



Highlights

- Enables greater accuracy and control over information with sophisticated natural language processing capabilities to deliver the right information at the right time to the right people
 - Enhances the ability to search and analyze information as it grows to big data scale
 - Transforms organizations by uncovering trends, patterns and relationships from enterprise content to drive fact-based decisions
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IBM Content Analytics with Enterprise Search, Version 3.0

As the world becomes more instrumented, interconnected and intelligent, the volume of information generated by people and devices is growing at an exponential rate. The conversation surrounding this information explosion and about big data has centered on the size and management of this data; however, the real focus should be on the opportunity that lies in producing critical business insight from the petabytes of data that are being created. By using analytics, organizations can find trends and patterns quickly to perceive, predict and perform for a competitive advantage. In this age of big data and analytics, businesses can work in a powerful way to optimize performance and make smarter decisions driven by real-time intelligence and analysis rather than intuition.

When leveraging the power of analytics, businesses should harness their entire information source and not focus only on their structured data. After all, structured data is only a fraction of an organization's information; the vast majority of information is unstructured content: documents, reports, emails, survey forms, call logs and more. Analyzing unstructured content does not have to be a cost-prohibitive, resource-intensive manual exercise; platforms such as IBM Content Analytics with Enterprise Search process huge amounts of structured and unstructured content quickly to derive business intelligence from it.



