



Social Analytics for Business Enterprises Call for Collaboration (CFC)

20 May 2013

**Data Management and Analytics Division
Infocomm Development Authority (IDA) of Singapore**

Agenda

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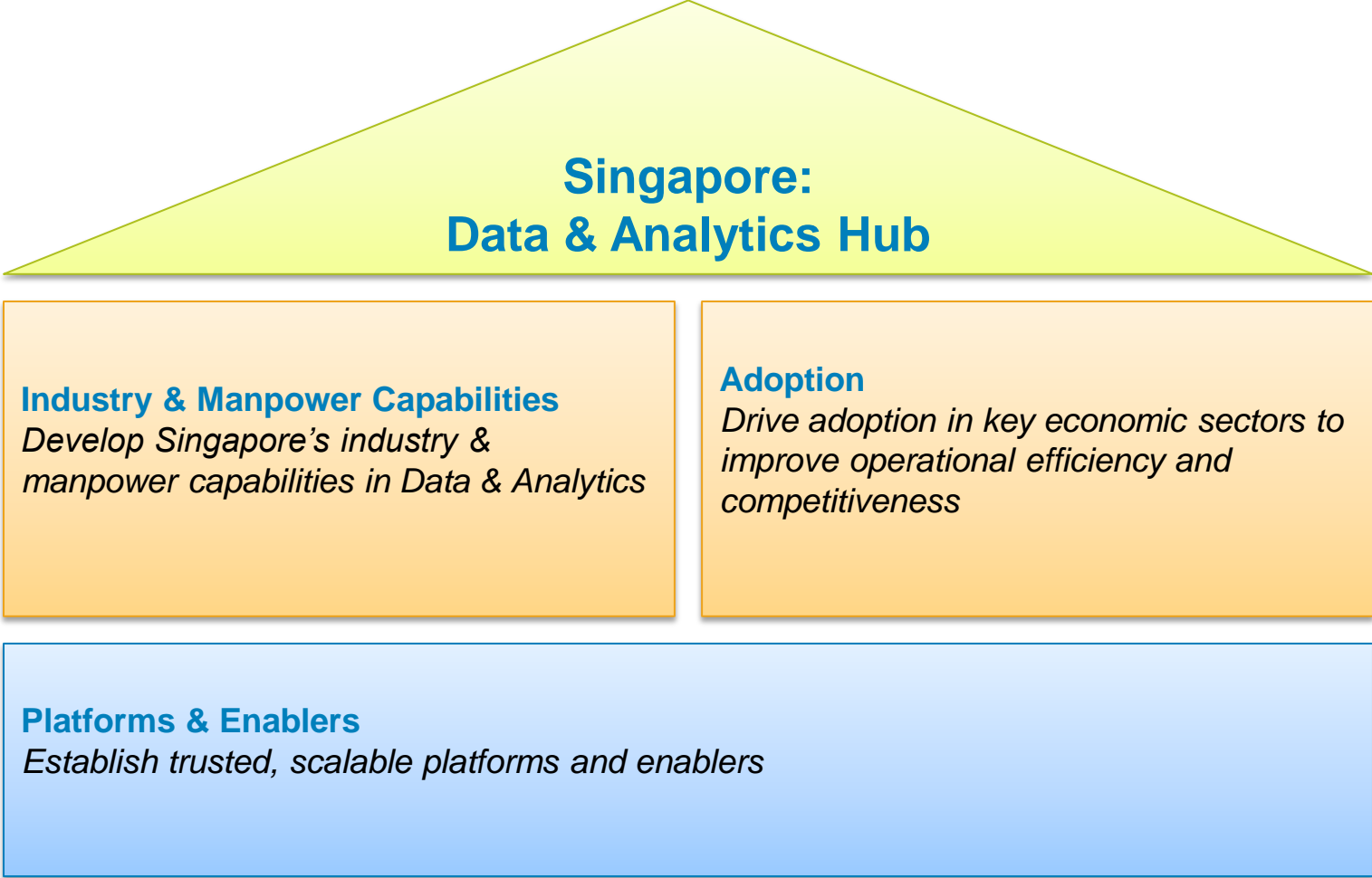
Opening speech by Mr. Lo Yoong Khong (Director of DMAD, IDA)

