



# Kapow Katalyst™—Rapid Delivery of Web Data to the IBM Big Data Platform

Discover new possibilities for agility and innovation with web data.

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## Overview

The winners in today's marketplace have recognized the opportunity that the increasing variety and volume of the fastest growing data source—web data—presents. Web data can encompass content from web-based applications within the enterprise, as well as the wider unstructured landscape of data from the social web, enterprise collaboration apps and even broader web apps, such as partner portals and competitors sites. Companies with access to web data have a decisive advantage over the competition. The challenge is that this valuable information is often locked in data sources that are difficult or impossible to access. Kapow Katalyst overcomes this challenge by allowing for rapid access to any Web-based data source—enabling companies to engage their customers better, respond to market changes more effectively, and drive top line growth.

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## The Value of Web Data

Web data is ever expanding—it includes data from a variety of web applications including portals, communities, websites, collaborative apps and, of course, the social web. These sources hold valuable insight about products, customers, competitors, market trends and the wider business landscape.

Access to web data can deliver a significant competitive advantage through 360 degree view of the customer, predictive insight into market trends and detailed understanding of competitors' strategies. Companies that embrace it will be able to better engage with their customers, respond to market changes more effectively, and accelerate top line growth.

Unlike traditional on-premise and structured data sources, web data is often unstructured, rapidly changing and spread across a growing number of disparate web applications and portals. The complexity of accessing web data for profitable use is daunting as traditional integration methods do not apply. This has created a major barrier for leveraging the full potential of this data and organizations are at risk for missing out on countless game-changing business opportunities.

## Enter Kapow Katalyst

Kapow Katalyst removes this barrier by allowing for rapid access to any Web-based data source—enabling companies to monitor customer sentiment, dynamically adjust product prices based on market changes, and collaborate with business partners more effectively.

Kapow Software provides the most robust and comprehensive big data collection solution that expands far beyond social media. A whole array of previously unavailable sources of data becomes readily accessible, from blogs, forums, and community sites to partner portals and competitor websites.

## Kapow Katalyst for the IBM Big Data Platform

With Kapow Katalyst, companies can quickly integrate web data into the IBM Big Data Platform and benefit from detailed insights that drive differentiation and top-line growth.

## Solution Data Sheet

Kapow Katalyst—Rapid Delivery of Web Data to The IBM Big Data Platform

### Big Data in Action

#### Unlock Valuable Data Trapped in Enterprise Collaborative Applications

A leading high tech manufacturer uses Kapow Katalyst to collect content from internal collaborative apps like discussion groups, team sites, customer forums and internal content management systems to deliver superior customer service. By unlocking this content with Kapow Katalyst, customers can now easily find information about their products, and self-serve many of their otherwise expensive customer service needs.

#### Unlock Valuable Data Trapped in Web Applications

A leading financial services company uses Kapow Katalyst to collect terabytes of custom research data from various websites and web applications in real-time every day. Thousands of analysts depend on this data for competitive advantage and profitable investment decisions.



Figure 1. Kapow Katalyst delivers any web data into the IBM Big Data Platform.

### Key Capabilities

#### Unlimited connectivity to web data

Kapow Katalyst enables organizations to rapidly access and extract data from any web-based source. Now any web app can be a source of information that can be utilized for innovation, agility and profit.

#### Deliver any web data into the IBM Big Data Platform

Data gathered by Kapow Katalyst can be delivered seamlessly into the IBM Big Data Platform. Large data sets for Hadoop, real time data for stream computing or partner data for a data warehouse—all can be easily accessed and delivered to be stored and analyzed. Data can also pass through IBM's Information Integration and Governance platform in advance of its final destination to ensure data quality.

Finally, data gathered by Kapow Software can be rapidly surfaced in IBM's Analytic Applications where users can take advantage of this resource with reporting, BI, predictive and content analytics or in any consuming application. This capability gives LOB the insight they need to drive top line growth.

### Key Benefits

- Leverage the full potential of big data with the ability to integrate valuable information from a variety of web-based data sources that can provide a unique competitive advantage
- Seamless delivery into the IBM Big DataPlatform for processing, visualization, discovery and analysis
- Access and extract data from websites, portals and web applications to combine it with internal data for better more informed decision making



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#### About Kapow Software

Kapow Software, a Kofax company, harnesses the power of legacy data and big data, making it actionable and accessible across organizations. Hundreds of large global enterprises including Audi, Intel, Fiserv, Deutsche Telekom, and more than a dozen federal agencies rely on our agile big data integration platform to make smarter decisions, automate processes, and drive better outcomes faster. They leverage our platform to give business consumers a flexible 360-degree view of information across any internal and external source, providing organizations with a data-driven advantage. For more information, please visit: [www.kapowsoftware.com](http://www.kapowsoftware.com).

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