

OpenText™ Magellan™ Brings Machine Learning and AI to the Masses

Pre-wired solution delivers AI, data discovery, and sophisticated dashboarding that enables enterprises to make smarter decisions with their data

A number of challenges, market trends, and new technologies have converged to make Magellan a unique solution to a commonplace problem. Line-of-business teams are sitting on vast stores of data that are growing ever-larger, and with increasingly diverse content. These teams know there is value in the data, and that analytics is the way to extract the value, but due to its sheer volume and infinite variety of formats, it's nearly impossible to know where to start. Without the ability to efficiently handle and wrestle value from the data, the increased size, cost, and difficulty to maintain these pools is met with even more scrutiny from the C-suite. OpenText Magellan is a pre-wired solution that delivers AI, machine learning, data discovery, task automation, business optimization, and sophisticated dashboarding, which enables enterprises to make smarter decisions with their data.

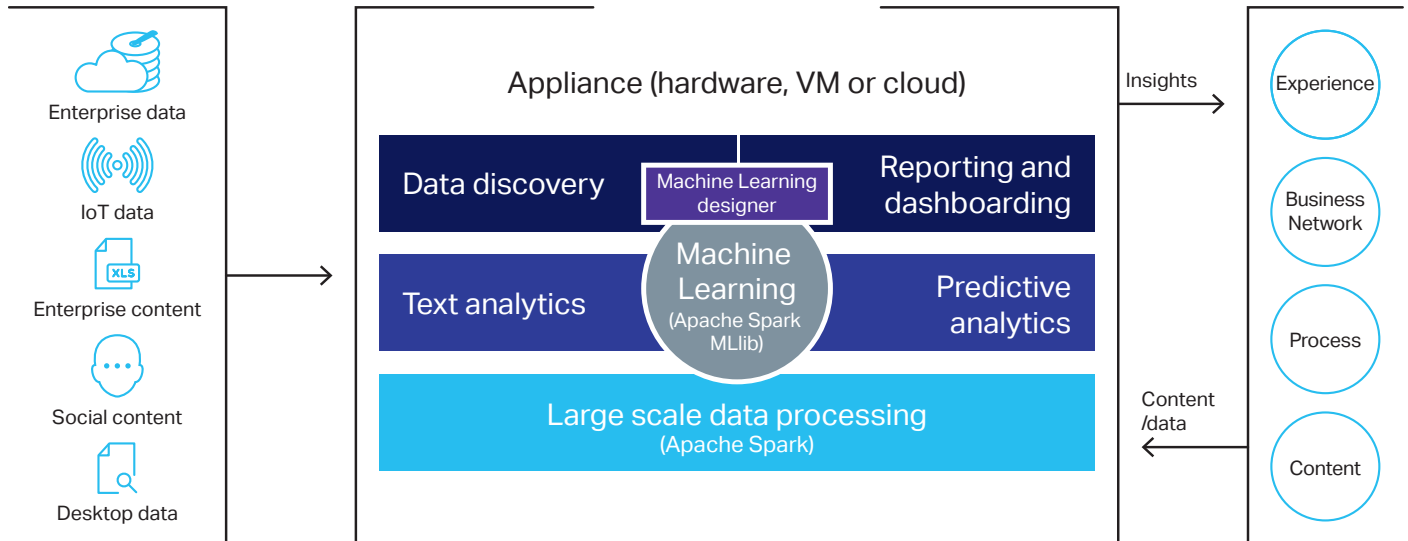
Meanwhile, the C-suite stakeholders are recognizing the value that AI could bring to their enterprise, and tasking IT teams with implementing a solution that will harness AI to automate tasks and discover areas for business improvement. Under this pressure, IT teams are quickly realizing that building a cognitive analytics system from disparate technologies will be costly, time-consuming, require subject matter experts, and ultimately result in an inflexible solution.

What's required is a solution that eliminates the complexity of integrating these discrete technologies together and instead delivers a pre-wired platform with all the components of an AI and analytics solution in one product.

Magellan is that pre-wired solution. Instead of bogging enterprises down with installation and integration complexity, Magellan delivers a platform ready to go that includes machine learning, data discovery, text analysis, and sophisticated dashboarding that enables enterprises to discover and share insights and make smarter decisions with their data.

SOLUTION SUMMARY

*OpenText™ Magellan™ is a flexible artificial intelligence (AI) and analytics platform that combines machine learning, advanced analytics, and enterprise-grade business intelligence (BI) with the ability to acquire, merge, manage, and analyze structured and unstructured big data. **Learn more***



What is Magellan?

Magellan is a flexible artificial intelligence (AI) and analytics platform that combines machine learning, advanced analytics, and enterprise-grade business intelligence (BI) with the ability to acquire, merge, manage, and analyze structured and unstructured big data.

As a unified platform, Magellan dramatically reduces the time, effort, and expertise necessary to implement the technologies required for an AI and analytics solution, absolving an organization of dealing with installation and integration headaches, and allowing it to immediately focus on what is important: the analysis of its data. This means businesses of all types have a cost-effective and timely method of leveraging machine learning to drive their critical decisions. Magellan discovers insights from big data and empowers IT teams, operational users, and business analysts to share findings, make more informed decisions, and act with more impact.

How Does Magellan Work?

