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PRODUCT DATASHEET

Inxight SmartDiscovery provides the most flexible and accurate fact extraction available. It automatically identifies events and links between named entities such as people, places, and organizations, in electronic text, allowing organizations to quickly and efficiently create meaningful structure from large volumes of unstructured data.

Inxight SmartDiscovery™ fact extraction

Intelligent, Automatic Extraction of Relevant Events,
Activities, and Relationships from Text Data

Organizations today are amassing enormous amounts of electronic information, including emails, web pages, reports and news feeds. The ability to make use of this information is paramount to their success. Yet, most organizations have no way to quickly and intelligently access the information or use it effectively. Until now, it has been virtually impossible to identify essential "facts" (events, activities, and relationships) captured in the disparate text data sources. Inxight SmartDiscovery solves this problem by automatically identifying and extracting facts to speed the discovery and use of relevant information, enabling organizations to extract maximum value from their most underutilized asset.

Finding Events, Activities, and Relationships

Inxight SmartDiscovery leverages Inxight's true understanding of language to discover and extract relevant facts. SmartDiscovery automatically extracts the events, activities, and relationships from text data sources so that

critical decisions can be made in the context of all relevant information. Using a visual, intuitive fact workbench environment, you can easily define, test, and implement fact templates and rules that are unique to your data sets and business needs — with no programming experience required. Those rules can then be leveraged by users to search for what they know they need and to discover new information relevant to their jobs.

Inxight SmartDiscovery Fact Extraction Applications

Fact extraction applications are as diverse as the text data in your organization, and your employee's information needs. Email, customer service logs, web sites and internal and external reports are just some of the data sources that are not being fully utilized in the decision-making process — the ability to automatically extract relevant, structured information from these data sets enables more fully informed decisions.



Examples of fact extraction applications include:

Discover, retrieve and connect to information

SmartDiscovery allows users to extract relationships and facts of interest from search result sets, identify relationships between subjects that are not explicit in any single source, and identify event trends over time or by location. With instant access to all relationships and facts in a given data set, users can quickly identify information of interest without sifting through hundreds of documents. For example, instead of locating all documents referencing a particular person and then reading every document one at a time to find events of interest, SmartDiscovery can limit the search results to the set of documents discussing the person's role in a specific event or event type of specific interest or that person's relationship with another person.

Manage business intelligence

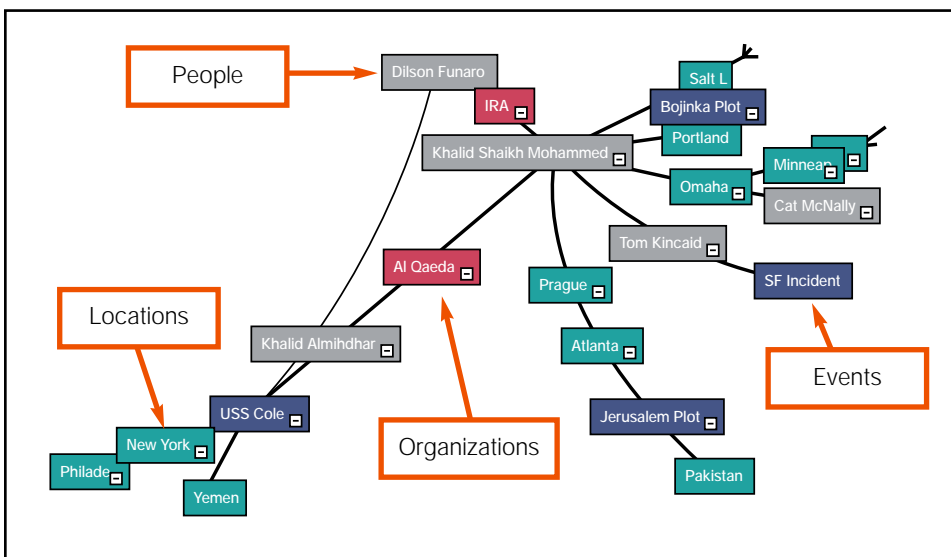
SmartDiscovery enables organizations to extract information regarding competitors and competitive events they wish to track such as product announcements, customer wins, and executive changes. This competitive intelligence can come from external sources such as web sites and news feeds or from internal sources such as sales notes and analyst reports. Keeping your organization's competitive intelligence complete and up-to-date is next to impossible if all data such as chat room content, customer service emails, and news feeds have to be manually reviewed. With Inxight SmartDiscovery this can all be done automatically.

