SAP Solution Brief
Business Analytics Solutions from SAP
SAP Social Media Analytics

Objectives

Solution

Benefits

Quick Facts

Social Media Analytics for an Accurate and Real-Time Understanding of Brand Performance

SAP

The Best-Run Businesses Run SAP™

How are you perceived by your customers?

The customer voice has been democratized. On Facebook, Twitter, and countless other forums, your buyers are posting their opinions about your products and services. To better serve them, build your brand, and protect market position, you want to know what's being said. But how do you listen and understand?

The SAP® Social Media Analytics application by NetBase can help – by extracting customer perceptions from terabytes of social media commentary in real time. Now you can better understand what your customers like (and dislike) about your brands, categories, products, and services – while staying tuned to issues and trends. You can:
- Monitor brand health more frequently with fewer resources
- Understand more than just positive and negative sentiment with visibility into customer behavior and emotion

- Gauge the social media impact of marketing campaigns and events
- Track awareness of external risks – such as social media awareness of health issues associated with an ingredient you use in a product
- Understand what is being said about your competitors
- Measure brand equity

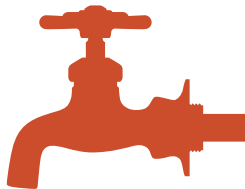# Our data at work for you

Our data at work for you

The advantage of natural language processing

Dig deeper with intuitive analysis tools

With SAP Social Media Analytics, you get instant access to a social intelligence warehouse containing 12 months of preanalyzed social media chatter culled from more than 95 million sources. Every hour, we add and analyze up to 500,000 new entries from these sources so that you're always up-to-date. You can also get real-time access to Twitter's complete data stream – more than 250 million tweets per day on average.*

Delivered on demand, the offering gives you instant access to the software via a Web site to track what's being said about your brand. This model eliminates the up-front capital expenses associated with on-premise implementations, which eliminates the risk of business disruptions. What's more, through an application programming interface, the offering can integrate with other SAP software, such as the SAP Customer Relationship Management application or the SAP BusinessObjects™ Business Intelligence platform.

A year's worth of preanalyzed social media data from more than 95 million sources is at your disposal – instantly and on demand.

* Note: The full Twitter stream starts accumulating history from the point it is turned on. Twelve months of preanalyzed history is not available.

The advantage of natural language processing

SAP Social Media Analytics uses an advanced natural language processing (NLP) engine to read, analyze, and normalize every post captured. Unlike statistical keyword matching, this approach determines not only sentiment but deeper insights like opinions and emotions. The offering starts by reading and diagramming every sentence it indexes (identifying the nouns, verbs, and adjectives). It then categorizes these according to your customers' opinions, emotions, and behaviors. In addition, it can understand:

- Slang – for example, recognizing as positive a comment such as "My new phone is sick!"
- Alternative spellings – for example "luv," "kewl," or "gr8"
- Often-used shorthand – for example, "IMHO" or "ttyl"
- Common misspellings – for example "teh/the"

Language is complex, and no natural language processing engine works perfectly every time. SAP Social Media Analytics makes all of our categorizations transparent by giving you full access to posts. If you see something that looks askew, you can simply right-click to dig deeper and get the full context of the actual posting.

Are your products "sick"? That may be a good thing. Natural language processing helps you understand what your customers feel about your brand.

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With SAP Social Media Analytics, you can organize your findings into themes or categories to view overall buzz, emotions, behaviors, and net sentiment trends. For example, words and phrases such as "awesome," "excellent," "pretty awesome," and "terrific" can be grouped together into a single insight called "enthusiasm." You can also:
• Create custom filters that categorize posts across brands, demographics, or topics of interest
• Refine searches and isolate brand commentary with ambiguous names (such as "Cheer")

• Drill down to examine individual comments, presorted by precision and identified themes
• Export data and graphics into presentations or reports in a single step

Using scorecards, you can also track the rise and fall of brand sentiment. A passion-intensity score, for example, measures how strongly consumers feel about your brand, while a brand passion index compares your brand intensity to the competition. These and other scorecards are served up as at-a-glance visualizations that help you benchmark the status of your brand in the market and track performance over time.

Take the extra steps needed to understand not only the "what" about markets, consumers, and the competition – but also the "why."

The benefits of knowing what your customers are saying

With SAP Social Media Analytics, you can monitor customer sentiment and make rapid modifications to your products and services. This enables you to better meet customer expectations and improve customer loyalty. You can also track risks to your corporate and product brands, detecting if issues are going viral or fading away, to appropriately scale your reaction to the issue at hand.

SAP Social Media Analytics helps you measure the success of marketing campaigns too. In real time, you can determine if your campaign or event is creating the level of social media buzz you desire. And you can also track the social Web chatter about the brands of your competitors. The result is competitive advantage and the ability to more effectively differentiate your brand.

And don't forget that the application is delivered on demand according to a subscription-based model that minimizes initial investment costs. With the software managed on our end, your IT resources are free to focus on activities that drive greater value for your business.

We put valuable consumer, market, and competitive insights from the social Web at your fingertips. Imagine the benefits.

Summary
The SAP® Social Media Analytics application by NetBase helps you track and monitor what your customers are saying about your products and service on social media sites all over the world. Delivered on demand with data from more than 95 million sources, this solution helps you grow your brand equity with insights that you can act on to deliver what your customers want.

Objectives
- Grow brand equity
- Understand what customers want
- Track the competition and differentiate your brand

Solution Highlights
- On-demand delivery with instant access to volumes of social media data
- Natural language processing to understand what your customers really mean
- Analysis tools for more details and deeper insights
- Scorecards to measure brand passion and the status of competitors
- Access via application programming interface to integrate with other SAP applications

Benefits
- Better brand management and greater customer loyalty
- Improved competitive analysis and insight
- Low risk and minimal up-front investment with on-demand delivery

Learn More
To find out more, call your SAP representative today or visit us online at www.sap.com/solutions/solutionextensions/index.epx.