Persistent's ShareInsights Platform

Background
An immense amount of data is generated in the world everyday. Due to advancements in sensor technology and cloud computing it is now possible to easily record, store and remotely access these large volumes of data. McKinsey recently noted that 15 out of 17 key industries in the U.S. have more than 100 terabytes of data stored and being managed.
Industries such as life sciences, telecom and banking are at the forefront of this data explosion and organizations within these industries are constantly looking for creative ways to exploit this data to gain and share insights with stakeholders to demonstrate additional sources of value.

Persistent’s ShareInsights Platform
To help organizations make sense out of their data, Persistent has developed ShareInsights - a unique platform that allows organizations to analyze an overlay of enterprise data with public or cloud data sources to derive meaningful insights.

Key Benefits:
- Enables you to quickly summarize large and unstructured volumes of data
- Drill down to find specific behavior and insights
- See the same data using different contexts through data enrichment
- Works on standard browsers, does not require installation and is free

Key Solution Highlights:
- Hadoop based solution for Geospatial analysis, text mining, entity extraction
- Enrichment of data using publicly available data sources
- Sentiment analysis using GATE
- Ajax, Javascript (D3, Google maps) and RESTful WebService based front end layer which allows finding insights through interesting visualizations
- MySQL database used to store summary results and Apache Sqoop used as a connector
- Sharing feature - helps find insights and share them on Facebook or the ShareInsights gallery
ShareInsights in Action
Persistent builds a dynamic dashboard on ‘ShareInsights’ to track the US Healthcare Reform discussion

The ShareInsights' US Healthcare Reform dashboard analyzes conversation from unstructured and structured publicly available data sources, including social media, the US Census, healthcare spending data and other demographics data. The dashboard helps the policy makers to:

- Identify the key people, topics, and media outlets driving and influencing the healthcare discussion
- Understand the different aspects of the discussion of healthcare reform whether political, demographic or sentiment-based
- Gain meaningful insights to help them address the quality of the conversation, concerns around healthcare to intelligently refine messaging

Sample Healthcare Reform Dashboards
Map showing negative sentiment for Healthcare reform across states, with underlying map on Average Medical Spend

About Persistent Systems
Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation. For more information, please visit: www.persistent.com

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