Spotfire Content Analytics
Create Value from Insights Provided by Human-Created Data

BIG, HUMAN-GENERATED CONTENT

- CPG/Retail: Reviews, survey comments, CRM cases, call center notes
- Energy: Reports, maintenance logs, safety reports, CRM cases
- Financial Services: News, research reports, emails, claims, company filings
- Government: Analyst reports, communications, intelligence
- Healthcare: Patient records, care management systems, surveys
- Media: Social media, blogs, news
- Manufacturing/High tech: Warranty claims, CRM cases, manuals, maintenance comments, safety reports, field reports

"The most important new insight powered by Spotfire Content Analytics is the ability to visually analyze recurring key phrases correlated to structured sales data. Managers can observe how these key phrases change as they drill into the data (for example, by industry, sector, sales prospect, competitor) to help understand the root causes and trends explaining why deals were lost."

To sustain a competitive edge in a today's radically evolving business landscape, you need to make strategic decisions quickly and act in real time. At the core of critical decision-making are vast volumes of increasingly complex data coming from new channels—mobile, social, sensors, geo-location sources, web logs, and much more. It's no longer just big data. It's morphed into a world of *big content* comprised of unstructured machine-generated data and human-generated content.

However, human-created data actually makes up the vast majority of content produced by organizations and is growing at an enormous rate. Examples of human-created content include chat logs, emails, documents, sales and service notes, CRM case notes, support tickets, weblogs, social media feeds, and more. Unfortunately, this big content, which can add valuable context to structured data analyses, has been grossly under-used, under-valued, and under-analyzed—primarily because of limitations in legacy technology.

INTRODUCING TIBCO SPOTFIRE CONTENT ANALYTICS

TIBCO Spotfire® Content Analytics, powered by Attivio's Active Intelligence Engine (AIE®), delivers the power of data discovery and content analytics to unlock the value in human-created and text-based unstructured data assets. It extends the reach of the Spotfire analytics platform to address the challenges faced by organizations in accessing, assembling, analyzing, visualizing, and sharing insights from big content. And it helps users make sense of all this data—and derive real value from it—all without requiring a data scientist or a computational linguist. It offers a visually engaging user experience that actively combines structured data with unstructured content for instant visibility and insight into your business.

One of the core tenets of deriving meaningful insights from big content is text analytics. Spotfire Content Analytics delivers a broad spectrum of text analytics capabilities, such as sentiment analysis, key phrase extraction, entity extraction, and classification functionalities, which add structure to unstructured content. This capability is particularly valuable when users are not sure what to look for within their data or when they are transitioning from traditional directed analytics to discovery-based analytics. With Spotfire Content Analytics, business users are empowered to discover new dimensions or trends and to understand the "why" behind the "what" of traditional data analysis.

CAPABILITIES

- Access and assemble complex unstructured content from a wide range of data sources into a unified Spotfire instance.
- Mash-up, visualize, analyze, and share the results of data discovery and insights for educated decision-making.
- Leverage powerful text analytics, sentiment analysis, entity extraction, and related functionalities with support for over 28 languages.
- Experience a seamless user interface that supports full-text search functionality within a single Spotfire instance.

BENEFITS

- Get unparalleled ease of use for data discovery far beyond conventional exploration
- Leverage all sources and types of content to derive business insights that create high value and impact
- Optimize users' time by supporting more insight discovery and less dashboard building
- Experience the power of other Spotfire analytics platform capabilities, like geo-analytics, predictive analytics with TIBCO® Enterprise Runtime for R (TERR), Mobile Metrics, and event analytics

FEATURES

VARIETY AND COMPLEXITY OF CONTENT SOURCES

- Load content from documents, XML files, databases, and CSV sources with out-of-the-box connectors.
- Stream content via Attivio's Active Intelligence Engine ingestion APIs.
- Extract content from 500+ document formats automatically.

RICH TEXT ANALYTICS

- Analyze text with support in nearly 28 languages
- Perform rich text analytics:
  - Machine-learning based record-level/document-level sentiment analysis.
  - Entity-level sentiment analysis: Identify hotspots of negative and positive sentiment and retrieve the entities toward which the sentiment is directed.
  - Entity extraction: Pick out people, companies, locations, phone numbers, email addresses, product identifiers, other data.
- Use machine-learning based classification
- Use query-based classification

Languages	The languages in which text and sentiment analysis are supported.
Rich text analytics	The set of functions available to parse insights our of text.
Machine-learning based record-level/ document-level sentiment analysis	The ability to continuously adapt the sentiment analysis model based on previously analyzed documents.
Query-based Classification	Tag and classify content using rich full-text search queries.
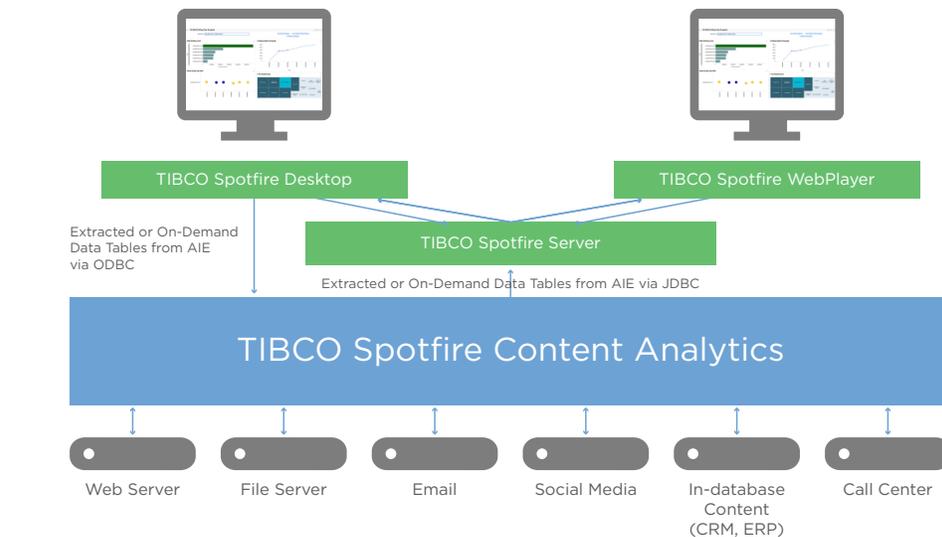
AGILITY

- Pre-configured content processing customizable for different sources of content
- Extensive library of content transformation functions that can be configured into Attivio's Active Intelligence Engine ingestion workflows
- Optimized universal index that compresses text and text analytic output that enables rapid text analytic tuning

VISUALIZATION

- Seamlessly visualize text analytics output within the TIBCO Spotfire interface.
- Extend Spotfire dashboards with full-text search against content loaded into Attivio's Active Intelligence Engine.

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