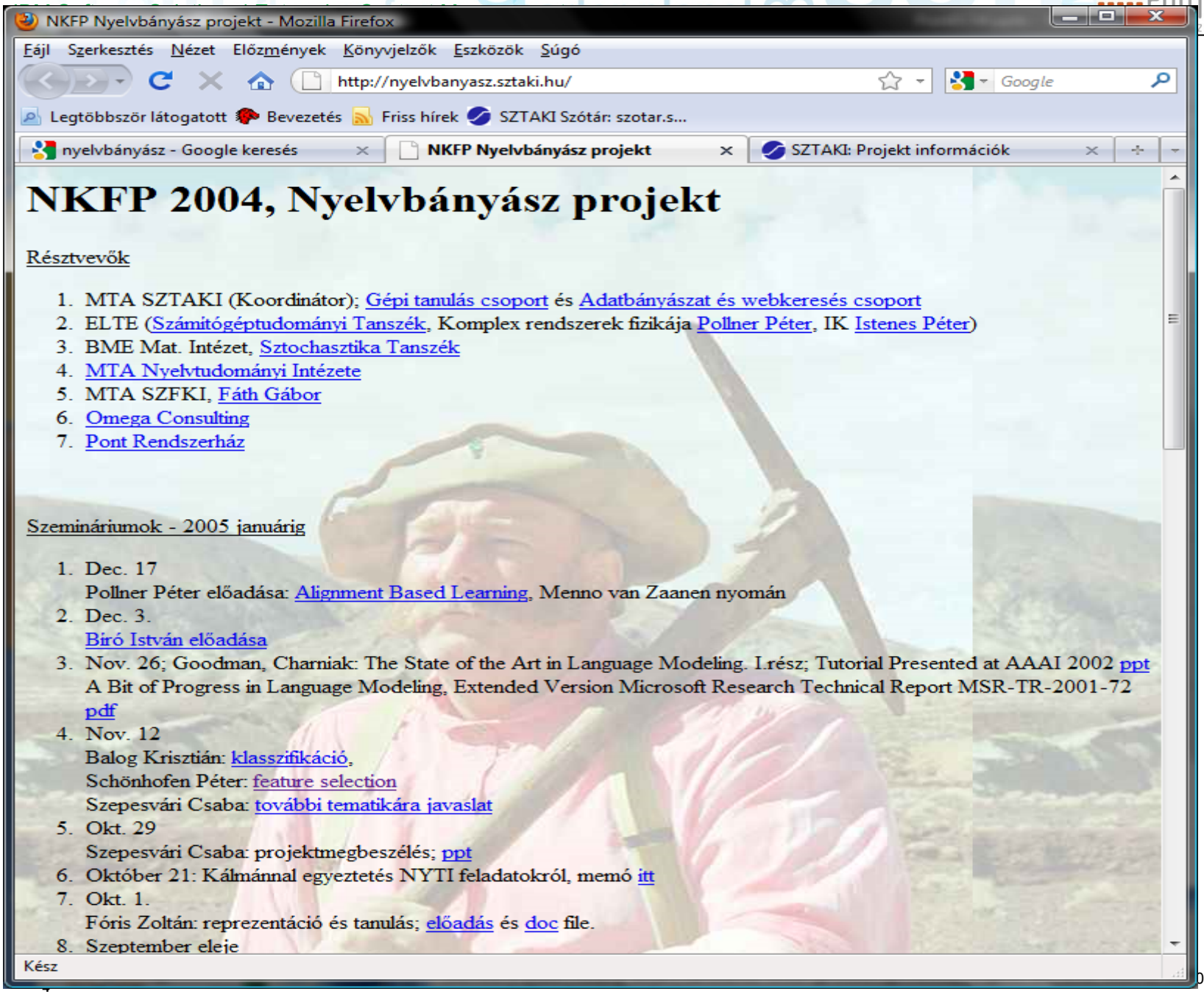
IBM Enterprise Content Management Solutions
Content Analytics

Mi a tartalom menedzsment ?

