Companies are capturing and digitizing more information than ever before. An estimated 80% of enterprise-relevant information resides in text and other unstructured forms. Unstructured text sources can contain critical information about business opportunities and risks. For example, valuable feedback from customers and information about competitor activities may be buried in emails, blogs, portals, social media sites, etc. and key compliance information contained in various records may be overlooked.

Text captures deep and broad business value in ways that numbers and record-based computing systems designed to process transactions cannot. Text contains factual, qualitative, and subjective information not present in conventional data systems and analytical data warehouses. This data is difficult to analyze as it is voluminous and unstructured in nature. Big Data is a platform for transforming all of this data into actionable items for business decision making.

Persistent’s Text Analytics Appliance & Apps

Persistent has built a solution that can analyze variety of semi-structured and unstructured data relevant to an enterprise coming through varied sources such as emails, social media, customer feedback surveys, etc. The solution consists of a core text analytics platform built on top of Hadoop and a set of connectors to different enterprise applications. Each analytical application is sold as a separate module and caters to a specific business use case. This solution is available as an in-premise deployment or as a hosted solution.
Persistent’s text analytics appliance is a comprehensive set of readymade apps, each catering to various business needs in an enterprise.

**External Stakeholders Centric Apps**
- Person Discovery – Helps the sales team find the best connect in the target organization
- Social Network Analytics – Helps Marketing & Product Development teams understand customer sentiment

**Internal Stakeholders Centric Apps**
- Idea Management – Helps top management search, filter & efficiently manage the employee ideas
- Adoption Analytics – Helps management measure the success of new system roll outs
- Salesforce Chatter Analytics – Helps higher management understand employee sentiment

**Customer Centric Apps**
- Customer Communication Analysis – Helps account and relationship managers sense the mood of key customers through text analysis of their emails
- Customer Satisfaction Survey Analytics - Helps product managers check customer sentiment score for products & services

**HR/Employee Centric Apps**
- Information Security – Helps Compliance analyze suspicious emails
- Interaction Analysis – Helps top management in decision making based on interaction among different business units
- Folksonomy – Helps Resource Management find best suited resource per requirements
- Employee Satisfaction Survey Analytics – Helps HR get insights on employee satisfaction and address employee issues instantly

### Business Data Analytics and Interactive Search for a Community Portal

**Persistent helps a worldwide leader in networking easily gain Business Insights from employee ideas**

Our client is a worldwide leader in networking with more than 65,000 employees. They have an internal community portal where product managers and sales executives share their ideas, recent requirements from actual customer sites, etc. that will lead to improve business and generating revenue. The size of the organization along with its wide range of product offerings led to diversity in internal discussions, thus collecting huge amounts of data on the idea portal. Navigating through these discussions to filter out the good ideas for further consideration was time consuming and a tedious task for users. The client engaged with Persistent to enhance their community portal by developing an analytical system with a rich, user friendly interface that would analyze all the ideas on the portal with respect to different dimensions and provide a summarized quick view. The system was also expected to help business executives gain better insights by identifying important ideas and relationships between various ideas that may not be explicitly mentioned while posting. As a part of this engagement, Persistent developed an unstructured data visualization analytics system for the client’s Community Portal. The semi-structured nature of the discussions and the volume of data collected on the idea portal made Big Data technology the right choice for developing the solution.

Our Big Data solution helped client’s business executives to:
- Quickly identify relationships between different ideas
- Gain better business insights using graphical view on how all ideas are related to each other
- Analyze ideas with respect to different dimensions and quickly receive a summarized view
- Save time in filtering the important ideas with facet search functionality
- View ideas based on different dimensions in a dynamic, visually pleasing way

### 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