



Open Source Intelligence

Outpace your competition with faster access to comprehensive insights from open source intelligence.

Key Capabilities:

- **Comprehensive:**
Monitor social media, broadcast and web content
- **Robust:**
Combine video analytics, audio analytics, image analytics, text analytics, and content analytics
- **Intelligent:**
Uncover trends, patterns, and relationships
- **Efficient:**
Support an end-to-end workflow
- **Fast:**
Enable real-time alerting
- **Flexible:**
Keep pace with massively scalable sources and content

The traditional manual, labor-intensive and error-prone processes in data processing and analysis are not just outdated and unscalable but also risky. They expose your organization to elevated risks of inefficiencies and eroding effectiveness.

OpenText™ IDOL helps your organization overcome these challenges. It is a comprehensive data analytics solution that provides fully automated, real-time, multilingual, news and social media monitoring and information analytics capabilities. Whatever and wherever the story, IDOL enables you to gain that coveted insight that is both fast and comprehensive.

Use Cases

Open Source Intelligence

IDOL is an ideal solution for monitoring and analyzing publicly available information sources, such as TV and radio broadcasts and social media feeds.

There are two main uses in the area of open source intelligence:

Alert on breaking news:

- Real-time automated and comprehensive data analytics is indispensable when it comes to accelerating law enforcement responses to threats of civil unrest noticed in social media or other online forums, mitigating the impact of natural disasters (e.g. changing logistic routes to reduce operational disruptions), and alerting government officials to potentially sensitive news in the media.

- Analysis of sources: IDOL gives you the ability to connect the dots (or seemingly disparate events) across multiple sources to unmask critical trends, patterns, and relationships to validate developing intelligence and spot nuances. It helps you answer critical questions, such as: What are the key topics of interest across the world? How do they differ? What are the public opinions around the globe? How do they differ?

You can detect noteworthy correlations, patterns, trends and more with a high level of confidence. You can engage in strategic planning for a large public event or state visit that requires detailed and comprehensive background research into people, places, and previous occurrences, all with a high level of efficiency. And in an enterprise setting, you can analyze a particular country with regards to competitors and political stability prior to making a large investment.

Advertising Monitoring

With the rapid evolution of advertising comes the complex task of cost-benefit analysis of indirect channels of product or corporate placement and sponsorship beyond the traditional commercial slots. The dynamic nature of the market makes it hard to track the exposure of products and brands. It is now critical to monitor and analyze a vast number of channels in order to uncover the game-changing intelligence required to achieve breakthrough performance. With its powerful data analytics and knowledge discovery capabilities, IDOL helps you address these challenges—to close the loop on advertising and increase ROI. Ever wonder how your high-cost ad placements in broadcast media

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are resonating with the audience? What about optimizing the time slots for your ads? You can now automatically time-correlate social media spikes and topics with your brand appearances in the media, so you can start getting the coveted answers to questions such as:

- Is my ad capturing the attention of the target demographics?
- What is the buzz generated by the ad?
- What is the closed loop ROI (volume, sentiments, and topics of audience reactions as opposed to number of views) for these channels and time slots?

News Broadcast Analysis

There are three main use cases for IDOL in broadcast analysis. These use cases help you answer critical questions related to competitiveness, effectiveness, and influence:

What are we doing compared to our direct competitors? IDOL helps you analyze broadcast output content, identify topics to cover, and determine how long to spend on those topics.

You can then do a competitive analysis and review the differences in relation to the ratings and respective editorial positions. How are we doing within our own programs? You

can perform detailed analysis of key aspects of your programs, such as facial expression, speaker emphasis, topic sentiment, and length. You can then compare how these data points track against ratings and viewers' channel selections, and explore correlations across different data sources to help identify root causes of issues of concern. How influential am I as a news source? In-depth analysis of channel output gives you a clearer view of your content and stories. You can then try to see if your content appears directly or indirectly on other news feeds or media outlets or surfaces on social media sites.

Key Takeaways

From citizen journalism to cable news, from written stories to video clips, the ever-expanding and rapidly growing media landscape brings tremendous rewards and risks. Savvy organizations, from advertising agencies to government intelligence agencies, are outpacing their competitors and staying ahead of threats with innovative data analytics that enable faster access to competitive insights.

Learn more at

www.microfocus.com/richmedia

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