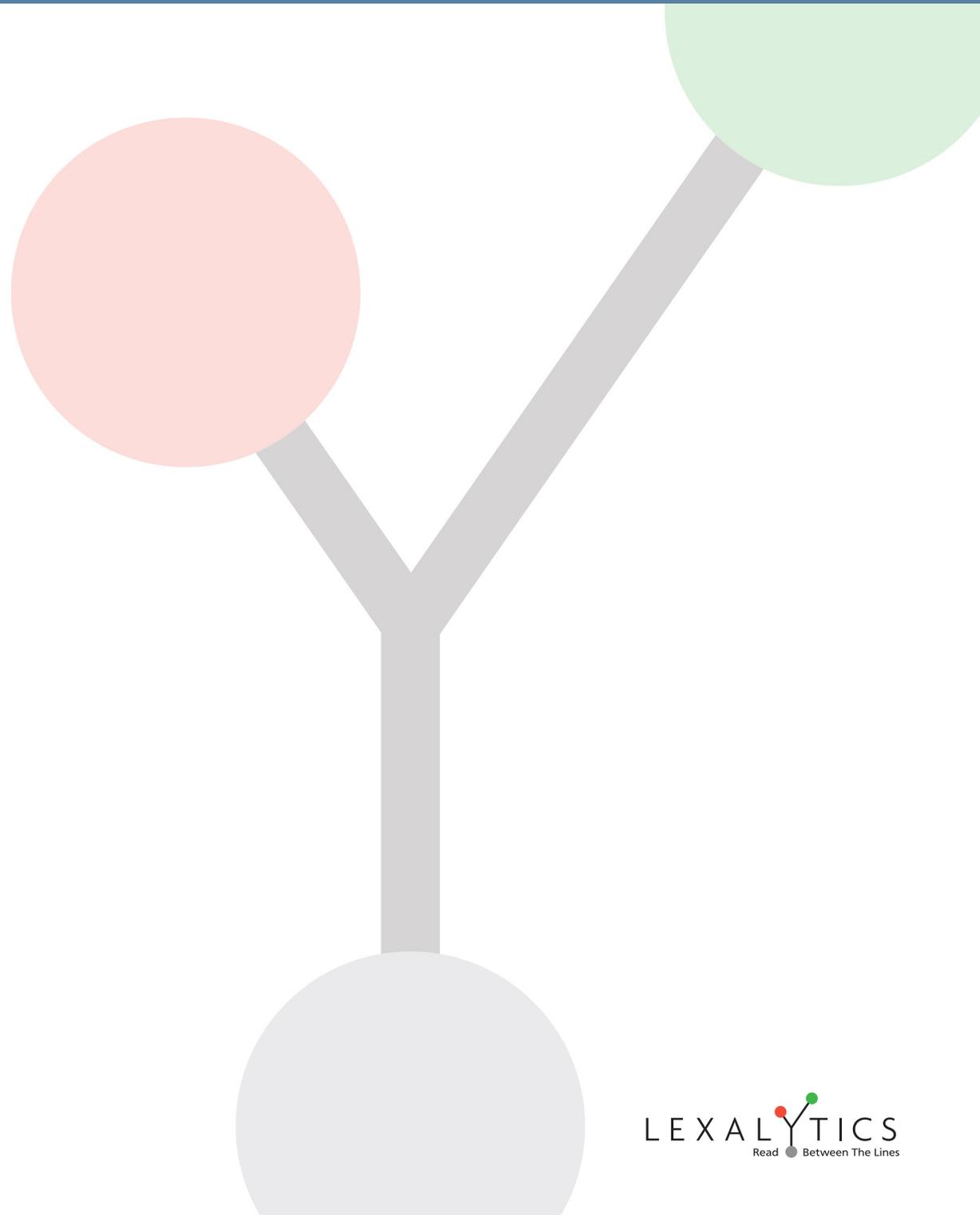# Lexalytics
Executive
Summary

Data Sheet

LEXALYTICS
Read Between The Lines

What We Do

Lexalytics offers text mining software for companies and enterprises around the globe. Our customers process billions of structured and unstructured text documents every day, picking apart tweets, hospitality reviews, academic papers, Facebook posts, survey responses, and a plethora of other text sources. Our software shows you who said what, when and where, in what tone. This information provides a base for finding the why, the meaning of the conversation.

Who We Are

We are the industry leader in translating text into profitable decisions. Since 2004, businesses around the world have turned to us for help in deriving actionable business insights from large volumes of text. We were the first company to bring high-quality sentiment analysis to the mass market through our powerful Salience engine, which brings state-of-the-art natural language processing to your own hardware. In addition, we offer a cloud-based API (Semantria) and Microsoft Excel plugin (Semantria Excel), plus a dedicated Mac application (Semantria for Mac). Recently we announced Salience Mobile, a slimmed-down API crafted to integrate seamlessly into Android mobile applications.

Why Choose Lexalytics

Businesses and enterprises employ Lexalytics software to gain unparalleled insight into the text they work with. Some companies build the Salience or Semantria API into their own commercial software products, while other enterprises use our services directly to benefit their company's or research firm's efforts. All of these organizations employ Lexalytics software to gain the information advantage over their competitors.

Maybe you want to offer text analytics within your enterprise-deployed software; perhaps it's vital you understand your reputation in the social media space; what if you provide a cloud-based consumer analytics system, and need to integrate high-volume text analytics into your offering? These are just a few real-life use-cases that demonstrate the power and flexibility of Lexalytics text analytics.

How We Do It

We produce insights through a number of core analytical techniques. Although the technical details are best saved for another document, here's a high-level overview of the role each one plays:

- **Named Entity Extraction** identifies nouns and proper nouns in the text: people, places, company names, dates, and more. You can even define your own, industry-unique entities.
- **What are they talking about?** Classifiers and Tags create buckets to separate content by topic or subject ("politics" versus "real estate", for example). Lexalytics offers three powerful methods of classifying or tagging content, so you can optimize to your content. As with entities, you can create personalized categories specific to your industry.
- **Sentiment Analysis** determines the tone of a conversation. How do speakers feel about their subjects? We pick apart each sentence to assign individual sentiment scores to each entity, category, and theme present within.
- **Context:** Lexalytics utilizes four methods of context determination to give you a detailed look into what drives each conversation. N-grams, noun phrase extraction, themes, and facets work in harmony to show you the context of each sentiment score.
- **Summary:** Short on time and need quick results? We'll summarize your content to generate a short version of the most important items.

The Upshot

Let's say you need to analyze a mass of text documents, and you're thinking about building your own platform to sift through them. Why risk your investment? Don't take a chance with unproven technology: Salience and Semantria are proven technologies that already process billions of documents each day.

In short, Lexalytics offers...

- established and proven technology
- actionable business insights from day one
- transparent results, so your developers can see exactly what happens behind the scenes
- easy and intuitive support for 22 languages, including multiple Chinese dialects
- cost-effective licensing plans
- infinite configurations, but freedom from code maintenance

And so much more.

Schedule a demo today, and see why Lexalytics just makes sense.

LEXALYTICS

Read ⬤ Between The Lines

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