- **Strukturálatlan adatok közötti összefüggések feltárásával foglalkozik**

- **Példa a strukturálatlan adatokra:**
  - **E-mailek**
  - **Hibajegyek különböző ticket rendszerekben**
  - **Panasz bejelentések (e-mail, vagy dokumentum formátiumban)**
  - **Műszaki dokumentációk**
  - **Cset, twitter, blog stb… (social media)**
  - **Feldolgozott hanganyag…**

Nyelvbányász projekt



A mai információs világban a tudás felhasználása üzleti előnyt jelent …

Gépesített

Behálózva

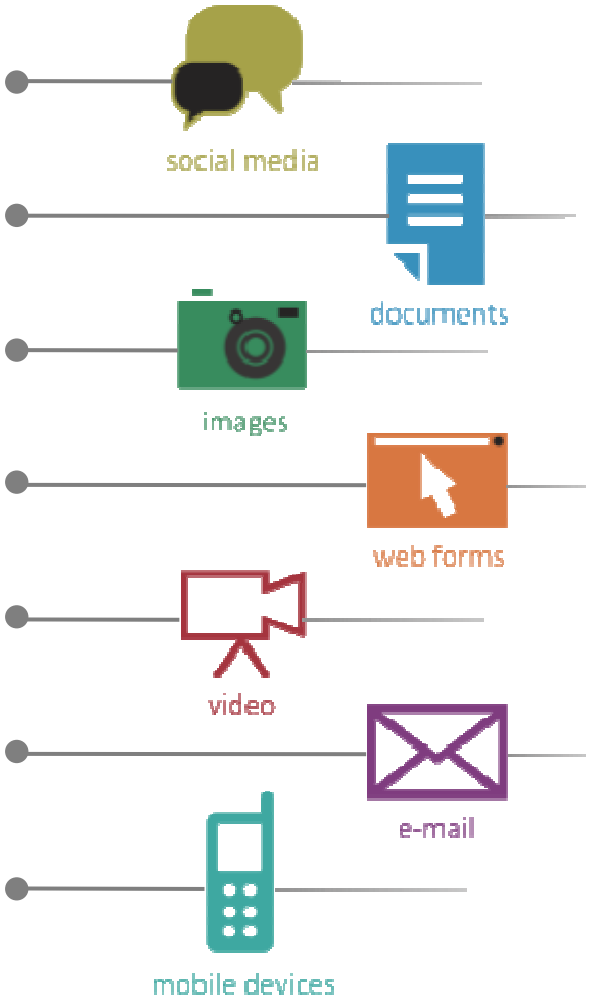
Intelligensebb

… ehhez szükséges a jobb Enterprise Content Management Vállalati tartalom menedzsment

- Kezeljük az alapvető információkat bárhol is vannak
- Irányítsuk a információ áramlását a teljes életciklus alatt
- Optimalizáljuk a tartalommal kapcsolatos folyamatokat
- Találjunk rá a váratlan összefüggésekre

Találjuk meg a jelet a zajban

A tartalom hasznosításához szükséges hogy tudjunk benne **keresni,** tudjunk **elemezni** és **értékelni** nagy mennyiségű szöveget dokumentumot, hogy megértsük és felismerjük a lényeges információt bármilyen forrásból jön is…



IBM Content Analytics adds value to …

Healthcare Analytics
- ***Analyzing:*** *E-Medical records, hospital reports*
- ***For:*** *Clinical analysis; treatment protocol optimization*
- ***Benefits:*** *Better management of chronic diseases; optimized drug formularies; improved patient outcomes*

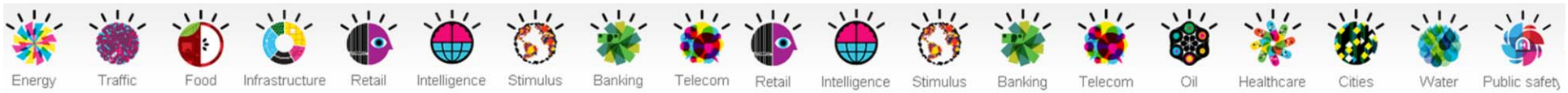
Crime Analytics
- ***Analyzing:*** *Case files, police records, 911 calls…*
- ***For:*** *Rapid crime solving & crime trend analysis*
- ***Benefits:*** *Safer communities & optimized force deployment*

