

ArnoldIT - Louisville KY
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SNAPSHOT

Company:

Digital Reasoning

Location:

Franklin, TN

Type of Business:

Software

Website:

digitalreasoning.com



"Augmenttext helped make sure that our company is on top of all search results pages." – Dave Danielson, Vice President, Marketing

The Client

Digital Reasoning was founded in the wake of the events of 9/11 with the initial goal of providing the US Government Intelligence Community with tools to help analysts make sense out of massive volumes of unstructured text. Since then, the company has expanded its reach to serve private companies that need to automatically extract useful information out of their Big Data rather than merely searching for and reading documents.

The Challenge

Because of its government work, Digital Reasoning had maintained a low profile for several years. Once it decided to pursue new business in the corporate world, it needed to be findable in the public Internet indexes. Digital Reasoning also wanted to catch up to competitors who were already established in the public arena and become a valued source for information about issues in its area of expertise.

The Solution

The Augmenttext program created for Digital Reasoning includes a daily flow of articles that link the company to the challenged posed by managing Big Data and to other issues in the enterprise search community.

The Results

Prior to the Augmenttext program, web searches for the phrase "digital reasoning" returned a link to the company's website mixed in with a variety of other resources. Today the company appears at the top of most search results pages. Subsequent pages point to articles generated by Augmenttext and to stories about the company in the trade press and general media.