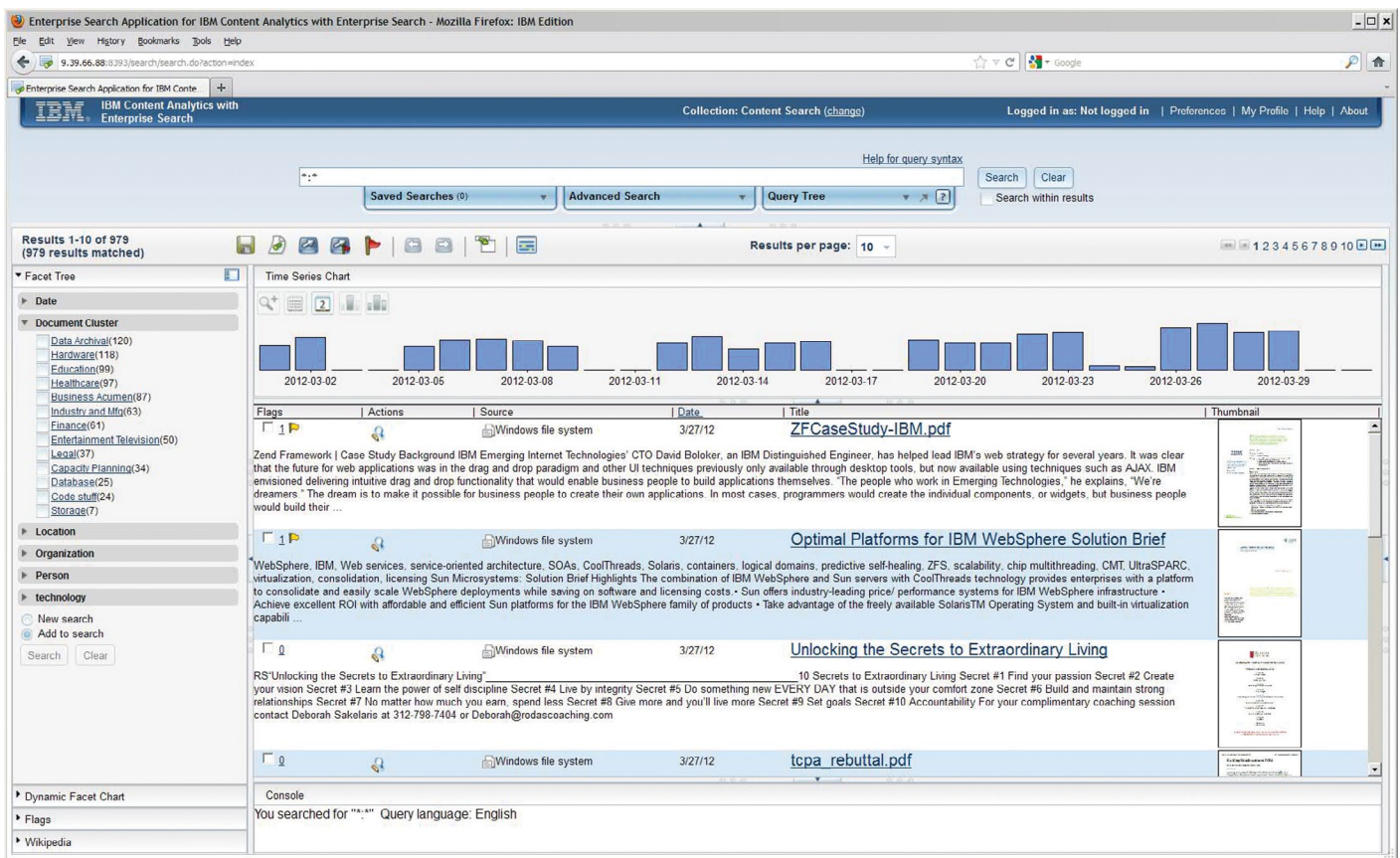


Figure 1: The search application in IBM Content Analytics with Enterprise Search is now enhanced with analytics such as the illustrated timeline.

Content analytics provides similar features as structured analytics tools by surfacing insight such as trends, patterns and correlations from unstructured information. While structured analytics can provide insight on the *what*, *where* and *when* of a business challenge or opportunity, content analytics provides insight on *why* and *how* a challenge or opportunity emerged.

Identify patterns in customer feedback that, when addressed, can reduce churn

A leading telecommunications company analyzed its structured data and identified an increasing churn rate in a particular demographic. To understand the reason for the churn, the company analyzed call center transcripts to identify patterns of service and device-related problems raised by customers from that demographic. Structured analytics was able to identify the problem, and content analytics helped the company quickly identify the root cause of the problem.

Delivering the right information at the right time to the right people

IBM Content Analytics with Enterprise Search is a unified content analytics and search platform that delivers analytic applications and concept-based (semantic) search from enterprise content. Leveraging the sophisticated natural language processing (NLP) technology found in the IBM Watson™ question answering computing system, Content Analytics with Enterprise Search understands the meaning and context of human language within textual information found in documents, reports, email, surveys, customer relationship management (CRM) applications and much more.

Deliver the right information at the right time to the right person

A leading public broadcaster used analytics to enable faceted, concept-based search for its media archive to drastically reduce the time taken by its agency customers to find the required content. Content analytics helped create rich metadata of all media in the archive, and this rich metadata improved the accuracy of search and retrieval and substantially improved the discovery process of suitable media.

Enabling the ability to search and analyze big data

IBM Content Analytics with Enterprise Search enables more-accurate and more-reliable insights for industry solutions such as healthcare and public safety, tackling complex analytic issues even as information grows to big data scale. IBM Content Analytics with Enterprise Search has tight integration with the IBM InfoSphere® BigInsights platform, enabling very large search and content analytics collections.

Identify potentially harmful products from early feedback

A government regulator that analyzed millions of consumer complaints annually to recognize potential safety concerns emanating from faulty products transformed its operations by leveraging content analytics to discover early trends indicating product defects by analyzing its entire information base of many petabytes of data.

