



Mzinga Social Intelligence and Aster Data

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Introductions



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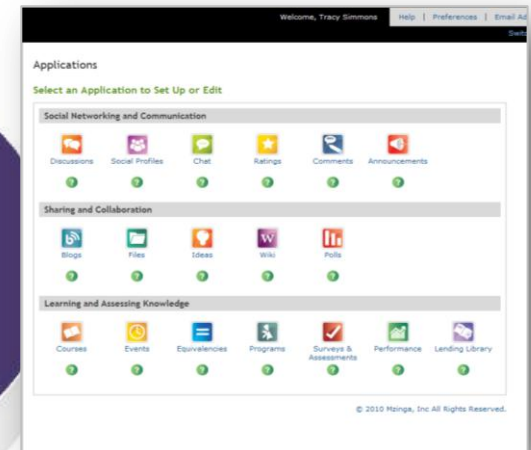
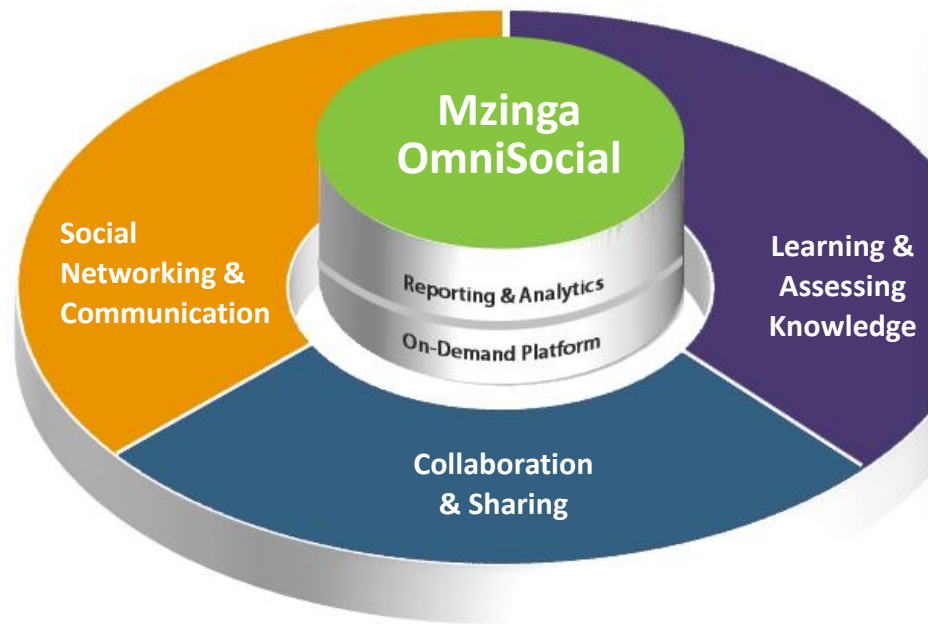
nav@mzinga.com

A brief Mzinga overview

(The 36,000 ft view)

Market	SaaS social software, services and analytics
Solutions	HR & Learning, Customer Education & Support, Marketing
Experience	40M users & 15,000 communities under management
Sample Customers	

Mzinga OmniSocial.



Comprehensive analytics approach

Analyze your community PLUS interactions on the social web

Benchmark your community to others

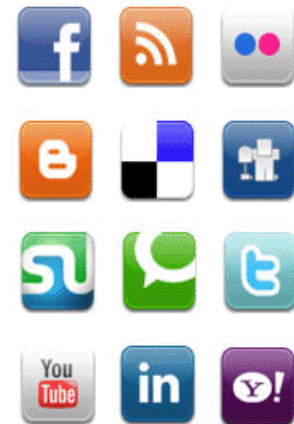
Analyze your community



- ✓ Members
- ✓ Roles
- ✓ Content
- ✓ Behaviors



- ✓ By role
- ✓ By industry
- ✓ By company size
- ✓ By community size



- ✓ Sentiment
- ✓ Competitive analysis
- ✓ Social graphing
- ✓ Business intelligence

What is Social ROI?

Social media



Business results

What is Social Intelligence?

Social behaviors



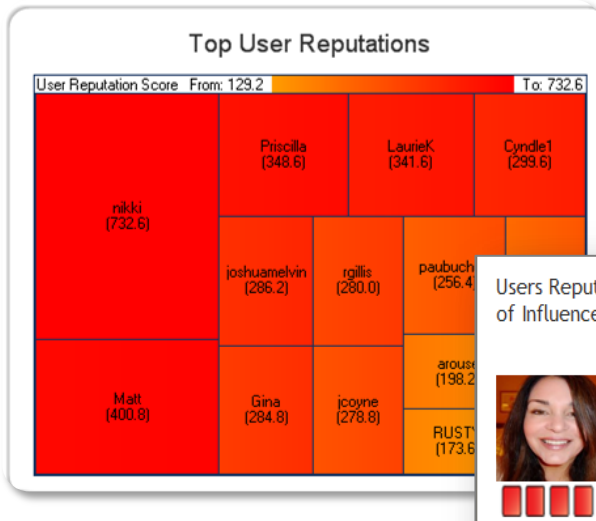
**Social gaming
dynamics**



(It enables **continual, repeated ROI**)

Let's consider an example.

