



**vantage**  
**point**<sup>®</sup>  
Search Technology



*Turn information into knowledge*

[TheVantagePoint.com](http://TheVantagePoint.com)



NICE, FRANCE | APRIL 9-10

# AVM 2019



Analytics &  
Visualization  
Meeting

**Supporting Decision Making with  
VantagePoint Analytics**

Nils Newman  
Search Technology

# What are we trying to do?

## Management of Technology

- Our background sits at the intersection of Management and Industrial & Systems Engineering
- Our goal is to build tools to enable people to manage technology (MOT)



# How to Manage Technology

## Effective Use of Information

- Information that was typically read by humans is instead “read” by machines
- Convert Information into Lists and Lists into Visualizations and Indicators
- Use the indicators to measure and visualizations to show how effective an organization is at managing technology
  - Research Evaluation
  - Strategic Planning
  - Competitive Technical Intelligence



# Creating Knowledge

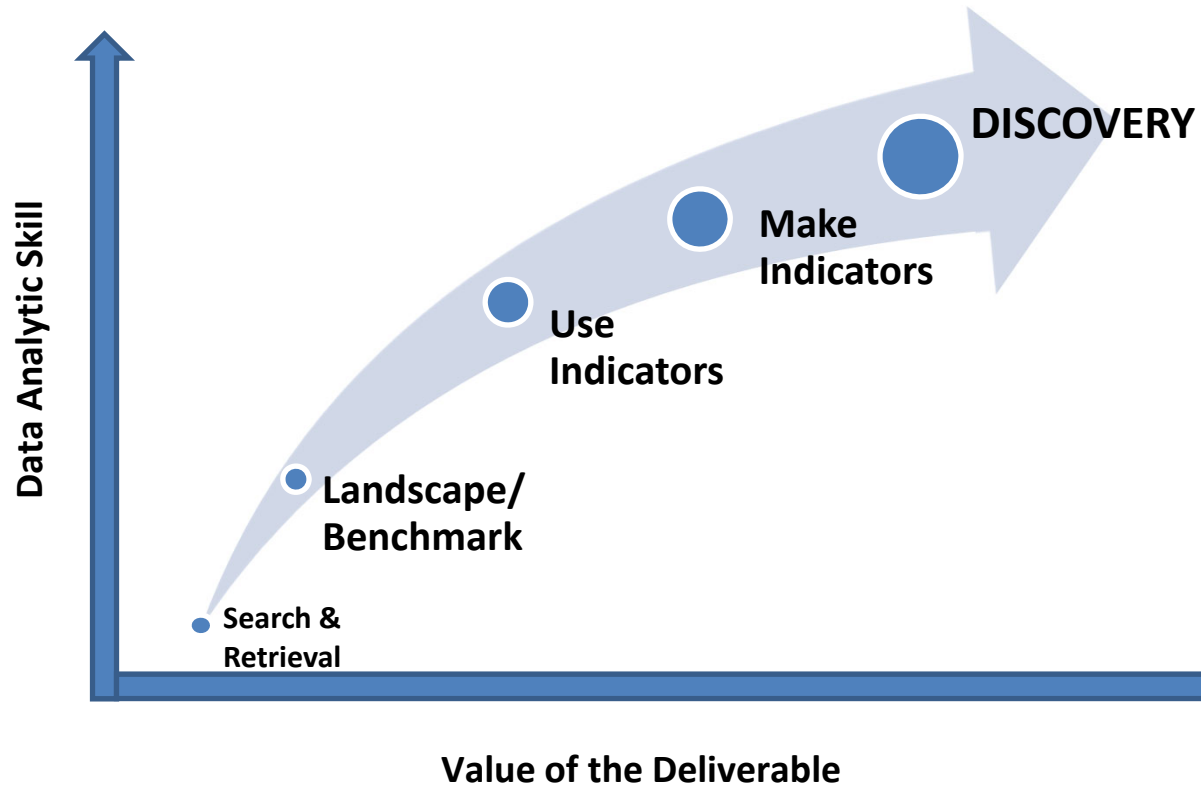
How to convert Information into Knowledge?

