



- Data is the engine of every decision and every far-sighted decision can generate endless business opportunities around you -

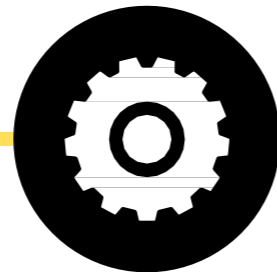
HDM Solutions Designs

Software
development



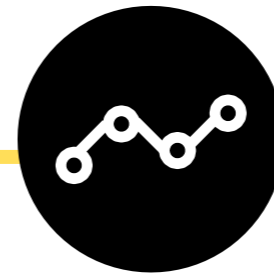
Development of
custom solutions
for customers

Big Data



Transform data
into information
Information into
business decisions

Predictive
analytics



Predict future, events,
behaviors and
conditions based on
information contained
in company systems .

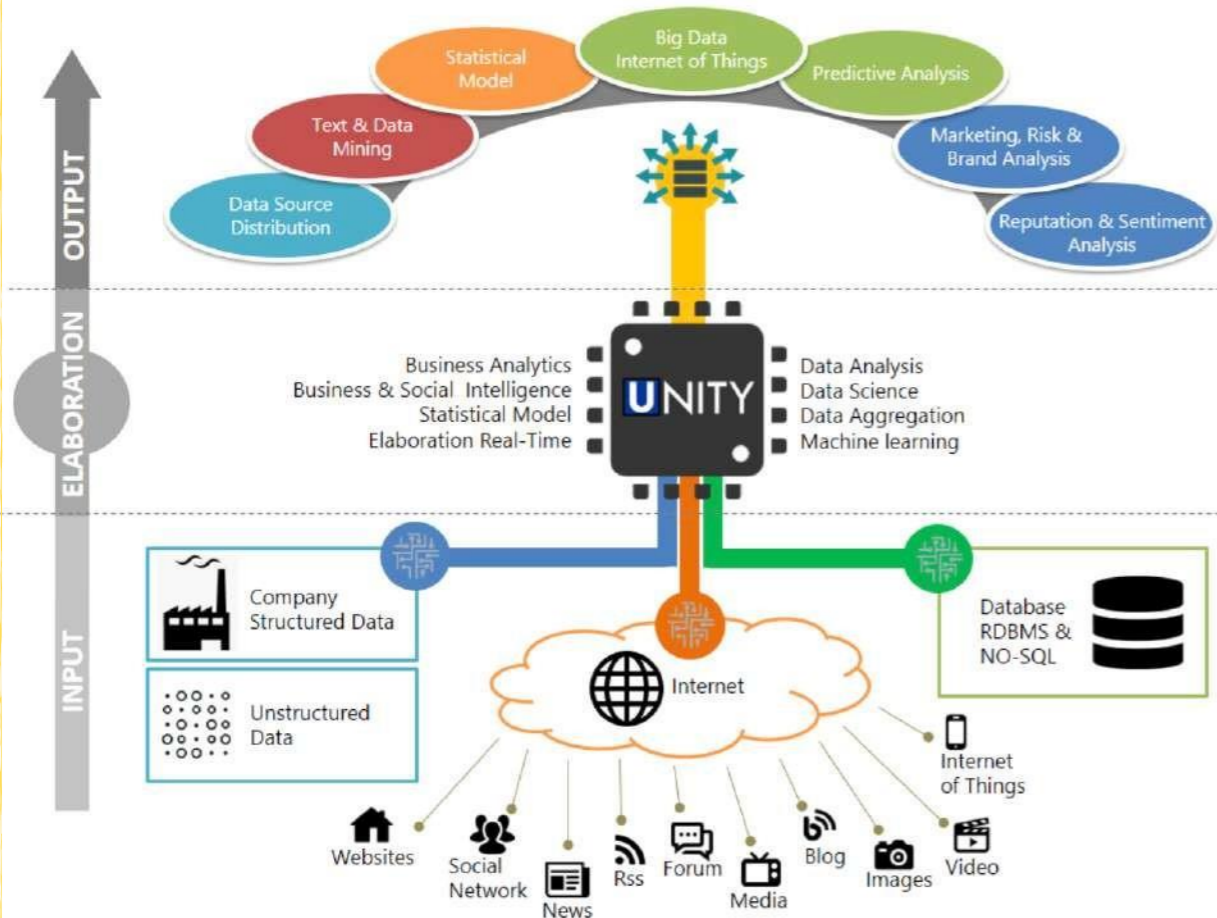
Internet of
things



Monitor information in
real time, connect
intelligent objects,
generate information that
describes the dynamics
of phenomena

Unity system

Through an **Artificial Intelligence** system Unity allows to process **high volumes of data** using **few hardware resources**, not proportionally increasing the processing time with increasing volume. This makes it possible to carry out **predictive analysis** with **greater precision in a very short time, reducing costs**.



