

# Taking the Right Approach to Natural Language Understanding



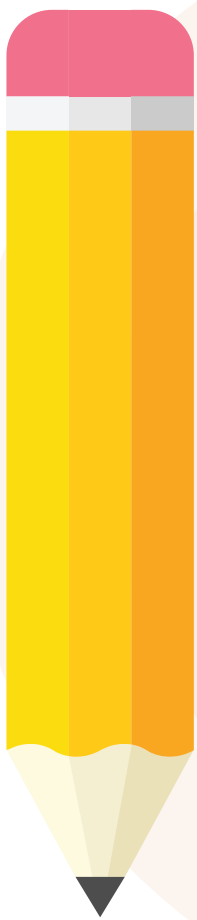
Language is challenging. Finding the right natural language processing (NLP) or natural language understanding (NLU) solution for your business shouldn't be. Consider the following criteria when evaluating your next NLP/NLU investment.

**Unstructured data is a problem for 95% of businesses.**  
(Source: Forbes)

**A reported 58% of global organizations have adopted NLP, while 94% are using or planning to use it in the next year.**  
(Source: Deloitte)



## Your Checklist for Evaluating NLP/NLU Solutions



**Accuracy:** Can the model perform in situations where no or minimal training data is available?

**Scalability:** Can the model optimize effort to leverage training data or structured knowledge depending on existing assets?

**Explainability:** Is the model explainable and predictable by design?

**Applicability:** Is the model equally efficient across different use cases?

**Latency/Performance:** Is the model capable of providing feedback in real time?

**Data Dependencies:** Can the model perform through data scarcity, be impervious to noisy data and be resilient through data variation?

**Document Fidelity:** How accurately can the model convert a document to the format required by the application for NL analysis?

**Accountability and Control:** Does the model enable humans-in-the-loop to control development?

**Deployability:** Does the model provide flexibility to deploy in the cloud or on premise?

Taking the right approach to NLP and NLU can be a game changer for your organization. Learn about the differences between machine learning and symbolic AI solutions in "Essential Techniques and Criteria for Successful Hybrid NL Use Cases".

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