Leverage unstructured data in any existing enterprise application

Enterprise applications routinely fail to report vital details because they cannot effectively leverage the increasing amounts of unstructured text data they manage. For instance, customer emails in customer relationship management systems or sales notes in sales force automation applications are ignored by standard reporting and analysis tools. Inxight SmartDiscovery can discover and extract the relevant facts from these unstructured data sets and provide a more comprehensive set of data upon which to make important decisions. Reports reflecting customer contacts and service issues, for example, can leverage all available information.

Entity extraction tells the "who, what, where and when" mentioned in an article.

Fact extraction identifies the events, links and relationships between the entities.



Inxight SmartDiscovery automatically identifies events, activities, and relationships that link entities.



Powerful and Easy to Use

Inxight SmartDiscovery provides an intuitive and easy-to-use fact workbench that enables analysts, knowledge workers, and information specialists to easily create fact templates and rules—with no linguistic analysis or programming experience required. The data extracted by these rules can then be leveraged across the enterprise.

Key Features

- True language awareness makes Inxight SmartDiscovery the most accurate, easy-to-use information discovery tool on the market.
- SmartDiscovery recognizes 27 named entity types based on patterns in text, without reliance on customer-provided lists or training sets.
 - Entity aliasing and co-referencing ("Jane Smith" = "Ms. Smith").
 - Normalization of temporal and numeric expressions ("May 6, 2003" = "05-06-2003"; "\$23 million = 23000000 USD).
- Easy-to-use drag-and-drop Rules Developer's Workbench requires no programming experience, yet it provides sophisticated rule writing and debugging options.
 - Fuzzy, partial and order-free analysis
 - Grammatical phrase, sentence, paragraph, and document recognition
 - Sub-rule invocation
 - Pronominal resolution ("She" = "Jane Smith")
 - Subject-object and main verb identification
 - Sophisticated linguistic analysis based on Inxight's patented linguistics platform, including part-of-speech, stemming and regular expression options
 - Concatenation and multiple record output options
 - Benchmarking tools provide the ability to strike the desired precision/recall balance
- SmartDiscovery's XML-out and flexible architecture make it easy to populate relational databases and other systems such as intranet portals and intelligence applications. You can also easily integrate fact extraction with your existing IT architecture and business workflow.
- Combined with Inxight's visualization products, provides at-a-glance numeric, relational, and temporal analysis for rapid digestion and storytelling.
- Can be used in conjunction with Inxight's categorization, search, and summarization products to enable even more powerful information discovery and retrieval.

Key Benefits —

- Discover critical events, activities and relationships across previously unconnected data sources—automatically.
- Reduce the time spent searching for information and spend more time taking appropriate action.
- Make more informed (and profitable) decisions based on a clear understanding of all of the information available in enterprise applications such as CRM or BI—including unstructured fields and data sources.
- Increase analyst and knowledge worker productivity.

About SmartDiscovery

Inxight SmartDiscovery is the only complete enterprise solution for information discovery. Its comprehensive set of advanced text analysis tools includes search, entity extraction, fact-finding, categorization, and visualization. SmartDiscovery's comprehensive metadata creation and search capabilities, for applications ranging from information retrieval to data mining to trend analysis, is powered by Inxight's industry-proven linguistic analysis capabilities.
