

Anderson Analytics, SPSS Named Official Joint Sponsors for Annual Text Analytics Summit

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Tom Anderson and Olivier Jouve to Discuss Use of Text Mining for Web Content Analytics June 12-13 in Boston

STAMFORD, Conn., and CHICAGO (April 25, 2007) – Anderson Analytics, a leading next-generation market research consultancy, and SPSS Inc. (Nasdaq: SPSS), a worldwide provider of predictive analytics software, have been named official joint sponsors of the Third Annual Text Analytics Summit 2007, June 12-13 in Boston.

In addition, Tom Anderson, founder and managing partner of Anderson Analytics, and Olivier Jouve, vice president of market strategy at SPSS, will offer attendees their insight on the use of text mining technologies for Web content analytics during a featured presentation June 13.

During their discussion, Anderson and Jouve will explain: how powerful software can be leveraged to gain immediate insight for an organization's marketing department; how text analytics can extract opinions and sentiments from blogs; the process of a Web project from Web scraping, data preparation, coding and data mining through to analysis; and how Web content analysis may help businesses gain the information advantage.

"Text analytics plays a major role in the SPSS predictive analytics platform," said Jouve. "Text mining enables organizations to explore the unstructured information contained in text in much the same way that data mining explores tabular or structured data. Through text mining, organizations can uncover hidden patterns, relationships and trends in text and, as a result, gain greater insight from articles, reports, surveys, call center notes fields, emails, Web chats and other types of text documents. The methodology that Anderson Analytics has developed brings together text analytics and market research."

"We are very pleased to be joint sponsors of this event with SPSS at a time when market research and predictive analytics is more critical than ever," said Anderson. "There currently is an overwhelming amount of data that organizations have at their disposal. As such, the gap between business intelligence and market research efforts has widened. This is especially of concern to businesses that seek to leverage technology in order to gain an information advantage. Anderson Analytics' text mining tools enable organizations to tap into both BI and MR strengths, resulting in the access of large amounts of available data and the addition of very strategic, as well as, actionable insights."

For more information of the Text Analytics Summit 2007, please see <http://www.textanalyticsnews.com>.