

[Great ideas, validated]
Powering your analysis



Problem

The rise of the internet and social media has resulted in an explosion of **unstructured data** for researchers to wade through. While collecting data has never been easier, the challenge is bringing it together in a structured significant way. The digital age mean data collection is easy, but **reliable** data analysis is hard without the right tools.

For over two decades, Leximancer has used its **foundations in science** to help researchers gain meaningful data insights. That is why we created Leximancer. Today this remains our principal philosophy. It drives every decision around enhancing the user experience. Leximancer **powers you** in managing and analysing your data for a wide range of applications.

Analysis of surveys, deep critical literature reviews and transcriptions has always been a core pillar of qualitative data collection. Processing the data to generate your model is a lengthy process, that's where Leximancer comes into play, **your data modelled in seconds**.

Because we are so proud of all Leximancer's amazing features we don't want you to miss even one. That's why we've included a 30 minute personalised analyst session with your own data in order to support your Leximancer experience. You'll also be supported with videos, tutorials and extensive user manuals.

Whether you're a seasoned professional, or just looking for occasional qualitative insights to take your business to the **next level**, you'll find Leximancer an indispensable tool for your continued success.

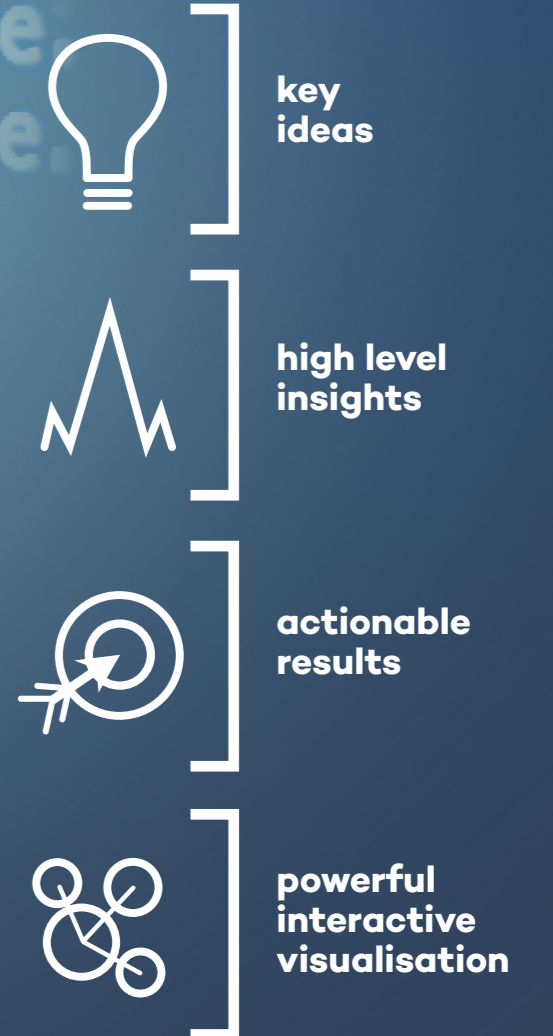


'Go beyond words, find meaning'

Text is more than a collection of words. Text tells a story, but often that story is hidden beneath many layers. Relationships and ideas are buried in words. It can be hard to make profound and strategic organisational shifts without deep, accurate analysis. Being able to identify key concepts accurately and efficiently is vital to making the most of your data.

Sophisticated tools that help you to arrange, reassemble, and manage your data in creative, yet systematic ways are the key to competitor advantage.

Leximancer analyses huge volumes of text documents to identify the high level concepts. Leximancer delivers key ideas and actionable insights you need with powerful interactive visualisations and data exports.



Find the meaning in the text



Application areas

Staff surveys, customer transcripts, academic literature, interview transcripts, social media, lengthy reports, web pages, customer reviews and much more.

