



HP Helps Enterprises Transform Customer Experience with Social Intelligence

VIENNA, Austria, Nov. 29, 2011– HP Enterprise Services today announced the HP Social Intelligence Solution, which enables clients to exploit Human Information – social media and unstructured data – to optimize customer experiences, manage brand reputation, empower resources and drive innovation.

Social media channels and mobile technologies have fundamentally changed consumer behavior. The customer information traditionally collected by IT departments represents only a small proportion of what is available. By combining all of the data available, enterprises can drive significant competitive advantage and enterprise value.

The new [HP Social Intelligence Solution](#) is based on a framework that enables clients to listen to, understand and engage with their customers. The solution leverages social media data to enhance visibility into customers' actions for better insight, foresight and customer advocacy. Monitoring and managing market sentiments, perceptions and trends enables clients to win, keep and grow high-valued customers. Additionally, organizations can use it to proactively protect and enhance brand reputation.

By harnessing the data generated by social communities, front-line workers are empowered to respond to customers with relevant offers and deliver prompt, accurate service. Taking advantage of the collective intelligence offered through internal and external social networks also provides product development keen insight that enables them to accelerate market adoption and speed time to market.

To help clients realize these benefits, HP offers services to meet the needs of clients in varying stages of social intelligence readiness. The services include:

— [Social Intelligence Strategy Alignment Workshop](#) – assesses

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opportunities to exploit social media data sources and determine how business intelligence can be extended to achieve enterprise goals.

- Social Intelligence Master Plan – identifies key enterprise drivers and provides a detailed plan for capturing and integrating social media data with existing structured customer data.
- Social Intelligence Competency Center – enables clients to establish the organization, processes and governance structures needed to take advantage of information available through social media.
- Social Intelligence Proof of Concept – demonstrates the impact and technical feasibility of capturing, integrating and extracting value from social media data.
- Social Intelligence Solution Implementation – helps clients operationalize their social intelligence solution to generate deeper customer insight.

“Companies have an endless supply of social media tools and information at their disposal, but they don’t yet know how to manage and exploit it to generate enterprise value,” said Srini Koushik, vice president, Strategic Enterprise Services, Worldwide Applications and Business Services, HP. “HP’s experience with Big Data helps clients capture and analyze social data, integrate it with existing data and translate insight into action to improve business outcomes.”

Existing information management and analytics infrastructures can challenge enterprises trying to merge structured and unstructured data from social, mobile and traditional interaction channels. HP works with clients to solve the complex integration and information management challenges associated with modernizing their environments to support the constant flow of Human Information and real-time analytics.

Available worldwide, the HP Social Intelligence Solution empowers organizations to optimize data and harness the power of information to make better decisions, which is a key step on the path to an [Instant-On Enterprise](#). More information is available at www.hp.com/go/socialintelligence.

About HP



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