



ADD CONCEPTUAL UNDERSTANDING TO
ANY UNSTRUCTURED DATA ELEMENT

CONCEPT TAGGING FOR DATA ENRICHMENT

FEATURES & BENEFITS

- ♦ Create actionable knowledge from unstructured content.
- ♦ Categorize any textual data based on meaning & context
- ♦ Add concept attributes to enrich understanding & value.
- ♦ Leverage the world's most authoritative content on almost every subject.
- ♦ Significantly improve search results in precision & recall.

Every modern enterprise is challenged by information overload. Since the 80's many sophisticated enterprise information systems have been deployed to manage the available business data; finance and accounting, spreadsheets, payroll records, ERP, logistics and more recently CRM and HR systems. These systems have given executives tremendous analytic, reporting and decision support capabilities which drive most, if not all strategic activities and investments.

Unfortunately, these systems are processing only a small fraction the available information. Experts have estimated that up to 85% of enterprise data is contained in unstructured sources such as documents, call reports, sales field notes, customer correspondence and *email*. Despite the overwhelming majority in volume, this information is vastly under utilized.

Intellisophic's **ProcinQ™** suite of concept tagging and categorization solutions harness the knowledge contained in unstructured data and make it actionable in virtually any enterprise system. Business Intelligence, data warehousing, regulatory compliance, predicative analytics, information search and retrieval, can now reliably include 100% of the enterprise information.

ORGANIZE

- ♦ **Organize** unstructured information with authoritative concept indices covering almost any topic area or vertical market.
- ♦ Intellisophic is the world's largest producer of concept-enriched taxonomies. Hundreds of millions of concept terms describing several million topics.

ENRICH

- ♦ **Enrich** information records with attributes derived from unstructured data. Increase the value and power of data warehousing.
- ♦ Append concept tags to any text record for analytic processing and business intelligence applications.

UNDERSTAND

- ♦ **Understand** the concepts contained in unstructured data to mine business intelligence and customer knowledge.
- ♦ Audit and discover email records for regulatory compliance or fraud detection.



Increase the value of your information assets

Intellisophic's **ProcinQ™** concept tagging and categorization solutions bring the power and organization of the world's most trusted reference manuals to your knowledge system. Eliminate the need for expensive resources required to build your enterprise taxonomy.

- ◆ ProcinQ Editor's Desktop provides unlimited control for tailoring retrieval results and customizing your enterprise taxonomy structure
- ◆ Identify concept trends, intelligence and perform analytics on any text-based unstructured data set
- ◆ Automatically categorize your knowledge assets based on the concepts contained within each document
- ◆ Mine virtually any unstructured document collection: email, call reports, documents, CRM data, reports, etc.

Intellisophic's Concept Indices - the *next generation* of taxonomies

Experts agree that creating the unique words and phrases associated to each topic node in a taxonomy is the single biggest expense (time & money) of any taxonomy project.

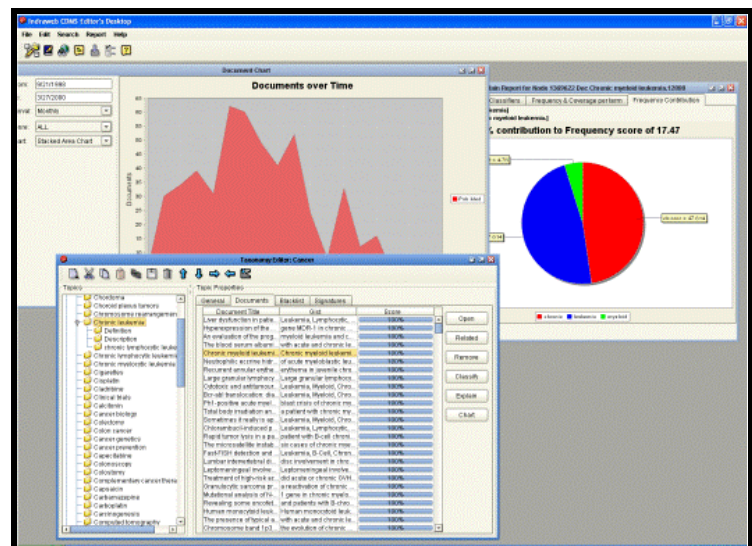
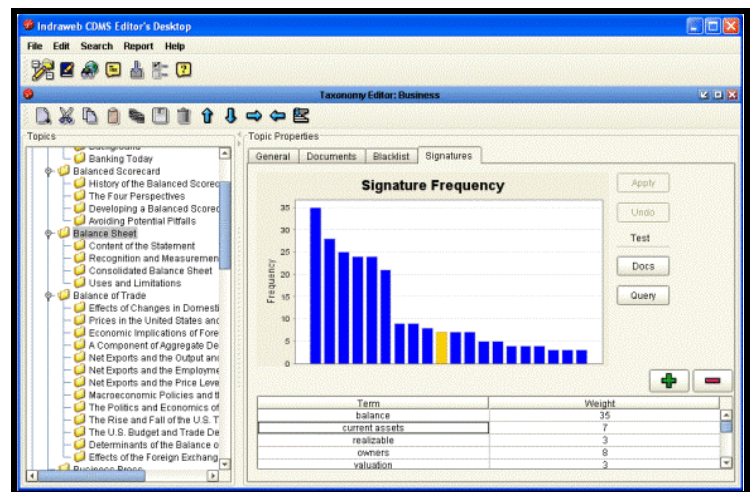
Intellisophic's Concept Indices contain concept signatures as defined by the world's top reference publishers.

Intellisophic maintains the largest commercial library of pre-built taxonomies for virtually any area of interest:

- ◆ Agriculture
- ◆ Business
- ◆ Chemical Processing
- ◆ Defense Intelligence
- ◆ Environmental
- ◆ Food Processing
- ◆ General Knowledge
- ◆ Legal
- ◆ Medicine
- ◆ Manufacturing
- ◆ Pharmaceuticals
- ◆ Religion
- ◆ Research
- ◆ Security Laws
- ◆ Technology
- ◆ Other

Intellisophic's patented *Orthogonal Corpus Indexing™* technology enables automatic rapid generation of rich concept indices from almost any authoritative source. Contact us for more information on the topics currently available, or about our custom development services.

ProcinQ gets your data ready for action!



ProcinQ System

Requirements

Server

Windows 2000 or Linux

256 Mb Ram

Oracle Release 9 or greater

Client

Windows, MAC, or UNIX

API Development