Basic functionality



- Analyze large amounts of data
- Analyze and interpret the **texts** present in large volumes of data
- To carry out statistical studies on the way in which **information is propagated through online channels**
- Study the **sentiment** and the **reputation** loaded by the main **Social Networks, Media Blogs** and in general all **online media**
- Study the way in which information is spread geographically by creating **geostatistical** and **geospatial models**
- Study the **Financial Markets** by **anticipating fluctuations** in the stock market indices
- Perform studies in **Risk Management, Marketing, Brand, Trend**
- Provide **tools** for **scientific research**

Web listening and communication activities



Social listening

- Check topics
- Rilevance analysis
- Sentiment analysis
- Influencer analysis



Newspaper monitoring

- Check topics
- Sentiment analysis
- Influencer analysisC
- Analysis of the propagation of the news through online channels



Community online

- (Geolocation) community
- Moderation community
- Check topics



Blog

- Web site creation
- editorial plan construction
- Attivazione blog
- Conversation management
- Check topics



IBM Cloud

Google Cloud

Web e Social monitoring

Main activities

- Identification of **listening areas**
- Analysis of **visibility** and **sentiment**
- **Analysis** of primary sources of information (**influencers**) for:
 - social network
 - blog
 - forum
 - sites
 - community

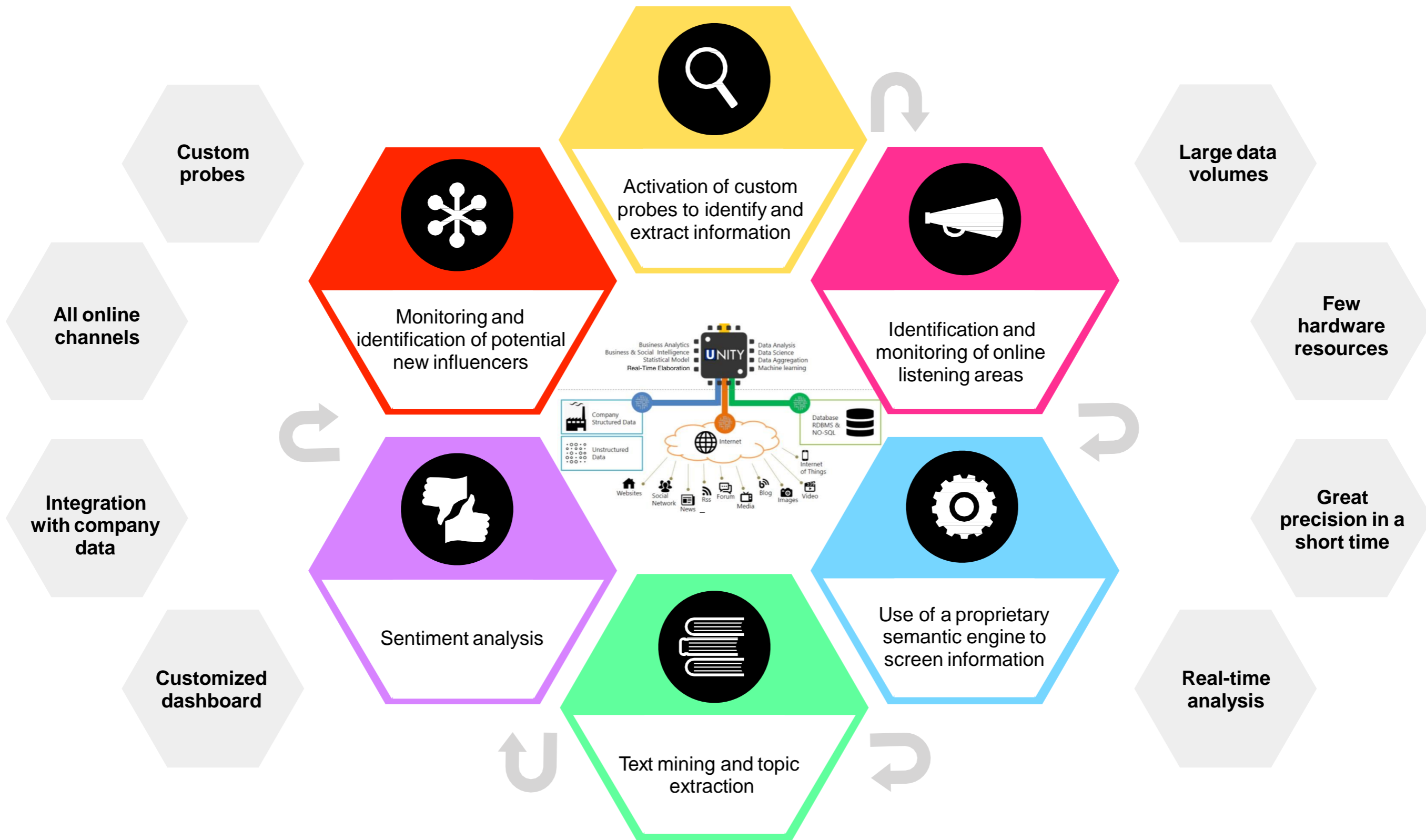


Scope of listening

- **Brand**
- **Products/Services**
- **Suppliers** and/or **customers**
- **Competition**
- **Employees**
- **Groups** or **people with influence**



How it works



What is it for?

1

Understanding how the **brand** is **perceived** within the different **social media**: forums, blogs, communities, social networks

2

Gather **feedback** and **hot topics** on products/services: perceived quality level, satisfaction with assistance, opinions on prices, ...

3

Intervene to clarify and **correctly inform**

4

Know what the **competitor** is doing

5

Identify **influencers** and evaluate whether to involve them in communication

6

Collect urge for the development of new products/services or the improvement of existing products/services

