

StoryMapper[™]

The New Standard for Text Analytics & Media Monitoring

Need to Know What the World is Saying About Your Organization, Issue, Product or Client?

Get Previously Unreachable Levels of Understanding about Who's Talking, What They're Saying and Whether Their Messages Are Positive or Negative – in 17 "source" languages.

StoryMapper™ helps organizations generate deeper understanding about subjects important to them, analyzing text sources from the briefest tweets to lengthy news reports, from research documents to contact center communications, from chat to email.

Designed to work with existing IT solutions, *StoryMapper™* greatly enhances functionality and performance to improve the quality of information available to decision makers. It can also link to LinguaSys Natural Language User Interfaces for customer service and H2M communication.

A breakthrough entity-extraction and analysis middleware application, **StoryMapper™** uses grammar-aware "concept mapping." It can process massive amounts of multilingual text to identify: <u>Named entities; their relationships, prominence, relevance and/or dependence; quotations with attribution to these entities, including their pronouns; discourse domains and sentiment/tone.</u>

Semantic Understanding + Easy Integration

- Full Semantic Context; Sentiment/Intensity at Clause Level
- Analysis in Source Language; Cross-Lingual Search & Gist Translation
- XML Presentation
- API: Easy Integration with Other Applications via SOAP Web Services, HTTP, TCP/IP, RESTful Service Interfaces
- AWS™ hosting
- .NET Framework
- Easily Customized
- Small Footprint + High Speed
- Extends other Analytics Solutions



Knowledge is power, but understanding and extracting knowledge from massive quantities of multilingual human text has often left enterprises feeling powerless. Until now.

The value of harnessing human text Big Data is immense. Social media analysis drives sales. Natural language user interfaces increase responsiveness and decrease cost. Transparent internal communication across languages improves collaboration, efficiency and compliance.

While the benefits are clear, so are the challenges. Chief among them: Growth in the velocity, variety and volume of human text, including non-English data generated as business goes global.

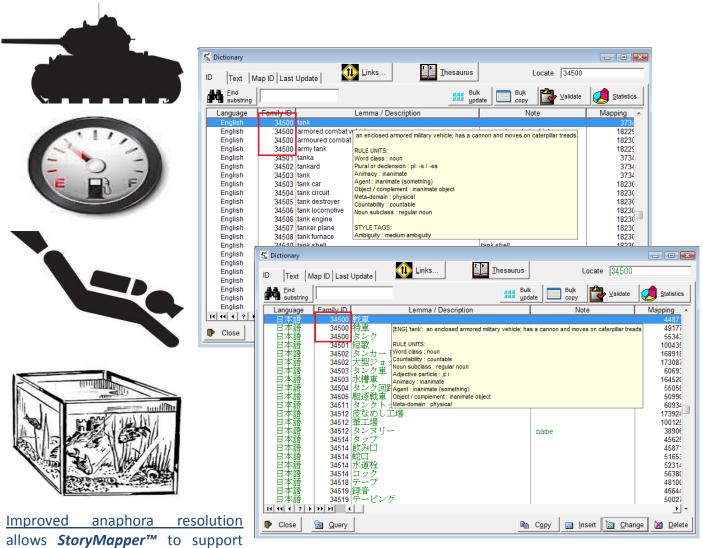
LinguaSys middleware is designed to surmount these challenges. Our Carabao Linguistic Virtual Machine™ (CLVM) brings grammar-aware, semantic understanding to critical requirements, including multilingual text analytics (TA), natural language user interfaces (NLUI) and highlycustomized machine translation (MT). Because this unique technology is based on mapping concepts rather than matching words, CLVM can analyze and "understand" text in its source language, increasing usability, currency and ease of customization.

- Proven
- Easy Integration
- Highly Customizable
- Highly Secure
- Cost Effective

www.linguasys.com @LinguaSys

HOW **StoryMapper™** works: A unique natural language processing analytics technology, the software employs <u>Language Neutral Knowledge Representation</u> to "understand" grammar (increasing anaphora resolution, eg "President Obama = the President = Obama = Him = He"); identify domains of discourse; and map "concepts" across languages, improving disambiguation. A *military tank* has the same unique LinguaSys concept number in English, Japanese and all other languages.

Identifying the domain of discourse helps **StoryMapper™** extract all relevant entities, names, companies, individuals, products, geo-locations, concepts, and other metadata, with <u>relationships linked</u> between the extracted data from each item identified. <u>Domain-specific queries</u> can then be performed against the captured data. Generic or domain-specific taxonomies can be used to capture data, making it possible for <u>simple queries</u> to match content and metadata for reporting requirements.



<u>clustering-based topic extraction, complete chaining and disambiguation</u> of entities resulting in extraction of complete quotes, plus qualitative analytic ranking resolution. It can process direct quotation data with relevant tags for concept mapping, including <u>recognition of "he said/she said" back</u> to the original actor. Links between entities, issues or messages within a quote are also linked between the person being quoted and the concept to which they refer.