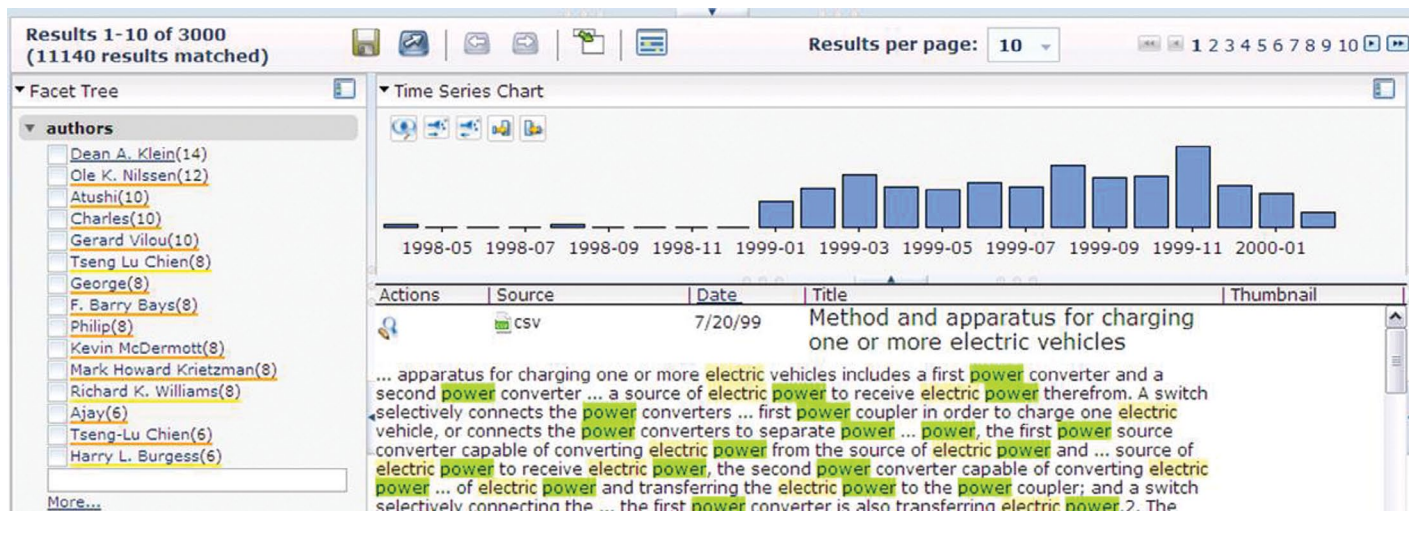


Figure 2: This screen capture of IBM Content Analytics with Enterprise Search shows how you can quickly search your enterprise repository.

Transforming organizations with fact-based decisions

IBM Content Analytics with Enterprise Search helps organizations gain insight from their unstructured content and related structured data. Its integrated analytics and search capabilities allow companies to easily access and aggregate from multiple internal (content repositories, collaboration systems and structured data) and external (social media, websites, wikis and blogs) information sources and content types. Organizations can categorize and analyze content to help them understand meaning in context with the out-of-the-box NLP capabilities to extract facts and concepts from content. Feature-rich views and a user-friendly interface enable interactive, real-time exploration to help users connect to relevant documents and uncover patterns, relationships and correlations that they didn't know existed.

Improve public safety by reducing the time to solve crimes

A major police force employs content analytics to recognize correlations and relationships among its case files to solve cold cases. Content analytics helps correlate cases to identify crime suspects by method, known associates, vehicles used and eye witness reports.

The following is a list of some of the new and enhanced features in IBM Content Analytics with Enterprise Search, Version 3.0:

- **Exceptional content analytics capability**—leverages the same NLP technology as the IBM Watson DeepQA system
- **Federated, faceted search**—enables a highly secure, semantically-rich, faceted navigation search experience
- **IBM Content Analytics Studio**—provides the capability to build and tailor linguistic rules, dictionaries, and taxonomies (annotators)
- **Expanded and improved language support**—supports 26 languages: Arabic, Chinese – Simplified, Chinese – Traditional, Czech, Danish, Dutch, English, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Norwegian Bokmal, Polish, Portuguese, Portuguese-Brazilian, Russian, Slovakian, Slovenian, Spanish, Swedish and Turkish
- **Sentiment analytics**—assists with quick identification of positive and negative sentiment surrounding specific entities and concepts found in the content
- **IBM InfoSphere BigInsights integration**—uses the IBM InfoSphere BigInsights platform for parsing and indexing very large enterprise search and content analytics collections
- **Multimedia file processing through an Unstructured Information Management Architecture (UIMA)**—processes image file types through the UIMA pipeline, allowing for the capture of common metadata structures

