IBM Watson Explorer
Deep Analytics Edition

The power of machine learning with your information for better business outcomes

What can content analytics do?

The future of data

Data is growing at an unprecedented speed and businesses need to keep up with this explosive growth. Uncovering actionable insights, especially from unstructured data like emails, social media posts, customer filings and other documents consumes both time and resources. **IBM®** **Watson Explorer** is a cognitive content analytics solution that helps you drill through all your data, including unstructured information, to find the deep insights you're looking for.

Watson Explorer helps you get a step up on all your data in three high-level ways.

Explore: Watson Explorer lets you look at your data from the top of the mountain instead of the base. If your employees spend valuable time manually searching documents for trends, insights, or correlations, you will benefit from Watson Explorer's ability to understand queries in natural language; take advantage of internal and external sources; create indexes, graphs and charts on the fly; and provide results that are relevant to your data.

Analyse: Unstructured data is an invaluable but underutilised source of business intelligence. Watson Explorer gives you the power to efficiently analyse vast quantities of unstructured data that is stored in different formats across your organisation. Watson Explorer has helped companies improve product and customer safety, increased employee productivity, enhanced customer satisfaction and helped businesses gain a competitive edge.

Advise: Watson Explorer's new Cognitive Miner provides intuitive, guided navigation that filters data into smaller groups by date, keyword, or other metrics, as well as highlighting trends and common variables in real time. The Cognitive Miner uses machine learning to develop a deep, contextual understanding of your information, so it can help users iron out important insights.

Watson Explorer Deep Analytics Edition comes with these new or expanded features:

- **API Accessible:** Embed Watson Explorer into other applications to create custom-built cognitive solutions

- **Application Builder:** Create custom, unified information displays that prioritise the information you need most

- **Cognitive Miner:** Get ML advice from Watson Explorer's new Cognitive Assistant

- **Flexible Deployment:** Watson Explorer is based on Open Standards and offers complete flexibility in deployment environments, including public, private, or hybrid cloud

- **Machine Learning for Cognitive Advice:** Watson Explorer includes a robust, tunable machine learning model.
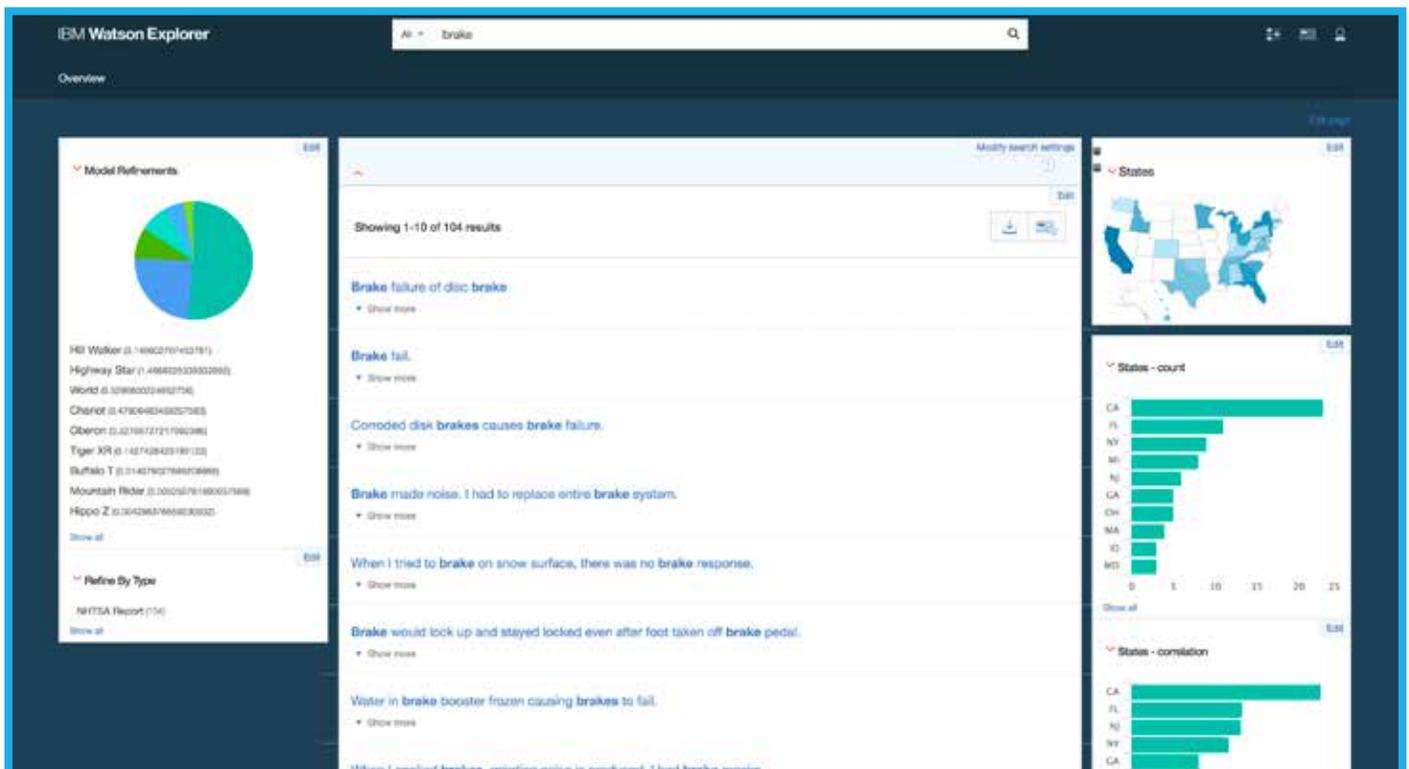
Explore

A top-down view

Watson Explorer provides multiple ways to visually organise and navigate unstructured data, giving users a faster, more thorough exploration of their information. Unified information applications also deliver data, analytics and cognitive insights relevant to the user's role, context and current activities.

