Companies that want to compete on analytics need to do with content what they already do with data – detect trends and patterns to find meaning. Analyzing data reveals insights about what has already happened. Most companies are not tapping into unstructured content – such as maintenance notes, customer chat logs, product reviews, social posts – to determine why patterns occur and predict when they may happen again.

The qualitative insights gleaned from unstructured content can transform processes from anecdotal to data-driven. With a complete view of all of your valuable data, you can make decisions with confidence. Attivio adds structure to unstructured content so that disparate sources can be correlated, modeled, and provisioned, quickly and easily.

The Attivio Difference

Attivio’s foundational technology powers four unique differentiators.

**BIG DATA SEARCH & DISCOVERY**
Provides immediate visibility into the right information

**SEMANTIC ENRICHMENT**
Automatically discovers the meaning and relationships in your information ecosystem

**DATA UNIFICATION**
Unifies disparate information across silos to deliver unique insights

**AGILE ENTERPRISE PLATFORM**
Secure, scalable foundation for delivering data-driven applications

Structure for the Unstructured

**Do you have a scalable process for analyzing unstructured information?**
With Attivio, you can add structure to unstructured content via advanced text analytics techniques. Attivio extracts insight, meaning, and sentiment from raw, unstructured sources and includes them in a universal data catalog.
Better Business Intelligence

What if you could instantly see the connections between your structured data and unstructured content? Attivio gives you the power to quickly build unified models that include data and text-based content. With both recommended and user-defined connections between data sources, you control the model. You then provision the model to your BI or analytics tool. It's that easy.

360° View of the Topic

Would your organization benefit from a complete view of all information?
Attivio gives you instant access to all of your enterprise information – structured and unstructured – so you have complete confidence that you are using the best data. You can create a 360° view of the topic to analyze; whether it be the customer, the business, the product, or any other data-rich piece of the puzzle.

If you want to unlock the business value trapped in your unstructured information, you’ll want to see how Attivio can extend your information ecosystem to include both structured and unstructured sources.

Attivio’s Semantic Data Catalog

The Attivio Semantic Data Catalog helps analysts, data scientists, and data managers find, understand, unify, and provision the right information for analytics. With an easy shopping cart experience, data consumers can get the data they need – structured or unstructured – instantly.

The Power of Data Unification

The Attivio Platform correlates big data with unstructured content to power immediate visibility into the right information. You can leverage this unified view to deliver apps to the business from a single information infrastructure.

About Attivio

Attivio provides software that empowers its customers to get their hands on the right data and to work with it to quickly get it to the point of informing decisions. Visit us online at www.attivio.com.