Why different

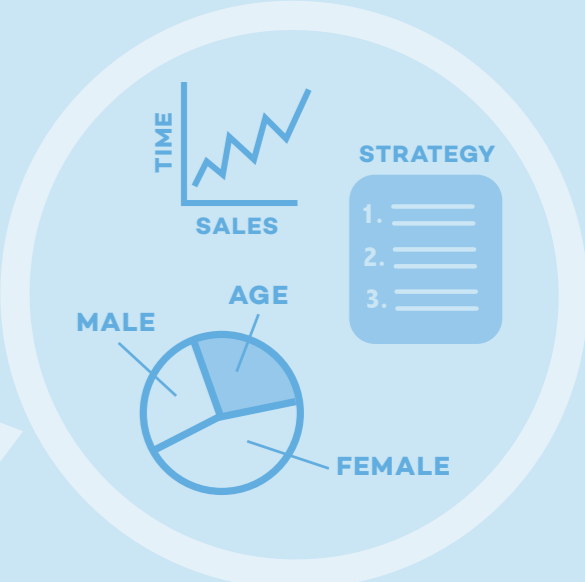
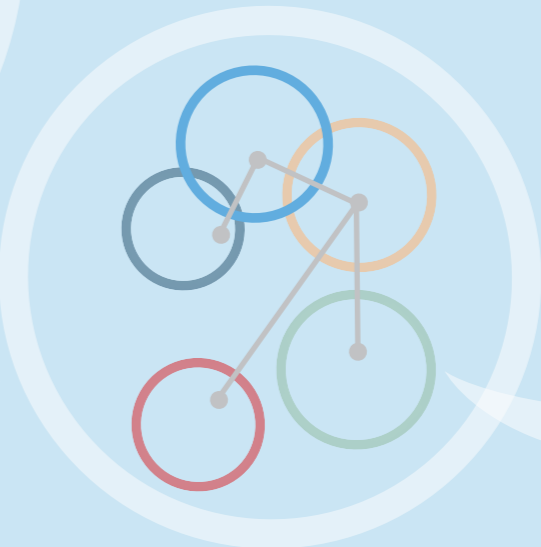
There are many different research tools in the marketplace today, what makes Leximancer different?

Features

- > Find concepts in context
- > Natural language processing
- > Sentiment lens
- > Semantic discovery
- > No human bias
- > No coding required
- > No model training required
- > Powerful visualisation
- > Delivers a model in moments
- > Unsupervised machine learning
- > Robust sense making
- > Independent validation by researchers
- > Unstructured text analysis



“Leximancer works for me like a search engine that already knows what to look for.”
Victoria, University of Queensland



1. Discover

Upload your documents, combine structured and unstructured data, use multiple sources and languages.

2. Interpret

Just a click to accurately analyse your unstructured data. Display a concept map using machine learning to extract a transparent, three-level network model.

3. Act

Leverage insights gleaned from your data, make your research stand out from the crowd, and make better decisions for your organisation.

