



Highlights

- Monitor what consumers using social media are saying about your company—and your competitors
 - Gain actionable insights into consumer preferences and buying habits from postings across social media
 - Obtain early warning of impending threats to your company
 - Use automated analysis of massive, unstructured data for daily updates based on your needs, at low cost
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Corporate brand and reputation analysis

All consumer-oriented companies know the importance of brand stewardship—and how easily brands can be tarnished. Historically, companies tracked brand mentions and awareness with newswire services. But consumer-generated media—blogs, message boards, Twitter and news groups—now sway public opinion at the speed of thought. Monitoring them is difficult, but critical to product development and protecting your brand.

We offer a proven, automated way to monitor the electronic grapevine daily: the corporate brand and reputation analysis (COBRA) solution for consumer products and retail from IBM. Our advanced text and data analytics mine and interpret the massive, diverse content of social media, as well as internal corporate information. We can help you derive actionable customer, market and enterprise insights that support product development, marketing, communications and your response to risk and compliance issues.

To hear the consumer's voice you must analyze robust content sources. You also need powerful filtering of unwanted “noise”—some 70 percent of blog and board posts are spam—and sophisticated tools to analyze structured and unstructured information with its incorrect spelling and grammar. COBRA offers all this, plus interactive dashboards to help you interpret metrics, such as buzz and sentiment, and control all analytical aspects.

Arm your company with one of the most powerful analytical suites on the market. The COBRA solution offers near-real-time dashboard-based analysis, flexible user configuration, extensive coverage of social media, combined business intelligence and text mining—and much more.



You can choose the topics your business needs to monitor, the type of alerts you require, and an approach to trends and patterns that can identify competitive opportunities. We can help you analyze:

- Institutional knowledge about brands, issues and competitors. We'll track words and phrases you worry about when they appear on blogs, boards or news postings, to develop models designed to identify relevant posts.
- System knowledge about emerging words that identify significant events, based on frequency of occurrence. This can help you see and predict key developments.

The COBRA solution's unique aspects for consumer product companies and retailers include:

- End-to-end integration, from content source to Web interface, which can incorporate your current systems.
- A single view of "buzz incidents" that integrates information from diverse sources: blogs, boards, news groups, customer communication, internal complaints content and more.
- Near-real-time data gathering, metrics monitoring and display of buzz through dashboards for various company stakeholders—virtually 24x7.
- Customized models by brand, issue, topic, industry and person, which can filter massive information daily from thousands of documents to produce dozens of highly relevant alerts.
- Sentiment analysis to detect opinions related to reputational risks.
- Dashboard reporting that can help stakeholders configure their own visualization of events and developments.
- Discovery analytics using historical content:
 - Root-cause analysis to understand why events and alerts occurred.
 - Relationship analysis to find relationships among reputation dimensions.
 - Historical trends and patterns.
- Analytical modeling capabilities that provide precision and sensitivity to minimize false alarms and detect weak signals faster.

For more information

To learn more about corporate brand and reputation analysis for consumer products and retail, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/consumerproducts or ibm.com/retail



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