



IMAGINE IF there was a better way to sort, process, and retrieve unstructured information?

In the 21st century, we are swimming in a virtual sea of unstructured information: emails, documents, forms, and the like make up 85% of the information companies have to manage.

Content Analyst is a unique Business Analytics technology that was designed to address the challenges of unstructured information, to make computers search and process this information in a more human-like manner.

Introducing Content Analyst

Formerly only available to elite government offices and the Intelligence community, the conceptual processing power of Content Analyst is now available to commercial markets.

Logical - because it is Concept-Based

Humans think in concepts, which is how our technology works. By working with key concepts instead of key words, we transcend word challenges like synonyms and polysemy (words whose meanings change by how they're used). We also transcend the language barrier – in fact, Content Analyst is fluent in 17 languages today. Finally, working with concepts makes our technology very resistant to errors and misspellings.



Easy - because it uses Machine Learning

Our technology incorporates powerful machine learning and self-training. As it builds an index of information, our technology is continually learning. It can learn by example or entirely on its own.

Content Analyst is a better way to sort, process, and retrieve unstructured information.

A better way to Sort

A simple collection of “example” documents is all Content Analyst needs to train itself on how to best sort unstructured information like emails, documents, incoming correspondence. It will recognize documents by what they are saying, rather than visual cues, even if it has never “seen” that kind of document before.



A better way to Process

Because Content Analyst understands concepts, not merely words, it can automatically create a summary of a long document. It can create “pop-up” context to illustrate the meaning of unfamiliar words based on what has learned from a set of documents.



A better way to Retrieve

Content Analyst will find related information – concepts – that you haven't yet thought about. It isn't stumped by synonyms or word errors. It even searches across languages without requiring translation.

Isn't it time you found out how content Analyst can help make a difference for your business?

Latent Semantic Indexing (LSI)

Latent Semantic Indexing (LSI) was originally developed by Bell Laboratories as a way to express conceptual text relationships as mathematics.

Using LSI and a number of derivative software products, Content Analyst technology is a completely different way to address searching, sorting, classifying, and retrieving. There are a number of benefits:

- Information classification and retrieval are based on concepts, not just keywords
- Conceptual Search is extremely error-resistant – a few misspellings are irrelevant when understanding concepts
- Conceptual Search is multi-lingual: the same mathematic processes applied to English work across languages – the system simultaneously understands documents without translation
- Unique derivative products are possible: automatic categorization, summarization, instant context, social network analysis are just a few byproducts of this technology

How Content Analyst Delivers Value to its Customers

In the challenging landscape of search, classification, and retrieval products, Content Analyst's customers see value from our products in two ways: either through dramatic cost savings, or from breakthrough products based on our technology.

Cost Savings:

- A litigation support company sees workload reductions of 65% or more using conceptual search vs. multiple keyword passes, while catching expensive coding errors.
- A government agency sees a way to cut \$120,000 out of their annual budget to handle incoming email and outside correspondence.
- An opinion research firm sees a way to reduce the cost of delivering survey results by 45%.

New Products:

- An exciting automatic classification product that will generate an additional 10% annual sales for one document capture firm.
- A technology helping to power a multi-million dollar business expansion into the Litigation support market from a document management company.
- An entirely new information product based on genome-mapping for a genomics research firm.



Learn More: Call 888.349.9442/703.391.8700 or Email info@contentanalyst.com