

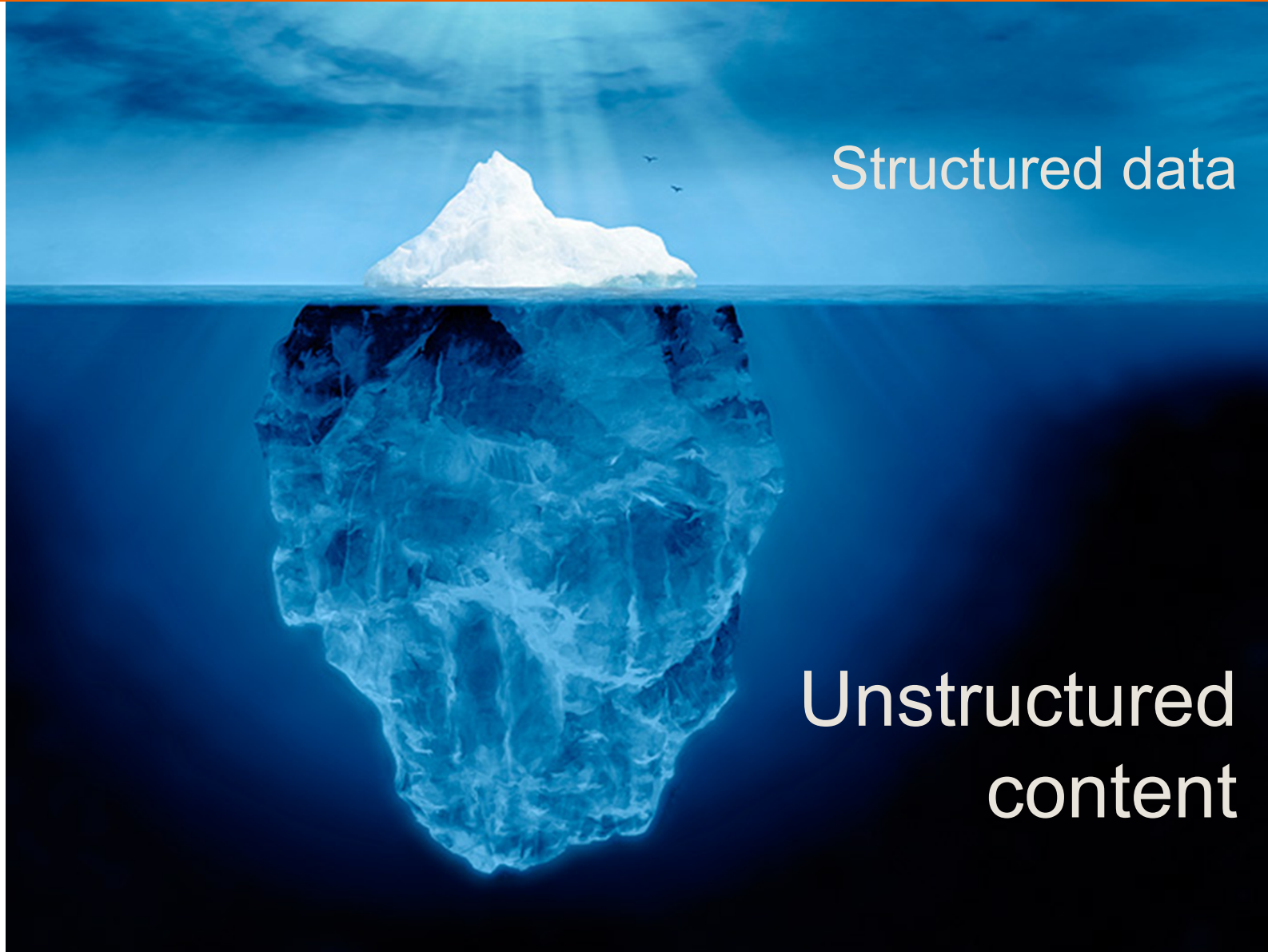


Meaning as a Service

Turn your Unstructured Content
into Actionable Insights

April 2017

Why should we be using text analytics?





API services of MeaningCloud

Demo text

English News Clean Send

How Police Use Facial Recognition Software to Identify You. A bank has just been robbed. The only evidence left behind is grainy security camera footage – detectives have a blurry face, but nothing else to go off of. The photo gets enhanced and run through a database. A few drama-filled moments later, the computer spits out the name and address of a suspect. This may sound like a terrible plot from an episode (every episode?) of CSI: Miami. But it's also happening every day in police departments across the country. According to the Washington Post, police officers in 26 states are empowered to use facial recognition software in conjunction with a database of driver's license photos to track down witnesses, verify IDs, and learn more about potential suspects. Over 120 million Americans appear in these facial recognition systems nationwide. It doesn't matter if you've never been arrested for a crime before – if you drive, the police already know what you look like. Show up in the wrong camera and the fuzz will be able to find you within hours. Not all states let the police search through photo databases of private citizens. Oregon, Washington, New York and eight other states restrict police access to face-recognition systems.

Sentiment analysis

- Global
- Aspect-based

Result Click the tags to view in context

Sentiment

Positive Neutral

Classification

- Standard models

Categorization

- crime, law and justice > police

Topic extraction

- Entities
- Concepts
- Dates
- Addresses
- Economic quantities
- Time expressions
- ...

Named Entities

- CSI
- Washington Post
- Miami
- Oregon
- New York

Concepts

- police
- photograph
- database
- state
- facial recognition software
- system
- citizen
- camera
- crime
- facial recognition system
- witness
- driver's license
- day
- computer
- security camera
- bank
- job
- plot
- address
- American
- appear
- face
- left
- access

Time exp

- filled moment
- within hours

Vertical packs



General Voice of the Customer

- Custom classification model for multi-industry VoC analysis
- 70 categories for channels, support activities, operations, quality, sentiment...



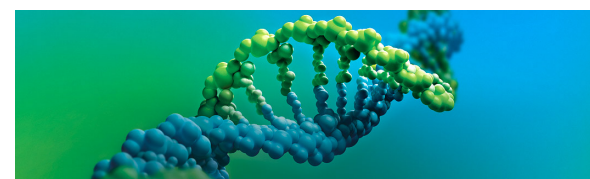
General Voice of the Employee

- Custom classification model for multi-industry VoE analysis
- 80 categories for company management and policies, employee skills, etc.



VoC for Hospitality

- For VoC analysis in hotels and restaurants
- 100s of entities, concepts and sentiment entries



Life Sciences

- Standard-based custom dictionaries to understand the language of health
- 100,000 entities and concepts for diseases, symptoms, treatments, molecules, drugs...

SUCCESS STORY

World Bank Group

International organization, part of the United Nations system

Text analytics for knowledge management

Exhaustive semantic analysis: topics, custom categories, codes, part of documents, summarization, deduplication...

13+ million documents in 8 languages

Fully annotated text enables advanced retrieval and exploitation

Integrated with Bank's document management and enterprise search infrastructure



REASONS TO FAIL

Reasons to fail

- Not clear relation with ROI
- Non-repetitive tasks
- Problems accessing data

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