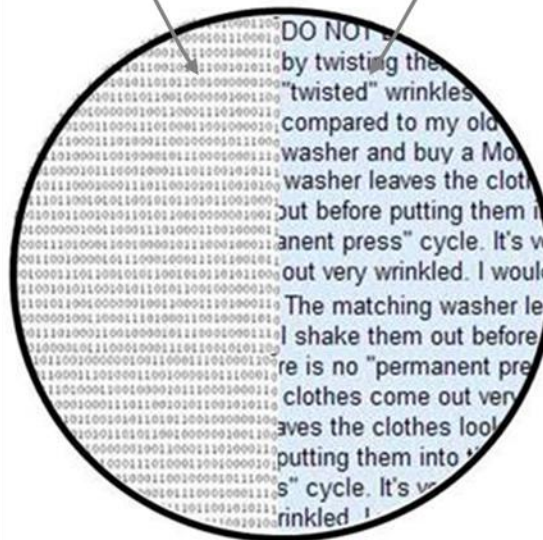
Why?



Analyzing structured data only gives you a **partial view** of the world around you

Only **20%** of enterprise content is **structured**

Data Analytics you the **WHO, WHAT, WHERE, and WHEN** of a subject



Mining unstructured content gives you a **complete understanding** of the world around you

80% of enterprise content is **unstructured**

Content Analytics uniquely adds the **WHY** and the **HOW**

Content Analytics gives you the “Why” behind the “What”

What

Sales missed due to out of stock inventory

20% customer attrition in the past year

Same store sales **revenue decreasing by 8%**

Decrease in gift card sales over the past 6 months

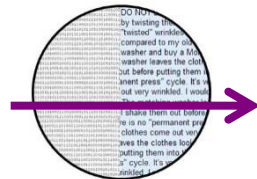
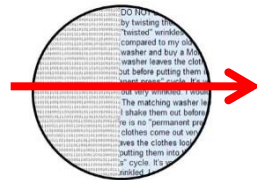
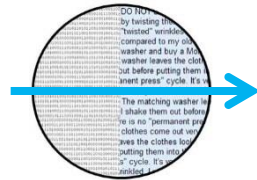
Why

Early indicators of **negative sentiment** when product is out of stock

Increased dissatisfaction with Smart phone plans and devices because overcharging for data access and “poor” battery life

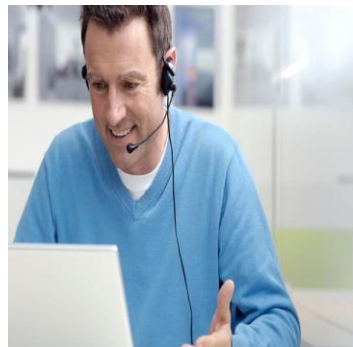
Missed social media feedback that described problems with store cleanliness and staff attitude

Gift Card expiration policy angered customers



Content Analytics for Your Organization

Customer Care



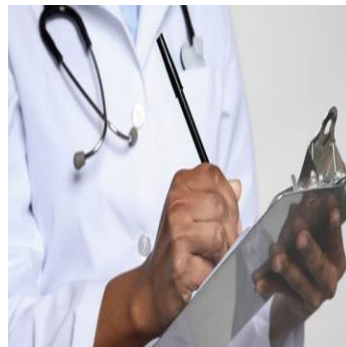
- Customer Experience
- Customer satisfaction and survey analysis
- Product and Service Quality
- Churn prediction
- Marketing campaign development and execution
- New revenue opportunities
- Product enhancements

Public Safety



- Community Policing
- Investigation Analytics
- Incident Management
- Anti-gang initiative
- Anti-terrorism initiatives
- Cybercrime investigation

Healthcare



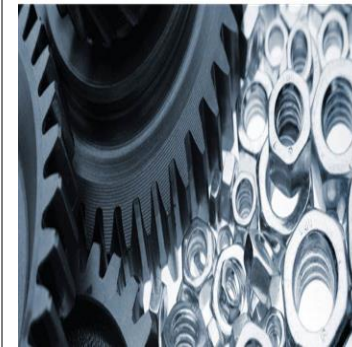
- Diagnostic Assistance
- Clinical Treatment
- Critical Care Intervention
- Research for Improved Disease Management
- Fraud Detection and Prevention
- Voice of the Patient
- Claims Management
- Prevention of Readmissions
- Patient Discharge and Follow-up Care

