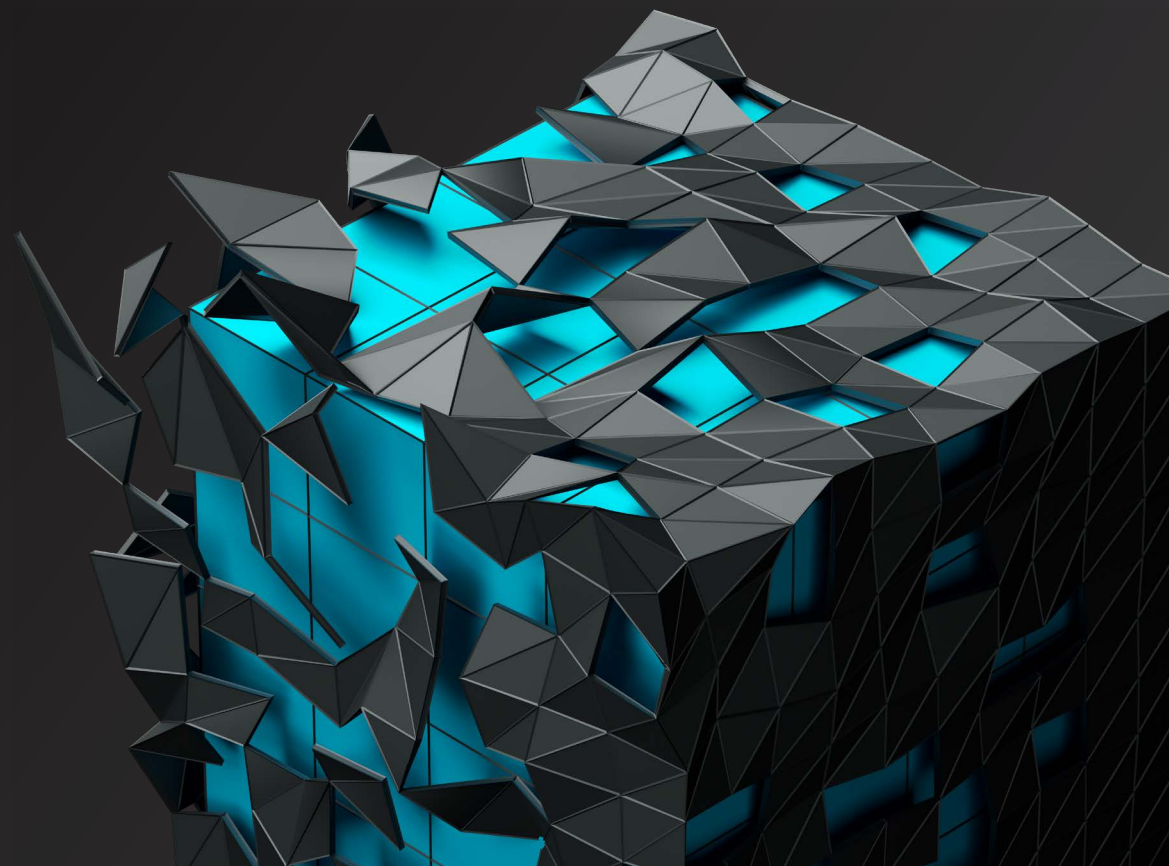




# IDOL Unstructured Data Analytics

Strategic real-time AI data analytics and insight for your competitive advantage

Part of the Strategic Insight Micro Focus IM&G Portfolio



# Artificial Intelligence. Real Insight.

**Today, data is more valuable than gold for many organizations. It's a precious commodity. Supported by the right analytics solution, this data can create actionable insights that save lives and identify immediate risks with proper analysis.**

Utilizing artificial intelligence (AI) and machine learning data analytics, organizations have access to real-time insight into both their own and their competitors' operations. They can access customers' activities across social media, the web, dark data, and their historical information—all at their fingertips.

As organizations grow, the demand for information accessibility and mapping increases data movement frequency, creating a compliance gap that puts companies at risk of data breaches through loss, leaks, and theft, resulting in compliance violations and data vulnerability.





