

Attensity Improves Business Intelligence with Text Analytics

Ron Powell recently spoke with Attensity's Craig Norris about text analytics in an exclusive interview.

Denver, CO (PRWEB) December 5, 2005 -- Craig Norris, CEO for Attensity, in an exclusive interview with Ron Powell and the [Business Intelligence Network](#), recently discussed how breakthrough text analytics solutions enable computers to understand and process free-form text, offering organizations the opportunity to leverage information contained in non-structured formats.

"Eighty percent of the information organizations collect hides in plain sight," said Craig Norris, CEO of Attensity. "Customer emails, accident descriptions, survey responses, surveillance reports—all contain free-form text that's easy for people to read but nearly impossible for databases to understand. Unlike search software, Attensity's [text analytics](#) technology helps corporate and government organizations parse and process unstructured data to quickly discover who did what, when, where and under what conditions."

"Text Analytics allows companies to take advantage of a wealth of data that is critical for business intelligence," says Ron Powell, Editorial Director of The Business Intelligence Network. "Attensity's technology allows corporate and government organizations the ability to extract and analyze facts increasing effectiveness and ultimately profits."

To listen to Craig Norris' text analytics solutions interview, please go to www.B-EYE-Network.com/spotlights.

"The B-EYE-Network Solution Spotlights are an intuitive dialogue with innovative solution providers that give us a cutting-edge introduction to the new products and services we know are of interest to you," said Ron Powell, Publisher and Editorial Director for the B-EYE-Network. "The network publishes five newsletters serving 112,642 readers across a wide variety of industries, making us the largest newsletter-based information source for business intelligence, business performance management, data warehousing and data quality."

About Attensity

Attensity Corporation provides innovative software applications that seamlessly integrate and analyze both structured and unstructured information for commercial enterprises and government agencies. The company's solutions are the first to fuse structured and unstructured data, enabling organizations to speed detection and response to critical events and issues that, until now, have been difficult to discover or resolve. Attensity numbers government intelligence agencies and Global 2000 companies among its customers. Attensity has been named one of FORTUNE Magazine's 25 Breakout Companies of 2005. Attensity has its corporate headquarters in Palo Alto, Calif., and a technology center in Salt Lake City, Utah. For more information on text analytics, please visit www.attensity.com.

About Business Intelligence Network

Delivering industry-based content hosted by domain experts and industry leaders, the network includes horizontal technology coverage from the most respected thought leaders in [business intelligence](#) and business performance management, data warehousing and data quality, serving these communities with unparalleled industry coverage and resources. For more information, visit the website at www.B-EYE-Network.com.



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Contact:

B-EYE-Network
Katie Rostermundt
262-780-0202

Attensity
Stephen Hatch
650-433-1713

Sterling Communications for Attensity Corporation
Lisa Hawes
408-395-5500

#

Contact Information

Katie Rostermundt
Business Intelligence Network
<http://www.B-EYE-Network.com>
262-780-0202