

6 DIMENSIONS WATSON NEWS Q+A

Assuming,
you have to search through enormous
amounts of data.
Thousands of files,
e-mails, documents.

And you need to quickly figure out
how it's all connected
Because time
is limited.

For example, your question is:

**EXAMPLE
DATA FORENSICS**

"How do I use thousands of e-mails for my Expertise?"

**EXAMPLE
PRODUCT DEVELOPMENT**

"Will the key target group accept the new product?"

**EXAMPLE
IMAGE ANALYSIS**

"Will our customers appreciate the image change?"

BUT ALSO

"How do I find the answer when I don't even know the question yet?"

**EXAMPLE
CUSTOMER ANALYSIS**

"Do you understand your customers truly?"

**EXAMPLE
DATA-WARE-HOUSING**

"In-house server or external data center?"

**EXAMPLE
RISK ASSESSMENT**

"Did I miss something?"

**EXAMPLE
COMPETITIVE ANALYSIS**

"Do I know the strengths and weaknesses of my competitors?"

Then you need the intelligent data room
from ICI.

Here you will find the answers.

THE INTELLIGENT DATA ROOM
AND ITS
6 DIMENSIONS

The 6 dimensions

of the intelligent data room

Clients process workflows

1

Source data upload

2

Pre-Processing – Support by BIC

3

Parsing + Indexing

Analysis and review process

4

Search

5

Analysis

6

Review

1 | Source data upload

The basis of every content analysis is relevant source data that needs to be understood and evaluated. In the Q&A Source Data section, you will find a detailed description of the supported file formats and the associated options. The source data upload is accomplished by connecting external storage sources (hard disk, SSD, memory stick, cloud storage, FTP, ...) with the ICI Manager using simple path specifications. ICI Manager verifies the correct connection and as a first step copies the source data for further processing into the intelligent data room, the ICI Server.

2 | Pre-processing | Support by BIC

An essential added value of ICI is the necessary data preparation in order to perform meaningful analyses on the basis of different file formats. Since this procedure is extremely dependent on the quality and the source format of the source data, we support you here additionally with highly efficient services if required. For many use cases, the process is largely automated with ICI. For individual requirements, we have the appropriate know-how and resources and can therefore offer mostly flat rate, but certainly quick and inexpensive adaptations.

3 | Parsing + Indexing

The parsing engine is a core component of the ICI solution. All text parts are analyzed in natural language and supplemented with additional structural descriptions, so-called annotations. The challenge here is to develop and provide meaningful annotations depending on the analysis requirements.

ICI has ready-made "standard models" for certain use cases, more about this in the section Q&A Analysis Standard Models.

We have the know-how and the tools to develop new, working annotations individually for you, based on rules and/or with machine-learning methods, and to set them up productively on your ICI server. The entire text set including all additional structure descriptions is finally stored in a highly per- formant search and mining index.

4 | Analysis and review process

Content analysis consists of two components: Search and text mining. Think of search as simple as Google Search. In addition, the search is facilitated by intelligent, easy-to-set filters. Searching with ICI goes far beyond a usual full text search. Word stem matching (go, went, gone) is possible as well as fuzzy logic, word proximity or semantic search via facets or user-defined categories. More information about the extensive possibilities of intelligent search can be found in the Q&A Search section.

5 | Analysis

Not only does ICI deliver relevant matches in seconds to complex yet easy-to-create search queries, ICI immediately evaluates each search result using a text mining model already built into the index.

What does this mean?

In addition to frequency, ICI additionally calculates salience within each structural point in context to the overall data set = BigData analytics.

For a better understanding of this very effective analysis method we have prepared in the Q&A Analysis section some analysis examples in the Q&A Analysis section.

6 | Review

The simple navigation to move quickly and clearly in a huge "document space" allows an interactive, step-by-step selection of relevant information. If the number of already selected documents is still very high, i.e. it still does not make sense to read them, further filters directly from the individual analyses allow to further reduce the number of documents. ICI allows to call up and read individual documents at any point. The review process, in addition to all analytical evaluations, will contribute to a further understanding of the document quantity and can, if required, be documented accordingly.

The technology behind it

adapts to your needs



ICI-EYE - THE CUSTOMIZED SOLUTION FOR YOUR OFFICE

It couldn't be any simpler.
With ICI- EYE we have packed all the complexity of analyzing unstructured data onto an external SSD. Simply connect it to a power PC or laptop with USB, double-click to start the ICI server and get started. The exact system requirements can be found in the F+A part, more about the functions of ICI under "The intelligent data room and its 6 dimensions".



IN-HOUSE SERVER OR EXTERNAL DATA CENTER?

From a technical point of view, ICI is a virtual server that provides all components for successful content analysis on large text document sets in an executable way.
You can operate the ICI server internally, but also in any data center. For the locations Germany and Austria we have offers ready for you by request



TOP-SECURITY IS IN ANY CASE GUARANTEED

Depending on your requirements, we also deliver the appropriate security model.
Especially in the case of forensic data analysis, both the source data and the access to the processed content are usually strictly confidential or require protection. Although ICI uses IBM Watson technology for the intelligent annotation and analysis of text content, ICI can be configured so that no connections to web services (Internet connection) are established. More information about this can be found in the F+A Security section.

Powered by [IBM Watson](#)

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The review process

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Diverse Analysis

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Search & Text-Mining

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