Open Text Content Analytics

No one wants to search, they want to find

Readers demand the information they want, when they want it. For companies with volumes of information this means consistently tagging content—and matching that content on every single Web page; a physical impossibility. Open Text Content Analytics (formerly TME - Text Mining Engine from Nstein) semantically extracts the ‘aboutness’ of content, linguistically parses every sentence to create rich metadata. The metadata can then be searched or automatically matched to assure that readers are connected with the most relevant content. Whether one is publishing for external audiences or employees, Open Text Content Analytics encases content in intelligent, rich, and descriptive metadata that dramatically increases its findability.

Open Text Content Analytics: Turning your content into assets

Content inherently contains value; but it is only valuable if it can be found. Open Text Content Analytics quickly semantically annotates massive amounts of unstructured data so that content is vastly more findable. Open Text Content Analytics can be used by any information-rich company to improve research, increase site traffic, repurpose content or facilitate eDiscovery.
Connect people with relevant content
Open Text Content Analytics does more than just “tag” content. It carefully identifies key concepts, context, meaning, entities (people, places, events) and automatically categorizes these according to a taxonomy, looks up entities under authority files, even determines sentiment and objectivity. Open Text Content Analytics then statistically analyzes each piece of content and assigns a linguistic “fingerprint.” It is this patented technology that allows Open Text Content Analytics to “match” content so that it is dramatically more visible and SEO-friendly. This assures that people will find the content they need.

Prepare for the semantic Web
The semantic Web is here. The Internet is transitioning from the age of information to the age of intelligence, and this situation represents a tremendous opportunity for content-producers to revitalize their business models. Open Text Content Analytics is built to optimize content for the semantic Web by understanding its meaning and automatically encasing it in Web 3.0-compliant metadata that allows it to be parsed and ranked by burgeoning semantic search technologies.

User personalization
User personalization offers visitors a highly targeted, tailored experience. Open Text Content Analytics’ extensive and comprehensive semantic annotation means content can easily be packaged together to meet users’ demanding needs.

Create new business opportunities
With content in a highly structured, findable, enriched, and portable format, it is easily associated or packaged with other appropriate content, like advertising, similar archived items, or content from other sources. This enables new opportunities like contextual advertising or the rapid deployment of targeted microsites.

Key features
- Concept Extraction - Identifies meaningful information from documents, using special algorithms to extract core concepts.
- Entity Extraction - Locates and extracts places, people, organizations, and anything else with a name.
- Categorization - Indexes and sorts documents by category and identifies relevancies. It creates document profiles by analyzing concepts and querying them against an extensible knowledge base.
- Summarization - Identifies key sentences in a document and uses them to create a summary, liberating your staff from an otherwise menial chore.
- Sentiment analysis - Detects the tone of documents. It can determine whether a document or even a sentence expresses a subjective negative or positive connotation.
- Similarity detection - Sifts through content archives and identifies similar themes, allowing for relevant, related links.

Key benefits
- Improves research by indexing and enriching archives.
- Helps users discover content they didn’t know they had by semantically annotating unstructured data.
- Offers better customer support by ensuring customers’ needs are understood and they are connected with the right content.
- Lengthens the content lifespan by discovering and reusing relevant archived material.
- Increases site traffic, usage, stickiness, and findability—and ultimately, the user experience by encasing data in best-of-breed metadata.
- Monitors public image by semantically analyzing the voice of the customer.

Open Text Content Analytics is the answer for companies drowning in mountains of unstructured information via semantic annotation—creating order out of chaos and making content findable for the people who need it.

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