Automotive Quality Insight
- ***Analyzing:*** *Tech notes, call logs, online media*
- ***For:*** *Warranty Analysis, Quality Assurance*
- ***Benefits:*** *Reduce warranty costs, improve customer satisfaction, marketing campaigns*

Customer Care
- ***Analyzing:*** *Call center logs, emails, online media*
- ***For:*** *Buyer Behavior, Churn prediction*
- ***Benefits:*** *Improve Customer satisfaction and retention, marketing campaigns, find new revenue opportunities*

Insurance Fraud
- ***Analyzing:*** *Insurance claims*
- ***For:*** *Detecting Fraudulent activity & patterns*
- ***Benefits:*** *Reduced losses, faster detection, more efficient claims processes*

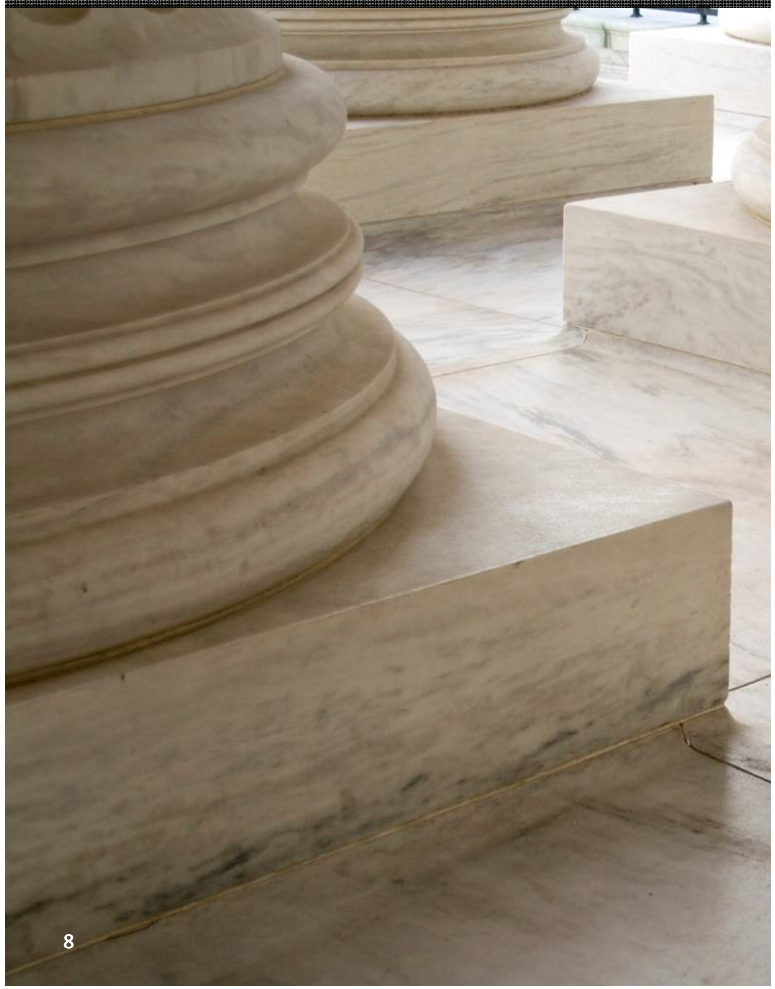
Social Media for Marketing
- ***Analyzing:*** *Call center notes, SharePoint, multiple content repositories*
- ***For:*** *churn prediction, product/brand quality*
- ***Benefits:*** *Improve consumer satisfaction, marketing campaigns, find new revenue opportunities or product/brand quality issues*



US Government Agency

Smart is: intelligently classifying documents

"Consistent, reliable and automated configuration content is critical."



