

A Real Life Mini-POC: Seeing What Text Analytics Can Do for You

Text Analytics (auto-categorization, data extraction, sentiment analysis and more) can turn information overload into a resource that can power multiple applications – search, semi-automatic metadata generation, expertise location, business or customer intelligence, social media analysis and more. However, building these applications can be difficult and justifying the expense and labor can be a complex task.

The KAPS Group, in conjunction with our partner text analytics vendors, have developed a simple but powerful approach that can get you started (or take your current efforts to a new level) and, at the same time, provide a technique that clearly demonstrates the value of text analytics, particularly new techniques developed in the last two years.

The heart of the technique is a mini-POC that in a week builds a demo using your content and our expertise. The process is simple and requires only a small effort on a client's time and resources.

Seeing is Believing

After years of discussing text analytics with clients and at conferences and doing multiple surveys, we have come to the conclusion that what is holding back text analytics as a field is a lack of understanding of what it is and what it can do. That and convincing businesses of the value of text analytics while alleviating any concerns about the cost and level of effort needed to achieve great results.

A Mini-POC provides answers and guidance for all of these concerns. Specifically, a Mini-POC:

- Creates something that everyone can see in action with demonstrable results
- Creates a real application with real content
- Can appeal to all audiences from librarians to KM practitioners to IT to executives
- Starts the building of a foundation for multiple text analytics-powered applications

A Mini-POC is something that can benefit any organization regardless of their current text analytics understanding or implementation. It can:

- Introduce the power of text analytics to organizations that are new to the concepts, techniques and applications
- Demonstrate how to re-vitalize a stagnant or stalled text analytics initiative
- Demonstrate the value of moving beyond simple machine learning techniques – and how to integrate those efforts with rules-based approaches
- Demonstrate how to take an existing text analytics capability to a new level by building flexible rules that utilize document structural elements

Mini-POC Process

A basic Mini-POC takes one week of concerted effort that can be spread out over a number of weeks to accommodate schedules. It doesn't require the installation of any software.

- Step One is an initial call that covers:
 - Current information technology (Search, content management, text analytics software)
 - Viewing any current taxonomies and select 10 significant categories
 - Discussing current content – document types and content selection criteria
- Step two is to work with the client to select 20 documents per category for a total of 200
- Step three is for the KAPS Group to build a simple content model that captures any document structure (and all so-called unstructured content has some structure)
- Step four is for the KAPS Group to build categorization or auto-tagging rules that achieve over 90% accuracy
- Step five is to demo the results to selected audiences within the organization in which the greatly improved accuracy can be compared with existing search results as well as providing comparative scores of different techniques such as machine learning

The last step is a follow-up call to discuss how the organization can build on this Mini-POC and build a full text analytics foundation for multiple applications.

Options: The Mini-POC can be done as a stand-alone project or can be combined with the KAPS Group Introduction to Text Analytics Workshop: Understanding Text Analytics and Your Organization, which provides a strategic look at how text analytics can be utilized throughout an organization and integrated with existing information and knowledge management initiatives.

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 2-3 weeks. The expanded engagement allows for more content and additional use cases.

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.