Measurement that Drives Value



Analyze members & behaviors

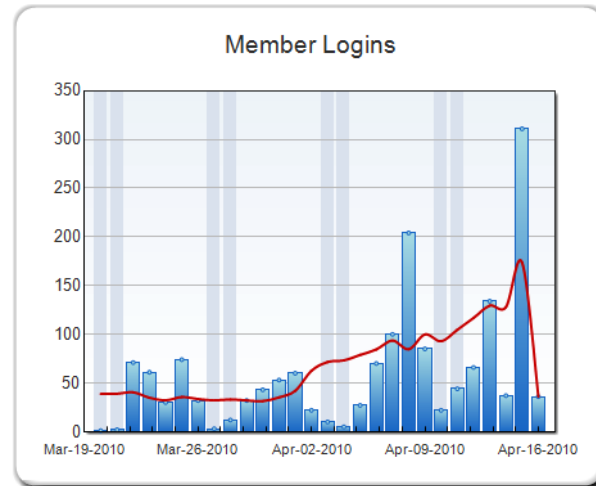
- ✓ User activity, adoption & retention
- ✓ User engagement, influence, & trends
- ✓ User reputation & ranking

Track content & apps

- ✓ Popular topics, rankings, & trends
- ✓ Popular applications

Use Cases

- ✓ Discover Social Media Best Practices for market verticals
- ✓ Identify value customers for incentives, market research
- ✓ Identify positive and negative trends that may impact your SM strategy





