



Information Management software

IBM Content Analyzer

Actively leverage unstructured information to discover new insights and enable smarter business decisions

Highlights

- **Supports better, faster business decisions by leveraging more of the information in your organization**
- **Helps reduce customer attrition and improve customer satisfaction and loyalty with better insight into trends and opinions**
- **Mitigates recall and warranty costs by proactively identifying quality control issues**
- **Helps detect fraud earlier and more accurately**

Where can you find valuable business information that can help improve the speed and efficacy of decisions? Check your e-mail. Review that article your colleague found online. Peruse discussion forums. Or listen to last week's customer calls. Unstructured content—for example, in e-mails, Web pages and documents—contains a wealth of insight that your organization can leverage to work smarter, serve customers better, control costs and proactively plan for the future. In fact, it's estimated that anywhere from 50 to 80 percent of potentially relevant business information resides in unstructured content.

But it's hard to capture the information that matters from the huge volume of unstructured content scattered across the organization and siloed in different departments. The result? Missed opportunities to gain a competitive advantage. Turning unstructured content into a business asset requires the ability to access it, analyze it, and combine it with structured data and other resources to gain new business insights and intelligence. IBM Content Analyzer* software can help you convert content into business insight in support of an information agenda focused on unlocking the value of content.

Harness scattered content, operate more intelligently

Content Analyzer software mines large volumes of unstructured content and extracts information that you can incorporate into your business decision-making processes and use to support information on demand. Leveraging the Unstructured Information Management Architecture (UIMA) framework, IBM Content Analyzer 8.4.2 uses sophisticated natural language algorithms to extract key information. It also fits into your larger information management environment, supporting integration with IBM FileNet® P8, IBM Classification Module and IBM OmniFind® Enterprise Edition software. Users can analyze unstructured content together with structured data using search and drill-down navigation, categorization, trend analysis, delta analysis, topic analysis, 2-D heat maps and automated alerting. The intelligence gleaned from Content Analyzer software can also fully integrate with existing data warehouses.

*Previously known as IBM OmniFind Analytics Edition software

How IBM Content Analyzer software can help you work smarter

Business focus	IBM Content Analyzer features	Potential benefits
Customer care	<ul style="list-style-type: none"> Sophisticated linguistic analysis for customer calls Information extraction and trend analysis 	<ul style="list-style-type: none"> Mitigate customer support costs Increase customer satisfaction and retention Identify cross- and up-sell opportunities to help increase revenue
Quality control	<ul style="list-style-type: none"> Linguistic and trend analysis to proactively identify problem areas Analysis of customer records and warranty claims 	<ul style="list-style-type: none"> Help reduce warranty and recall costs Streamline manufacturing processes Enhance product quality and customer loyalty
Reputation management	<ul style="list-style-type: none"> Linguistic and sentiment analysis of e-mails, blogs, forums and trade journals An open platform that can include industry-specific dictionaries and business logic integration 	<ul style="list-style-type: none"> Gain insight into perceptions of brand, products and services Improve marketplace response and customer satisfaction
Fraud detection	<ul style="list-style-type: none"> Advanced linguistic and entity extraction of claims notes for trend and correlation analysis An alerting mechanism activates when a suspicious activity threshold is reached 	<ul style="list-style-type: none"> Identify fraud earlier and more quickly during the claim process Reduce fraud detection error rates Develop or improve predictive fraud detection models



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A leader in information analysis

With decades of experience in search and text analytics, IBM is an industry leader in helping to turn information into business results. We offer a comprehensive portfolio of discovery products that support information access, organization and analytics. We leverage strong IBM Business Partner relationships to build cross-enterprise, industry-specific solutions. IBM Content Analyzer is designed to support an agile ECM approach that empowers users and supports flexible operations by providing a robust, highly scalable and powerful solution for driving new business insight through accessing and analyzing unstructured content.

For more information

To learn more about how IBM Content Analyzer software can help you gain insight for your business, contact your IBM sales representative or IBM Business Partner, or visit:

ibm.com/software/data/content-management/content-analyzer