

# OpenText Magellan

A comprehensive AI-enhanced analytics platform that unlocks insights from big data and big content



**Extend AI access,** empowering business users and reducing reliance on data scientists



**Get up and running quickly and cost-effectively** with pre-integrated components



**Gain superior insights** from both structured and unstructured data



**Streamline operations,** predict trends, reduce costs and boost profits

**Organizations are drowning in data. Ever-cheaper and more effective data collection and storage technologies are delivering vast stores of information with exponential growth rates. Moreover, an increasing share of this data comes in unstructured text, such as document files, emails, news articles, mobile chats and social media posts.**

**Combining artificial intelligence (AI) and machine learning with traditional analytics and business intelligence (BI) techniques can uncover the value hidden in this data to derive insights or automate business processes. But extracting that value is difficult, expensive and time-consuming.**

OpenText™ Magellan™ is a practical, cost-effective solution for making sense of overwhelming masses of information. Organizations can easily harness their structured and unstructured data to streamline repetitive processes and make smarter decisions.

The pre-integrated Magellan platform delivers AI, machine learning, text mining, data discovery, advanced analysis and scalable, interactive business intelligence and reporting on a robust platform, leveraging the best of open-source technology. It is designed to easily access and organize data from enterprise information repositories, regardless of the source or format, and help users at any skill level engage with it on a self-service basis without requiring a deep background in machine learning.

## Magellan includes the following components:

### OpenText Magellan BI & Reporting

- Analyzes data and visualizes it in a wide range of convenient report and dashboard formats

### OpenText Magellan Data Discovery

- Enables sophisticated predictive analytics on even the largest of data sets

### OpenText Magellan Text Mining

- Extracts names, places, items and concepts from natural language and analyzes subjectivity and sentiment

### OpenText Magellan Analytics Designer

- Blends and explores data, then designs reports that can be conveniently shared or embedded

### Magellan Notebook

- Creates and shares the code, equations, visualizations and explanatory text that make up custom machine learning models and data processing routines

### Apache Spark™

- Performs open-source big data processing with built-in machine learning libraries

## Making AI accessible to everyone

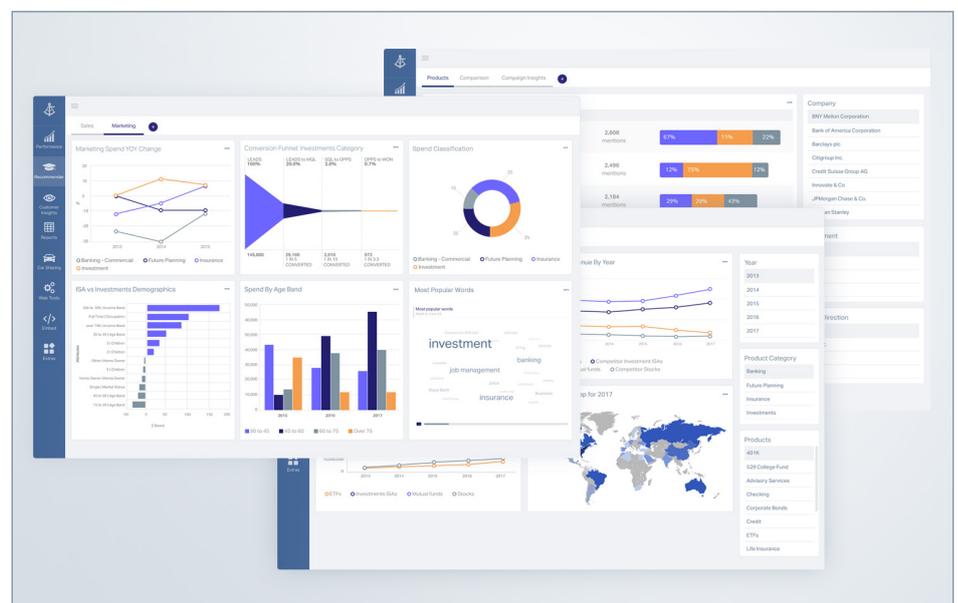
Many organizations are using artificial intelligence to automate repetitive tasks, spot patterns, predict trends and discover ways to streamline their business or derive profit. However, building an effective cognitive analytics system requires high-powered data-science talent, which is often scarce. With built-in machine learning libraries, automated testing and validation of machine learning models, design wizards and appealing, intuitive user interfaces, Magellan helps organizations make the most of this precious talent and extend the benefits of AI-enriched analytic insights to a wider range of users.

## Shortening time to value with pre-integration

Assembling the components of an “intelligent” analytics system from disparate proprietary technologies is costly, time-consuming and complicated and may be difficult to customize. Instead of bogging down IT departments with installation and integration complexity, Magellan delivers a unified, AI-powered analytics platform that includes machine learning, data discovery, text analytics and sophisticated visualization and dashboarding, drawing from OpenText’s inventory of proven, widely-used BI and analytics components and robust best-of-breed open source platform technologies.