Watson Explorer information applications let you quickly develop solutions that provide content analytics and cognitive insights. Transform information-intensive activities and deliver reliable return on investment with these applications.

Natural language query (NLQ) simplifies the search process, allowing users to reach the insight they're looking for with very little training or prior expertise.

Key benefits

- Highly efficient field operations
- Improved customer engagement
- Safer, more innovative products
- Higher marketing conversion rates

Unified Information Display

The Watson Explorer Application Builder provides users with the right *information. Customise each pane according to a variety of different metrics and sources, allowing for flexible, scalable information displays.*

See more, do more

The cognitive content analytics capabilities in Watson Explorer are like other structured analytics tools, both reveal trends, patterns and correlations. However, Watson Explorer provides additional value by extracting insights from unstructured information.

While structured analytics can provide insight on the what, where and when of a business challenge or opportunity, cognitive content analytics provides responsive insights to answer the why and how.

For example, it empowers a manufacturer to anticipate and avoid human injury, costly product recalls and negative publicity by analysing large volumes of customer feedback and incident reports, correlated with structured data, for early identification of product issues.

Watson Explorer does not require the creation of advanced models or extensive coding. It delivers insights in minutes rather than weeks or months. The analysis produced by the Cognitive Miner and assistant can also be pushed to Watson Explorer unified information applications, enabling users to gain added insight and context from their unstructured data.

Custom Analysis Pane

The Custom Analysis pane allows the user to drill down to specific facets and sub-facets of information. This example is taken from the screen that an automotive manufacturer's quality assurance employee might see. They can search for specific incidents, components, or environments where a report was filed, allowing them to see trends in product defects or malfunctions.

Custom Analysis

Topic ⌄

Date Added ⌄

Auto ⌄

Target Facets
- Component
- Date Added
- Environment
- Incident
  - Blowout
  - Burn
  - Collision
  - Deficiency
  - Electricity
  - Injury

Target Subfacets
- Component
- Environment
- Incident
- Part of Speech
- Phrase Constituent

☑ Show Always
☑ Show Subfacet
☐ Multiple Select

Analyze

Advise

Machine Learning for cognitive advice

Too often, valuable data and insights are obscured or difficult to access, you might be leaving value on the table that you didn't even think to look for.

The new cognitive assistant provides users with the specific data they need by helping them filter through extraneous information. The machine learning model is easy to tune and scale to your specific industry needs.

Cognitive Miner

The Watson Explorer Cognitive Miner enables users to quickly narrow the focus of their unstructured data, eliminating extraneous results and delivering specific, relevant information.

The Cognitive Miner makes it easier to visualise this process by providing guided navigation that filters data into smaller groups by date, keyword, or other metrics, as well as highlighting trends and common variables.
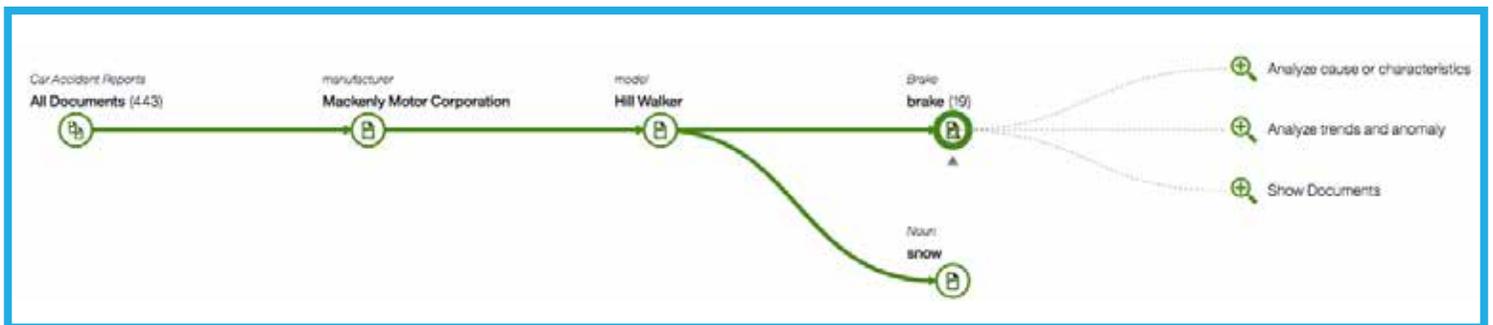
Cognitive Miner in Action

In this example, the Cognitive Miner is helping a quality assurance employee for an auto manufacturer to isolate incidents where a certain model of car has had trouble braking on the snow. Each step on the chart narrows the data down to only incident reports that include information about that model of car and that specific issue, narrowing the number of possible documents from 444 to only 19.

IBM Watson Explorer Deep Analytics Edition delivers content analytics at the speed and scale required by today's ever-increasing data volumes, combining the power of machine learning with your information for better business outcomes. Request a free trial of the Watson Explorer Deep Analytics Edition to start exploring, analysing and receiving cognitive advice on your data.

Download the white paper for more information about IBM Watson Explorer Deep Analytics Edition

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