

# Textalytics by Daedalus



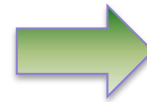
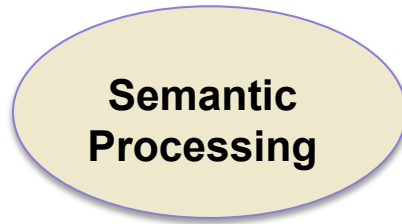
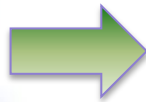
*Meaning as a Service*

**Antonio Matarranz**  
**Daedalus**  
Brussels, 27 June 2013



# Daedalus: what we do

*Automatic extraction of knowledge items  
from non-structured, multilingual, multimedia content*



Topics

Facts

Sentiment

People

```
This XML file does not appear to have any style information associated with it. The document tree is shown below.
<?xml version="1.0" encoding="UTF-8" status="OK" />
<response>
  <status code="0" OK />
  <entity>
    <form>
      <CDATA[ Alfredo Pérez Rubalcaba ]>
    </form>
    <type>PERSON#FULL_NAME#</type>
    <relevance>100</relevance>
  </entity>
  <entity>
    <form>
      <CDATA[ Partido Socialista Obrero Español ]>
    </form>
    <type>ORGANIZATION#POLITICAL_PARTY#</type>
    <relevance>100</relevance>
  </entity>
  <entity>
    <form>
      <CDATA[ Secretaría General del PSOE ]>
    </form>
    <type>instance#UNKNOWN#</type>
    <relevance>34</relevance>
  </entity>
  <entity>
    <form>
      <CDATA[ Cristina Harbón Ruiz ]>
    </form>
    <type>PERSON#FULL_NAME#</type>
    <relevance>17</relevance>
  </entity>
  <entity>
    <form>
      <CDATA[ Reino de España ]>
    </form>
    <type>LOCATION#GEO_POLITICAL_ENTITY#COUNTRY#</type>
  </entity>
</response>
```

Organizations

Concepts

*Multilingual: Spanish (several languages),  
English, French, Italian...*

*Multimedia: Text, speech, video*

*Scope: Content + Data Analytics*

# Daedalus: what we do

**Business model: B2B, custom solutions, on-premises delivery**

**Selected industries/customers:**

   	Media & Publishing
  	Information Services & Localisation
  	Telecommunications
  	Others: Defence, Energy, Public Administration

**Other Brands:**



Sentimentalytics

## Competing in international LT markets



It's tough...!

- Big vendors
- Niche players
- Technology adoption
- Market presence

Need to explore new business models



**API (Application Programming Interface)**

# Exploring the API business model



*Experiments in the real market*

*¿How to foster adoption and usage?*

*...Some unexpected learnings*



## Text tagging

- [STILUS Topics](#)
- [STILUS Class](#)
- [STILUS Sentiment](#)
- [STILUS Lang](#)

## Text analytics

- [Social Media Analytics](#)

## Text parsing

- [STILUS Core](#)
- [STILUS Lemmatizer](#)

## Text expansion

- [STILUS Sem](#)
- [STILUS Trans](#)

## Text correction

- [STILUS Checker](#)

## Miscellaneous

- [STILUS POS Generator](#)
- [STILUS Verb Conjugator](#)

[Sign In](#) | [Licenses](#) | [Contact](#)

## api.daedalus.es

This website is the entry point for our set of web services to carry out an in-depth morphosyntactic and semantic analysis, automatic classification and correction of text in several languages:

### Text tagging

These services perform an advanced analysis of the provided text to extract important relevant features such as named entities, concepts, time expressions, URLs, language of the text, etc., and also the automatic classification (text topic detection) and sentiment analysis.

### Text analytics

These APIs carry out intelligent high-level-abstraction analytics on the input text, combining the information provided by several of the above services.

### Text parsing

These are the core services for basic text parsing.

### Text expansion

These services provide text expansion functionality such as semantic expansions with related terms and text translation to different languages.

### Text correction

Services to carry out a spell, grammar and style checking of texts.

### Miscellaneous

Other services that do not match into any of the previous categories.

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## ... But application scenarios are very different



E.g.:

Twitter vs. News?