Industry context: *government*
Value driver: *speed, accuracy of classification*
Solution onramp: *content analytics*

Business Challenge

With millions of email messages going through this government agency's systems every year, the agency needed to improve the accuracy and speed of its content categorization in order to meet regulations for accurate and effective records retention.

What's Smart?

The agency transformed its manual, inaccurate human categorization process with automated classification technology. The agency resolved inconsistencies in content categorization using IBM Classification Module's contextual classification, replacing its over-burdened, labor-intensive content categorization process.

Smarter Business Outcomes

Improves visibility and access to accurately classified email content. Provides more insight for records retention and legal discovery. Reduces storage required for email messages.

Japan Business Services Provider

Smart is: gleaning insight about customers

Industry context: computer services
Value driver: improve customer service
Solution onramp: content analytics

Business Challenge

A Japanese business services provider operates multiple customer service centers and needed ways to analyze large volumes of information to improve agent training and deliver better customer support.

What's Smart?

They implemented content analytics from IBM to understand and process natural language. The solution analyzes customer interactions based on consolidated logs of phone calls, email and Web, identifying keywords.

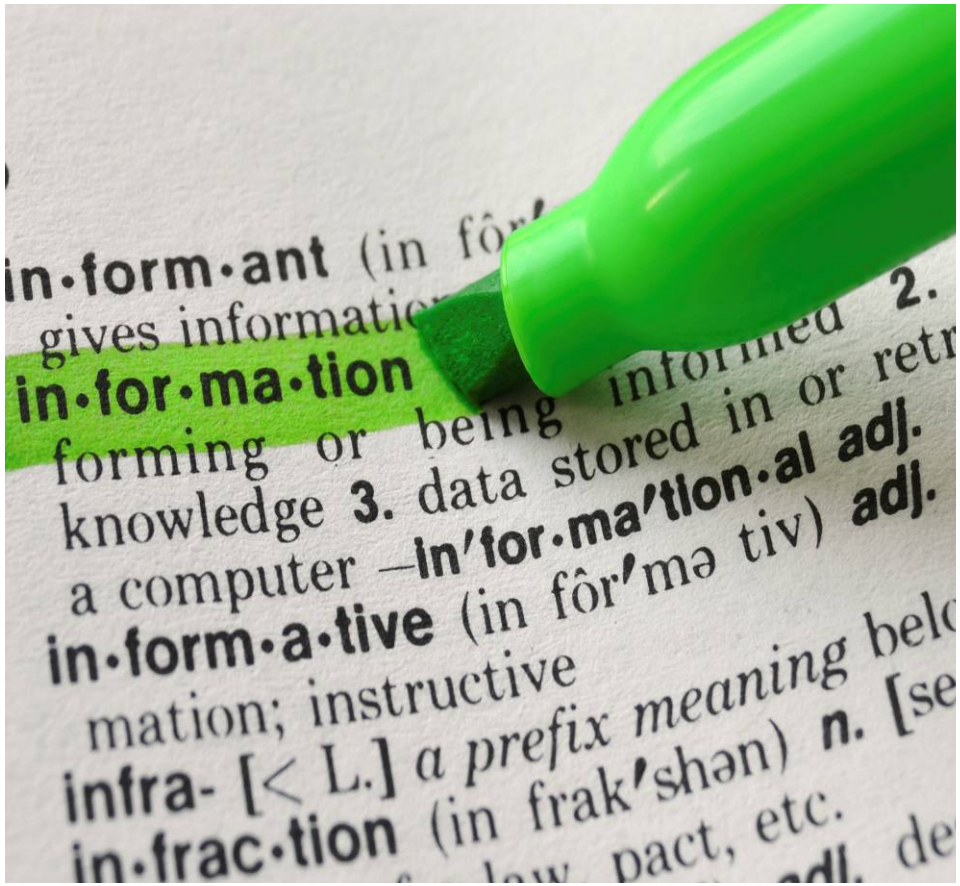
Smarter Business Outcomes

Improved agent skills and training, resulting in a 92% reduction in call transfer and 88% improvement in volume. Provides new insights about product issues, resulting in an 88% decrease in product-related calls.