7

Create new and **more effective communication strategies**

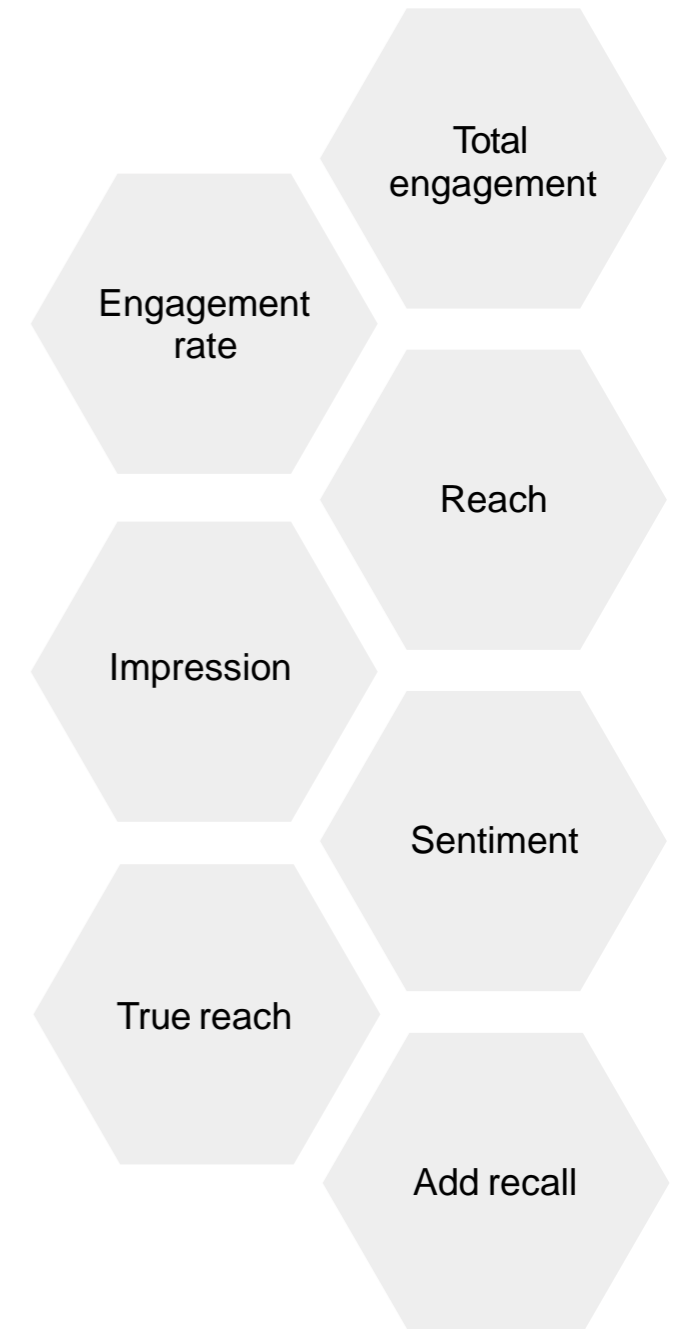
8

Identify possible **boycott actions** and promptly intervene

