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Title

New SAS(r) Text Analytics - Maximize the value buried in your unstructured data assets

Abstract

The escalating demand for information and the exponential growth in data volumes is made even more challenging by the increase in types and complexity of disparate data that needs to be managed, including semistructured and unstructured data such as e-mails, instant message logs, correspondence, Web pages, blogs, etc. To get the most value from enterprise data, you must be able to analyze it. But because of the ambiguity and numerous ways that text represents similar concepts, information in textbased data is not easy to discern, quantify, analyze or exploit. Additionally, many organizations lack the ability to combine text-based information with their structured data so it is impossible to get a full and accurate view of the enterprise. As a result, important decisions are often made without complete information. SAS Text Analytics, powered by Teragram technologies, provides robust solutions for extracting contextually relevant information, mining and structuring information to improve findability and reveal previously concealed patterns, sentiments and relationships.