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"91% of leading businesses have ongoing investments in artificial intelligence. 61% of employees say AI helps to improve their work productivity. 62% of consumers are willing to submit data to AI to have better experiences with businesses."

[McKinsey & Company](#)

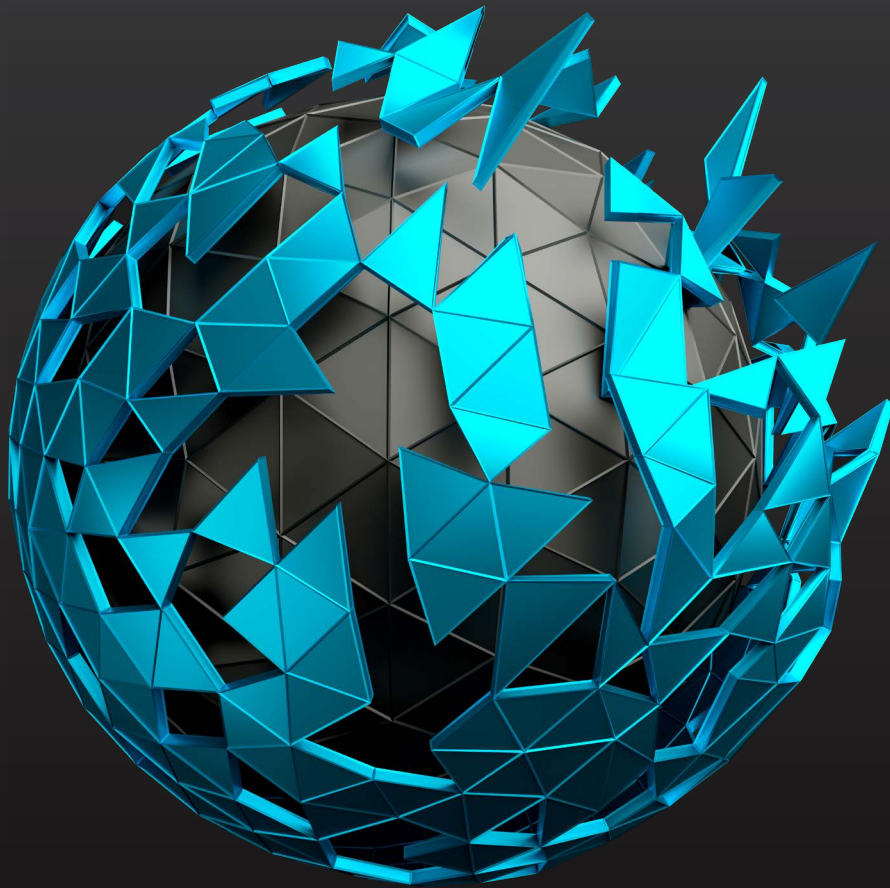
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"27% of respondents report at least 5% of EBIT attributable to AI." Additionally, "A majority of executives whose companies have adopted AI report that it has provided an uptick in revenue in the business areas where it is used, and 44% say AI has reduced costs."

[McKinsey & Company](#)

**91%** of leading businesses have ongoing investments in artificial intelligence.





Yet, [a recent study](#) from Ponemon and Globalscape reports that “it is 2.71 times more costly for an organization to **not** comply with mandates. The average cost of compliance is \$5.47 million versus an average of \$14.82 million for noncompliance, which is an average difference of \$9.35 million [annually].” They conclude that “organizations with centralized data governance reduce their compliance costs by \$3 million.”

The extensive AI, natural language processing, and machine learning in the IDOL solution provides insights across both internal organizational data types and external sources such as the web, social media, and broadcast media.

IDOL’s versatile unstructured data analytics is for organizations that need to extract maximum value from all their text, audio, video, and image data—enabling text, speech, and video analytics for more than 1,000 data formats. Out-of-the-box access to 150 data repositories behind and beyond the firewall means indexing and classifying data without relocation, and disruption becomes a reality.

