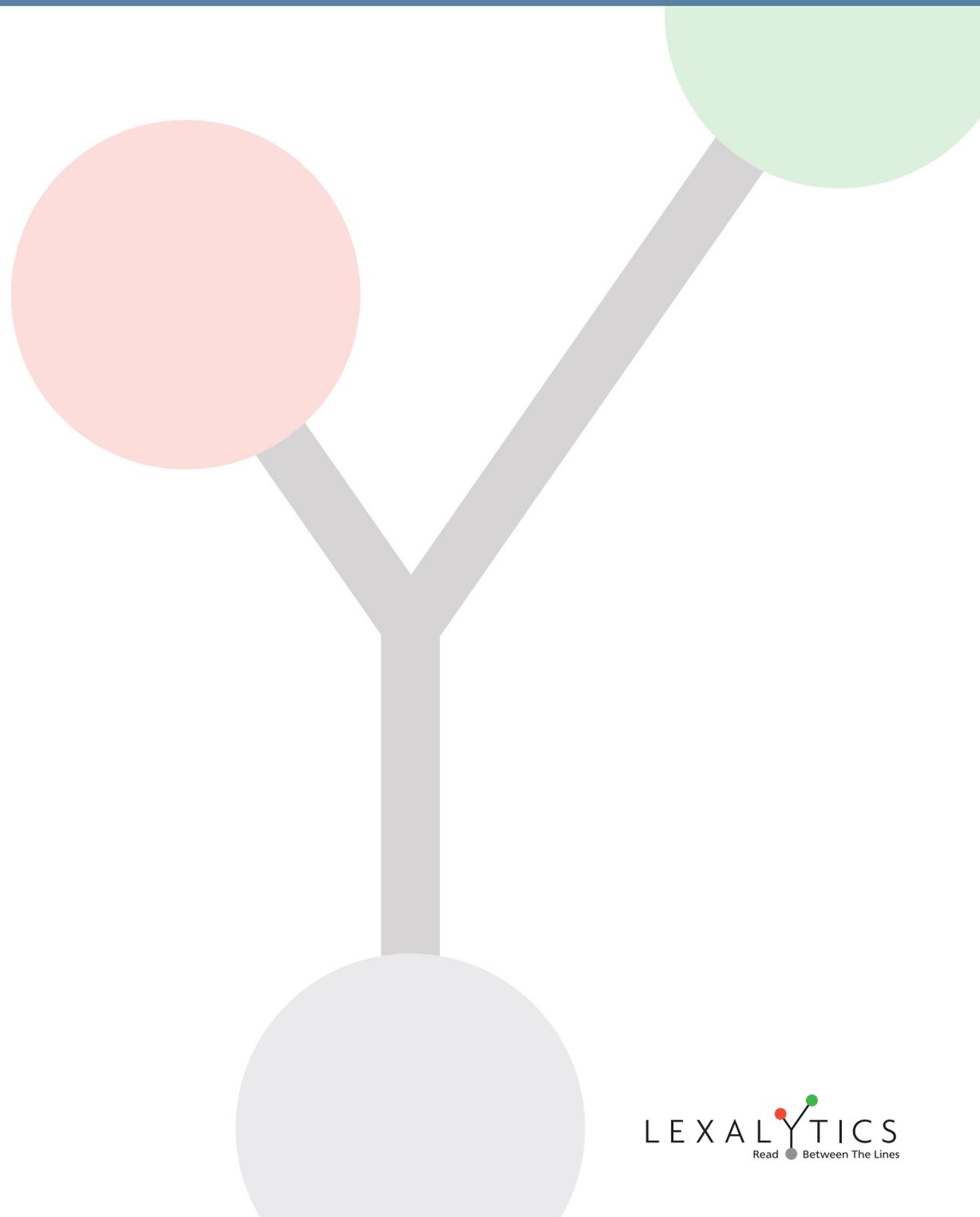


# Lexalytics Professional Services

Data Sheet



Time and money are your two most valuable resources. So don't waste a moment or a penny, and bring in Lexalytics to help set up your text analytics system. Our trained experts will support you in extracting the most value possible from your implementation. In a short time, you'll be reaping more and better results than you've ever seen before.

### **Custom Fit**

No cookie-cutter recipe here, Lexalytics professional services work is all custom. We recognize that each use case is different, and requires a different set of parameters. Our experts will discover the value of your content with one goal in mind: the results have to match your output specifications. We have years of experience with Saliency and Semantria, and can make them do just about anything.

### **How It Works**

We start with understanding the questions you want to answer, such as "How do my customers feel about X product?" or "What are my consumers' biggest concern?" or more generally, "What are consumers saying about my services?" We'll also discuss your accuracy requirements, types of content you want to analyze, and time and budget requirements. By the end, you'll have a solid implementation plan for an analysis system that meets your needs.

### **Accuracy Evaluations**

We'll help your organization implement best practices for evaluating precision and recall across a broad range of text analytics functions. We can also procure datasets for testing, to score and evaluate your system based on your criteria. Once we're through, you'll rest assured that you can trust your results.

### **Tuning and Configuration**

After the initial setup, you may wish to fine tune your system to perform even better. Our Professional Services team is well-versed in assisting clients through a number of refinements to meet each

and every one of your implementation needs.

- Want to track customer mentions of specific product lines? We'll help you develop personalized entity lists specific to your business. Track political campaigns, business competition, celebrities, and more. If it's an entity to you, it's an entity to us.
- Saliency and Semantria's out-of-the-box categorization tools are powerful and precise, but sometimes your business calls for something even more targeted. Let us train custom categories and unique classifiers to sort the wheat from the chaff, such as separating product mentions from corporate shout-outs.
- We understand that our customers don't always have the resources to tune their sentiment analysis in-house. Lexalytics is happy to tweak and refine your sentiment analysis to fit your business and verticals. We guarantee you'll be impressed by the results.
- Some of our customers need to configure one text mining system to serve many clients with different needs. This can be a confusing process, so bring in Lexalytics to work our magic: we're experts at handling multi-tenancy.

### **Customized Training**

Lexalytics offers personalized, in-person training services tailored just for you. We'll come to your office and bring you and your employees up to speed on every aspect of Saliency and Semantria. We won't rest until you're getting the most out of your implementation.

### **Platform Migrations**

Worried what will happen to your configurations and settings when moving to Lexalytics from a different text analytics platform? Not to fear, Lexalytics is here: our professional services team is well-versed in helping organizations transition seamlessly to a Lexalytics solution. We can port all of your previous settings and refinements into Saliency or Semantria to ensure that you see nothing but improved results.



### Single-Shot Analyses

A major financial services firm called on Lexalytics to analyze social conversations surrounding their brand over a two-month period. Our professional services team pulled relevant tweets and social content from the web, ran the unstructured text through Salience, and then put together a comprehensive, intuitive presentation. This is just one example of an organization calling on our Professional Services team for one-time analysis of data from a specific timeframe. Get in touch to see what we can do for you.

The Lexalytics Professional Services team is here for you. Let us help you maximize the return on your text analytics investment.



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