Intelligence vs. Brand Monitoring?



## A new value proposition is needed

For Developers with a high knowledge of NLP, etc.

Plain Linguistic API: POS, NER...

**Do It Yourself**



For ALL Developers

High-level, application specific Semantic APIs

Functionality **closer to the Business**

Preconfigured pipelines, linguistic resources

SDK, plug-ins

Community ...

**Plug-and-Play**

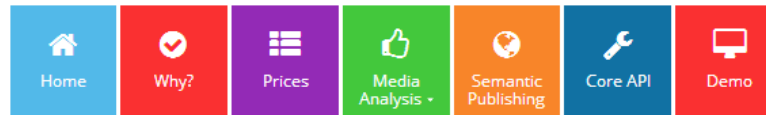
**Combine the best of two worlds**



# Our brand new Semantic APIs: Textalytics



Navigation bar with social media icons (Facebook, Twitter, Google+, Email, RSS) on the left, and a sign-up form with fields for "Email" and "Password", and buttons for "Sign up", "Sign in", "Remember password?", and "Español" on the right.



## Meaning extraction

Topics, concepts, intentions and opinions of all types of texts: social media, pieces of news, documents...

A collage of images including a wind turbine, a colorful abstract graphic, and a modern glass building, all framed in white.

It easily extracts the **meaning** from texts in social media and documents of all types.

We are surrounded by free-form texts: social media content, pieces of news, contracts, etc. Textalytics is a text analysis engine that extracts meaningful elements from any type of content and structures it, so that you can easily process and manage it. Textalytics features a set of high-level web services — adaptable to the characteristics of every type of business — which can be flexibly integrated into your processes and applications.

➔ Get the most out of it from minute one.

It's very easy to integrate Textalytics' REST APIs, you only need a license key.

[Sign up now »](#)



## The most **user-friendly** text analysis engine

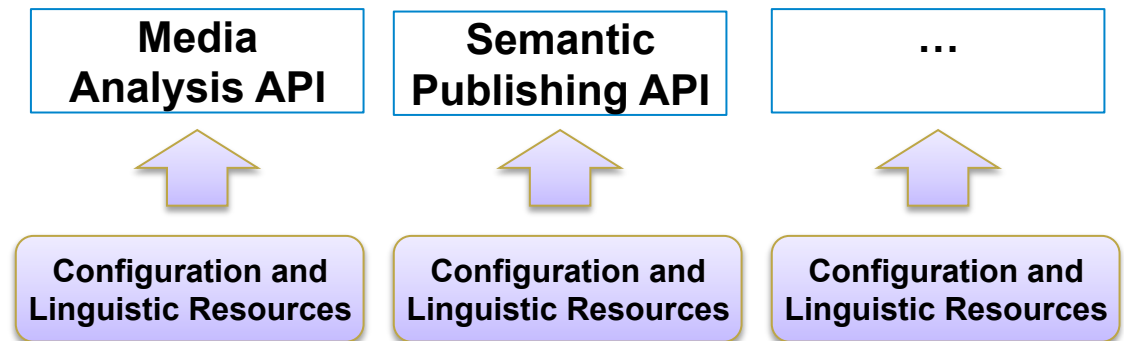
✦ Easy - ☁ In the cloud - ✦ Without risks

Register at <http://textalytics.com>

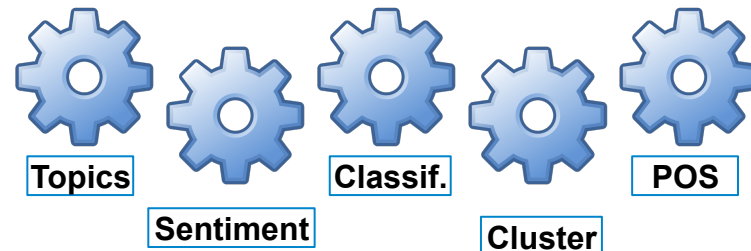
## Our new brand for Semantic APIs

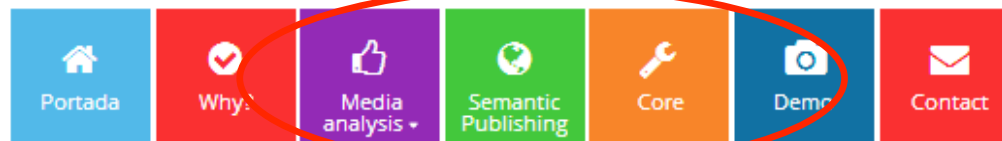


- Not your typical Semantic API
- High-level Semantic APIs, optimized for application scenarios



- Core API (building blocks)
- Now live!





