



## MIMOS Social Media Intelligence Tool (Mi-Intelligence)

Social media is deeply embedded in everyday life activities, and consists of large-scale and unstructured informally expressed information. The automated analysis of this is mission critical for rapid knowledge discovery and analysis. MIMOS Mi-Intelligence comprises a series of semantic components geared towards a variety of stakeholders to analyse unstructured information for better decision making.

### Overview

MIMOS Mi-Intelligence is a collection of highly customisable components based on semantic technology, machine learning and natural language processing that work together for the discovery of insights from unstructured social media contents. These insights in the form of personality, sentiment, emotion, anxiety and concerns are derived from the writings expressed by social media contents publishers on specific products, people, companies, events, or any topic of interest. Mi-Intelligence transforms these insights into visually actionable knowledge.

### Features

Mi-Intelligence comprises the following features:

- Content Analysis Algorithms**

A set of scalable components to identify sentiments, entities and topics from textual content. The algorithms adopt a semantic approach utilising artificial intelligence techniques that focus on acceptance, understanding and awareness of social media content. The algorithms address complexities in formal and informal natural language.

- Interactive Visualisations**

User-friendly visualisations through graphs, charts and reports show how the sentiments on a topic of interest evolve over time and space and their relation to each other.

- Context Search Engine**

Social media content such as posts on blogs, Twitter, Facebook and webpages are extracted in relevance to the topic of interest using a context search engine. This ensures that the analysis is performed on relevant data.

- Big Data Compatibility**

Mi-Intelligence components are designed to be compatible with big data processing frameworks such as Hadoop.

### Technology Benefits

The main impacts of Mi-Intelligence are:

- Profiling and Reputation Management**

Mi-Intelligence can be used to generate reputation profiles based on sentiments, emotions and anxiety on topics, events and entities. These profiles can be monitored over time and space to observe important changes.

- Risk Assessment and Prevention**

Risks posed by postings that may lead to potentially harmful activities can be identified by Mi-Intelligence's analysis of social media content.

- Market Response Monitoring**

Companies interested in monitoring brand performance can use Mi-Intelligence to measure and monitor consumer behaviour and feedback.

### Technology Summary

#### Mi-Intelligence

A collection of highly customisable semantic components that enables the discovery of insights from unstructured social media contents.

**Industries:** Government, Public Safety, Enterprise

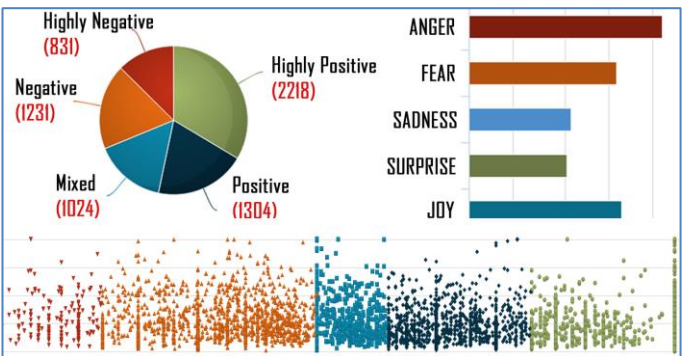
#### Features

Mi-Intelligence enables the discovery of hidden knowledge in social networks through:

- Content analysis algorithms
- Interactive visualisations
- Context search engine
- Big data compatibility

#### Technology Benefits

- Profiling and reputation management
- Risk assessment and prevention
- Market response monitoring



MIMOS Mi-Intelligence social content analysis

### System Requirements

Mi-Intelligence	
Hardware Requirements	
Processor	Intel® Xeon® Dual Quad-Core, 3.6GHz
Memory	Minimum 32GB of memory
Disk Storage	Minimum 80GB of hard disk space
Software Requirements	
Operating System	Windows® 2008 Server 64-bit; or Linux CentOS 5.x x64
Programming	Java® SE 7, 64-bit version
Web Server	Apache 2.2 as Load Balancer, Apache Tomcat 7 or above
Ontology Editor	Top Braid Composer
Knowledge Base Server	AllegroGraph® Server

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