



Semeon Analytics secures major development agreement with Qualtrics

MONTREAL, QC—(May 14 2021) — [Semeon Analytics](#), an ATW Tech Inc. company, is proud to announce that on May 4th it signed a development agreement with Qualtrics, the leading experience Voice of the Customer platform, on May 4, 2021. Qualtrics is traded on the NASDAQ and was acquired by SAP in 2019 for US\$8 billion.

“As many of our customers are already Qualtrics customers, it was becoming increasingly necessary for us to facilitate the transfer of data between the two environments”, said Eric de Gheldere, Vice President of Strategic Initiatives at Semeon Analytics.

With this new agreement, Semeon's goal is to develop a versatile connector over the next two quarters. The connector will provide easy access for Qualtrics customers to export their data hassle free in the Semeon platform and vice versa. This move will facilitate and extend the arsenal of powerful market research tools at the disposal of its clients for uncovering faster, more meaningful insights.

“We are very excited to start today the development on this front, said Alkis Papadopoulos, CTO at Semeon Analytics. This developer agreement (with Qualtrics) was something that we had in mind for a while now, so it's very exciting to see it coming to fruition now.”

Semeon's platform helps data analysts, marketers, product development teams, PR and analytic units to glance at large data sets of free-form text feedback to quickly grasp what is meaningful, threatening or to detect new opportunities.

By identifying bottlenecks and key issues much faster, companies can successfully minimize risk, increase revenues, while lowering churn and cutting operational costs.

The Montreal-based company primarily provides services to the financial sector, defence contractors, complex manufacturing environments, research labs and market research units in Canada, the US and Europe. Semeon Analytics is a subsidiary of ATW which is traded on the Vancouver Stock Exchange.

About Qualtrics

Qualtrics, the world's No.1 Experience Management (XM) provider and creator of the XM category, is changing the way organizations manage and improve the four core experiences of business—customer, employee, product, and brand. Over 13,000 organizations around the world are using Qualtrics to listen, understand, and take action on experience data (X-data™)—the beliefs, emotions, and intentions that tell you why things are happening, and what to do about it. The Qualtrics XM Platform™ is a system of action that helps businesses attract customers who stay longer and buy more, engage employees who build a positive culture, develop breakthrough products people love, and build a brand people are passionate about. To learn more, please visit qualtrics.com. Qualtrics is traded on the NASDAQ and was acquired by SAP in 2019 for US\$8 billion.



Semeon Analytics' profile

Semeon is a Quebec-based technology company that has developed an artificial intelligence technology. Over the past 5 years, Semeon has combined techniques of semantic, sentiment, intent and statistical analysis with artificial intelligence driven natural language processing systems to develop a platform capable of automatically analyzing, classifying and visualizing data from multiple channels and a powerful workbench suite which permits even non-experts to customize classification and filtering settings without the need for cumbersome rule sets. Semeon provides its clients with a platform for precise text analysis, intelligent and flexible for decoding, understanding, and summarizing customer feedback on specific elements. For this purpose, Semeon's natural language text analysis technology allows to browse through thousands of customer comments, to extract the concepts expressed, to classify these as positive, negative or neutral opinions, so that companies or organizations can adjust their communication and marketing strategy in an informed and diligent manner.

Whether it is an acceleration of customer feedback processing, the identification of key parts in a supply chain or key elements in financial forecasting models, among others, Semeon ensures gains in analysis speed allowing critical decision making in hours rather than weeks or months.

ATW Tech's profile

ATW Tech (TSX-V: ATW) is a technology company, owner of several recognized technology platforms such as VoxTel, Option.vote, Bloomed and Semeon. VoxTel specializes in telephone billing and alternative payment solutions for fixed and mobile lines. Option.vote offers a customized multi-method voting system for unions, political parties, professional associations and anyone looking for a secure way to reduce their voting costs and improve their participation rate. Bloomed is a cloud computing platform for managing smart data on consumers and their behaviors for both business and consumer-oriented campaigns. Semeon is a highly accurate and flexible text analysis platform for customer reviews, Semeon uses a unique combination of machine learning

and Natural Language Processing (NLP) to discover significant trends in customer reviews across all channels.

Source

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