

A Text Analytics Strategy Workshop: Understanding Text Analytics and Your Organization

Text Analytics has the potential to unlock all the unrealized value in that most underutilized resource – unstructured text - including:

- Critical business information lost in gigabytes of documents
- Even bigger masses of chaotic, hard to understand social media content
- Extracting data hidden in all that unstructured text to build new applications and gain new insights

Unstructured text is everywhere and that means to achieve the best results requires an enterprise strategy. This strategy starts with an understanding of what text analytics is and what it can do.

The KAPS Group has developed a simple but powerful approach that can get you started (or take your current efforts to the next level) that creates a deep understanding of the power of text analytics that can inform business decisions and garner support across the organization including IT, marketing, business groups, and the executive level.

We have found that this understanding is an essential foundation for getting the most out of the project even for people who are familiar with text analytics. The understanding establishes a broad context for exploring text analytics within the organization and can be used to educate those participants who have had limited exposure to the key ideas and techniques of text analytics. This education can be particularly valuable for high level executives looking to understand the business value of text analytics.

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*.

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

- What is text analytics
- What is the business value of text analytics
- How to get started or how to take your current text analytics initiatives to the next level
- What is the best way to develop a text analytics platform
- What kinds of applications can be built on that platform and how to build them
- How to organize a text analytics group within any size organization.
- How to add the latest deep learning and AI techniques – and what not to do

The remainder of the activities will be specified in collaboration with the client through an initial information gathering discussion based on our interview templates. These activities can include:

- Strategy focus groups with key stakeholders in the organization including IT, various business groups, knowledge management groups, library leaders, and others.
- Contextual interviews with selected key members designed to articulate their information and knowledge needs – and how text analytics can help
- Live demos of text analytics software provided by our partner companies
- A presentation of options for doing an initial text analytics POC or Pilot
- A high level analysis and characterization of:
 - Essential content – both internal and external – current and projected
 - Any semantic resources such as taxonomies and ontologies, metadata models and standards, linked data, and less formal resources
 - Current information creation and publishing processes including tagging
 - The information technology within the organization such as search, SharePoint, content management, metadata management, social media software, and more
 - Current and projected applications that utilize unstructured text (alone or integrated with structured data)
- A review and analysis of any prior research or initiatives including failed or stalled text analytics projects and related projects such as taxonomy development, search, or various business intelligence-type projects

Preliminary: Prior to the two day intensive, we will discuss with the client what background material they might have that can be utilized as part of the two day onsite engagement.

Output: The final activity which takes the remainder of the week is done with the key stakeholders and consists of developing an initial plan for how to take the next steps in creating a text analytics capability. This can consist of a high level strategy document and/or a plan for an initial text analytics project.

Options: The two-day Introduction to Text Analytics engagement can be done as a stand-alone project that produces a text analytics strategy report with specific recommendations or in conjunction with a KAPS Group Mini-POC that in a week can build a real life demo with a client's content. It can also be the first step in a larger engagement such as a pilot project focused on text analytics or related initiatives like a new search or social media project.

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 or call 510-922-9554.