Understanding Text Analytics and Your Organization

Text Analytics has the potential to unlock all the unrealized value in that most underutilized resource – unstructured, or more accurately, semi-structured text. The amount of this text continues to grow exponentially creating the well-known problems of information overload, search that can't find critical business documents, and an inability to intelligently utilize all the data lost in the noise.

The KAPS Group has developed a simple but powerful approach that can create a strategic foundation for building an enterprise text analytics capability in just one week that can solve all these problems.

The approach is based on two parts:
- A deep understanding of what text analytics is and what it can do
- An enterprise model of how text analytics fits in with your information environment – and how it can transform that environment

Understanding What Text Analytics Can Do

This understanding of text analytics can get organizations started and/or it can take any current information initiatives to a new level. A deep understanding can:

- Guide the development of a text analytics platform
- Demonstrate how to apply that platform throughout the enterprise
- Introduce the latest thinking about what can be done – and what can't
- Demonstrate how to enhance every information application from content management to search to business and customer intelligence
- Garner the necessary support to do it right - based on real practical understanding

Enterprise Text Analytics Model

An enterprise text analytics model consists of semantic resources (taxonomy, ontology), text analytics and taxonomy management software, publishing and tagging processes and roles, a search engine, and a huge range of smart applications. Text analytics is the brains of the outfit that:

- Applies taxonomies to actualize their value
- Categorizes all that unstructured content
- Extracts data – adding bigger text to big data enabling countless analytical applications
- Takes search beyond counting term frequency and bags of words
- Applies content models that use the structure in documents to get accuracies of 98%+

The Process

This is a one week engagement, based on Tom Reamy's book, *Deep Text: Using Text Analytics to Overcome Information Overload, Get Real Value from Social Media, and Add Big(ger) Text to Big Data.*

Creating a Deep Understanding of Text Analytics

It begins with a three day focused series of meetings and discussions that normally takes place on-site. The onsite begins with a three hour overview on all aspects of text analytics:

- What text analytics is and what is its business value
- How to get started and what are the development best practices
- What kinds of applications can be built and how to build them
- How to add the latest deep learning and AI techniques – and what not to do
- Live demos of text analytics software provided by our partner companies

Building an Enterprise Text Analytics Model

The next step is to gather information about your information environment through a variety of tested techniques which can include focus groups, interviews, or presentations. This information is designed to articulate the organization's critical information and knowledge needs and identify where text analytics can transform your information environment.

The next step is to use that information to develop a customized text analytics model starting with our generic model based on dozens of text analytics projects. This model is then presented to selected key stakeholders for a round of analysis and discussion.

Output: The output of this process is the customized enterprise model and a roadmap for how to apply the model to build a foundation for multiple applications and selecting the best text analytics software and initial application(s).

Options: This engagement can be done as a stand-alone or in conjunction with a KAPS Group Mini-POC that in a week can build a real life demo with a client's content.

Pricing: This engagement is a fixed price offering of $10, 000 although it can be expanded if the client would prefer a more in-depth engagement of 2-4 weeks. The expanded engagement allows for deeper research and targeted recommendations and plans.

If this sounds like something that you would like to learn more about, please contact Tom Reamy
tomr@kapsgroup.com