

Increasing Process Effectiveness and Identification of Opportunities with SAP HANA Text Analysis

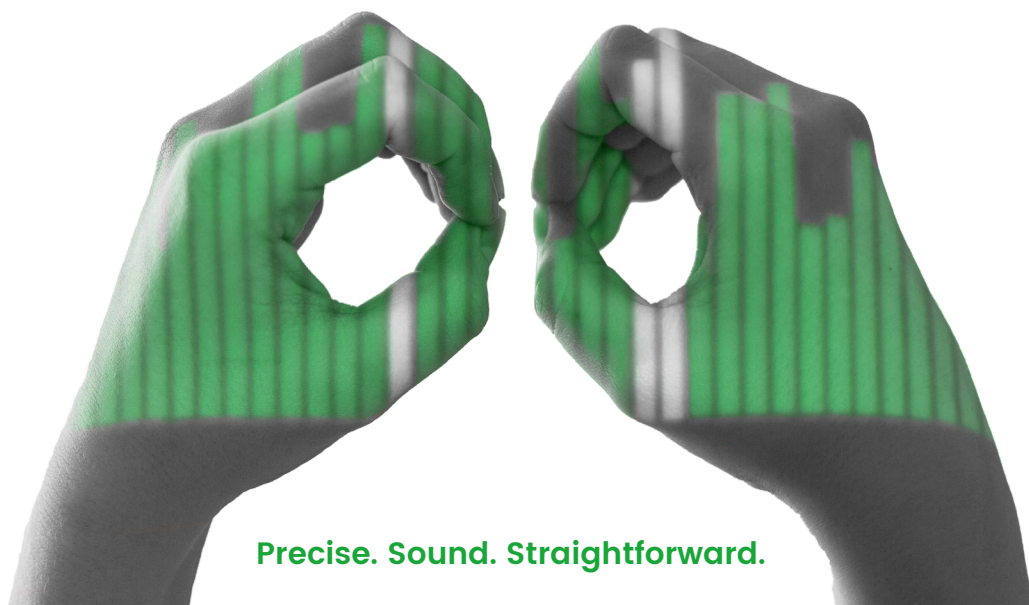
Are you already able to support proactive and visionary Corporate Controlling by enriching internal with external information?

OUR expertise sets new effective benchmarks with regard to Text Mining and Text Analysis in the context of SAP HANA.

Unstructured data (e. g. text) are not only growing extremely fast but can also be read out easily these days. In this context, such data basically can also provide information relevant for the successful assessment of market developments in your respective industry.

The evaluation of unstructured data offers many possibilities: For instance, this measure can help you to analyze the character of market trends, to identify potential customers or to trace relevant changes in the technological field.

Also by reference to current news, it is obvious that very large corporations consider this topic as an extremely important one: Today, global players start comprehensive partnerships – not only to open up new sales channels but also to get access to huge amounts of data (Big Data) as effectively as possible. Based on the newly acquired customer data, product developments are then specifically adapted to the demands and needs of customers.



Precise. Sound. Straightforward.

Text Mining – Our Approach based on SAP HANA:

Still today, many enterprises have unstructured data at hand but do not evaluate these data – which means that highly valuable knowledge gets lost without utilization.

Examples for potential data sources:

- Customer data
(evaluations / reviews of products, feedback)
- Social networks
(Facebook, Twitter, Xing)
- News
- Journals

Text Mining – Our Approach together with You:

- Definition of all required questions / tasks
- Selection of a suitable data source and extraction into the HANA data base
- Selection of the analytical method
- Iterative implementation of the analysis plus refinement of the algorithms
- Integration into existing processes and enhancement with other (e. g. structured) data pools
- Quality Assurance with regard to the results

s-peers – Your Partner for successful Text Mining

Project Examples:

SAP HANA is not only an In-Memory data base for structured data: It also offers the possibility of analyzing texts. One optional utilization is to analyze customers' reactions and evaluations / reviews. In this context, not only general assessments by customers can be recognized – it is even possible to identify the evaluation of individual product features.

Consequently, the following can be extracted from the sentence «I am very happy with the new smartphone, but unfortunately the battery gives up pretty soon»:

Smartphone: very positive (5/5)

Battery: negative (2/5)

By extracting many evaluations like in this example, texts are transferred into a structured data model. Thus established reporting methods can be utilized subsequently. In the example named above, already a simple SQL query shows which product features are appreciated on the market and which are in need of improvement.

**From Strategy to Support
– Everything from One Source.**