




# **BIG DATA** ANALYTICS THAT EXCEL



TASMO



**Are you still relying on 1950's math theory to analyze, classify and extract data?**

**Don't worry you're not alone, the majority of industry does as well.**

But, do you really want to follow the inefficiency of the majority in this age when volumes, variety and velocity of information being produced is on a trajectory and business value as well as mission-critical processes that drive revenue or mitigate risk are hidden in that information?



It is predicated that 44 Zetabytes, or 44 trillion Gigabytes, of digital information will be created globally in 2020, and 80% of the information produced is unstructured. In addition to structured database stored information there is a huge variety in the types and nature of information being created:

**44 TRILLION  
GIGABYTES**  
OF DIGITAL  
INFORMATION WILL  
BE CREATED GLOBALLY  
IN 2020

## Communications

(Emails, instant messages, blog posts, etc.)

## Management Information

(Diary entries, workflows, etc.)

## Information Products

(Leaflets, websites, web/podcasts, newsfeeds, etc.)

## Media Assets

(Photos, video, sound files, infographics, etc.)

## Surveillance Information

(Log files, BI reports, monitoring data etc.)

All of this information must be tapped into to extract valuable information. To compound the challenge, there is also the expectation that the velocity at which this information is updated and made available is close to real time.

# THAT'S WHY WE CREATED TASMO

TASMO is an AI-based solution that captures structured and unstructured data using any data source from your company. It analyzes text and understands the nature of the communication, as well as which data elements are relevant to the business process. Even with ever-increasing variations of communications and documents, TASMO can match a broad range of inputs with the relevant process.

That understanding is generated through Natural Language Processing (NLP), which is the heart of TASMO.

1

**It involves identifying and analyzing the structure of words.**

2

**It involves the analysis of words in the sentence for grammar and arrangement in a manner that shows the relationship among the words.**

3

**It draws the exact meaning or the dictionary meaning from the text.**

4

**The meaning of any sentence depends upon the meaning of the sentence just before it.**

5

**What was said is re interpreted on what it actually meant.**

Therefore, TASMO is able to find concepts and correlations across dispersed data sources other programs can't.

Additionally, we built in a self-learning engine that can analyze thousands of cases to understand the ways to classify different types of communication, learn new structures, and in certain instances provide predictive outcomes.



To complete the **TASMO experience**, it builds graphical reports that provide managers with simple insights for their decision making process.

## **So what's holding you back from reaping the key benefits:**

**Providing all stakeholders access to critical business information**

**Creating value from business information**

**Eliminating the labour intensive processes of categorizing, sorting, and extracting data**



## Still need a nudge to get out of the 1950's modus operandi?

Then consider that the respected analyst firm Gartner believes that companies that use AI based analytics best are...

**2X More** likely to have top-quartile financial performance

**5X More** likely to make decisions "much faster than the competition"

**3X More** likely to execute decisions as intended

**2X More** likely to use data very frequently when making decisions

**Don't let your valuable data go to waste.  
Discover the magic of TASMO and  
extract real value! Here are just a few  
real-world examples of how TASMO  
works its magic:**

#### **TENDER MANAGEMENT**

Scan and analyze tender offers to provide relevant information without the need for humans to read the whole offer.

#### **CYBER SECURITY**

Scan and correlate log files to research security breaches. Find the attacker's original point-of-entry and the subsequent consequences.

#### **FORENSIC INVESTIGATION**

Search for information about an event or incident in all the available documents.

#### **RESEARCH & DEVELOPMENT**

Scan archived documents and test results to support current R&D efforts.

#### **E-COMMERCE**

Improve customer intelligence, gain insight on purchasing habits and predict potential future consumption interests. (Warehouse stocking requirements, etc.)

#### **RISK MANAGEMENT**

Easily mine and analyze regulatory, compliance and security measures to minimize the risk of fraud.

#### **MARKETING**

Understand and gauge customer sentiment towards a product, a service or a company across the online media spectrum.

#### **HUMAN RESOURCES**

Build an extensive employee profile to include work and company lifetime communications. Identify positive or negative tendencies in employees. Collect professional information, performance reviews, job matching, etc.

#### **DOCUMENT ARCHIVING**

Find, scan, collect and classify old documents according to document text content.

#### **MEDICAL**

Determine the efficiency of a specific treatment based on a collection of analysis and reports made by hundred of professionals over the years.

#### **PHARMACEUTICAL**

Collect and analyze probation drug test procedure results and statistics.

#### **LEGAL**

Predict the output of a trial based on a collection of court transcripts, or estimates the chances of recidivism.



**TASMO**



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