

## SOLUTION OVERVIEW

# AI-Driven Content Advisor from OpenText

Assess and classify information contextually to improve workflow automation for greater efficiency and compliance



**Automate** content-related processes to improve productivity



**Streamline** governance to mitigate risk



**Efficiently** manage and store content to reduce costs

**Most companies realize that vital enterprise knowledge is hidden in unstructured data, but 71 percent struggle with how to manage and protect that content while harnessing its value.<sup>1</sup> Categorizing and organizing high-value documents and files contextually is vital for regulatory audits, content migration, risk assessment, discovery and due diligence. Organizations need the ability to take action on information in an automated way to reduce risk and improve decision-making.**

AI-Driven Content Advisor from OpenText helps HR, IT, legal, compliance and regulatory teams locate and retrieve information rapidly to:

- Gain insight to improve processes and decision-making.
- Manage information efficiently and at a lower cost.
- Mitigate risk of noncompliance.

The OpenText solution uses the power of artificial intelligence (AI) and analytics to understand the meaning of **content in context** and categorize it accordingly. It helps reduce the risk created when companies do not realize they are storing sensitive information or cannot readily locate it.

AI-Driven Content Advisor helps automate processes, such as audits, content migration, risk assessment, privacy and data governance. While important to all organizations, these processes are essential to Healthcare, Oil & Gas, Pharmaceuticals, Financial Services, Government and other highly regulated industries.



## OpenText Professional Services: AI & Analytics Services

The OpenText™ Magellan™ Professional Services team includes data scientists and experts on application machine learning, text mining and algorithms in data analytics scenarios. They have a deep expertise with Magellan and analytics technologies and are experienced working with organizations across many industries to glean insight from their data.

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## Automate content-related processes to improve productivity

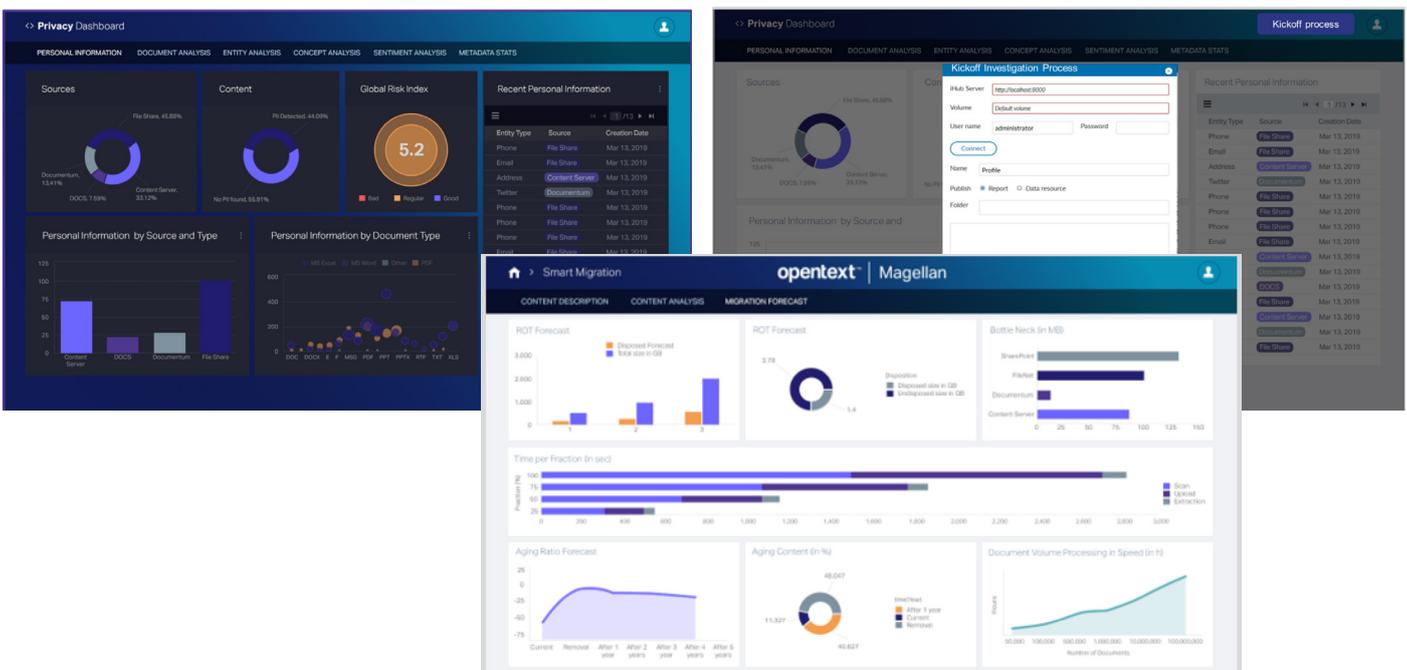
AI-Driven Content Advisor replaces the inefficiency of manually accessing and classifying information with intelligent automation to provide quick time to value. Text mining and classification capabilities ensure that content in any format, such as email, documents, web forms, etc., can be accurately integrated into automated and scalable processes.