- **A prebuilt, open foundation.** Magellan leverages Apache Spark as the foundation for advanced analytics, machine learning, data modeling, and enterprise-grade BI. If businesses assembled these pieces themselves, it would take months of complex development—and that’s before even analyzing any data. Magellan provides a simple way to implement an AI and analytics platform, which can then be further customized to an enterprise’s individual needs, all at lower total costs of ownership and with far less complexity than other options.
- **AI-enabled insights.** Gleaning insights from disparate forms of data used to be difficult, but Magellan’s AI core makes it not only possible, but also well within reach of both data scientists and business users. Magellan includes a Machine Learning designer, which allows a data scientist to create sophisticated predictive algorithms leveraging MLlib, the built in machine learning library in Apache Spark. Once custom algorithms are created, they can be saved as drag-n-drop objects for other Magellan users to leverage with their own data in dashboards and reports, expanding the scope of AI across the organization. Magellan also includes built-in natural language capabilities like concept identification, categorization, entity extraction,

and sentiment analysis to enable processing and analysis of unstructured data (tweets, IM, email, documents, etc), allowing it to be merged with structured data for more contextual analysis.

- **An emphasis on self-service.** Magellan is built to empower business analysts with self-service interfaces that let them apply sophisticated algorithms and dive into massive amounts of data using an interface appropriate for their level of skill, without requiring training. IT can quickly augment enterprise applications with fast, self-serve analytics that anyone can use. By democratizing analytics, IT teams increase the value of data, and ensure adoption across the enterprise.

The Powerful Technology Behind Magellan

Large scale data processing and machine learning

A core technology of Magellan is Apache Spark, which is the underlying general execution engine that provides in-memory computing for maximizing hardware capabilities. Data scientists leverage Spark to create and process custom Machine Learning algorithms using programming languages, such as Java, Scala, Python, SQL, and R, familiar environments which makes it easier for developers to get to work. Spark provides four built-in libraries: Spark SQL, Streaming, MLlib Machine Learning, and GraphX Graph Computation. These libraries are ready to go out-of-the-box, so developers can immediately leverage predefined processing pipelines and statistical routines on their data and content. As the core of Magellan, Spark enables the flexibility and extensibility of an open stack while ensuring that enterprises maintain full ownership of their data and algorithms.

Data discovery and predictive analytics

This component of Magellan makes it easy for anyone—not just data scientists—to quickly access, blend, store, and analyze data quickly. The visual environment leverages custom algorithms created in Spark by the data scientists, presenting them as drag-n-drop models for operational users. It also includes pre-coded algorithms and analytic techniques, such as profiling, mapping, clustering, forecasting, creating decision trees, and more—all without requiring statistical expertise or code.

Text analytics

The text analytics component of Magellan provides sophisticated Natural Language Processing capabilities against unstructured content from a vast number of sources, including web, social media, documents, and more. The feature provides transformation, enrichment, and persistence of processed unstructured data into the Magellan data store. Metadata processed by text analysis is then leveraged for predictive analytics, dashboards and visualizations, providing an easy way for stakeholders to understand and share insights.

Business intelligence, reporting, and dashboarding

With Magellan, visual dashboards and reports become the primary method of delivering analytics results and findings to stakeholders. As insights are developed from other Magellan components—Spark's MLlib machine learning algorithms, data discovery, or predictive analytics—they are delivered directly through iHub where users create their own dashboards, reports and visualizations from the output. Magellan's business intelligence tools can be used by anyone without needing to understand the underlying data science.

Machine learning designer

The Magellan platform includes the Magellan Notebook (based on the Jupyter Notebook), which allows a data scientist to create custom algorithms and data processing routines leveraging Spark MLlib. The 'Magellan Notebook' is a virtual online computing environment where 'Notes' are created that contain a combination of live code, equations, visualizations, and explanatory text. These 'Notes' can be authored in several languages, such as Python, Scala or Java, which ensures that data scientists can get to work quickly in a familiar environment. Within the Magellan ecosystem, these notebooks become a central opportunity to create new ML routines and share them with operational users who can leverage them to make smarter decisions without needing to understand the science behind it.

Getting Started with Magellan

Magellan is now available and ready to provide a cohesive, flexible platform to enable machine-assisted decision making, automated analysis, and data driven process optimization throughout your organization.

For the organization who wants to get started quickly with pre-integrated and cost-effective Machine Learning and analytics, Magellan is unmatched. There has never been an easier or more powerful option for enterprises that need to implement AI, Magellan cost-effectively supports innumerable use cases on a cohesive, highly scalable infrastructure perfectly equipped for handling massive amounts of structured and unstructured data.

Transform your EIM applications with AI

Leverage machine learning to unlock the value of EIM data – understand and analyze customers, trading partners, employees, orders, invoices, cases, documents and other data managed by your OpenText solutions.

Reduce your time to value

Deliver value from AI faster and more cost-effectively by deploying a cohesive platform with pre-integrated components, minimizing the effort and expertise required to go live.

Simplify collaboration and access to data insights

Democratize access to AI by empowering data scientists to create custom algorithms for use by business analysts and operational users.

Continuously refine your results

Rely on Apache Spark to automatically derive the most current and complete insights from big data and EIM content to achieve optimal outcomes.

Go big with self-service BI

Automatically augment every application you develop with fast, self-service analytics, empowering business users to delve deep into massive amounts of data.

Rely on the right partner

Magellan comes from OpenText, a mature, trusted software leader with an unrivalled track record in enterprise information management.

Get started with [Magellan](#).

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