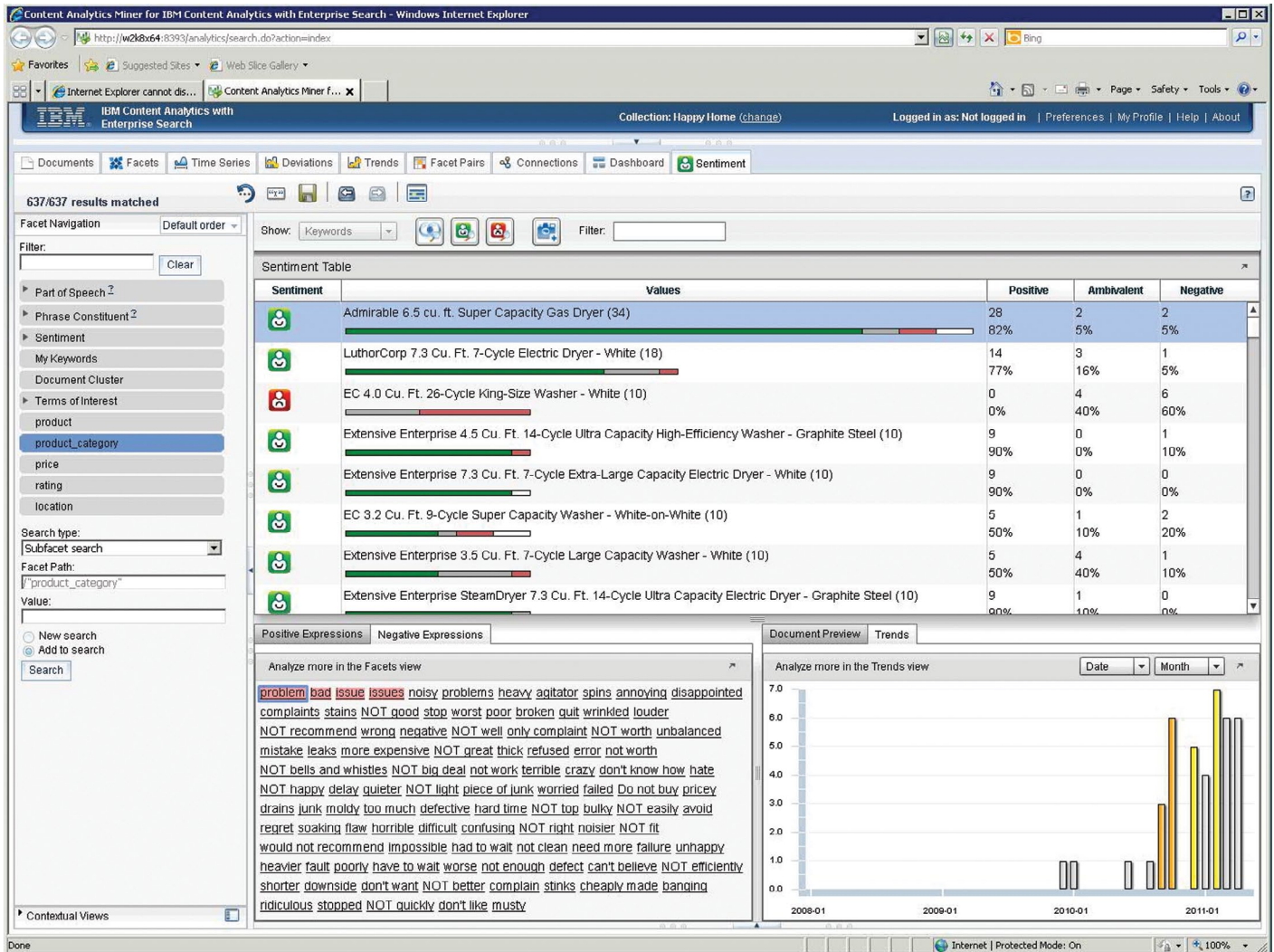


Figure 3: The Content Analytics Miner enables you to explore and visualize trends and patterns in a set of views like the illustrated sentiment analytics view.

How are organizations realizing value with IBM Content Analytics?

- Insurance companies use content analytics to analyze claims to improve reserve allocation, identify underwriting policy risk, facilitate payment optimization and provide a 360-degree view of customer information.
 - Government agencies use content analytics to augment their crime analytics and public safety solutions for police, security, intelligence and customs agencies with additional evidence, facts, criminal patterns and relationships to expedite investigations.
 - Retail, consumer goods and telecommunications companies use content analytics to better identify customer satisfaction trends by analyzing customer correspondence collected through multiple channels, to drive new marketing campaigns, and to modify products and services to address customer demands.
 - Manufacturing companies use content analytics in early warning systems that quickly identify failure patterns and understand which product component, supplier or dealer is most highly correlated with product issues and to leverage historical data to formulate product design changes.
 - Healthcare organizations use content analytics with predictive tools to target research for improved treatment effectiveness by rapidly driving insights from trends, patterns and deviations in unstructured data and to improve readmission rates by enabling clinical and knowledge workers through integration with existing information systems.
 - Media and communications businesses use analytics-enabled faceted search functions to provide knowledge workers with quick access to content by appending a variety of media with rich metadata enriched by analytics to derive semantics out of natural language.
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Why IBM?

Software is helping build a smarter planet, giving organizations more opportunities to realize their potential and break new ground. To achieve such goals, businesses need software that is fueled by expertise, built for change and ready for work. IBM enterprise content management (ECM) solutions can help.

Our comprehensive ECM portfolio—including industry solutions from IBM Business Partners—helps businesses manage unstructured content, optimize business processes and address complex compliance requirements. Our deep ECM capabilities support an information agenda—the IBM approach to using information as a strategic asset through better business and IT alignment.