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“IDOL enables artificial intelligence and analytics for text, audio, video, and image data.”

[Globalscape](#)

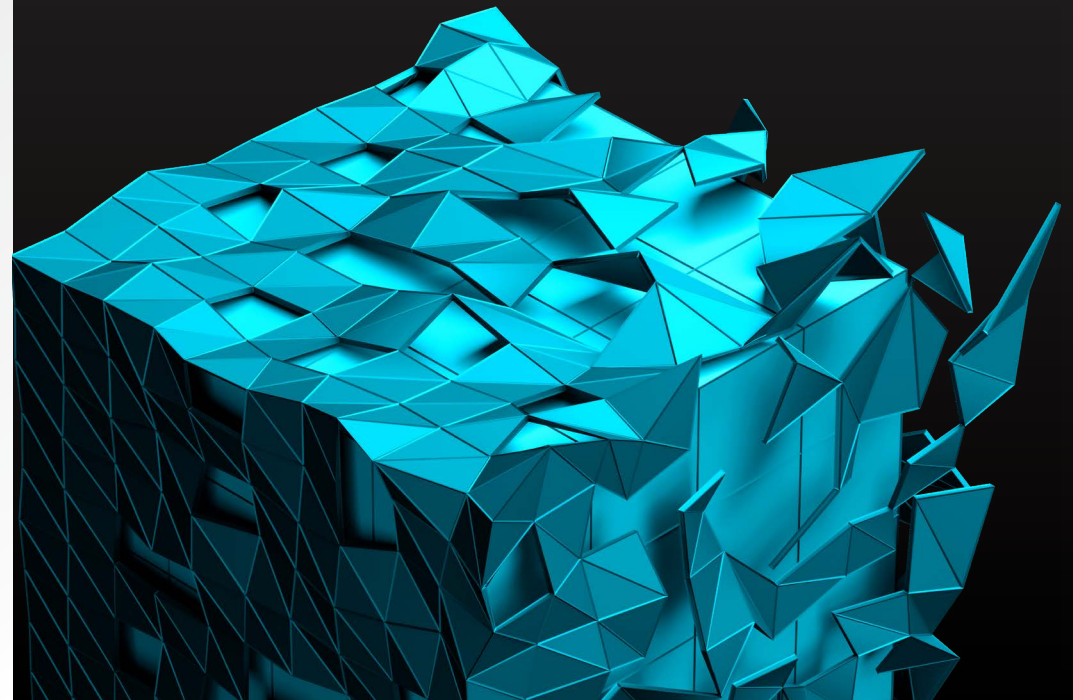
**3M** compliance cost reduction  
by organizations with  
centralized data governance.

# Using IDOL AI and Machine Learning for Your Competitive Advantage

With built-in AI and machine learning, IDOL provides these capabilities to minimize compliance risk, simplify IT operations, and focus internal resources on core business innovation and competitive differentiation. Functionality gains include:

- **AI and machine learning insight engine.** AI-based intelligent search engine tools extract deep insights from your data and maintain privacy regulation compliance.
- **Surveillance and intelligence analytics.** Analyze video, image, audio, and text data surveillance with real-time analytics.
- **Facial and image detection, recognition, analysis, and analytics.** Classification, detection, and image redaction compares detected faces to a database of known individuals.
- **Dark data insights and web content retrieval.** Monitor the web for mentions of crucial phrases and trend changes. Track public sentiment for analysis and data insight.

- **Open-source intelligence.** Find and analyze brand information from scraping public data such as TV, radio, social media, websites, digitized libraries, and the dark web.
- **Sentiment analysis.** Understand how your brand is presented to customers, identify trends, pinpoint regional sentiments, and quickly react to negative information.
- **Audio analytics.** AI and machine learning audio classification analysis, and speech-to-text in multiple languages with multiple speaker identification and analysis.
- **Text analytics.** AI and natural language processing-based intelligent text analysis in real time.
- **Video analytics.** AI and machine learning video classification and analysis in real time.







## Micro Focus IDOL delivers extensible data surveillance analysis to intelligence organizations and helps organizations meet regulatory compliance and data privacy laws.