- First step is to increase the throughput to the analyst
- Reduce the need to read
- Have the computer find who, what, when, and where
- Build analysis off of combinations of who, what, when and where (and sometimes how and why)
- Use the analysis to create visualizations and indicators to facilitate communication



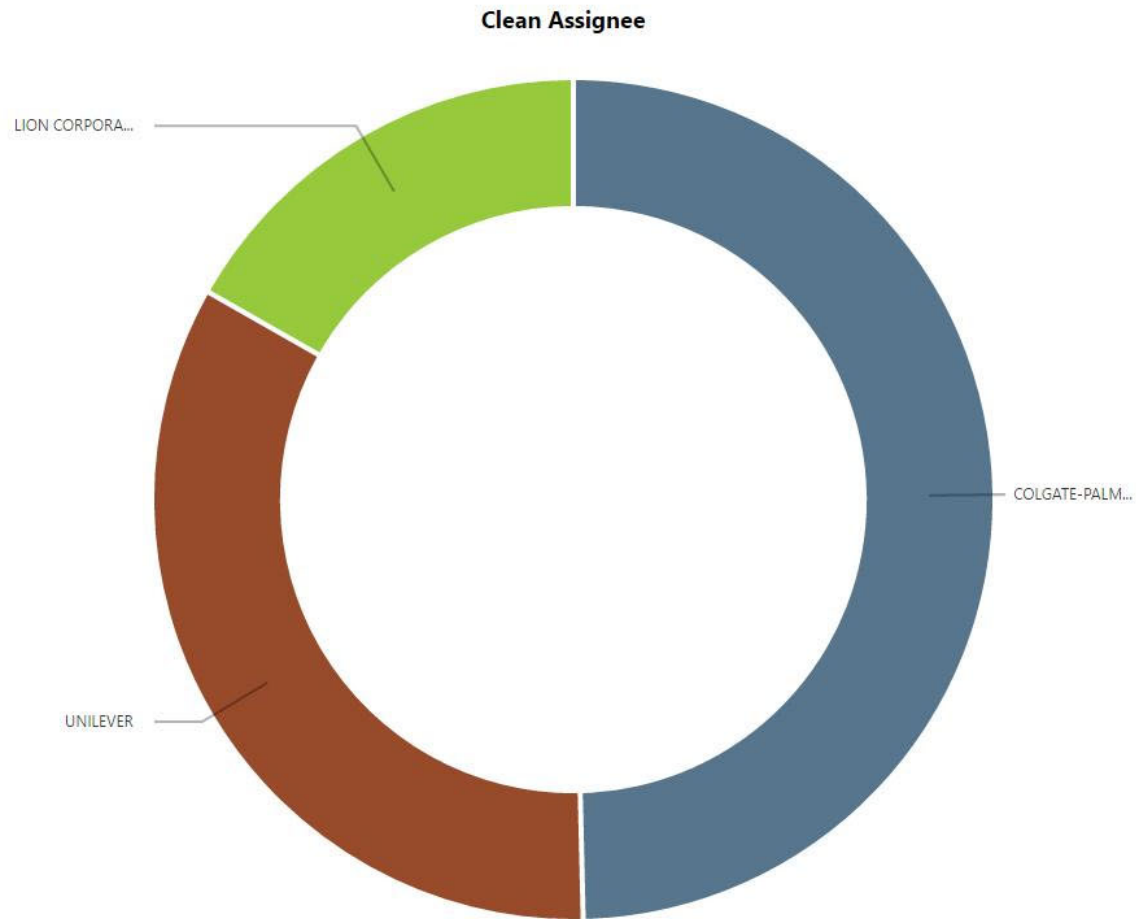
# Where are we going?

Moving toward Discovery

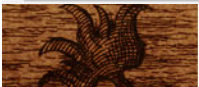




# Back to Earth: Data Refining



Pie  Donut



# Analyze

Co-occurrence – Central concept in VantagePoint.