Security and Product types

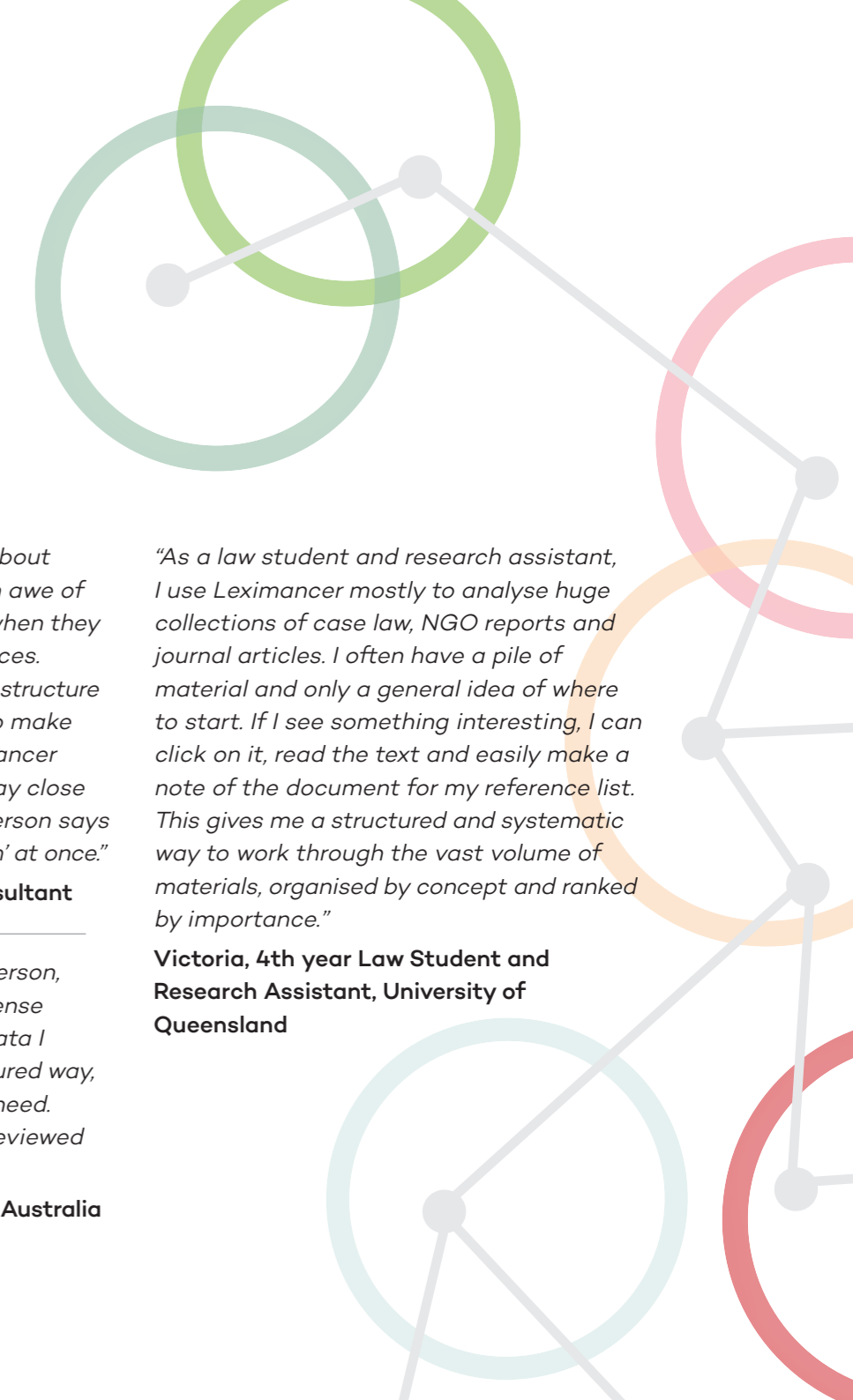
Our collaborative server based solution places security and compliance at the heart of your research ensuring access is only possible via authentication and clear audit trails.

Desktop – Providing the ultimate in independence, take Leximancer with you and hold your data at all times on your local machine.

Cloud based – using the latest in security, feel safe in the knowledge that a team of expert developers are supporting your needs. On the Portal, new product releases are exclusively accessible to you.



“A model in seconds, not months”



Here is what our users say:

“Unlike other tools in the market place that handle qualitative data with Leximancer I can run my model in seconds, then sense-make, previously it took me months to wade through transcripts and manually code my model, lifesaver. I’m finding some really interesting and exciting insights that I don’t think I would have got without Leximancer so that is good news.”

Victoria Parsons, University of Adelaide, Ph.D. candidate

“Leximancer has powerful, high-quality insights but uses an intuitive process and gives me real-time analysis. I like that it is user-friendly, and has a user-centred design.”

S.Y. Chen, University of Queensland

As someone who is passionate about getting survey design right, I’m in awe of the value of what people share when they write or talk about their experiences. A lot of that information has little structure which makes it especially hard to make meaning from lots of text. Leximancer allows me to scale my work, to pay close attention to not just what one person says but hundreds of pieces of ‘wisdom’ at once.”