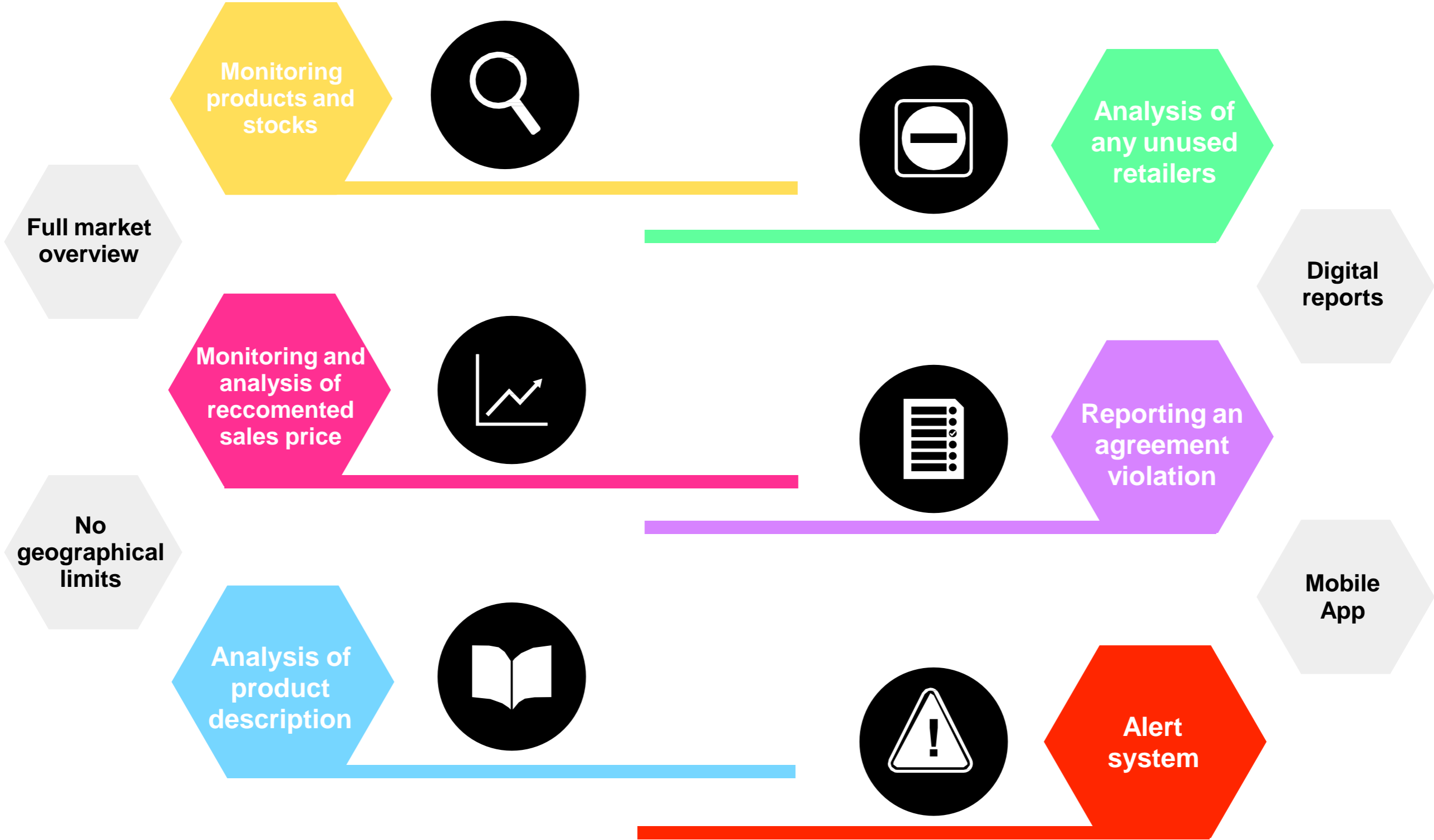
Influencer marketing step by step



Monitoring KPI campaign



Price monitoring



HDM High Tech Experience



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