Financial institution

Smart is: creating rapid insights from content

Industry context: banking and financial services
Value driver: internet fraud prevention
Solution onramp: content analytics



"The demo impressed the customer so much that the customer was ready to buy ICA in a few days," ECM Sales Rep.

Business Challenge

A European financial Institution wanted to investigate fraudulent behavior by exploring internet sites for actions that might pose a threat to its members.

What's Smart?

In less than one week, using IBM Content Analytics, the IBM sales team analyzed a selected set of websites, investigated their findings and reported their findings back to the customer.

Smarter Business Outcomes

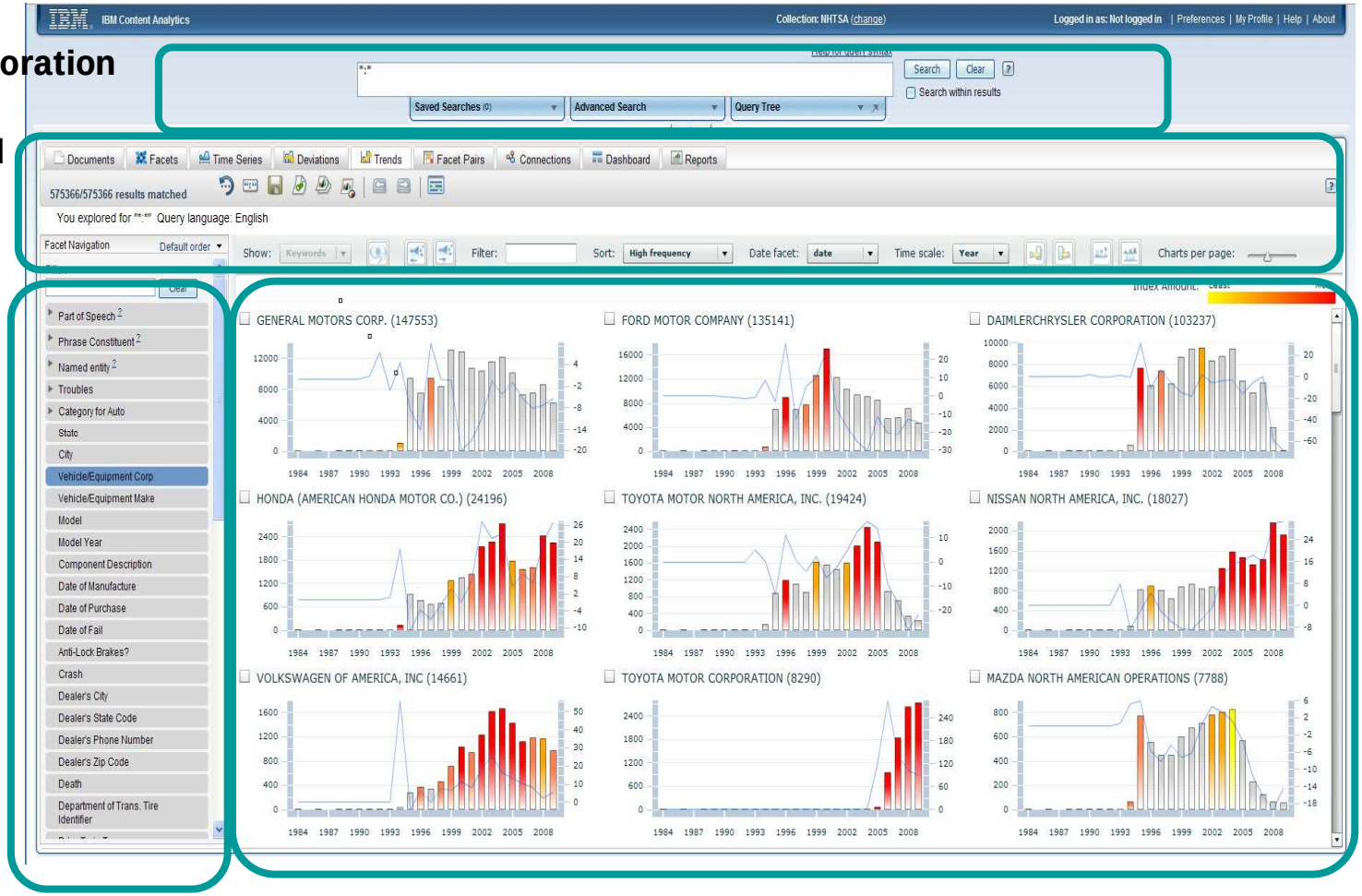
The team rapidly showed the customer types of intrusion correlating bank terms with news about a known hacker using the out of the box extraction capabilities, prevention scenarios and frequently vulnerable operation systems.

