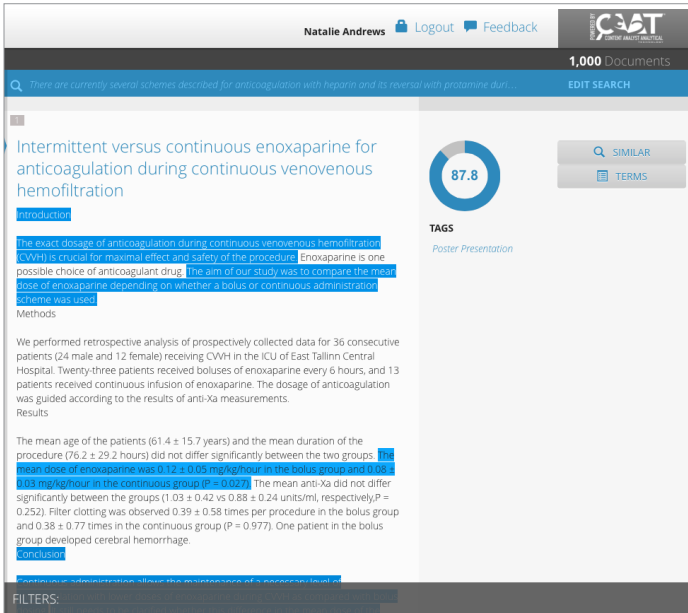


Rapid Insight into Big Content

SaaS-based discovery across large volumes of disparate, unstructured content

Overview

Cerebrant™ is a forerunner in the world of discovery support solutions, where the challenge lies in quickly gaining insight hidden amidst large amounts of unstructured content. Cerebrant enables analysts to uncover valuable relationships across various disparate content sources such as internal, paid, open sources and social media feeds. By enriching and indexing the content with machine learning and other text analytics and search tools, Cerebrant allows users to create highly optimized content workspaces. Created as a secure SaaS offering, Cerebrant enables user access on any browser-based device. Unlike traditional search tools and techniques such as Boolean or rigid filters, Cerebrant uniquely provides users with the ability to use conceptual search to produce highly relevant authoritative results, using an entire document, excerpt or a few sentences as the search query to “find more like this.”



The screenshot shows the Cerebrant user interface. At the top, there's a user profile for 'Natalie Andrews' with 'Logout' and 'Feedback' options. A search bar contains the query: 'There are currently several schemes described for anticoagulation with heparin and its reversal with protamine dur...'. Below the search bar, a document preview is shown for 'Intermittent versus continuous enoxaparine for anticoagulation during continuous venovenous hemofiltration'. A circular gauge indicates a relevancy score of 87.8. The document text is highlighted with blue boxes, and there are 'SIMILAR' and 'TERMS' buttons. A 'TAGS' section is also visible.

Cerebrant finds documents that are conceptually related to your query, provides a relevancy score and highlights the content that is the most conceptually relevant.

Key Features:

Feature	Function
User Interaction	
SaaS offering	Easy to start up and use. No IT required to implement and use the solution.
Browser Based	Works on desktops, laptops, and tablets
Concept Find	Copy & paste content from any other application to use as a query, such as an entire document, excerpt or a few sentences
Find Similar	Any item in the results can be used to find conceptually similar document with one click in any workspace
Query Results	Query results are returned/sorted based on its conceptual relevance to the original query
Search Results Visualizations	Results can be displayed, navigated and filtered with interactive visualizations
Dynamic Clustering & Visualizations	Automatic analysis and grouping of content into major themes and topics in content sets. Very useful when first looking at new sets of content or new combinations of content. Results are presented with a suite of visualization options that the user can select for the best way to review the results.
Term Cloud	See the more relevant terms in the workspace that relate to the query or a specific document in the results set. This helps the user see potential relationships not known or terms not known (new words, abbreviations, code words, competitor product names, etc.)

Additional Key Features:

Feature	Function
Easy upload of content	Create a zip file of all content you wish to have in a new or existing workspace, point to it and Cerebrant does the rest to make it available (requires content uploading rights).
Insight Sharing	Play back or share the steps used to find a specific insight or set of results.
Concept Highlighting	As results are viewed, the sections in the content are highlighted that are found to be conceptually similar to the query so you can quickly read the key points aligned to your query.
View Original	For user content, if the URL to the original is supplied we can have the link available so the original can be viewed.
Insight Output	Quickly capture the visualization or list of results to be added in a report or email.
Content Processing	
Document types	Currently Microsoft Word, PDF and plain text are supported for the easy upload feature.
Content from applications	Other formats and application document types can be processed in a separate loading process. Here your IT team may be required to make sure the access is proper and secure.
Languages Supported	Over 250 languages are supported.
Entity Extraction	Mining the content for names, locations dates and other entities for filtering and navigating to the most interesting items; and seeing relationships identified by other Cerebrant capabilities
Machine Learning Analytics	The core to Cerebrant is Content Analyst's CAAT machine learning engine. This processing enables Concept Find, Dynamic Clustering, Term Clouds, and a number of other features unique to Cerebrant.
Boolean Search	When you know precisely what you are looking for and a simple word or two "search" is all that is needed to find the specific document or piece of content.
Content Export	Export a select set of content or just the list of content or URLs to be shared with another application or workgroup.
Administration	
Cloud Environment	Cerebrant is in the Amazon Web Services (AWS) environment, which is one of the most secure and stable cloud services available.
Multiple level users	Users can be full administrators, have only content adding rights, or have standard user privileges.



Cerebrant was created and will continue to evolve with the objective of delivering rapid insight into content. By creating a suite of machine learn, text analytics, visualizations and search tools in a SaaS offering, everyone can to quickly find relevant results, discover new insights and share them as part of their daily actively.

For more information and a live demonstration of Cerebrant, visit www.contentanalyst.com, email info@contentanalyst.com or call 1-888-349-9442.



About Content Analyst Company

We provide powerful and proven Advanced Analytics that exponentially reduce the time needed to discern relevant information from unstructured content. CAAT, our dynamic suite of text analytics technologies, delivers significant value wherever knowledge workers need to extract insights from large amounts of unstructured content.