Me



Charity



Twitter

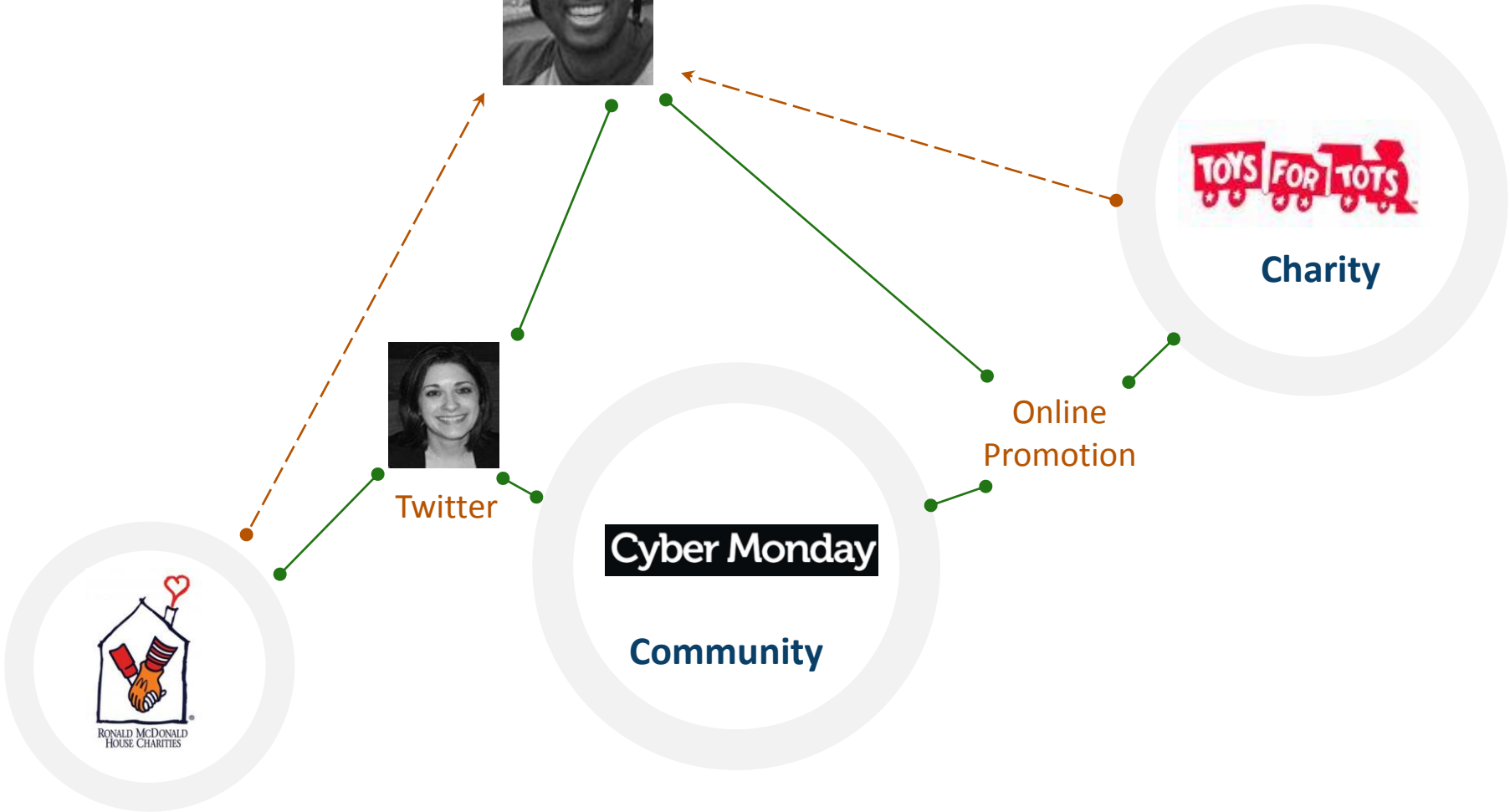
Online
Promotion

Cyber Monday

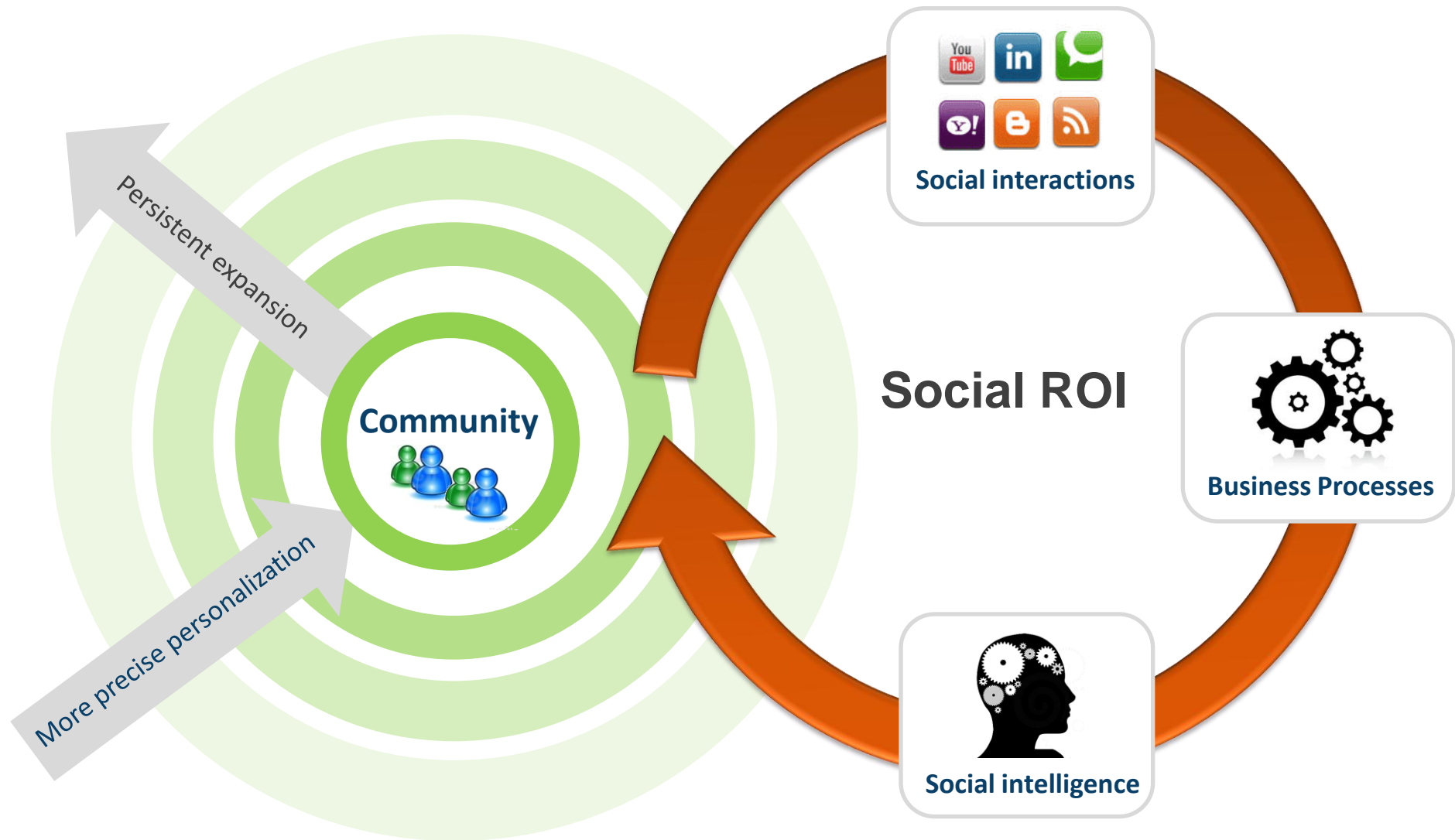
Community



RONALD McDONALD
HOUSE CHARITIES



Social Intelligence Dynamics



Big Data Requirements for Social Intelligence

1

Ability to scale as our data and complexity of analytics grows.

2

Advantages of MPP, including redundancy and failover

3

Reduce data latency to support near real time and relevant analytics using in database MapReduce

4

Analytics platform and programming paradigm to build out analytic functions that support SNA, pattern discovery, etc.

Thank You!



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