

Clarabridge, Inc. Content Mining Platform



Solution Description

With the award-winning Clarabridge Content Mining Platform™ (CMP), you can extract and blend key customer insights from both unstructured (text) and structured data, giving your organization a more complete and integrated perspective on your customer experience than ever before. In transforming customer feedback into strategic, actionable information, Clarabridge has developed a robust technology to identify and compile the best available customer experience intelligence to drive your strategic and operational business decisions. CMP transforms text into actionable insight to improve organizations market research, customer care, product development, quality assurance and risk management.

CMP involves three integrated components:

- **Collect and Connect:** Clarabridge's source connectors allow easy access to external and internal customer information, harvesting content from all of your listening posts.
- **Mine and Refine:** Once all textual content is sourced, Clarabridge extracts meaning through its fully integrated and automated features. Millions of verbatims transform seamlessly into actionable information stored in a data warehouse and then combine with relevant structured data for a true 360 degree view of customer experience.
- **Analyze and Discover:** Clarabridge provides two interfaces with a range of functional and analytic tools: Clarabridge Reporting and Analysis and Clarabridge Navigator.

Features & Benefits

CMP integrates a Natural Language Processing (NLP) engine, sentiment analysis, automatic categorization, clustering and entity and fact extraction to deliver content into a standard off-the-shelf database. This database is optimized for analytics and pre-configured to provide industry and function specific reports and metrics through IBM's business intelligence software.

Value Proposition

With the Content Mining Platform, companies are able to:

- Allow users to access more and better information to base their decisions upon
- Allow users to uncover hidden trends and relationships in their data
- Extend the analytical capabilities of the unstructured data
- Maximize the return on your investments in business intelligence and training without deploying new tools
- Integrate the best-of-breed tools without re-inventing the wheel
- Realize a rapid time-to-value

Company Description

Clarabridge focus has always been business, your business, and how we can help you reach your financial objectives with improvements in customer satisfaction. Clarabridge was founded with the simple premise of enabling companies to drive business value by understanding key customer and prospect experiences. To give you the customer insight you need and the rewards you deserve, we've worked harder, thought deeper, and developed smarter software than any other vendor in the marketplace.

IBM Segment

- Cognos

Business Function

- Content Mining

Target Industry

- Cross Industry

For more information, contact:

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Let's build a smarter planet.

