

Text Intelligence

Text data forms the largest component of unstructured data in enterprises.

Enterprises rely on text intelligence to:

- Reduce operational costs
- Speed-up time to market
- Derive actionable insights from unstructured data
- Identify new revenue streams



Key Growth Drivers

The need to turn unstructured text into meaningful insights with real-time analytics is the primary growth driver.

The other growth drivers:

- Ubiquity of unstructured data¹
- Criticality of the insights from unstructured data

Footnote:

1. 80-90% of enterprise data is unstructured

Industry analysts expect the global text analytics market to reach a value of USD 14.84 billion by 2026.

Source: Mordor Intelligence

Trends Driving Text Intelligence



Demand for machine-learning and big data analytics



Adoption of AI-driven cloud-based text analytics



Use of advanced BI tools for analyzing text data



Utilization of social media analytics



Demand for analyzing customer sentiments



Textual analysis for better risk management



Use of NLP driven solutions for fraud analytics

Largest Consumers of Text Intelligence

Enterprises that leverage competitive intelligence, customer relationship management, predictive analytics, fraud detection, brand reputation, and more.

Sectors witnessing large-scale adoption of text intelligence

Financial Information Services

Banking & Insurance

Real Estate

Procurement & SCM

Healthcare & Life Sciences

Text Intelligence Technologies

AI technologies that transform the free text in documents and databases into normalized, structured data suitable for analysis or to drive ML algorithms.

The other techniques applied for analyzing text patterns from unstructured data sources are:



NLP



Information & concept extraction



Information retrieval



Text summarization



Clustering

Straive's text intelligence solution

Extracts, enriches, and delivers data & actionable insights from text heavy documents.

Straive's end-to-end text intelligence solution leverages offers:



Scalability and easy onboarding of new sources and data formats



Automation for straight-through processing to convert unstructured text into structured data sets



Traceability by establishing auditable lineage



Cost savings of up to 60% in existing business processes



Time to market by reducing data latency and turn-around time from ingestion to delivery