- The co-occurrence matrix shows the numerical relationship between two fields.
- It is the simplest form of co-word bibliometric data.
- With the co-occurrence matrix, you can see the relationship between one field and any other field.
- With co-occurrence, you can discover relationships between **WHO, WHAT, WHEN,** and **WHERE.**

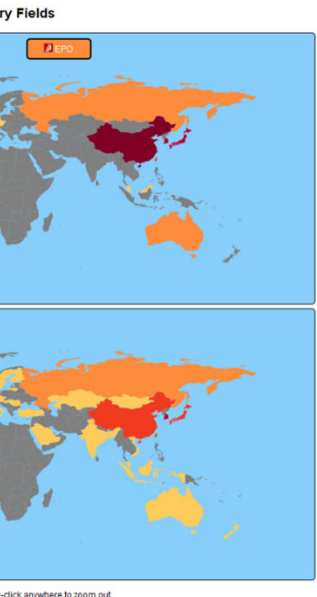
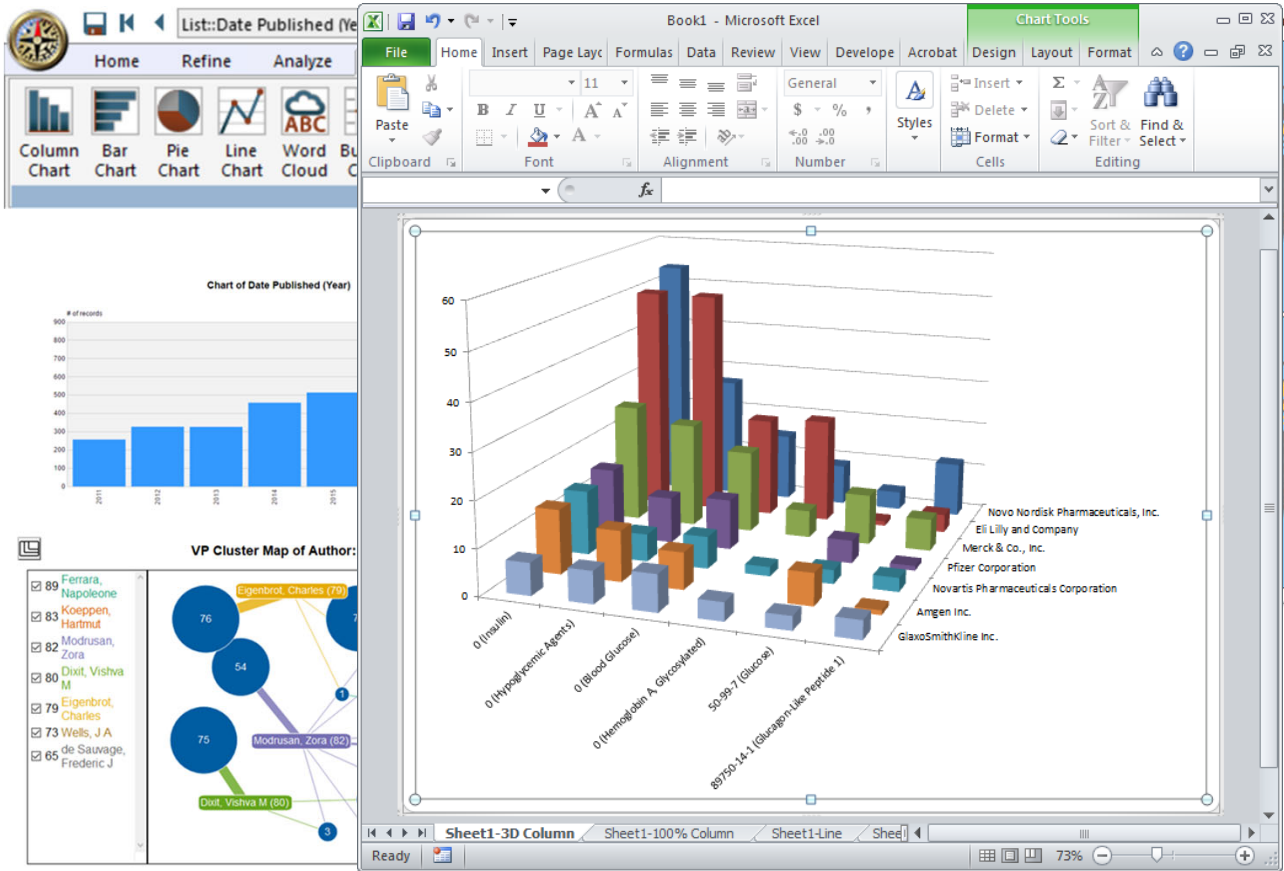
		Field 2		
		Item A	Item B	Item C
Field 1	Item X	3	0	2
	Item Y	0	7	0
	Item Z	0	4	2





# Report

Visualizations are one way to facilitate communication with others.



# Indicators

Blending data and models to create insight.

