NETVIBES

3DEXPERIENCE®

SOCIAL BUSINESS ANALYST
3DEXPERIENCE USER ROLE



GET ANSWERS TO YOUR BIGGEST BUSINESS QUESTIONS, USING REAL-TIME DATA INSIGHTS TO DRIVE SUCCESSFUL OUTCOMES

Improve business decision-making for product management, marketing and sales with a powerful content analysis and market intelligence solution in the cloud.

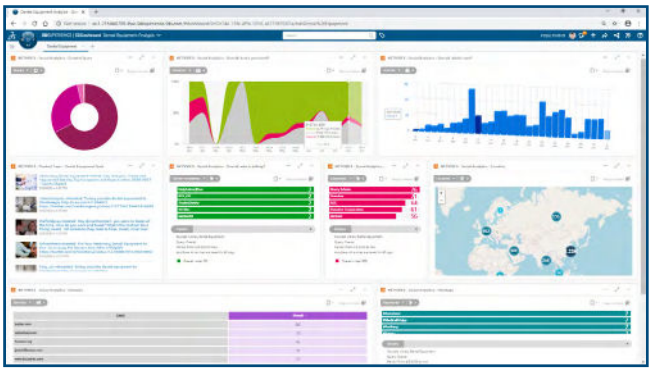
OVERVIEW

Social Business Analyst is a browser-based solution that enables your team to listen to, learn from and act on all the information that matters to your business. Aggregate content from across the social web alongside enterprise data. Analyze business metrics in your social context. Automate alerts and actions to drive faster decision-making, 24/7/365. Built on the cloud-based **3D**EXPERIENCE® platform, it delivers business intelligence connected with the entire product development process from insight to market, so you can drive collaboration and innovation.

DASSAULT SYSTEMES

KEY CAPABILITIES

- Gather and aggregate important information by creating your own content library or using the expertly curated Industry libraries from Dassault Systèmes. Monitor your market, products, competitors and trends.
- Analyze data to detect weak signals and early trends. Use key insights and competitive analysis to understand the market and identify opportunities and risks.
- Empower your team with actionable data insights by automating content distribution through email, newsletters, feeds and communities.
- Track and monitor important articles and topics of interest, and easily share your own opinion with the team.
- Filter for relevant content so you can spend less time searching and more time reviewing what matters.
- Perform sentiment analysis to find out how customers react to your brand and product. Analyze by keywords, trends and locations.



CAPABILITIES OF THE 3DEXPERIENCE PLATFORM

With its growing solution portfolio and secure cloud technology, the **3DEXPERIENCE** platform enables enterprises to manage all facets of the product development process while reducing infrastructure costs, IT overhead, software maintenance and complexity. All platform solutions work together seamlessly to facilitate data management, sharing, and collaboration across your entire business ecosystem. Social Business Analyst takes advantage of the following platform capabilities:

- Securely access and share all content and analytics from a centralized, secure location in the cloud from any device. Quickly find and filter information with semantic and smart search.
- Set up tailored dashboards to aggregate essential product data and key performance indicators.
- Easily create social-media-style public or private communities to share and collaborate on ideas and projects, and publish articles and customer feedback analyses.
- Use market insight and unstructured collaboration to fuel the product definition process and define groundbreaking product roadmaps.
- Organize your knowledge base, terminology and glossary database in wiki page structure.
- Engage with your colleagues in real time using conversations, audio and video calls.

Our **3D**EXPERIENCE® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE** Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our **3DEXPERIENCE** platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit **www.3ds.com**.

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