graze

Overview

Graze provides a live stream of content relevant to the user's business.

Every new piece of information similar in the context of the user's business will reach them on a mobile device or a desktop instantaneously.

The content comes from the media stream, social media, industry discussion forums, blogs, corporate websites and other high-volume data.

Text in languages the user may not speak undergoes linguistic analysis to bring knowledge and insights about enterprises, topics, statistics on opinion mining.

Assets

Expand resources

The platform queries 1840 information channels, providing 31 000 articles totalling 15 500 000 words daily, runs search through Google and Bing search engines every 30 min, performs Twitter search with 350 000 tweets per minute. It then runs linguistic analysis on the search results to provide the user with content concerning their business in realtime.

Crossing language barriers

Graze runs a search for user's content from data in languages that they do not speak. The news life stream gets translated automatically by Graze to give the user direct access to all information on the spot.user.

Contextualise content

The web search returns recourseful results that are semantically matched with dedicated profiles of interest.

Organised in profiles, the data renders any information about rival products, competitors markets and scientific achievements highly usable and transparent.

Graze categorises content in 185 categories to complement the specific profiles.

Indexing content

Graze indexes the content in the database with keywords to make it searchable unlike the content from RSS feeds.
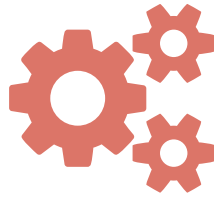
Gaining knowledge

The collected information can be further analyzed, explored and turned into a business asset:

- reputation management tools can be run on the content to show the company's standing;

- analytical tools and techniques for competitive intelligence can be run on the content to enhance the building of sales, marketing and communication strategies, discover patterns, generate alerts for risks etc.;

- statistics in Graze show the dynamics of the relations between enterprises and topics over periods of time;

- algorithms for event detection, prediction, decision making can be implemented and run upon request.

Technology

Graze integrates innovative data processing and language technologies: a scalable multithread semantic crawler, text mining semantic modeling, multilingual clustering and summarization methods, and rule-based and hybrid machine translation.

Graze platform constitutes a complete end-to-end Big Data solution that can be configured to support the data processing needs of any organisation.

The platform can be easily integrated within the data management solutions software of the company.

Contact us

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