

IBM Cognos Content Analytics

Frequently asked questions

Q: *What is IBM Cognos Content Analytics?*

A: IBM Cognos® Content Analytics is a solution that gives organizations the ability to access and analyze unstructured content that can be found both inside and outside the organization. It turns unstructured content into new business insight through the ability to access, sort and analyze that content, and combine it with structured data and other information resources.

Q: *What is “unstructured content”?*

A: “Unstructured content” refers to the enormous volume of information that can be found in the text of e-mails, documents, blogs, wikis and Web sites. These documents may actually be semi-structured as in forms or completely free-form, but they are not organized and ready to query like a database. It is estimated that anywhere from 50 to 80 percent of potentially relevant business information resides in unstructured content both inside and outside the walls of the organization.

Q: *How does IBM Cognos Content Analytics access this content?*

A: Using sophisticated natural language algorithms IBM Cognos Content Analytics can search virtually any type of content in any format including both text and data. It identifies and tags all relevant content regardless of its source by crawling key words or phrases. It then extracts key information through an ETL (extract, transform, load) interface and sorts, filters and categorizes that information to make the content relevant.

Q: *What does it offer that I don’t get from my current business intelligence (BI) system?*

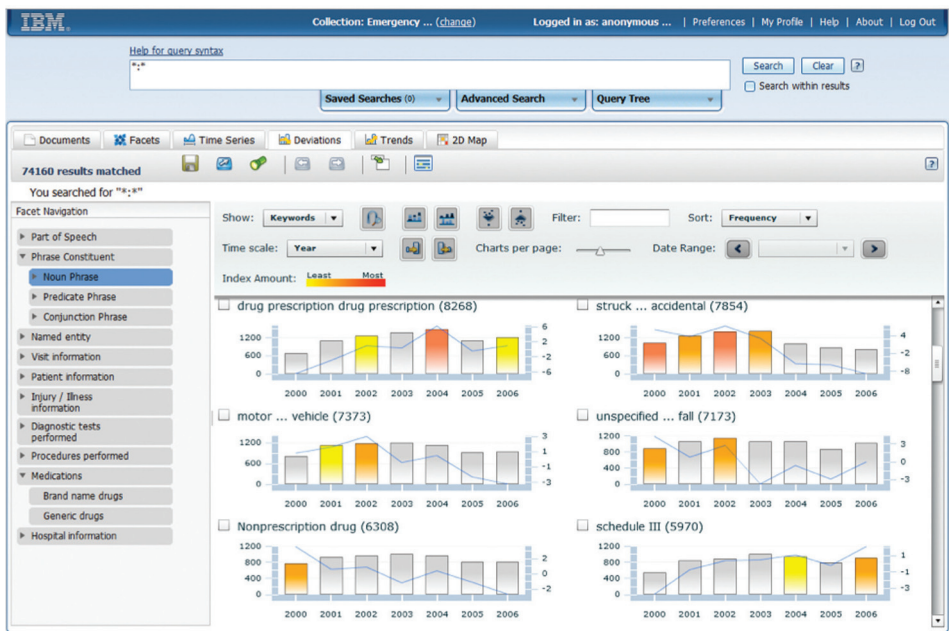
A: IBM Cognos Content Analytics enables you to go beyond the data that is collected through your standard business intelligence infrastructure. It supplements your existing BI system and enables you to systematically harness the subjective, anecdotal information that is always present in any organization, but rarely available through normal business reporting channels.

Q: *Does it work with my current IBM Cognos BI systems?*

A: Yes. IBM Cognos Content Analytics can store output to any RDBMS (relational database management system), so key content-derived metrics can be distributed to a broad range of business users through IBM Cognos 8 reports, scorecards, dashboards and alerts.

Q: What sort of content does it access and analyze?

A: IBM Cognos Content Analytics is optimized to identify business issues and deliver insight from internal enterprise content such as e-mails, documents, and portals. The solution rapidly searches large volumes of unstructured content, extracts information and puts it into a form that you can use.



IBM Cognos Content Analytics detects trends and patterns and highlights anomalies for focused research.

Q: Can business users access IBM Cognos Content Analytics?

A: Yes. Business users can explore and analyze content directly with a dynamic, highly visual interface that supports keyword and semantics search as well as navigation. IBM Cognos Content Analytics is customizable and extensible through an API (application programming interface).

Q: Do I have to create a new search each time I use it?

A: No. IBM Cognos Content Analytics can be set up to scan your unstructured content automatically. Continuous refinement of content provides business context, using semantic and faceted search capabilities. New insights are delivered to business users, applications or business processes to help you go from insight to action. Users can also create ad hoc queries for specific business questions.

Q: *What are some examples of industries or business situations where IBM Cognos Content Analytics would be useful?*

A: IBM Cognos Content Analytics can be useful in a wide range of industries and in numerous business situations. For example, it could be used to help analyze:

- Customer service metrics based on analysis of text in call center records
- Product planning priorities based on warranty claims
- Competitive position based on analysis of text in competitor reports and win/loss data
- Insurance fraud based on contents of claims forms

Q: *How will IBM Cognos Content Analytics help my organization's business performance?*

A: There has been an explosion of consumer feedback in recent years. Companies that can systematically monitor that feedback and respond to customer concerns will have a competitive advantage, as will companies that can identify successful strategies in their own organization and quickly replicate emerging best-practices. IBM Cognos Content Analytics helps your organization incorporate customer and employee insights into your decision making consistently, completely, and cost effectively.



About IBM Cognos BI and Performance Management

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

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November 2009
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