About IBM ECM software

IBM ECM software enables the world's top companies to make better decisions, faster. By gaining control of unstructured information, companies can access information, collaborate and influence business decisions in new ways, making content a first-class source of insight. With industry-specific IBM ECM solutions, companies can capture, manage and share content throughout its lifecycle, helping ensure compliance, reduce costs and maximize productivity. The IBM ECM portfolio includes a wide array of capabilities that integrate with existing systems to help organizations maximize the value of information, including document capture and imaging, social content management, advanced case management, information lifecycle governance, and content analytics. More than 13,000 global companies, organizations and government organizations rely on IBM ECM software to improve performance and remain competitive through innovation.

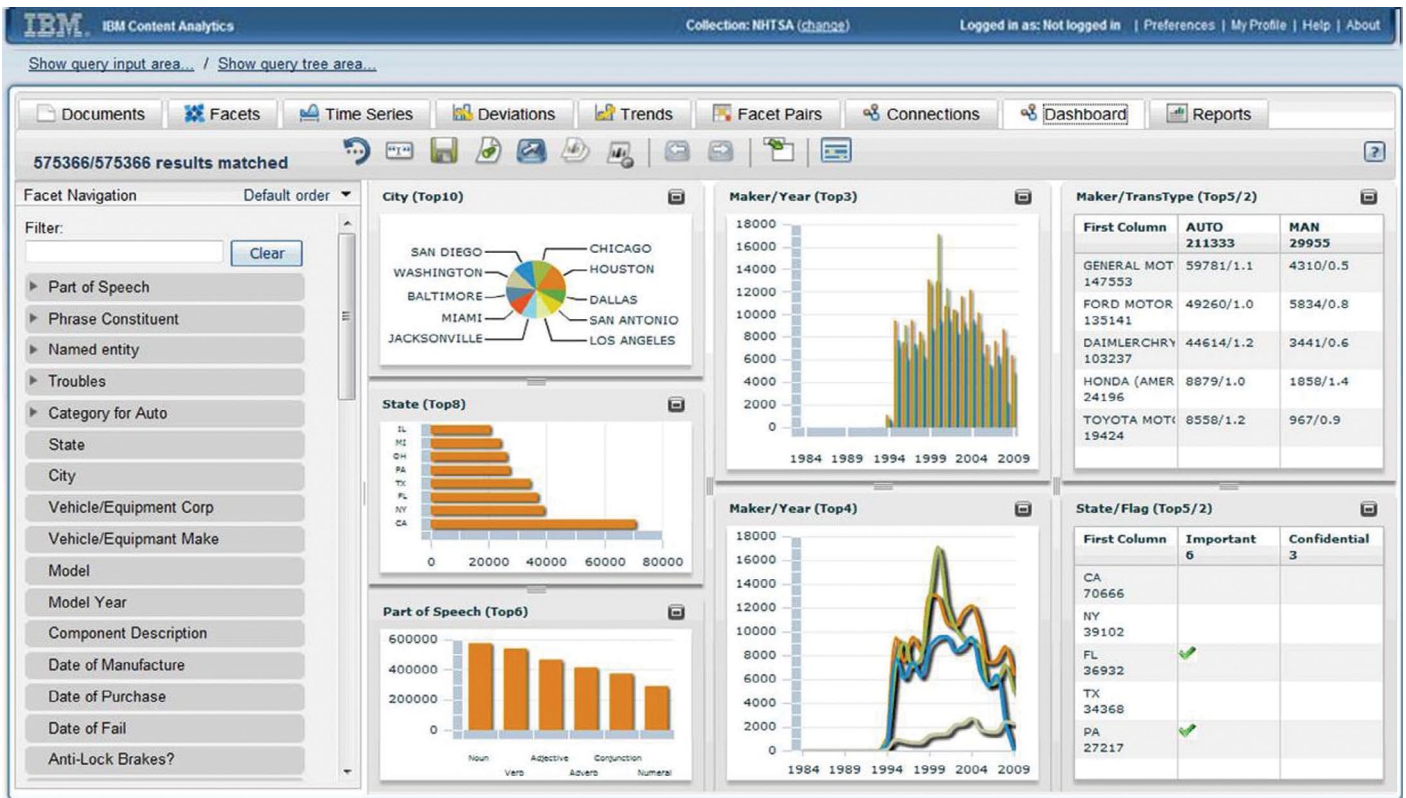


Figure 4: This screen capture of IBM Content Analytics shows the tools available to gain insight and make valuable business decisions.

For more information

To learn more about IBM Content Analytics with Enterprise Search and ECM software from IBM, please contact your IBM sales representative or IBM Business Partner, or visit:

ibm.com/software/ecm/content-analytics/bundle.html

Join a conversation about fostering success by using the IBM ECM suite of products. Visit the worldwide IBM ECM Community at:

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