The Interactive Discovery User Interface Explained

Search Query Exploration

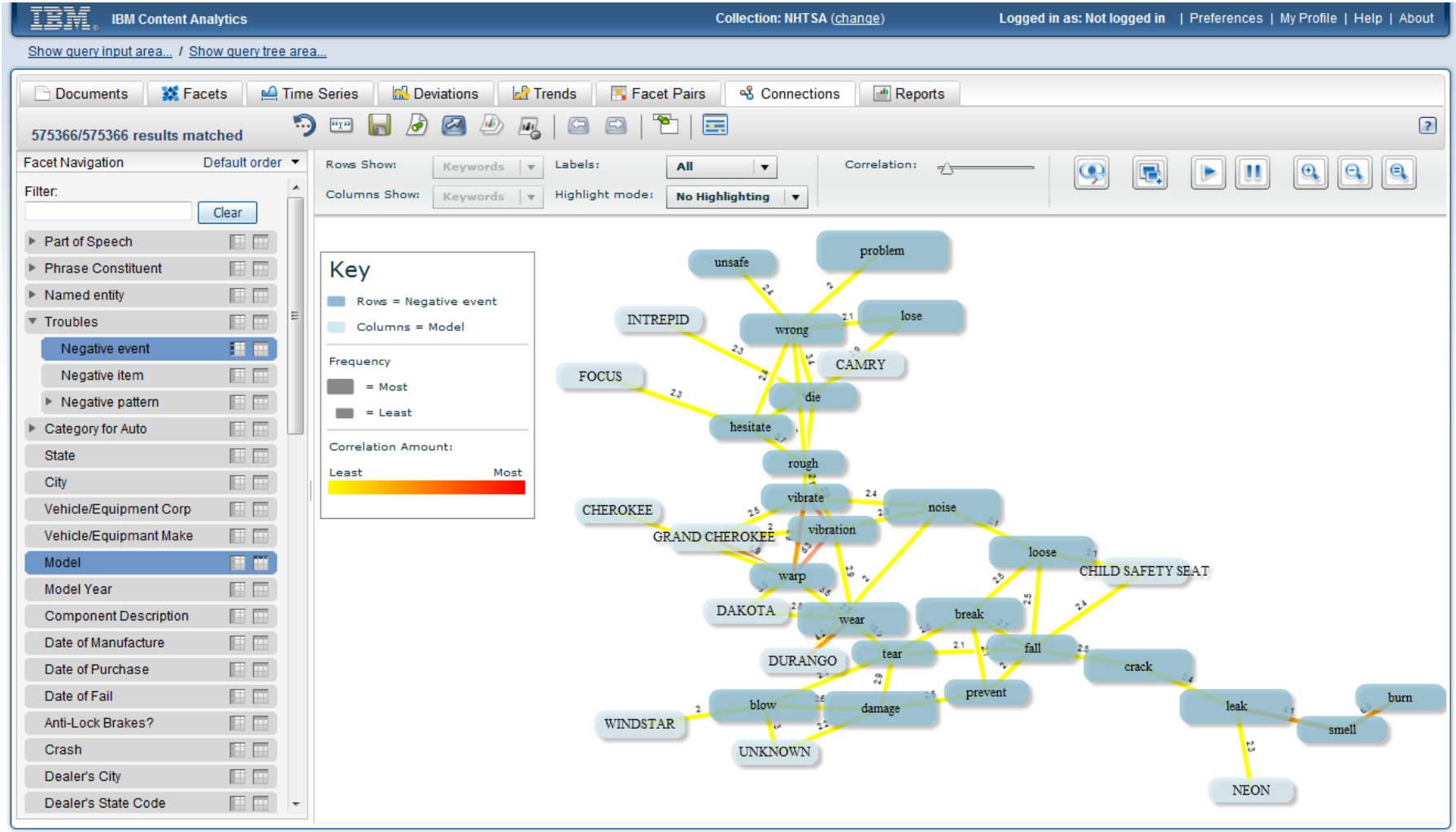
Views, Filters and Thresholds

Automatically Extracted and Analyzed Concepts, Entities, Relationships, Meta Data and Classifications

