



Scalable Systems MicroStrategy Social Solutions

There has been a shift in human communication with the advent of social networking as people are increasingly sharing personal information, thoughts, ideas and criticism of the world around them. Facebook alone has over 845 million active users with 425 million of them connecting through a mobile device. The pervasive growth of social networking has brought forth a new data stream that provides organizations with a real-time, always on view of its customers. Organizations can now tap into Facebook and extract user data, such as: status updates, interest (fan/like/dislike), check-ins, name, location, birth date, contact information and much more. The collection and mining of this social data has brought forth a social data revolution, where organizations are able to develop a more accurate customer-centric approach for today's diversifying markets. By combining social data with traditional business intelligence, new data models will be created and used to generate a comprehensive head-to-toe image of your consumer's demographics and psychographics.

Social data analysis, analytics and mining can bring forth real-time-use measurement of products and services that can be integrated with traditional business metrics, KPIs and reporting. Having this ability allows for a more accurate and immediate feedback as opposed to traditional timely reports such as surveys or customer service responses. People are now volunteering this information, "social data", at an alarming rate of 60 million Facebook status updates per day.¹ Social business intelligence moves organizations closer to consumers through the use of new data model analysis and analytics that can lead to more accurately predicted consumer behavior and consumer initiatives. Sales are influenced by what the consumer likes or dislikes, what they and others think about your organization, products or services, their reaction to an event and even the relationships they have.



MicroStrategy Gateway

Capture the "cultural phenomenon" of social networking and extend your marketing opportunities like never before with social intelligence. Build even more impactful, personalized, data driven Facebook apps with MicroStrategy Gateway.

Benefits Include:

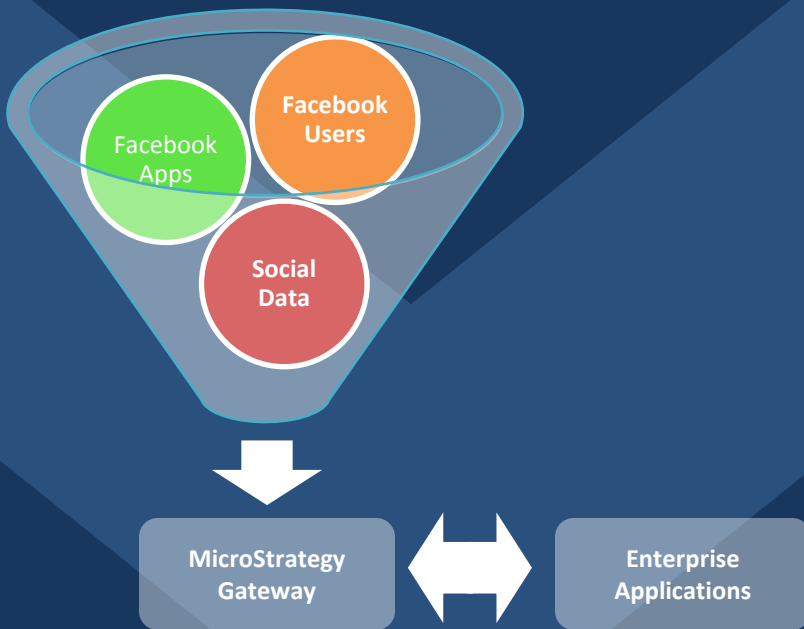
- Gain a 360-degree View of Your Customers
- Continuously Update and Sync Customer Data
- Extend Your Social Presence
- Secure and Private
- Fast Development of Facebook Apps
- Enterprise Compliant
- Data Mined "Social Interest Graphs"

MicroStrategy Gateway is a cloud-based service that "interconnects enterprise IT environments to Facebook" This powerful service allows organizations to build "next generation" Facebook applications with social intelligence that can be managed by existing enterprise data systems. Facebook has become a medium in which organizations can connect directly to the interests of a world-wide audience and presents an opportunity to move a brand closer to the consumer. Organizations can harness Facebook "social graph" information to create personalized interactive content for consumers, creating a "VIP experience". Out of all the social networking sites, Facebook is unmatched in terms of the size and depth of customer data, openness for business applications and continuous updating of information on a global scale. This presents an unprecedented opportunity to cultivate loyalty, extend your consumer base, improve customer relations, and gain insight into the desires of a global consumer market.



As social network services continue to grow it is imperative that organizations integrate this data into their traditional reporting suite to generate new leads, trends, recruits and prospects. Social data is truly a unique forum of intelligence as users who create this data, do-so on a continually evolving platform that is always on, accessible and updated with new forms of data that can be extracted. Scalable Systems flexibility to work with existing data and applications will allow for easy integration of new KPIs, metrics and data models. Social intelligence adds meaningful analytics that will deliver quicker decision analysis based on the actions, desires and sentiment of your end-user, the consumer.

Scalable Systems can design a completely custom tailored and branded App using the MicroStrategy mobile platform that can streamline information and processes throughout your organization. Dashboards and reports can be tailored to individuals, specific roles, single departments, or unique organizational needs. End-users will be updated 24/7 with customary automated delivery of alerts, scorecards, and reports. Advanced visualizations can be wrapped with KPIs, performance metrics and OLAP capabilities to quickly spot outliers, anomalies and under performers. Transactions services can be created to augment traditional work flow processes and increase profitability. Mobile dashboards and reports are leading to better more impactful decision making and the capturing of what was once missed opportunities.



Information 2 Harness



- Name
- Birth date
- Location
- Education
- Employer
- Check-ins
- Interests
- Contact information
- Event RSVPs
- Likes/Dislikes
- Fan
- And Much More

Why Scalable?

Scalable Systems is a global software consulting development, and IT outsourcing company providing both offshore and onshore software solutions and integration services. Scalable Systems consultants will work with you in designing, developing, upgrading, implementing and supporting your MicroStrategy initiative. Our offshore development center offers custom application development, proof of concepts, demos and full scale production for iPhone, Android, and iPad solutions. Scalable Systems provides solutions that propel businesses to grow, increase profitability and productivity. We provide organizations with the ability to assert themselves as a competitor and industry leader. We are a global partner and joint-developer with MicroStrategy, our staff is comprised of industry experts who undergo continuous training and offer a full range of solutions for the entire MicroStrategy product line.

