Digital Intelligence

DIGITAL INTELLIGENCE

The spectacular growth of big data is rapidly shaping the future of business and changing whole industries. Little wonder that it has become an established item on the boardroom agenda. Only those organisations that intelligently use the vast amount of data available will survive.

In this age of hyper connectivity millions of people, things and devices connect with each other faster than ever before and leave billions of signals – signals that Noha can help you translate into actionable intelligence.

Collecting The Right Data

Intelligence can only ever be as good as the data upon which it is based and there is more data collected in more different formats than ever before. In fact, there's not one internet, there are four! And each of them are valuable sources of intelligence.

The Internet of Content (IoC): The **IoC** comprises all digitally published information and includes traditional web pages, articles, blogs, company websites, encyclopedias like Wikipedia, YouTube, e-Books, Lexis-Nexis and news feeds.

The Internet of People (IoP): The **IoP** covers all data related to social interaction and personally expressed views. The **IoP** includes e-mail, social media platforms such as Facebook, Twitter, LinkedIn and commentary media such as Disqus and forums.

The Internet of Things (IoT): The **IoT** comprises all physical objects connected to the internet. The **IoT** includes all things that have a unique ID and a recorded log file

The Internet of Locations (IoL): The **IoL** comprises all data that has a spatial dimension. With the uptake of mobile devices more and more data has geo-spatial attributes.

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We call the place where different worlds of internet intelligence come together the **"Intersection Zone".** The **"Intersection Zone"** is the place where Noha brings together data from all 4 internets sitting both outside and behind your corporate firewall to help you develop your insights out of the best available data.

Structuring the Data

While the **IoT** and the **IoL** are capable of providing us with neatly structured data the great challenge of the **IoC** and the **IoP** is that human generated text is unstructured. Not only is it unstructured but it exists in great volume – in fact 80% of data is unstructured and this poses significant challenges when it comes to seeking to understand meaning.

"I went to the Duke of Edinburgh for a pint" means something altogether different to "I went with the Duke of Edinburgh for a pint".

Enhancing The Data

Noha works with the very latest in document processing technology for search applications to help our clients normalise and structure data taken from a variety of formats. Having normalised the data, we then use text analytics software across multiple languages to derive meaning through the application of language identifiers and grammatical rules. This enables us to give our clients an accurate report on the voice of the researched audience.

Displaying The Data

Noha visualises and displays searches and reports in easy to understand and instantly accessible dashboards.

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