- **Natural language answering chatbot.** Communicate and engage customers using AI and machine learning to deliver a human dialogue chatbot.
- **Cognitive search.** Natural language processing pinpoints key data with simplified AI analytics and analysis for specific search results.
- **Semantic search.** Get precise semantic answers to natural language search questions.
- **Data extraction and file format detection.** Access file format detection, content decryption, text extraction, subfile processing, non-native rendering, and structured export.
- **Data access and connectors.** Connect to more than 200 disparate repositories. IDOL provides a simple way to break down data silos for enterprise search and data analytics.

**200** disparate repositories available.

# How Micro Focus Can Help

Micro Focus is a market leader in unstructured data analytic solutions that leverage AI and natural language processing to extract insights from written or spoken language. Our solutions use the latest innovations in machine learning and deep neural networks, providing:

- **Safe City Analytics.** Advanced media analytics easily integrates and enriches video surveillance footage with automated analysis, helping you discover issues faster.
- **Law Enforcement Media Analysis (LEMA).** LEMA gives law enforcement agencies the ability to manage the entirety of the digital investigation process on one platform. Extract, classify, and index key facts from internal (body-worn cameras, dash cams, CCTV systems, digital documents) and external (broadcast media, web, social media, etc.) sources.
- **Marketing and brand monitoring.** Make campaigns more effective with AI-powered brand reputation monitoring and protection for insight into unseen mentions of your brand advertisement efforts to determine ROI and effectiveness of your campaign.

- **Brand and reputation protection.** Scour the web, broadcast video, and social media to identify where/when a logo appears to understand the brand value and mitigate harmful exposure.
- **Open-source intelligence.** Identify subject matter trends, perform sentiment analysis, pinpoint keyword mentions, and run analysis across all the world's available media. Find and analyze brand information from scraping public data such as TV, radio, social media, websites, digitized libraries, and the dark web.
- **Digital assistant chatbot.** Make it real. Humans draw from vast reserves of knowledge when they answer questions. A chatbot should act in the same way and search semantically. IDOL draws from many sources to provide a highly-matched response to natural language queries.

"IDOL comes OOTB with more data connectors (based on Apache NiFi and comprehensive data ingestion, transformation, and routing capabilities), more language support, and more domain-specific ontologies than most of its competitors."

Gartner Insights Engine MQ

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# Analysts speak. Customers agree.

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"Micro Focus makes strong use of neural networks to extract data from rich media, having gone so far as to develop its speech-to-text technology with a variety of acoustic models to match content sources and types."

Gartner Insights Engine MQ

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"Micro Focus IDOL remains a spaceship of unstructured data analytics."

Forrester Text Analytics Wave

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"Organizations ready for one platform to address all of the unstructured data analytics should shortlist Micro Focus IDOL."

Forrester Text Analytics Wave





# Bloomberg.

## A Customer Case Study.

**Bloomberg is the global leader in business and financial data, news, and insight.**

Using the power of IDOL technology, Bloomberg connects the world's decision makers to accurate information on the financial markets. Subscribers are financial professionals, market traders, and analysts who need up-to-the-second information on market conditions and trends to succeed at their jobs and keep and retain their clients.

**Bloomberg's collaboration platform offers significant value to subscribers as a data repository—but only if they can perform high-speed searches on the entire data repository.**

These decision makers need to act quickly and decisively. IDOL analyzes 200 billion messages per day, including news articles, emails, and trading alerts across 2.1 million taxonomy nodes with a guaranteed 2-second alert response.

Additionally, IDOL gives Bloomberg:

350K

Real-time messaging compliance across 350k+ multi-lingual user terminals.



Taxonomic data categorization, search, and alerts.

200M

Constantly expanding repository with 200 million new messages and 15-20 million chats added every day.



Conceptual cluster and data heat maps.

10B

Data repository with 10 billion document entries.

# Gartner Peer Insights

"Buy IDOL ... for the price and the time it takes to have an enterprise application up and running, you will spend at least twice that much trying to implement another solution."

