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## Social Media Insight

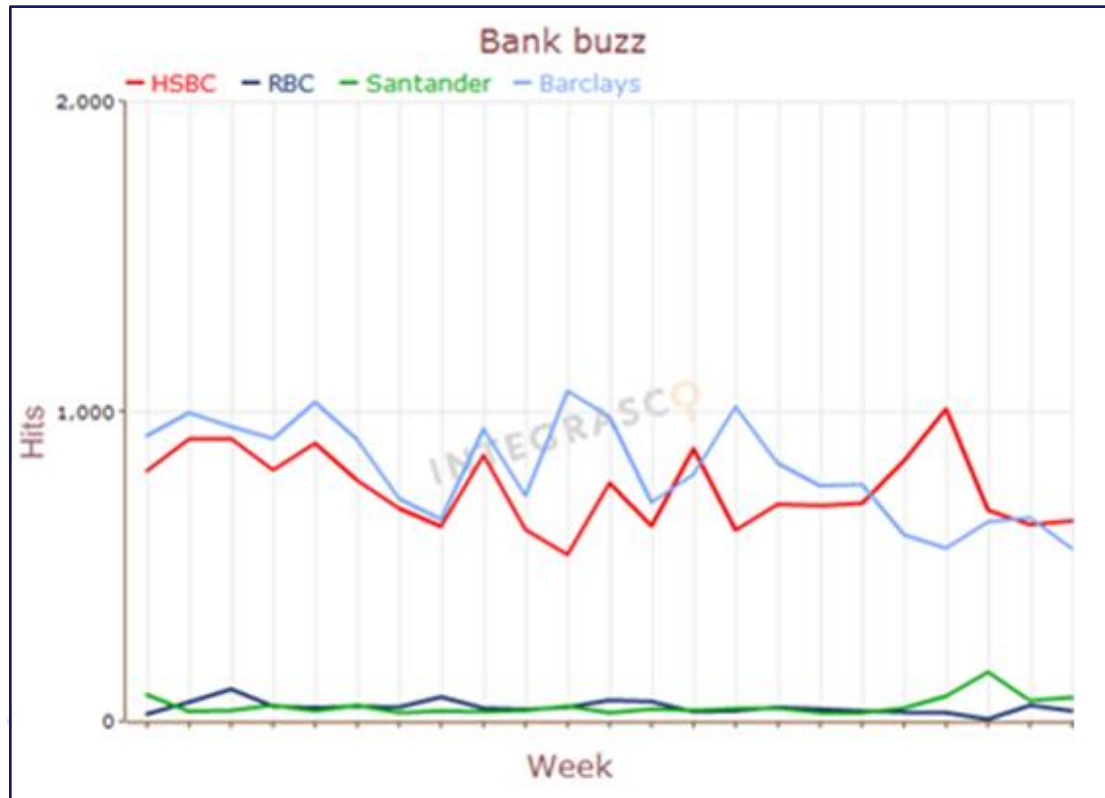
Do you know what they say about you and your company out there?

Slik fikk Integrasco fra Grimstad Vodafone og Sony Ericsson som kunder.

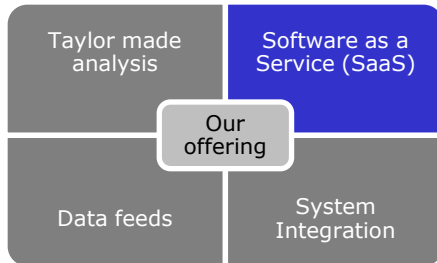
Innovasjon og internasjonalisering,  
Agdering 24 August 2009

Jan Hansen, CEO Integrasco AS.

# MAJOR CORPORATIONS SPUR SOCIAL MEDIA ENGAGEMENT



# INTEGRASCO - SOFTWARE SOLUTIONS



**Integrasco's** WoM Portal utilizes a State of the Art system architecture allowing for capture, storage and analysis of not only posted information, but also the corresponding meta data.

## Our suite of tools include

### •Word of Mouth (WoM) Portal.

This system crawls discussion boards, blogs and micro blogs worldwide and offers extensive search and analysis capabilities including graphs, drill down, and as options our suite of automated tools:

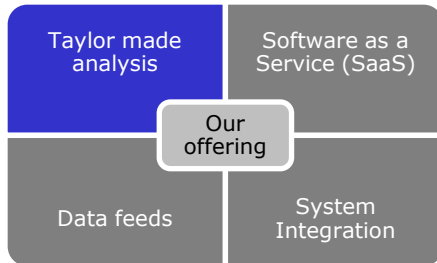
### •Automated tools. Our suite of AI-based software robots include

- New product identification
- Sentiment analysis
- Lead influencers identification
- Product recall management
- Auto language classification

Companies using the WoM Portal include:



# INTEGRASCO - TAYLORMADE ANALYSIS



**Integrasco** makes extensive use of our own tools in competing an analysis. In addition to the popular Word of Mouth Portal, we use our artificial intelligence (AI) based software robots in areas like Sentiment Analysis and Lead Influencer Identification.

The metrics used in our analytical work focus on three key areas for succeeding in online social media.

