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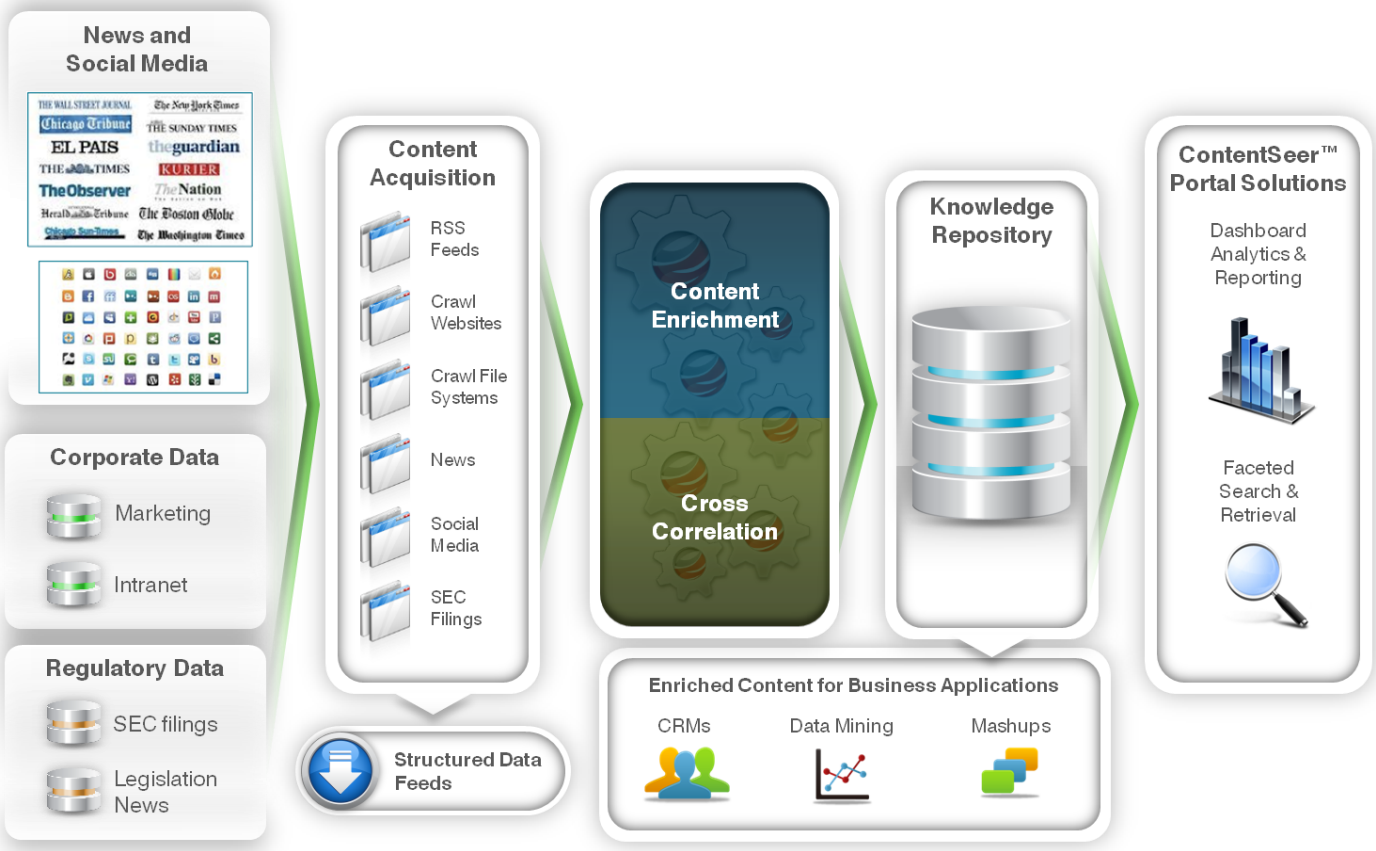
ContentSavvy

www.contentsavvyinc.com

The ContentSeer™ Platform

Flexible Content Acquisition, Enrichment and Delivery



> “ ContentSeer™ provides a robust hosted platform to collect and mine the most relevant information from global news, social media, blogs, and more to power business solutions including competitive intelligence, media monitoring and voice of the customer... ”

Acquire content	Real-time and periodic content retrieval from a range of global multilingual news, social media, and government sources.
Enrich content	Track watchlist items, key entities, companies, topics, industry terms, sentiment, business events such as mergers or executive changes, and more.
Business solutions	Combine structured enterprise data repositories with enriched unstructured data delivered from external sources to enhance reporting, data mining, business intelligence or search.

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- Low initial customer investment, subscription model
- Acquisition from news, social media and multimedia sources
- Privacy of customer data
- 24*7 monitored cloud-based platform
- Licensing and copyright management for content
- Flexible setup and customization

Example Use Cases

- Monitor Weibo and Chinese news to track emerging topics of discussion and sentiment in China
- Discover interesting companies or potential competitors to monitor using context relevancy
- Correlate historical sentiment changes with stock price for more accurate investment models
- Optimize your portal for search engines with semantic web metadata, enable users to find the most relevant content, and more

Content Acquisition

- Specify watchlist terms and keywords to retrieve relevant content from news sources Lexis Nexis®, Factiva® and AP
- Acquire real time content using hashtags, authors, and keywords from social networks and blog platforms, and multimedia sources — Twitter, Facebook, Google+, Wordpress and Youtube
- Add support for other news and social media sources or websites via APIs or web scrapers

Content Enrichment

- Tag and extract information from raw content with support for IPTC, web and business ontologies for a rich set of default entity, topic, sentiment and event categories
- Cutting edge scalable, customizable text analytics technologies honed with DoD customers include machine learning and computational linguistics
- Native language support included for English, Chinese, Arabic, and Russian

Powering Big Data Business Solutions

- Access enriched content in a range of formats including configurable XML, and write to relational databases, SOLR/Lucene search indexes or semantic web RDF triple stores
- Other supported data sources include regulatory and government data such as SEC filings
- Content enrichment is flexible enough to support company-specific knowledge requirements, via customized ontologies and support for unique language patterns, industry terminology, etc.

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