Insurance



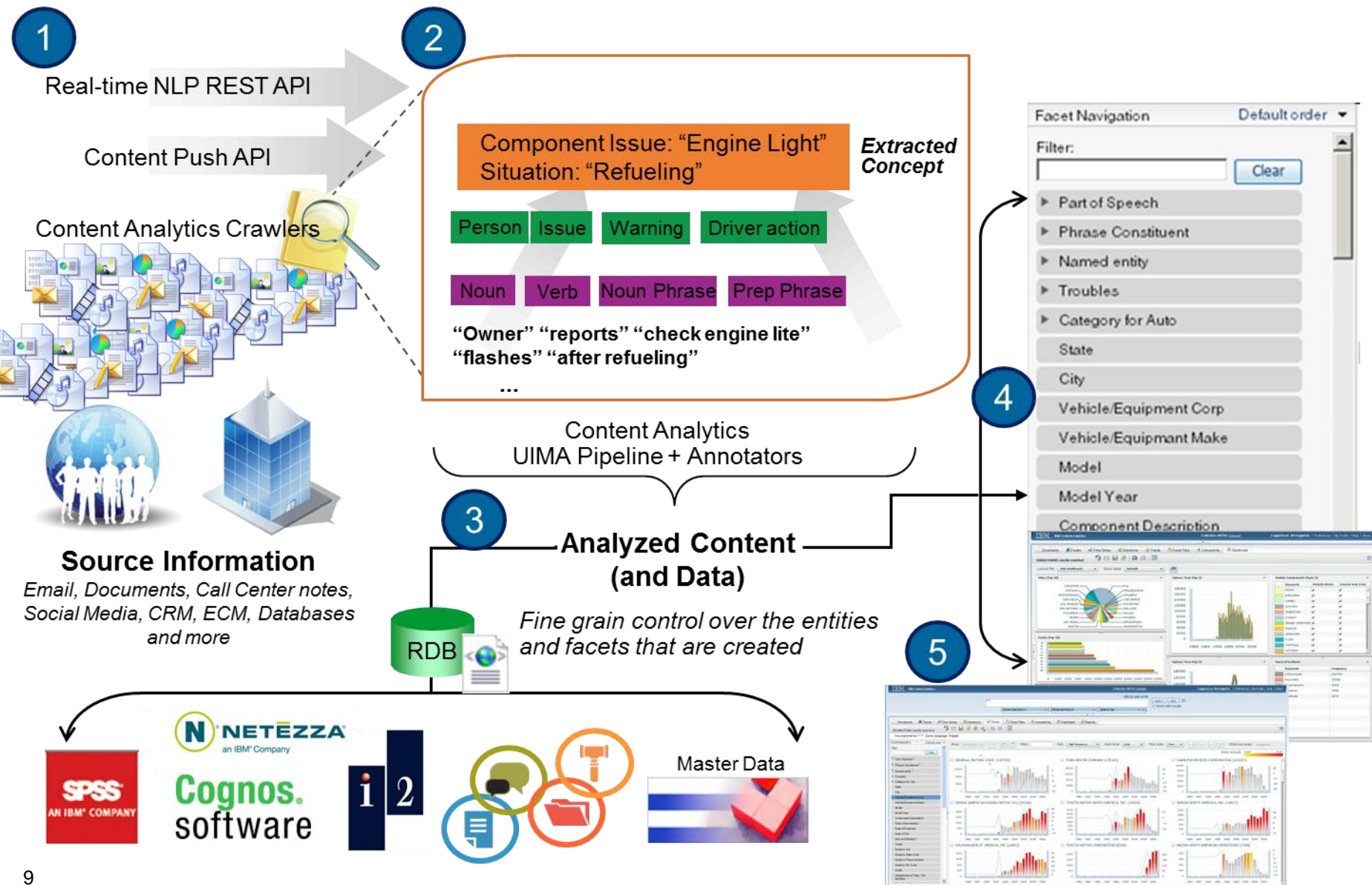
- Risk Assessment
- Fraud Detection
- Policy/Underwriting Analysis
- Claims analysis, payment validation, loss review
- Reserve trending and optimization
- 360-degree view of customer

Manufacturing



- Product and Service Quality Insight
- Warranty Analysis

IBM Content Analytics – How it works



Bob Foyle

Product Manager, IBM Content Analytics with Enterprise Search

DEMONSTRATION

Question & Answers



Thank You!

감사합니다 Natick
 Danke Ευχαριστίες Dalu
 Grazie Thank You Köszönöm
 Спасибо Dank Gracias
 谢谢 Merci Seé
 ありがとう

Obrigado