



SAS® TEXT MINING SERVICE

■ Key Benefits

- **Obtain Expert Analytical Advice:** Our analytics consultants will work with and educate your staff to effectively use text mining.
- **Rapidly Uncover Hidden Information:** We will enable you to quickly uncover critical knowledge buried in textual data.
- **Reduce Risk and Control Costs:** SAS experts are familiar with all aspects of SAS technology and understand how to deliver best value from text mining using SAS® Text Miner. By dealing with our experts, you can be sure that the job will be done properly first time.

Text mining helps organisations to gain insight into consumer behaviour, eliminate fraud and optimise their processes through the analysis of text-based data such as emails and word-processed documents.

The SAS® Text Mining Service leverages the expertise and real-world experience of SAS' analytics consultants coupled with the power of SAS® Text Miner to quickly uncover valuable insights hidden in the volumes of text-based information your organisation collects every day.

Service description

The SAS Text Mining Service leads you through a systematic process to discover and define your text mining business objectives. SAS analytics consultants then conduct information gathering workshops with your key staff to collect business and technical information.

Using your data, we will introduce you to the power of our text mining product by demonstrating text pre-processing and predictive modelling. Similarities and patterns are identified in profile clusters, providing you the keys to unlock valuable data. We also provide knowledge transfer to enable your staff to administer, maintain and move forward a text mining project.

On completion, we will deliver a document with recommendations for implementing the optimal text mining solution together with a road-map for future enhancements.

Service activities

Over the course of the project, SAS analytics consultants will:

- Review objectives with your technology team and business sponsors
- Provide a demonstration of key SAS Text Miner concepts and functionality
- Conduct a business assessment workshop which may include; reviewing data, modelling targets, defining goals, obtaining an understanding of your technical environment, designing an appropriate data mining scheme and determining your reporting needs
- Perform data preparation, including integration of various data sources into a text mining data mart
- Perform text pre-processing, including identification of key terms, parts of speech, noun groups and multi-word tokens
- Examine profile clusters to determine similarities and patterns
- Provide predictive modelling and knowledge transfer
- Review findings and recommendations.



**THE
POWER
TO KNOW®**

Service deliverables

Once the service is completed, our consultants will provide you with a project summary and recommendations document.

Estimated duration

Although duration may vary in line with your particular requirements, most projects take approximately four weeks.

Estimated price

Price depends upon various factors: level of effort, required skills or expertise, market demands and business strategy. Contact your SAS Account Manager to determine the estimated price and duration of this service, and for more information about related services. All travel and expenses are additional.

The SAS Advantage

We understand and can apply SAS technology better than anyone else. Our development expertise spans three decades, and our experience with customers around the world is unrivalled. You can rest assured that with every engagement, our methodologies and best practices will deliver tangible results for your organisation.

Now, with the SAS® Text Mining Service you can leverage the expertise and real-world experience of SAS' analytics consultants to discover valuable insights hidden in your text-based data.



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