

Solving the Unstructured Data Puzzle with Analytics

OpenText™ Information Hub in concert with OpenText™ InfoFusion™ creates a fast, powerful, innovative way to realize the promise of big data analysis.

Unstructured data is a wellspring of valuable information. To derive its true value, users need to visually monitor, compare, and discover interesting facts about their business data. A useful solution will collect, sift, and correlate text from thousands of emails, PDFs, and other data sources into meaningful, visual, and highly interactive dashboards that synthesize findings across products, topics, events, and even the theme or sentiment of the document.

What Is This?

The OpenText™ solution for unstructured data analytics is a powerful, effective answer to the need to make sense of huge volumes of unstructured data, an increasingly common business requirement across all industries. Modern digital organizations are looking to their unstructured data to help make business decisions, such as determining user or consumer sentiment, cooperating with discovery requirements, assessing risk, and personalizing their products for customers.

These organizations face fundamental challenges, as most traditional databases and data visualization tools only deal with structured data. Deep experience in natural language processing and data visualization powers the OpenText unstructured data analytics solution.

BUSINESS BENEFITS

- *Unique insights into consumer sentiment and other hard-to-spot patterns*
- *Easy mining of many types of unstructured data, including emails, documents, and social media feeds*
- *Scalability to handle terabytes of data and millions of users and devices*
- *Open APIs, including JavaScript API (JSAPI) and REST allow for smooth integration with enterprise applications*
- *Time to deployment in hours instead of months*
- *Built-in integration with industry-leading OpenText solutions for content management, e-discovery, visualization, archiving, and more*

How It Works

OpenText Unstructured Data Analysis Methodology

OpenText accesses and harvests data from ANY unstructured source, including social, email, PDF, RSS feeds and blogs.

OpenText InfoFusion retrieves and processes raw data; extracts people, places, and topics; and then determines sentiment.

Visual summaries of the processed information are designed, developed and deployed on OpenText Information Hub.

Visuals are seamlessly embedded into the app using iHub's JavaScript API.

Users enjoy interactive analytic visualizations that allow them to reveal interesting facts and gain unique insights from the unstructured data sources.

What Problems Can This Solve?

We set out to create a solution that could visualize sentiment in text from a variety of unstructured sources. Unlike other tools that rely on metadata, which can be unreliable or artificially manipulated, the Unstructured Data Analysis digs deep into any unstructured source, including social, email, PDF, RSS feeds and blogs.

Additionally, these sources can be combined with structured data to provide extremely valuable context — such as combining brand social sentiment from Twitter with product launch campaign results from a CRM application, giving unparalleled insight to the success of a launch.

Users can interactively scrutinize a single document or compare it to a broad set of text sources based on mentions across topics, history, geography, or sentiment. See what customers or employees are saying, and which are the most subjective. Track what happens after a customer makes a controversial remark about a product. What is the media reaction to a major world event? How has a given issue gained or lost importance over time?

Here are a few examples of how OpenText enables businesses to solve their unstructured data analysis needs:

BUSINESS NEED	SOLUTION
<p>Marketers: We need to analyze social content and understand customer sentiment toward our products and services. We want to visualize positive or negative trends in real time.</p>	<p>Draw data from online content such as blogs, web sites, and surveys, as well as social media apps, such as Twitter, LinkedIn, Flickr, and more; even merge it with structured data from CRM systems and relational databases to yield valuable insight into the overall tone and consumers' specific opinions of their brand.</p>
<p>Legal Department: We need to quickly understand the context and sentiment of large volumes of legal documents, often numbering in the thousands (PDF, Microsoft® Word, Microsoft® Excel, etc.)</p>	<p>Review user-friendly visual summaries of mentions and tone about any topic, person, place, or organization contained in the text of the documents. Using interactive dashboards, analysts can quickly classify thousands of documents at once, and instantly target specific content relevant to their case.</p>
<p>IT/Data Directors: We need to organize and govern ALL data within an enterprise, not just the structured sources.</p>	<p>View unstructured data from corporate email, instant messaging, company blogs, and document archives in combination with structured data from enterprise systems in a real-time dashboard to analyze and understand the overall corporate data usage and footprint. IT directors can manage the enterprise digital ecosystem more efficiently, with more tools to ensure and enforce data governance.</p>

Want to see this solution in action? Election Tracker '16 — Powered by OpenText, is an online application that allows users to visually monitor, compare, and discover interesting facts about the 2016 U.S. Presidential Election coverage from the world's top online news agencies.



See what all the buzz is about on the Election Tracker '16: www.opentext.com/campaigns/analytics-election-tracker-16

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