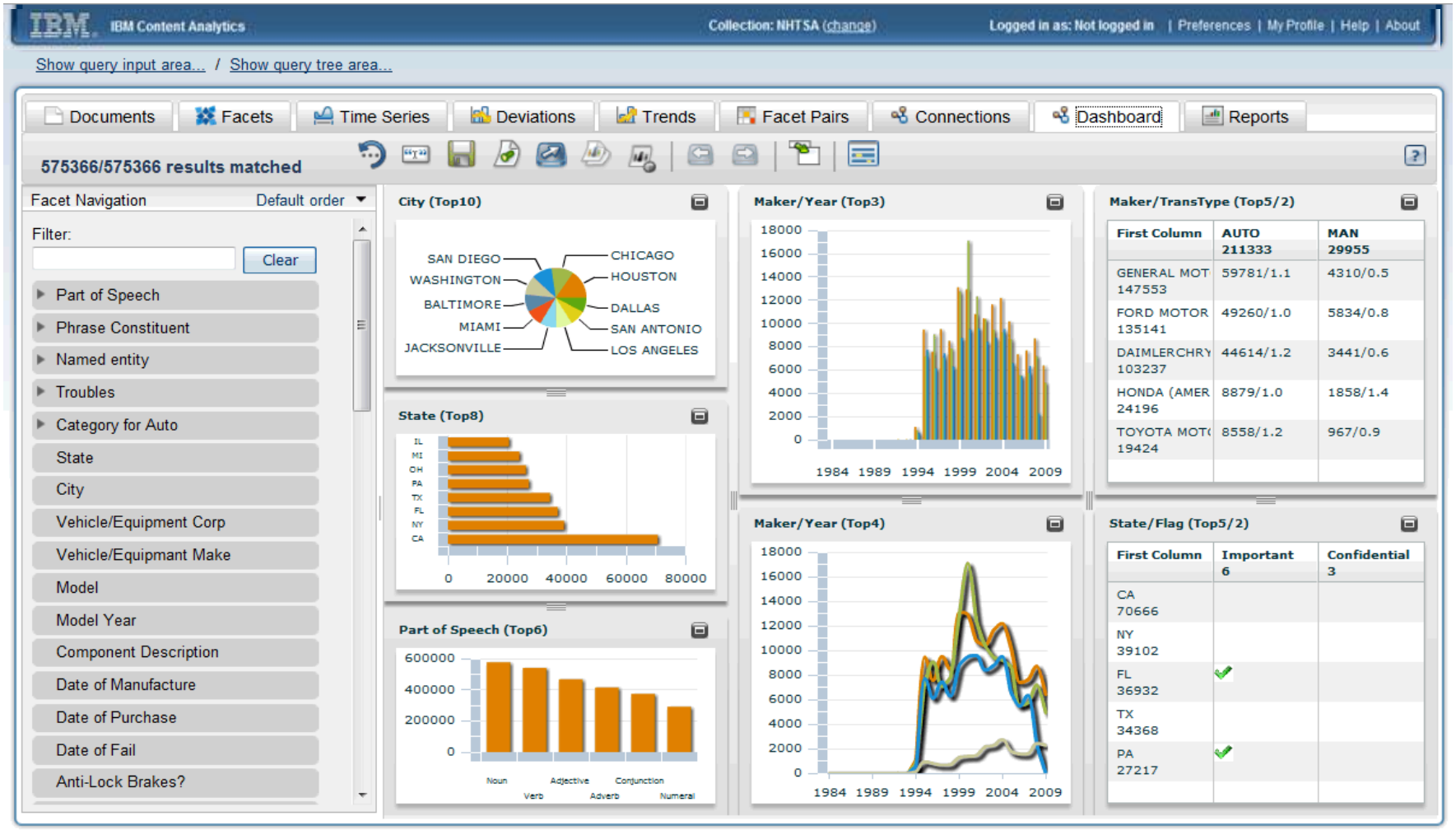


Visualization with Drill Down for Exploration and Assessment

Connections View links highly correlated terms to one another



Create Dashboard Views for Executive Summaries



Steps to tailor your text analysis with flexible, easy-to-use tooling

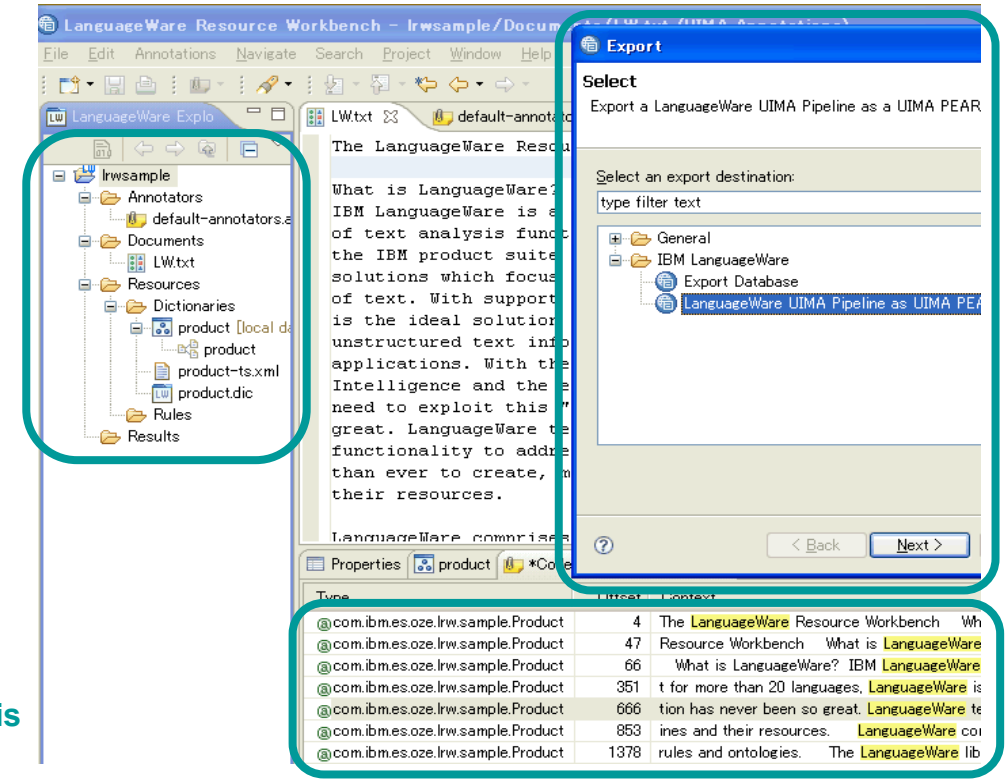
1 Develop your Custom Text Analysis with Tooling

Build language and domain resources into a LangaugeWare dictionary.
Develop rules to spot facts, entities and relationships.
Create and test UIMA annotators with a collection of documents.

2 Export your Custom Text Analysis

Easily generate the annotators to be Content Analytics ready

View of Project Resources



Easy to export your custom text analysis

Easy to test and verify your tailored text analysis

3 Deploy your Custom Text Analysis with in CCA

Import newly created annotators via Content Analytics administration console and associate it to a collection.