- > Introduction
- > Features
- > Parameters
- > Request document
- > Response document
- > Entity types
- > IPTC (Categorization)
- > Errors
- > Limits
- > Request schema
- > Response schema

## textalytics Media Analysis API

With textalytics Media Analysis API you would organize the information from social networks, forums, blogs but also traditional media like news or press releases. You would add the semantic analysis of products or companies to your application. You would organize the opinion, sentiment and reputation of your brand and compare with competitors.

Simple, in English or Spanish and without the need to worry about the boring details of every language, specific media (*retweets, hashtags*), slang, etc.

textalytics API combines in an hybrid solution natural language processing, algorithms and machine learning with the best linguistic resources maintained by native linguists and documentalists.

## An API to analyze social networks and traditional media

The Media Analysis API allows you to analyze everything that is being said about your brand or product, organize it and obtain the information that matters.

Now you can explore how semantic analysis would improve your application

- Sentiment analysis.
- Document categorization
- Concept extraction
- Entity extraction
- URL, phone or email extraction

APIs targeted to  
specific applications  
+ Core API

## REST API endpoint

The API functionality is available in this endpoint

POST <http://textalytics.daedalus.es/api/media/1.0/analyze> Test

- > Introduction
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- It is a REST service that process one document per call
- It uses POST method
- You have to include your license key in every call parameters for the document format (input,output) and the text you would like to analyze with the following document format
- The API accepts documents with JSON and XML format and return a response using the same format types. JSON is the default format
- The service uses HTTPS to protect your key and the content of your documents
- If everything works the API would return a response document with code HTTP 200
- If there are problems we use the standard HTTP error codes

## Request parameters

This are the parameters that you have to include in your POST request:

Name	Description	Values	Default
key	License key. Mandatory parameter for each request call. You can get your license filling in the register form		Mandatory
input	Input document format	xml json	<code>input="json"</code>
output	Output document format	xml json	<code>output="json"</code>
fields	<p>Analysis fields or functionalities that are included in the output.You can select several functionalities by concatenating their values with the   character (pipe)</p> <p><code>fields="sentiment entities"</code></p> <p>For instance, this expression select sentiment analysis and entity extraction functionalities. If no value is given or fields is the empty string the service provide all the analysis. In general, for production is better to include only those fields that are</p>	sentiment categories entities concepts timeExpressions moneyExpressions uris	<code>fields=""</code>

Well documented  
APIs, featuring pre-  
configured  
processing pipelines

Document

Text

José Couso nació en 1965 en Ferrol, en una familia de tradición militar. Realizó varias tareas para empresas como EFE o Canal Plus, y trabajó como cámara para el canal de televisión Telecinco durante ocho años, cubriendo noticias de relevancia como el secuestro de su compañero Jon Sistiaga en Macedonia, los bombardeos de Bagdad de 1998 o la guerra de Kosovo en 1999.

Spanish

NEWS

YYYY-MM-DD hh:mm:ss GMT±

Request Parameters

Output Format

JSON  XML

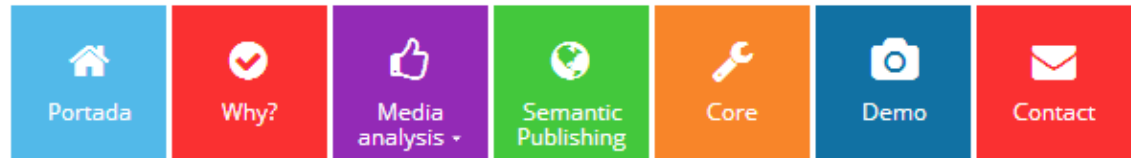
Fields

- Sentiment  Categories  Entities  Concepts  Time expressions  
 Money expressions  URI expressions  Phone expressions

