# Semantic Strategy Workshop

OpenText™ Magellan™ is a pre-integrated AI-powered analytics platform that combines machine learning with advanced analytics. The OpenText™ Magellan™ Text Mining module identifies and extracts semantic metadata from unstructured text, unlocking new value and insights from content. Learn how these new insights can improve efficiencies in your workflow and expose new information to maximize the value of your content.

## Hands-on workshop

Work with a computational linguist onsite to explore how semantic technologies can be leveraged in your organization's specific context. The workshop offers an overview of the technology, successful implementation examples and a look at the different content challenges that can be addressed in your organization.

Designed for IT executives, business analysts and data owners, this strategy workshop is tailored to your organization's needs. Learn best practices and practical advice for implementing Magellan Text Mining to get the most out of your unstructured data.

**Session topics include:**

- Magellan Text Mining
- Overview of authority structures and taxonomies
- Machine learning and knowledge engineering
- Relevant case studies
- Semantic maturity model
- Project discovery
- Text Mining strategies

## Semantic maturity model

One of the key deliverables from this workshop is the semantic maturity model report. This report captures specific assessment and semantic technology recommendations for your organization. Its contents include how to use existing knowledge structures, such as taxonomies and entity lists, and how to build and implement a semantic metadata strategy in your organization and the proposed next steps. It also explores a proposed agenda for the analysis phase and the next steps for the build and design phases.

Contact your account executive or email:
**PortfolioAnalyticsPS@opentext.com** to schedule your session.