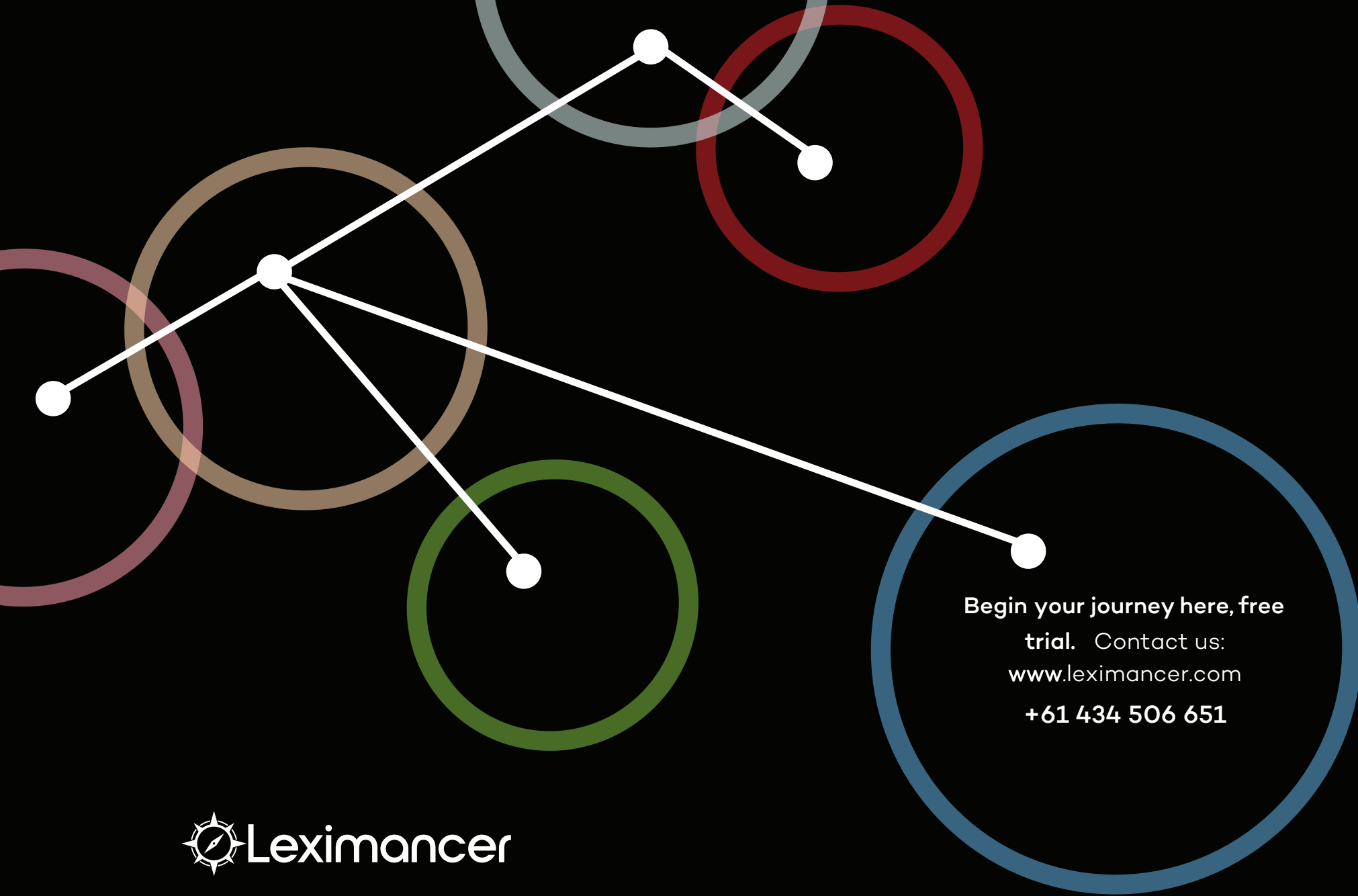
Wendy Elford, Management Consultant

“As a traditionally quantitative person, when I am tasked with making sense of large volumes of qualitative data I struggle to organise it in a structured way, Leximancer gives me the edge I need. Strong visual outputs and peer reviewed backing, I love this product.”

Executive Dean, Business School, Australia

“As a law student and research assistant, I use Leximancer mostly to analyse huge collections of case law, NGO reports and journal articles. I often have a pile of material and only a general idea of where to start. If I see something interesting, I can click on it, read the text and easily make a note of the document for my reference list. This gives me a structured and systematic way to work through the vast volume of materials, organised by concept and ranked by importance.”

Victoria, 4th year Law Student and Research Assistant, University of Queensland



[Powerful Research, Deserves Powerful Tools]