



Text Analytics
The three-minute guide





What is text analytics?

Detecting hidden signals

There's a good chance that your organization is awash in unstructured, text-rich data—everything from emails to customer tweets. The information buried in all that text holds the potential to deliver valuable business insights.

Text analytics is the practice of using technology to gather, store and mine textual information for hidden signals that can be used to inform smarter business decisions.

Why it matters now

An explosion of unstructured data

Many types of organizations are experiencing explosive growth in their unstructured enterprise data—at the same time that they have unprecedented access to external sources of data such as social media, blogs, and mobile transaction data.

Until now, much of this information passed through the organization virtually unanalyzed. But today, new tools for handling large amounts of this complex data make it easier to squeeze value from such unlikely sources.

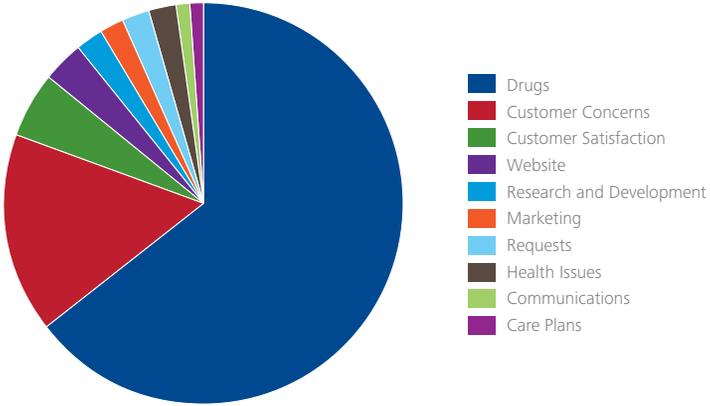
Why text analytics?

Insights greater than the sum of their parts

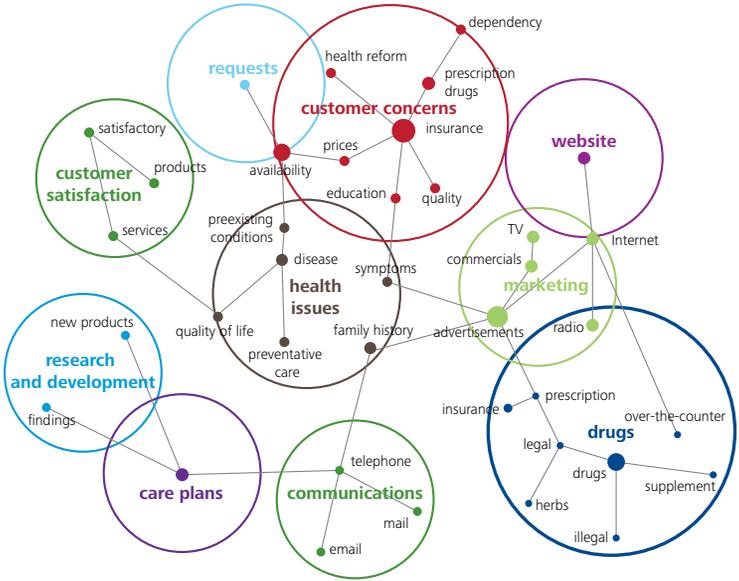
For the first time, deep language processing capabilities such as sentiment analysis, summarization, and faceted search are becoming mainstream. And they're being helped along by a user-friendly approach that makes them accessible to a broader range of business users.

These user-friendly tools make it easier to process social data, semi-structured data, and unstructured data together to find hidden patterns, trends, and anomalies.

...topics most frequently mentioned in your data



...and who, what and where is being talked about.



The benefits

Simplicity

Unstructured data is notoriously complex. Text analytics makes it easy to filter, search and cross-reference this data within a single, unified view.

Enterprise-wide analytics

Unstructured textual data doesn't tend to respect organizational boundaries. Crack the code on this cross-enterprise data and you can create a foundation for enterprise-wide analytics along the way.

Boost other analytics efforts

Analytics that relies on structured data can often benefit from an injection of unstructured data like that produced by text analytics. Combine the two to boost the overall effectiveness of your analytics initiatives.

What to do now

Go where the data is

There's a good chance your organization is sitting on a mountain of unstructured (and unused) data. Don't worry about finding sources of data to feed the analytics machine—instead, start with existing document or knowledge management systems, or even your organizational email.

Ask pointed questions

There are plenty of hidden signals in your unstructured data that could have a big impact on your business—if you know how to identify them. Asking the right questions can make all the difference. The more focused and specific, the better.

Target quick wins

Gain momentum by focusing on a series of small, achievable text analytics projects that can lay the foundation for bigger initiatives down the road.

Time's up



What a difference a few months can make

When it comes to text analytics, you probably already have most of the components you need to start generating insights. It's just a matter of putting them together in the right way. While every organization is different, many have reported seeing results within just a few months of getting started.

To learn more about how to get your text analytics initiative off to a smart start—and start using all that unstructured data, please contact:

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