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"Social Data: What is it and Why should you care?"
Who We Are

- Launched 2004
- Primarily Government-Service Based
- HQs in Tysons Corner, VA
- Regional Offices:
  - Greensboro, NC
  - Fort Leonard Wood, MO
- Employees: Over 350 in 30 States
- Over 5,000% Growth in Revenue
Core Capabilities

- Cloud Computing
- Big Data Solutions
- Technology Services
- Network Systems Integration
- Unified Communications
- Product Solutions
- Mobility
- Cyber Security
Awards and Recognition

- Top Solution Providers in Data Center Technology (2012-2013)
- Five Time Member (2008 – 2012)
- Most Innovative Tech Companies in the World
- No. 1 Privately-Owned Systems Integration Services Provider in Virginia
- Top Technology Provider: Mobility
- No. 1 Fastest Growing Comm/Network Company in Washington DC (2011-2012)
- Top "Technical Trailblazer" in Federal Government Market
VUCA “The World in Which We Live”

V - Volatility
North Korea, Syria, Afghanistan

U - Uncertainty
Economy, Federal Budget, Sequestration

A - Ambiguity
Short term fixes, Long term solutions?

C - Complexity
Big Data, Kloud, Consolidation

Social Data as a Complex Nervous System
Exponential Growth of New Data: Feeding the Big Data Machine
Content is Now Interactive

Volume of Information too great to manually deal with!

- Growing volume of content
- Internal and external lines blurred
- Business use of social media
- Moving to interactive content
Social Data Environment
Why Monitor / Analysis?

What advantages?

• Strengthen organizational reputation as being well informed, responsive, and engaged

• **Mitigate risk** by being better informed on issues (Apple / Foxconn)

• Obtain **early insight** and provide **faster response** to adverse trends that may affect your business

• Clearer **identification of key voices** and online sources influencing opinions

• Adjust and **optimize strategies** on messaging and/or services delivered
Not a “Thing” but a Mindset…

Some compelling stats…

- Over 50% of world’s population < 30 years
- 96% of Millennials have joined a social network
- Social media is the #1 activity on web
- If Facebook was a country…3rd largest
- Every second, 2 new members join LinkedIn
- YouTube is the second largest search engine in world
- If Wikipedia was a book…it would be 2.25 million pages
- Each day 20% of Google searches have never been searched before
Media Monitoring / Analytics

Why Does My Organization Care?

• 65% of all adult Internet users are now using social networking sites (50% of all adults) – Pew Internet

• Twitter has 127 million active users, 36% tweet at least once a day (~50M per day) – OnlineMBA

• Social media sites and blogs reach 82% of internet users – Nielson

• YouTube generates 92 Billion page views per month (not including phones) – YouTube
Power / Reach

Deriving Real World Success with Social Data

- **Crisis** … spread via social media tools like Twitter
  - Viral distribution of information / message / actions
  - Perceived coordination and synchronization of actions
  - Events outpaced traditional reporting / decision making cycles
  - Difficulty of sense / meaning making
  - Difficult to control “message”
  - Perceived lack of coordinated response
  - Integration of open-source intelligence / information into reporting system

- **Instantaneous Reaction**
  - Reactions posted / shared immediately
  - Can’t control message
  - Second and third order effects (e.g., on financial markets)
  - Unintended consequences
Benefits of Social Media Monitoring / Analytics

Benefits

- Faster response to adverse trends that may affect your business / organization
- Mitigate risk by being better informed on issues and sentiment
- Clearer identification of key voices and online sources influencing opinions
- Quicker reaction time; awareness of third-party messaging
- Better competitive intelligence
- Improved Cyber reputation

Knowledge as a Service (KaaS) — In-depth search and discovery, Concept analysis, Monitoring, Targeted analytics, Message alerts, Workflow, Audio and Video
Knowledge Fusion

Integrating Social Media with Big Data

• Radian6 (Social Media Analysis & Monitoring)
• Crimson Hexagon (Social Data Analytics)
• Meltwater (Buzz, Press, & News)
• Autonomy
  • IDOL – Search and Index  Explore – SM Analytics
  • Virage – Pattern Recognition  Media Bin – Audio/Video
• uReveal  (Big Data – Structured and Unstructured)
• Discover Point  (Active Knowledge)
• Social Intelligence  (Social Media Personal Background Investigation)
MicroTech Centers

Knowledge Fusion Center

Emerging Technology Center

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A Service-Disabled Veteran-Owned Business

PROPRIETARY INFORMATION
Social Media as a Service

- Hosted Analytic Service
- Tailored to Fit the Needs of Your Organization
- Measurement of Relevant Social Network Activity
- Reporting Monthly, Weekly, or Daily
- Engagement Options Available
- Designed for Maximum Flexibility
SMaaS - Benefits

- No Hardware Investment
- No Licensing to Manage / Maintain
- Immediate Results from Experienced Staff
- Leverage Experts in an Advisory Role
- Avoid Costs Associated with Standing up
- Maintain Focus on Your Core Activities
SMaaS – Behind the Firewall

• Effective Social Media Practice: On Premise Private Kloud
• Configured and Integrated to Existing Environments
• Additional Capability: Language Translation, Concept & Video Analysis and Message Alerts
• Multiple Form Factors – Fixed, Mobile and Portable
• Leverage Existing Infrastructure / Systems
• Maintain Security of Own Environment
• Integrate with other Pertinent Proprietary Systems
Questions