

## At a Glance

- Scans for offensive and flippant text and phrases
- Language-context sensitive
- Callable, plug-in routine provides easy, flexible integration with existing workflows
- Designed for very high throughput and high performance
- Five-level rating system
- Minimizes false positives and false negatives
- Seamlessly callable from C, C++, Java and Cobol
- Runs on Windows, Unix, Linux and IBM Mainframes
- Includes user-maintainable multi-language Knowledgebase
- Knowledgebase Administrator GUI

# OScan

More and more, businesses are using social media, leveraging online communities and relying on user-generated content to better engage and interact with customers, prospects, partners and employees.

The sources and formats of data seem almost endless and the potential business benefits virtually limitless – *but what happens when the data is flippant, foul or offensive?*

If you use data from social sources or rely on visitors to fill out online forms or have a site that lets visitors submit text, you run the risk of embarrassing and potentially damaging data finding its way into your organization.

As the number of data sources increases, so does the occurrence of bad data. Not only does it look bad, it affects your bottom line. The longer bad data resides in your database, the more difficult it is to detect and correct. And the longer it stays, the more costly it becomes.

You could hire a moderator to allow or reject content – but that's costly and labor-intensive. What's needed is an automated way to interpret data in context, understand slang and see past misspellings.

To protect your business and your brand, you need to be able to control what is submitted and shield your database from bad data – *you need Offensive Screening for data quality – you need OScan.*

## Puts You in Control

OScan scans data submitted online for offensive words and phrases. Because OScan automates the process, it simplifies the complexity of identifying and filtering offensive content. Designed to withstand the stresses of demanding, real-world

deployments, OScan ensures that only quality data passes through for processing and gives you the information you need to address bad data before it becomes a problem.

## Intelligent Scanning

Understanding if data is offensive or flippant is more than a simple lookup. Should Dick Smith be flagged? Probably not, but Mickey Mouse most likely should be. With OScan, you don't need to worry. Once you specify a language to set the context, OScan understands what language it is scanning and how offensive or flippant the word or phrase is within that language.

With a five-level rating system, OScan returns the highest rating found in the scanned text while minimizing false positives and false negatives.

G – Non-offensive  
 F – Flippant, bogus data  
 PG – Mildly offensive (childish humor)  
 R – Offensive (sexual connotation)  
 X – Highly offensive (ethnic slurs)

## Easy Integration, High Performance

OScan is a callable routine that can be quickly and easily added to the workflow of other applications or integrated with existing software. Designed for high throughput and operating efficiency, OScan requires little in the way of computing resources.

A user-maintainable, multi-lingual Knowledgebase allows you to edit and add to the almost 8,000 entries – providing you with direct and total control over your offensive scanning.

## Robust Functionality

OScan offers unmatched flexibility and functionality to meet your current and future data quality needs.

- **Text Scanning**

Automates the process of scanning text entered online to ensure only quality data finds its way to your database and application.

- **Intelligent Language Support**

OScan understands the language it is scanning, and how offensive or flippant the text is within that language.

- **Five-Level Rating System**

Applies a five-level rating system to the text to determine its level of offensiveness or flippancy. The highest rating level will be returned.

- **Knowledgebase**

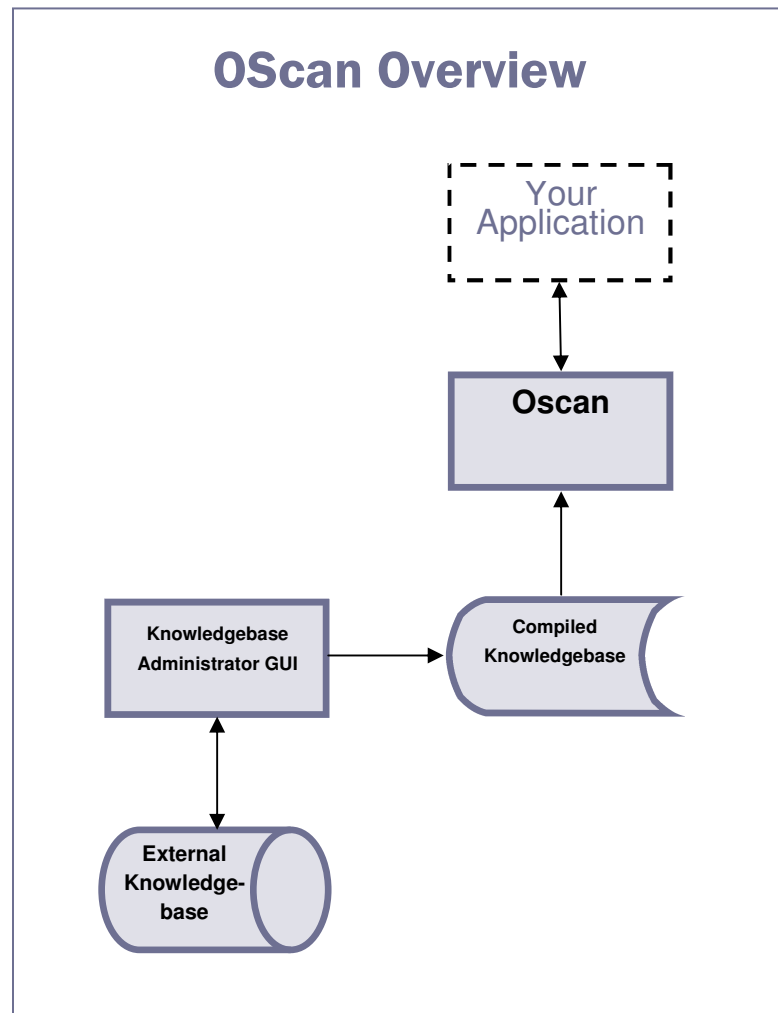
**Administrator** Enables you to customize the Knowledgebase to your requirements.

- **Supported Platforms**

Supports Windows, Linus, Unix and IBM mainframe platforms.

- **Interfaces**

C, C++, Java and Cobol.



21 Beach Drive  
Mystic, CT 06355-3291  
[www.accessaba.com](http://www.accessaba.com)  
[info@accessaba.com](mailto:info@accessaba.com)  
877-770-8798

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