## Presenting the full data picture

Magellan helps organizations in nearly every industry harvest more insights from their information because it analyzes not only structured data, such as database entries, but unstructured data including documents, emails, social media posts and other text-heavy sources that don’t fit narrowly-defined data models but convey a rich range of meanings. Using natural language processing, Magellan can extract the meaning and context from written information, even opinions and moods. And it is uniquely able to combine unstructured information with structured to offer a complete data picture.



Magellan can digest business data to visualize the current situation and model predictions, such as customer buying propensity

## Delivering business insight

With its powerful analytic functions and easy-to-use interfaces, Magellan helps organizations operate more efficiently and profitably. The solution is able to streamline repetitive processes, spot trends, predict problems and prescribe solutions, detect customer or citizen sentiment and identify new revenue opportunities. Moreover, its machine learning capacities help it become even more effective over time.

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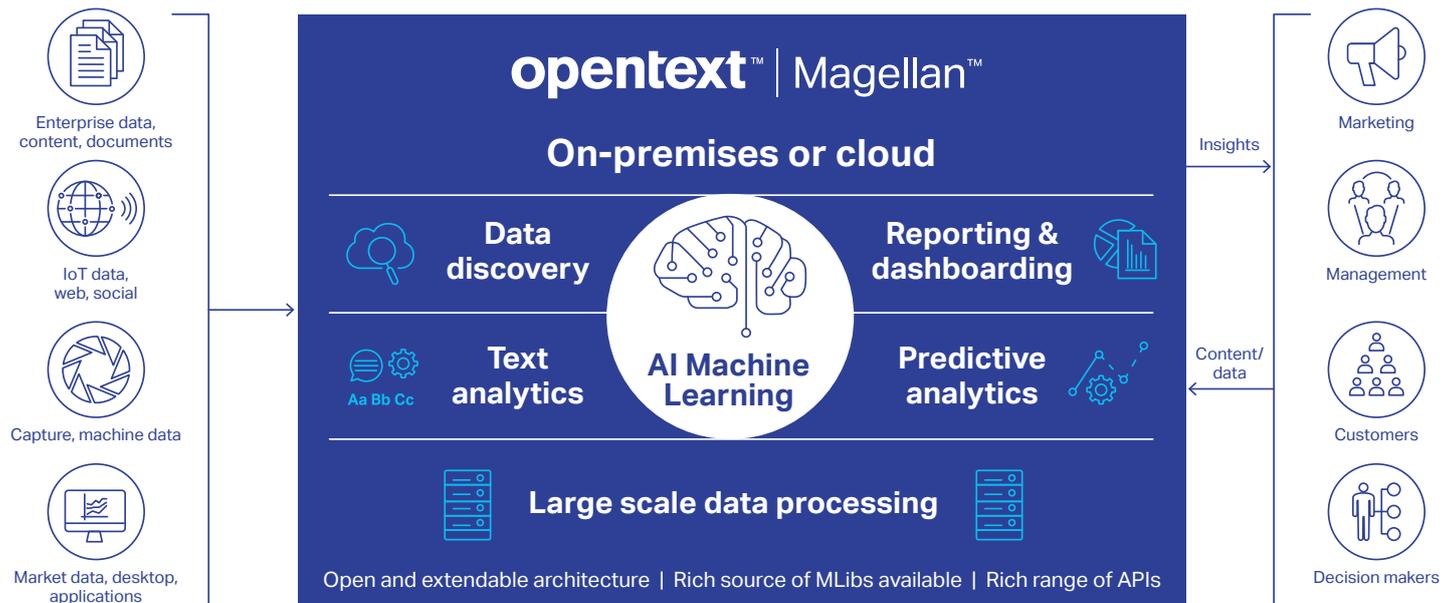
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Magellan supports innumerable use cases on a stable, highly scalable infrastructure that can handle massive amounts of structured and unstructured data. It provides a unified, flexible platform to enable machine-assisted decision making, automated analysis and data-driven process optimization. For the organization that wants to get started quickly with pre-integrated, cost-effective machine learning and analytics, Magellan is unmatched. There has never been an easier or more powerful option for enterprises that need to implement AI.

## OpenText Magellan at work

- **Voice of the customer:** Analyze the text of user interactions with comments about products to gauge consumer sentiment, improve customer service and drive product development
- **Smart product recommendations:** Identify and segment customers in realtime to more accurately target offers, leading to stronger sales and higher profits
- **Predictive maintenance:** Deduce wear patterns and maintenance needs to foresee breakdowns, increase uptime and reduce unnecessary service checks
- **Expedited paperwork processing:** Distinguish routine cases that can be automatically processed from problematic ones requiring human judgment; reduce the cost and administrative burden of processing claims or submitting government paperwork to improve service and regulatory compliance



## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](https://opentext.com).