Clean

Send

Test consoles help understand use without programming



## → SDK

Media analysis. Textalytics

For you to test and quickly integrate textalytics API in your application we have developed these SDK

If your favourite programming language is not included you could use our HTTP REST API directly



Java SDK

Java 1.5 or higher

textalytics-sdk-java-media-1.0.jar (jar)  
textalytics-sdk-java-media-1.0-sources.jar

PHP SDK

PHP5 or higher

textalytics-sdk-php-media-1.0.tar.gz

Python SDK

Python 2.7 or higher

textalytics-sdk-python-media-1.0.tar.gz

SDKs and  
plug-ins foster  
trial and use



## Conclusions

### Why use Textalytics?

#### Convenient

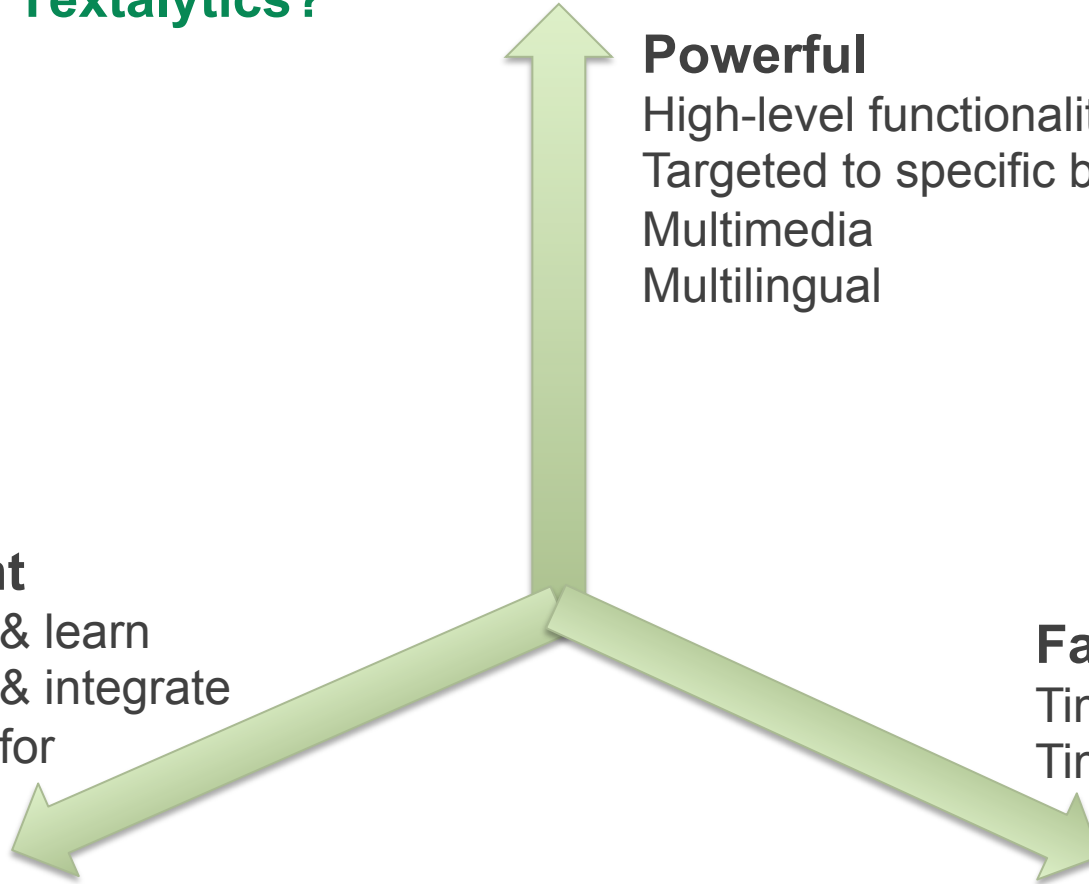
Easy to test & learn  
Easy to use & integrate  
Easy to pay for

#### Powerful

High-level functionality  
Targeted to specific business needs  
Multimedia  
Multilingual

#### Fast

Time-to-results  
Time-to-market





**Thank you for your attention!**

Questions, suggestions, etc.

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