According to IDC's Global DataSphere Study 2019, respondents who deployed technology related to digitizing, automating and optimizing document workflows reported spending 17.2 percent less time on document-related tasks. They also reduced time spent looking for and/or recreating lost or misfiled documents by 12.5 percent and errors by 51.6 percent.<sup>2</sup>

For example, AI-Driven Content Advisor can use sentiment analysis and machine learning to categorize and route online web form submissions accurately. The solution applies a priority score for each form and triggers a workflow to process inquiries efficiently, ensuring that high-priority messages are flagged and handled in a timely manner.

## Streamline governance to reduce risk

AI-Driven Content Advisor helps organizations detect and reduce risk hidden within unstructured content to proactively avoid regulatory fines or violations. For example, personally identifiable information (PII) may be hidden in documents that are not sufficiently protected. AI-Driven Content Advisor uses advanced text analytics to identify sensitive information at scale. Machine learning and interactive visualizations offer compliance officers insight into risk levels and make recommendations to safeguard privacy.



AI-Driven Content Advisor increases the value of enterprise content through intelligent automation, smarter content migrations and more effective privacy management.

1. Forbes, [The Big \(Unstructured\) Data Problem](#), June 5, 2017.
2. IDC's Global DataSphere Study 2019, 2019.

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## Efficiently manage content and reduce costs

According to research, 2.5 quintillion bytes of data are created each day.<sup>3</sup> As an organization’s knowledge accumulates, managing it becomes more difficult, while the cost of storage grows. AI-Driven Content Advisor addresses these concerns by using AI to reduce data redundancy and enable smart content migration.

For example, data migration projects typically take longer than expected and many result in data loss and downtime. AI-Driven Content Advisor minimizes delays and errors by replacing manual efforts with advanced content analytics to automate content assessment. Intelligent classifications can eliminate as much as 60 percent of irrelevant data.<sup>4</sup> Personalized dashboards and reports provide administrators with insights to validate the content migration process.

### AI-Driven Content Advisor offers:

- Quick time-to-value. Fast categorization and exceptional information assessment times allow knowledge workers to begin realizing value almost immediately.
- Risk assessment. Quantify, monitor and report risk through interactive dashboards.
- Complex concept extraction. Designed to identify subtleties in content, such as emotion, intention, effort, risk and fraud.
- A complete ecosystem. Includes OpenText™ Magellan™ Text Mining Studio and OpenText™ Magellan™ Text Mining Services.
- Multilingual support. Analyzes content written in English, Spanish, French, German, Portuguese, Dutch and Italian.

Platform	Platform components	Benefits
Magellan		<ul style="list-style-type: none"> <li>• Combines open-source machine learning with advanced analytics, enterprise-grade business intelligence and capabilities to acquire, merge, manage and analyze data and content</li> <li>• Enables machine-assisted decision-making, automation and business optimization</li> </ul>
	OpenText™ Magellan™ Data Discovery	<ul style="list-style-type: none"> <li>• Analyzes billions of records in an easy-to-use, unified view for fast insights</li> <li>• Enables users to apply advanced analytic algorithms and leverage custom machine learning models to explore, prepare and enrich data</li> </ul>
	OpenText™ Magellan™ BI & Reporting	<ul style="list-style-type: none"> <li>• Generates insights by analyzing data and visualizing it in a wide range of convenient report and dashboard formats</li> </ul>
	OpenText™ Magellan™ Text Mining	<ul style="list-style-type: none"> <li>• Extracts key phrases and named entities (people, places, dates, events, organizations, etc.) and identifies topics, mood and subjectivity in text</li> </ul>

3. Forbes, [How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read](#), May 21, 2018.

4. Gartner, [Information Governance Gets Real: Four Case Studies Show the Way Out of Information Chaos](#), 2015.