1. **REPUTATION** covers brand popularity, customer satisfaction, perceived credibility through both automated sentiment analysis and manual qualitative analysis.
2. **AWARENESS** covers the exposure brands are receiving in online social media, through breadth and reach across platforms and audiences, by looking at the share of mentions or buzz. Awareness also encapsulates brand positioning and impact through manual analysis.
3. **ENGAGEMENT** is evaluated by looking at conversation involvement in the different discussions, as well as influencer authority and drivers of the industry.

Companies using our analysis services include:



Sony Ericsson



# INTEGRASCO - Hvorfor Internasjonalt?

1. 2004 / 2005 liten bevissthet i markedet
2. Begrenset teknologi krevde store kontrakter grunnet behov for mye manuell innsats
3. Store kontrakter krever store kunder
4. Det er flest store merkevarebedrifter i utlandet
5. Kvantitative analyser krever store datamengder og 4 millioner nordmenn snakket ikke nok på nett i 2004

## INTEGRASCO - Hvorfor Sony Ericsson?

1. Mange forbrukere er svært interesserte i mobil teknologi - globalt
  - Engasjement gir mye prat
2. Dynamisk bransje
  - Hele tiden nye modeller med nye egenskaper

# INTEGRASCO - Hvordan Sony Ericsson?

## **Value proposition**

Vær helt sikker på at du har et budskap av verdi som det tar fem minutter å presentere

## **Finn et navn relativt høyt oppe**

Ring, ring, ring.....

Anders Lindquist

## **Fra Anders til MR team til Anders**

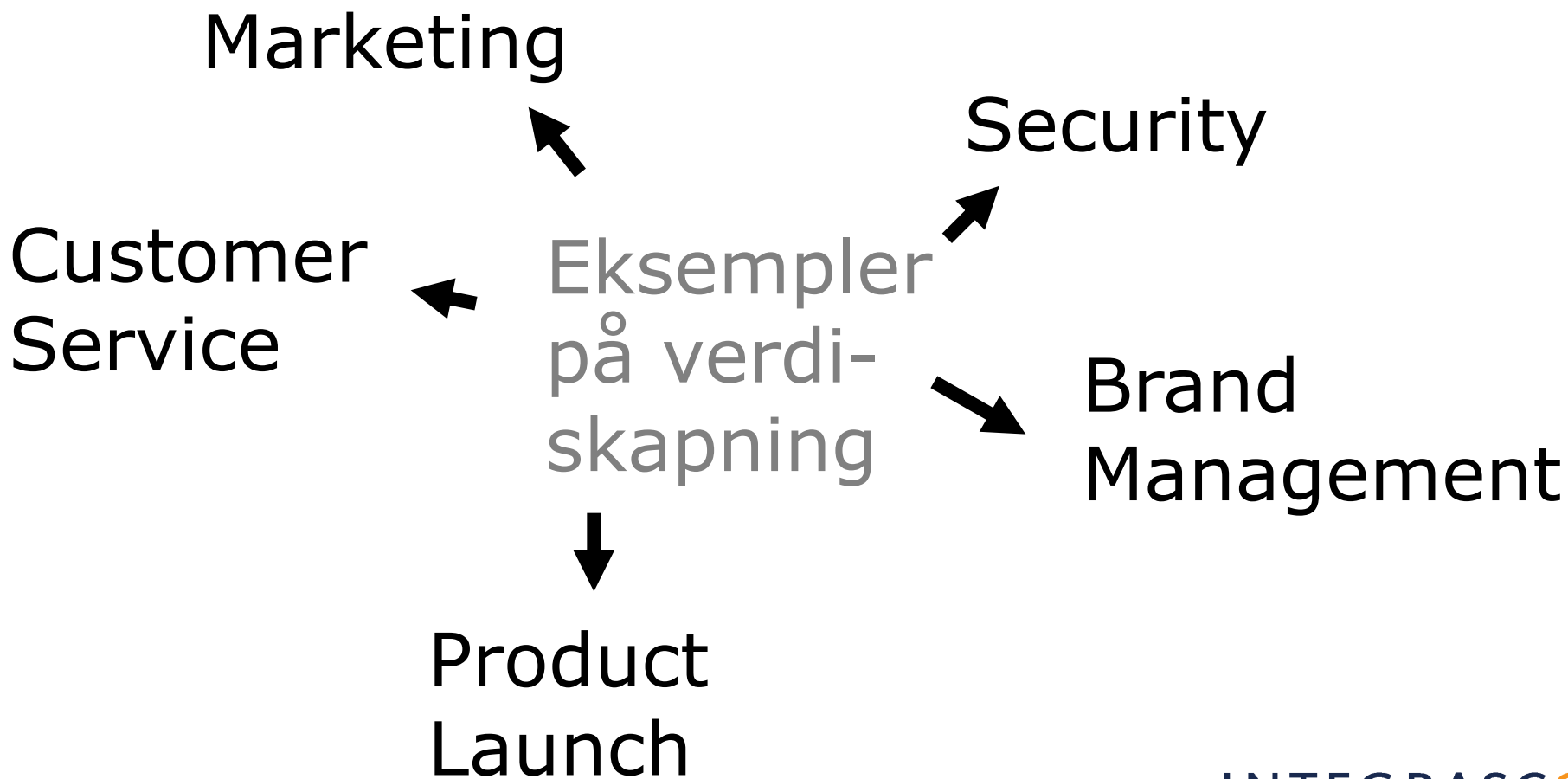
- Besøk i Grimstad

# INTEGRASCO - Hvordan Sony Ericsson?



Grimstad  
Høsten 2004

# INTEGRASCO - Hvordan Sony Ericsson?



INTEGRASCO - Hvordan Vodafone?

