Bank☑VOD

New Product Alert: Data Due Diligence-BI

Media Contact: Timothy J. Portley   tportley@bankvod.com   Website: www.bankvod.com

Today, Big Data hype is everywhere. Everybody is being sold on the great strategic value of collecting huge amounts of data. Many vendors talk about the wonderful business advantages that harnessing Big Data will bring however, they don't tell you exactly how to turn all that **unstructured data** that comes with Big Data into actionable analytics.

A world of promise and opportunity in information is buried in the unstructured textual data environment. Organizations that base all their decisions on structured data use only a portion of the corporate information on which to base decisions. When the gap between unstructured data and structured data is bridged, an entirely new world of possibilities and opportunity for information systems opens up. Organizations have a tremendous opportunity at making better more informed decisions when they incorporate unstructured information into the decision-making process. Unstructured data holds valuable pieces of knowledge that enable analysts to discover patterns, trends, anomalies and predict outcomes of future situations.

Unstructured data needs to be converted to structured data so information can be gleaned from analytics. Text Analytics will help your enterprise turn unstructured text into structured data that can be used with the rest of your structured information. Making sense out of unstructured data is very difficult, and companies that do are gaining a better grasp of the customer experience than ever before.

Historical methods of deriving knowledge from unstructured data have proven fruitless. Manual analysis is inefficient for processing large volumes of text. Statistical techniques fall short of achieving this goal because text documents contain hidden linguistic and semantic relationships that have to be taken into account. Thus, extracting meaningful insight from unstructured text represents a major technological challenge.

Textual ETL will give you a decided edge over your competitors by accessing the unstructured textual data in your entire organization quickly and easily. This technology greatly improves your bottom line, allows you to learn more about your customers and employees, and will enhance your decision-making capabilities.

"Analysts estimate that over 80% of useful information is being stored in the form of text. We know how to turn all that unstructured data into actionable analytics. Textual ETL is the technology that allows an organization to read unstructured data and text in any format and in any language and to convert the text to a standard relational database (DB2, Oracle, Teradata, SQL Server et al) where the text is in a useful meaningful format. With textual disambiguation you can start to make sense Emails, web pages, memos, call center transcripts, survey responses, claims notes, legal cases, patent descriptions, research articles, and incident reports".