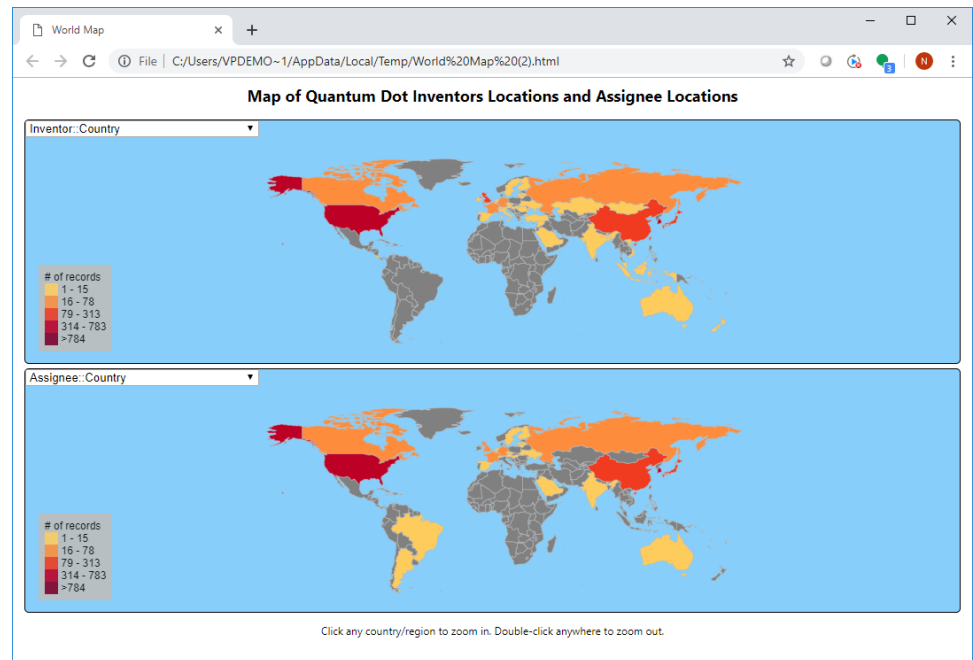
- On a project level, we have created and used indicators for decades.
- Indicators are usually bespoke but we have recently introduced our Emergence Indicator in the standard software.
- We enable users to create their own indicators.
- Management has to understand and buy-in to the indicator for it to be useful.



# Communication

How to tell a story with data.

- Pictures are useless unless you have full control over what goes into the visualizations.
- You need to have the ability to control both the data and the choice of visualizations or indicators to enable effective communication.

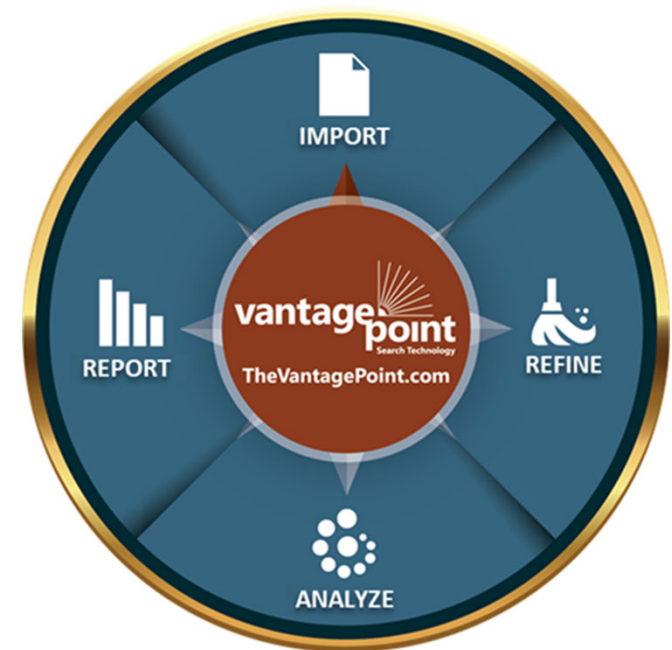


# Schedule for Today

Two tracks are available: BizInt and VantagePoint

## The VantagePoint Track

- Session I
  - The Data: How to IMPORT and REFINE your data to get where you need to go
- Session II
  - Producing Useful Results: How to ANALYZE your data and produce the REPORT you need
- Session III
  - "Can we avoid death by charts?"



# Question?





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