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*Filling The Insight Platform With Meaning!*

# About OpenAmplify



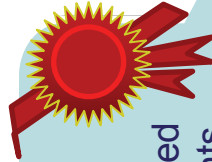
20 People



- NYC
- Annapolis
- San Francisco



200+ Man Years of  
Technology Development



14  
Granted  
Patents

\$10m + Invested:  
*Deep Technology!*

Top Customers:



# How OpenAmplify is Different



- We call OpenAmplify ‘The Meaning Platform’ – we are all about understanding the meaning of the content
- Using multi-patented text analysis technology, OpenAmplify’s mission is to surface every shred of meaning from text...
- We do that by analyzing the syntax and role of every word in every sentence:

BMW = Named Entity

BMW = Object of  
'Love' Verb

COMFORT = Positive  
Adjective, Modifying 'Car'

CHECK OUT = Intent to  
View, With Object 'New 5-  
Series'

NEXT WEEK =  
Timescale Future

***“I love my BMW! It’s such a comfortable car so I’ll certainly check out the new 5-series next week”***

- We analyze millions of comments in this way every day, 24/7/365



# 11 Unique Insights From OpenAmplify



Insight Name	Description
<b>Themes &amp; Categories</b>	<i>Common themes most discussed in the text</i>
<b>CRM Segments</b>	<i>Segmentation of comments to assist with CRM workflow</i>
<b>Intent to Buy</b>	<i>Things people have specifically discussed buying</i>
<b>Intent to Choose</b>	<i>Things people have specifically discussed choosing or selecting</i>
<b>Intent to Sell</b>	<i>Things people have specifically discussed selling</i>
<b>Topics Advocated</b>	<i>Things people like and are actively recommending in the text</i>
<b>Topics Detracted</b>	<i>Things people hate and are actively vocalizing in the text</i>
<b>Topics Disliked</b>	<i>Things people hate</i>
<b>Topics Liked</b>	<i>Things people like</i>
<b>Topics Looking For Advice</b>	<i>Things people want to know about</i>
<b>Topics Ranked by Importance</b>	<i>The most important things in the text – ranked semantically</i>

# Select and Go!



The screenshot displays the OpenAmplify web application interface. At the top left, there is a navigation menu with options like 'All Insights (A-Z)', 'Insights by Provider', 'Insights by Theme', 'Frequently Used Insights', 'Open River of News', 'Open Conversation Cloud', 'Hide Bar', and 'Choose color:'. Below this, a 'Search results for "SXSW"' window shows a word cloud with terms like 'performance', 'internet explorer', 'video party', 'album southwest', 'conference', 'people', 'user', 'music', 'facebook', 'business', 'interactive', 'google', 'show', 'austin', 'service', 'woodye awards', 'game', 'mircu', 'i've', 'web', 'site', 'mvs', 'ic-d', 'SXSWSW', 'don't', 'artist', 'austin', 'it's', 'festival', 'foursquare', 'apple', 'twitter', 'company', 'apps', 'ipad', 'microsoft', 'fan', 'song', 'sign', 'group', 'texas', 'microsoft', 'twitter', 'company', 'apps', 'ipad', 'fan', 'song', 'sign', 'group', 'texas'. To the right, a 'Topics Advocated' pie chart shows segments for 'music (Other)' at 1.0%, 'SXSW' at 45.0%, 'SXSW (Topic)' at 45.0%, 'SXSW (Feedback)' at 8.7%, and 'SXSW (Other)' at 1.0%. Below the word cloud, a 'View by OpenAmplify: Topics Ranked by Importance - 1 SOUTH BY SOUTHWEST' bar chart shows the top 10 topics: 'show' (1,281), 'people' (1,066), 'user' (864), 'music' (881), 'company' (838), 'austin' (816), 'band' (1,188), 'google' (878), 'conference' (878), and 'SXSW' (1,281). To the right of this bar chart is another pie chart showing the distribution of these topics: 'show' (878, 8.4%), 'people' (1,066, 10.1%), 'user' (864, 8.2%), 'music' (881, 7.6%), 'company' (838, 7.2%), 'austin' (816, 7.2%), 'band' (1,188, 11.8%), 'google' (878, 8.4%), 'conference' (878, 8.4%), and 'SXSW' (1,281, 12.8%). At the bottom, another 'View by OpenAmplify: Topics Ranked by Importance - 1 SOUTH BY SOUTHWEST' bar chart shows the top 10 topics: 'show' (1,281), 'people' (1,066), 'user' (864), 'music' (881), 'company' (838), 'austin' (816), 'band' (1,188), 'google' (878), 'conference' (878), and 'SXSW' (1,281).

# CRM Segments Analysis: Our Secret Sauce....





## Coming Soon...

- **We are already working with the team at Radian6 on next generation...**
- **More Insights:**
  - New Insights modules, demanded by customers
  - New lead generation module for social CRM
- **Deeper Integration:**
  - E.g. with Engagement Console for automated workflow via CRM Segments

*If you have ideas or things you want to see, get in touch!*

*Via your Radian6 Account Manager, or [radian6@openamplify.com](mailto:radian6@openamplify.com)*