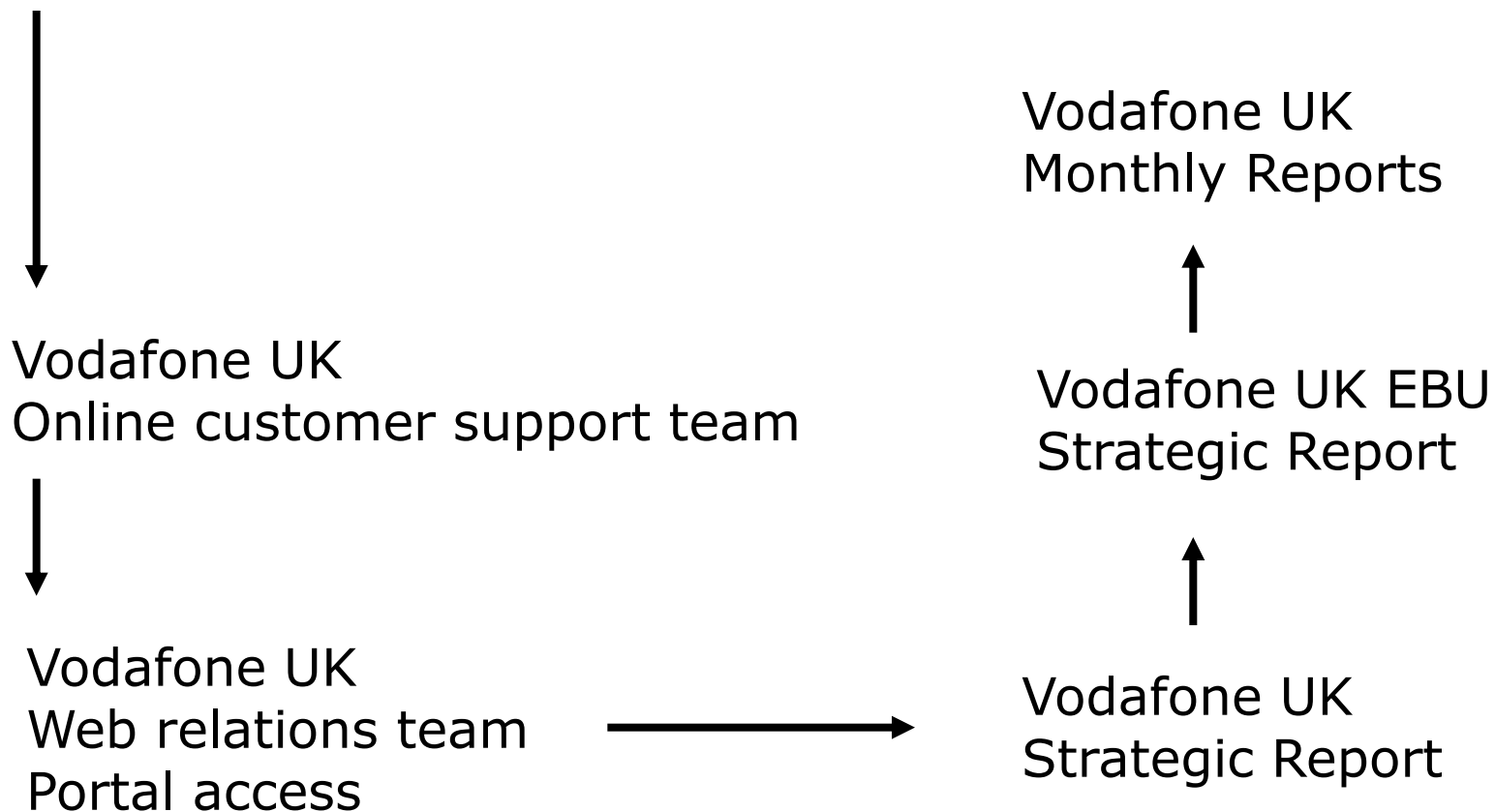
2006-2007.....

INTEGRASCO - Hvordan Vodafone?

# Innovasjon Norge UK

# INTEGRASCO - Hvordan Vodafone?

## Innovasjon Norge UK



## INTEGRASCO - Erfaringer fra å jobbe ute

1. Ikke tro du er akterutseilt - du når alle større byer i Europa for et møte rundt lunsj
2. Det tar et år fra møte til kontrakt
3. Hvis ikke engelsken er god, start heller i Tyskland
4. Når du først er innenfor og får relasjonene er kundene (minst) like trofaste utenfor Norge