



*Salience is a set of on-premise text analytics and natural language processing (NLP) software libraries.*



*Salience adds powerful, customizable NLP capabilities to your own enterprise analytics stack or data analytics product.*

# Salience

## TEXT ANALYTICS AND NLP SOFTWARE LIBRARIES FOR ON-PREMISE DEPLOYMENT OR INTEGRATION

Salience is a set of on-premise software libraries that adds full-featured text analytics and natural language processing (NLP) to your own enterprise analytics stack or data analytics product.

Salience combines NLP rules with machine learning to let you “dial up” accuracy and precision on specific features without disrupting the larger system. Salience scales effortlessly from single processor cores to entire

data centers while keeping all data behind your firewalls. And Salience is completely customizable to fit your analytical needs.

Tech companies and enterprises in social listening, customer experience management and people analytics integrate or white-label Salience into their products to deliver richer data analytics to their own customers.

### NATURAL LANGUAGE PROCESSING FEATURES

- ✓ Sentiment Analysis
- ✓ Named Entity Extraction
- ✓ Categorization
- ✓ Theme Extraction
- ✓ Intention Analysis
- ✓ Summarization



### SPEED AND SCALE

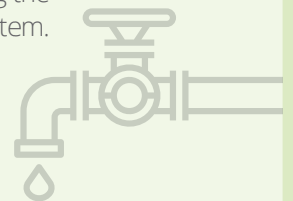
Built from the ground up with performance in mind. Shared-nothing architecture means limitless scalability. Small memory footprint.

Use Java, PHP, Python, or .NET/C# bindings for greater ease of use, or the native C/C++ interface for maximum speed.

- ✓ Process a tweet in under 5 microseconds
- ✓ Scale from single processor core to entire datacenter
- ✓ Integrate in days, not weeks

### TRANSPARENCY

Built on a pipeline model of NLP code, machine learning models, dictionaries and lists. When issues arise, see exactly where they are in the pipeline. Make small tuning adjustments to underlying text analytics functions without disrupting the larger system.



**CONTACT US  
TO DISCUSS DETAILS  
AND PRICING**



## Saliency

### INDUSTRY PACKS

Pre-built tuning configurations designed to improve the results of your analysis with a fraction of the labor of traditional tuning.



Hotels



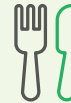
E-Commerce



Airlines



Pharma



Restaurants



Voice of Employee



« It took 2 engineers only 4 days to integrate Lexalytics' Saliency engine into our content processing pipeline. »

— Lorenzo Alberton CTO, DataSift

### SECURITY AND PRIVACY

Data never leaves your control. Runs entirely on your servers, within your firewalls. Native compliance with GDPR, HIPAA and other data security and privacy regulations.

### TUNING AND CONFIGURATION SERVICES

Lexalytics works with all our customers to custom-fit our products to your needs. If you experience precision or accuracy issues, we'll help you solve them by tuning your system as much as possible or training machine learning models where needed.



### LANGUAGE PACKS

Lexalytics supports **24 languages** and dialects covering 67% of the world's population.

- European Languages
- Nordic Languages
- Middle Eastern Languages
- Asian Languages



### CUSTOM MACHINE LEARNING MODELS

Some NLP problems are too complex to solve with tuning alone. Lexalytics can build you custom machine learning micromodels to "dial up" accuracy or precision.

- Part of Speech Tagging
- Sentiment Scoring
- Named Entity Recognition
- Categorization

INTERESTED IN A RESELLER PARTNERSHIP? LET'S TALK...