



cogniware

COGNIWARE ADVANCED ALERTING

**Advanced Alerting Extension
for IBM Watson Explorer Content Analytics**

PRODUCT SHEET

Cogniware Advanced Alerting (CWA) is easy to use, end user solution for monitoring changes in documents. Cogniware Advanced Alerting seamlessly integrates with IBM Watson Explorer Content Analytics web client interface as a widget.

The screenshot displays the Cogniware Advanced Alerting user interface within the IBM Watson Explorer Content Analytics web client. The interface is divided into several sections:

- Facet Navigation:** A sidebar on the left showing various facets for filtering, including Part of Speech, Phrase Constituent, and various personal and organizational attributes.
- Alerts:** A central panel showing the configuration for an alert named "All". It includes fields for Name, Query, Description, Emails, First run, Last run, Repeat period, and E-mail template. There are also checkboxes for "Active Alert", "Send 0 results", and "Send decreased results".
- Alerts results:** A bar chart on the right showing the number of alerts triggered over time. The chart has two series: "All" (yellow) and "John Smith" (purple). The x-axis shows dates from 09/2015 to 08/2016, and the y-axis shows the number of alerts from 0 to 2.0.
- Add new alert:** A form at the bottom right for creating a new alert, with fields for Name, Query, Description, Emails, First run, Last run, Repeat period, and E-mail template, along with checkboxes for "Active Alert", "Send 0 results", and "Send decreased results".

Cogniware Advanced Alerting User Interface

OVERVIEW & MAIN FEATURES

IBM Watson Explorer Content Analytics system enables administrators to be notified about all system-level activities using the build-in alerting mechanism. Cogniware Advanced Alerting extends these basic capabilities and focuses on end users. Cogniware Advanced Alerting allows them to monitor their own events of interest in a user-friendly dashboard integrated in the Watson Explorer Content Analytics Miner.

Management of alerts

End users are able to manage their alerts directly. There is no need to be a system administrator to set up rules and be informed about changes in the content.

User interface

Cogniware Advanced Alerting provides intuitive user interface for easy management of user's alerts. It contains three main components:

List of alerts – All alerts, defined by the user, with a preview of results count as well as the ability to edit or delete the configuration for each alert.

Alerts results – Graphical preview of monthly results count for each alert in last 12 months.

New alert – Configuration option for creating new alert based on the specific user's needs. Cogniware Advanced Alerting automatically takes the recent analysis (query) and then user can decide to use it (without any additional work) as a new alert or define own new one.

Responsive design of the solution fits automatically with browser size and resizes or reorders the components regarding to the space on the screen, keeping all functionality fully available.

Alerting results

Users are notified by email when the alert is triggered. Cogniware Advanced Alerting offers a default email template and there is a possibility to create own ones. Users are able to schedule every alert separately using set of periodicity intervals from 5 minutes to 1 month.

Security

Cogniware Advanced Alerting is using built-in document-level security model. All alerts are user based, every user is able to see only his own alerts. Alerting emails about changes in the content are not sent with the content itself, but only the information about the number of changes and link providing the user to the secure environment of IBM Watson Explorer Content Analytics.

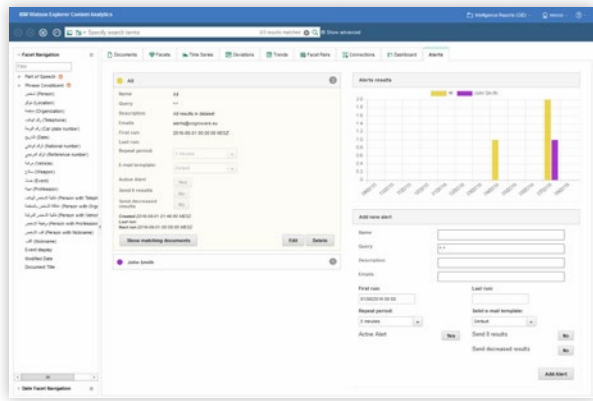
Language support

Cogniware Advanced Alerting automatically recognizes the language of the user environment and sets up the same language.

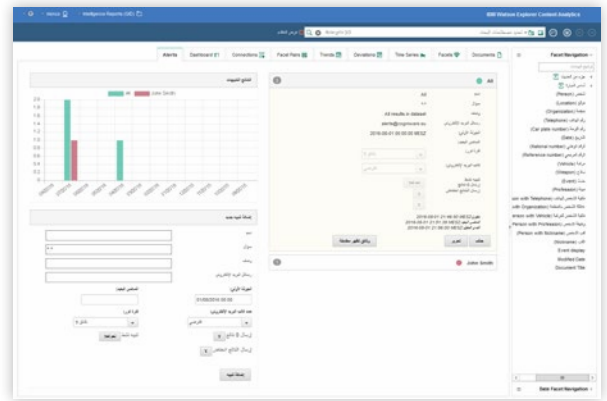
Supported languages:



Any other language not listed above can be implemented if needed.



Left-to-Right User Interface



Right-to-Left User Interface

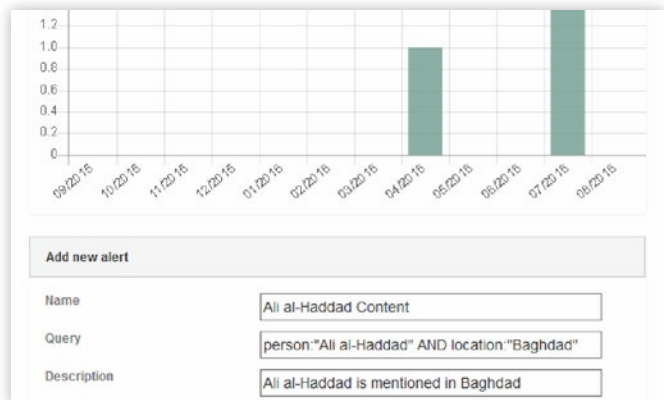
Additional feature

In some specific cases, there is a need of sending alerts with 0 new results or when there is a decrease number of results. Cogniware Advanced Alerting allows the user to set up these options depending on the use case's needs.

USE CASES

Public Safety

Intelligence organizations can monitor mentions of individuals in relation to selected organizations or locations automatically, without the need to manually check data regularly. For example, when fictive person “Ali al-Haddad” is in some content mentioned together with the location “Baghdad”. This reduces the risk of omission of an important warning signal of a criminal activity.



Customer Care

Marketing or PR departments must monitor customer behaviour across all available communication and sales channels. Cogniware Advanced Alerting enables analysts to monitor all the negative feedback related to a product or a campaign within 5 minutes. This enables the company to respond to customer feedback almost immediately, which reduces the conduct risk.

Add new alert

Name	Audi A4 - Facebook Promo		
Query	source:"FB" AND p:"Audi A4" AND sentiment:neg		
Description	Audi A4 negative feedback on Facebook		
Emails	alerts@cogniware.eu		
First run:	01/07/2016	Last run:	31/08/2016
Repeat period:	5 minutes	Select e-mail template:	Default



U Habrovky 247/11
140 00 Praha 4
Czech Republic

VAT ID: CZ02892081
E-mail: info@cogniware.com
Web: www.cogniware.com