**Vice President, Federal Government Sector, Gartner Peer Insights**

"The product functionality and performance, as well as product support, always exceeds our expectations, which translates into satisfied customer base."

**Vice President, Federal Government Sector, Gartner Peer Insights**



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The collaborative deployment of IDOL with Micro Focus Professional Services has helped us to deploy a fast and scalable multimedia information repository with contextually relevant asset discovery capability powered by AI. It fully supports our digital transformation goals for continual innovation and positions us perfectly for the future.

[Juan De Meer, Chief Information Officer—RTVE](#)

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This technology combines high-end cameras and Micro Focus IDOL, which enables capturing an enormous amount of raw data and making sense of it almost instantly. And this system had to be extremely user-friendly for law enforcement; they can't be bogged down with hard-to-use technology on the job.

[Dubai Police Russell Hammad—CEO Zenith Gulf Security](#)



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# Know Your Data, Empower Your People, Drive Your Future.

## The Information Management and Governance Advantage

The [Micro Focus IMG portfolio](#) offers proven data analysis, management, archiving, and protection solutions. It ensures your workforce can access and collaborate on whatever they want, wherever they are. Enable your organization to harness the power of artificial intelligence with advanced analytics to turn data into insight quickly.



Our multi-faceted, integrated solution ticks every box on the data management and control checklist.

- ☐ **Data Backup and Resiliency** ensures secure, compliant backups of all company data.
- ☐ **Unified Endpoint Management** protects and manages data and devices so that users can collaborate securely and seamlessly regardless of location.
- ☐ **Secure Content Management** helps balance collaboration and productivity.
- ☐ **Enterprise Messaging** is secure email, instant messaging, and chat-based collaboration with backup, disaster recovery, and compliant archiving in one solution.
- ☐ **Email and Social Collaboration** securely brings people, projects, and processes together in one place from any device.
- ☐ **File Sync and Share** secures critical file sync, sharing, storage, and print services to enterprise organizations.

# Further Reading: IDOL Customer Use Cases

1.

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## **Brand Reputation Monitoring and Protection:**

Our [Xi'an Panorama](#) case study highlights how organizations can harness the power of unstructured data analytics to identify trends, pinpoint regional sentiments, and quickly react to negative information.

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## **AI Image Analysis - Powered by IDOL:**

Our [Media Info Groep](#) case study shows how AI logo, facial and image detection, recognition and analytics can help companies better understand brand value and instantly mitigate harmful exposure.

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## **Unstructured Data Analytics OEM SDK:**

Read our [Capax Discovery](#) case study to learn how Micro Focus IDOL KeyView forensically examines each file, focusing on the most differentiating characteristics to resolve ambiguity, deliver faster answers, and reduce the error rate.

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## **Safe City Analytics – Powered by IDOL:**

Actionable insight on travel activities, all of which are provided by Micro Focus IDOL for [Auckland Transport](#). Our Auckland Transport case study illustrates how the Safe City Analytics function within IDOL delivers actionable insight on travel activities to improve operations.

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## **Semantic Search – Powered by IDOL:**

The [RTVE](#) case study is an illustrative real life example of how an automated, human-like operator who can engage in natural language dialogues, facilitating search and knowledge discovery.

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# Ready to know your data, empower your people, and drive your future?

Learn more about how [unstructured data analytics](#) can be your competitive advantage.

Want to learn more about how IDOL can help your organization?  
Check out our [blog](#).

Ready to see more?

Request a live demo of [IDOL](#).

Request a live demo of [OEM SDK](#).

Request a live demo of [Law Enforcement Media Analysis](#).

[Get in touch](#) with your IDOL team.

**Note**—many of the key facts in this ebook are taken from [here](#).

IDOL Artificial Intelligence, Real Insight offers a deep, contextualized assessment of how our solutions provide Micro Focus customers with a competitive advantage in the unstructured data analytics market.

IDOL Unstructured Data Analytics is for organizations that need to extract maximum value and actionable insight from text, audio, video, and image data by leveraging AI and machine learning for exact results.

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