# capturean

## capture & analytics
### surfacing social intelligence

## Do you dare taking business decisions without consulting and analyzing information coming from social media?

**While in the past sources for information and knowledge extraction used to be predominantly structured, in today´s world there is an increasing dependence on unstructured sources of information, such as data coming from social networks, which include biased or subjective contents, sentiments, assessments, opinions, rumors, beliefs, etc.**

Nowadays it is impossible to ignore the importance of social media conversations. True or misleading, messages influence the way the public perceive facts. To be able to follow everything that's being said becomes increasingly important. The huge quantity of information is overwhelming and tools are needed to help managing and transforming it in actionable data to be able to take advantage of underlying opportunities, improve communication or avoid damaging one's reputation.

✔ **Capture**an is a solution that allows extracting intelligence from social networks.

It is an Atos solution, innovative, open and adaptable to emerging needs.

It allows the acquisition, processing and analysis of social network data.

Atos

# Social Media as a Service

" Social media provide a massive amount of useful information to analysts, content curators, community managers or decision makers ... However, the amount of data is so huge that an automatic solution for intelligence extraction and data visualization is indispensable. This is where **Capture**an comes into play "

**Capture**an is particularly suitable for companies willing to monitor and analyze social media information. Its differentiating point is its versatility and integration capacity. As the services are fully developed by Atos, we can integrate them with customers' existing solutions.

Some of the best use of **Capture**an are related to:

► Company brand or marketing campaigns monitoring, including competitors' monitoring.
► Event real-time monitoring, such as political debates, TV or radio programs, sport events, shows, concerts, etc.

**Capture**an analytics add value in a broad range of sectors, from media and communication, to security and financial services. The solution allows combining data coming from social media with other proprietary or open data sources (e.g. open data).

**Capture**an currently provides the following elements:

► A platform for the acquisition, processing and analysis of data provided by the Twitter API. It is extensible to include new social media in the future.
► The analytic platform is based on Big Data tools. As it is built, it allows the development of new algorithms based on existing information.

► An initial layer of basic algorithms (e.g. machine learning for sentiment analysis of tweets) that can be extended according to customers' needs.
► A visualization layer (dashboard) that allows customer to play with the data, select specific periods of time to analyze, dynamically configure what appears on the screen and interact with the services. This basic user interface is easily configurable and adaptable to customers' requirements. Additionally, it can be viewed on multiple devices (tablet, smartphone).
► The interaction layer allows obtaining one-click visibility into critical spikes or trends to better understand the stream of events. Finally, the user can directly access relevant tweets and immediately engage with the audience.
► Access services (API) to the platform allow the generation of new applications and content search
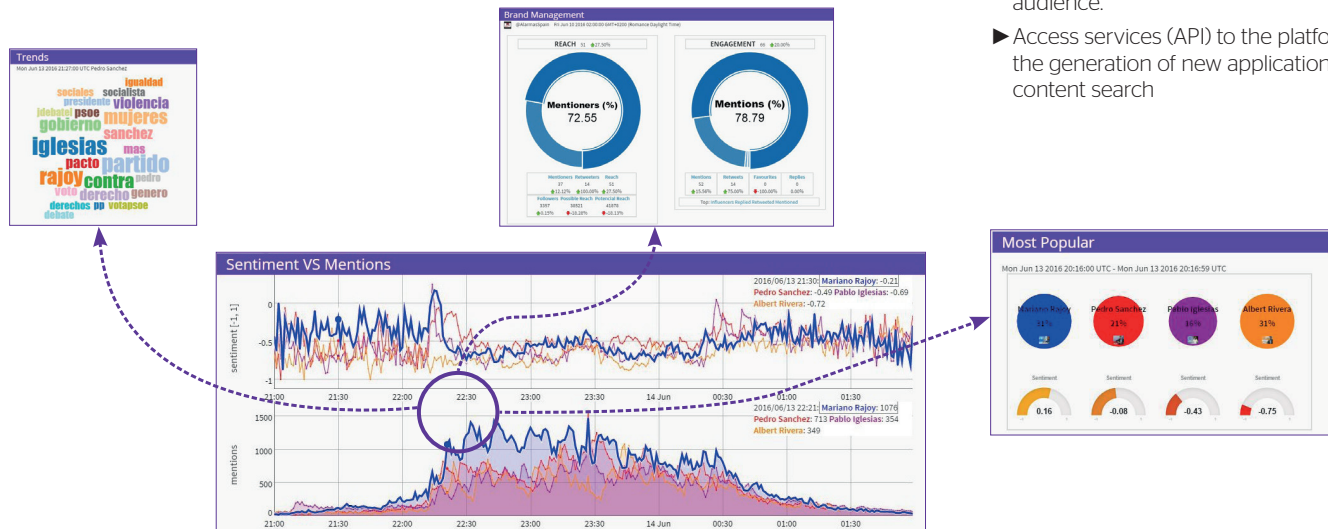
Visit us at **capturean.com**

## Capt: **Capture**an **offers :**

► The capture of data coming from a variety of listening channels and several independent quests.
► Data monitoring and analysis allowing to understand your audience, measure

its sentiment and identify influencers to network with.
► Data visualization in an extensible multi-device user interface that can be adapted to your needs.

► Generation of personalized reports, export of data analysis to excel and csv formats.
► Integration with existing systems and extraction of complementary data to be combined with social data