CFC Briefing by Edwin Liok and William Tjhi

Q&A

Networking session

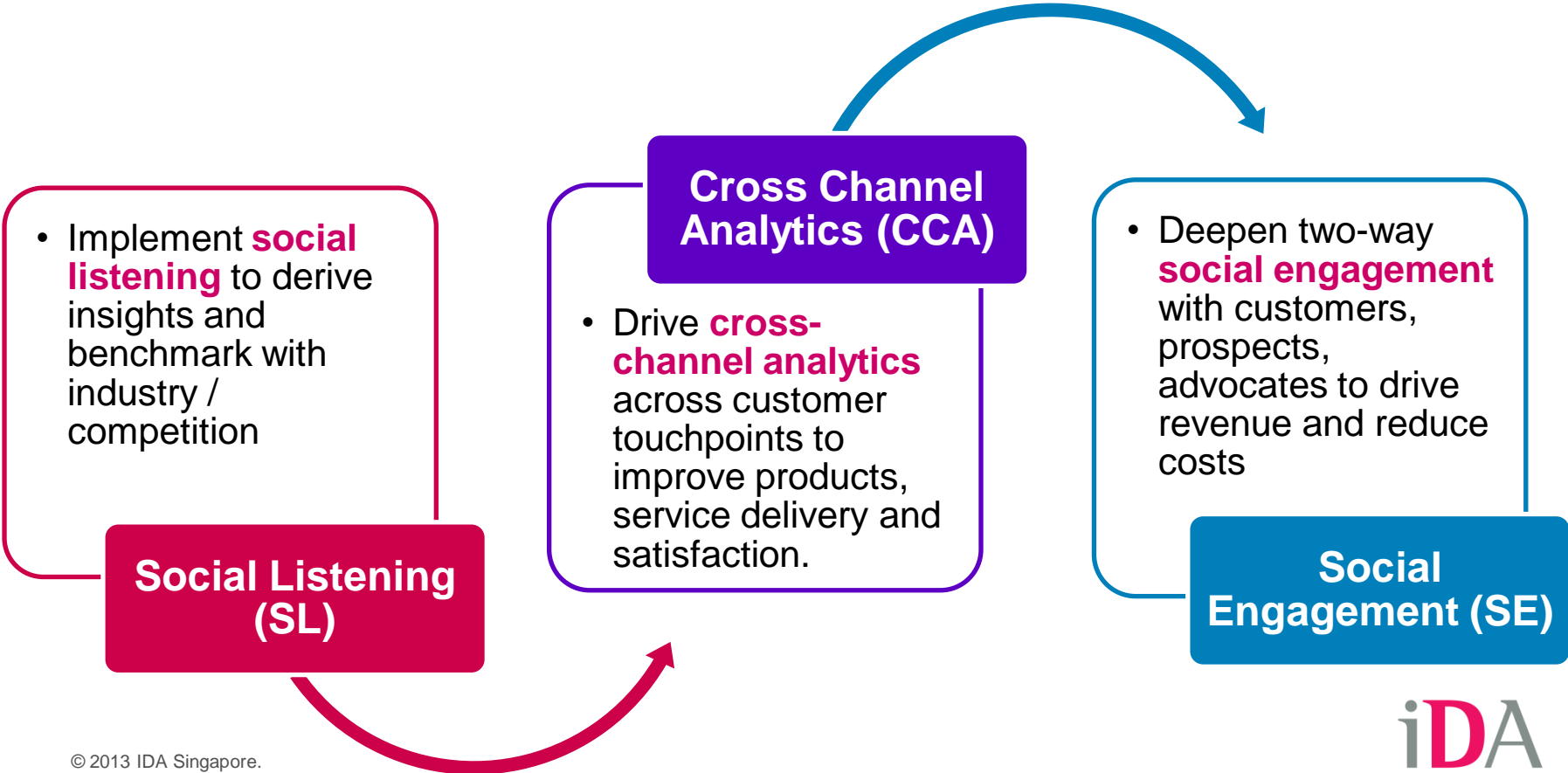
IDA's integrated Data & Analytics approach



Objectives and Scope

Programme Objectives

- Increasing awareness of the value and benefits of SA
- Facilitating adoption with industry-specific SA common services
- Driving adoption of more sophisticated usage of SA



Business Use Cases and Target Sectors

Marketing

- **SL:** marketing *trend forecasting*
- **CCA:** *up-sell & cross-sell opportunity* based on social buzz
- **SE:** *outreaching to potential customers* via social network & social advertisement

Corp. Comm.

- **SL:** *brand monitoring and benchmarking*
- **SE:** *brand crisis management* by outreaching to influencers

Product Development

- **SL:** understanding what *people like/dislike about a brand*
- **CCA:** associating *product feature reviews with sales* for product design
- **SE:** *co-creation of products via ideation*

Customer Service

- **SL:** sensing *customers' pain points* and addressing them early
- **CCA:** optimising *multi-channel customer support* resources
- **SE:** implementing *reward system* that improves customer satisfaction



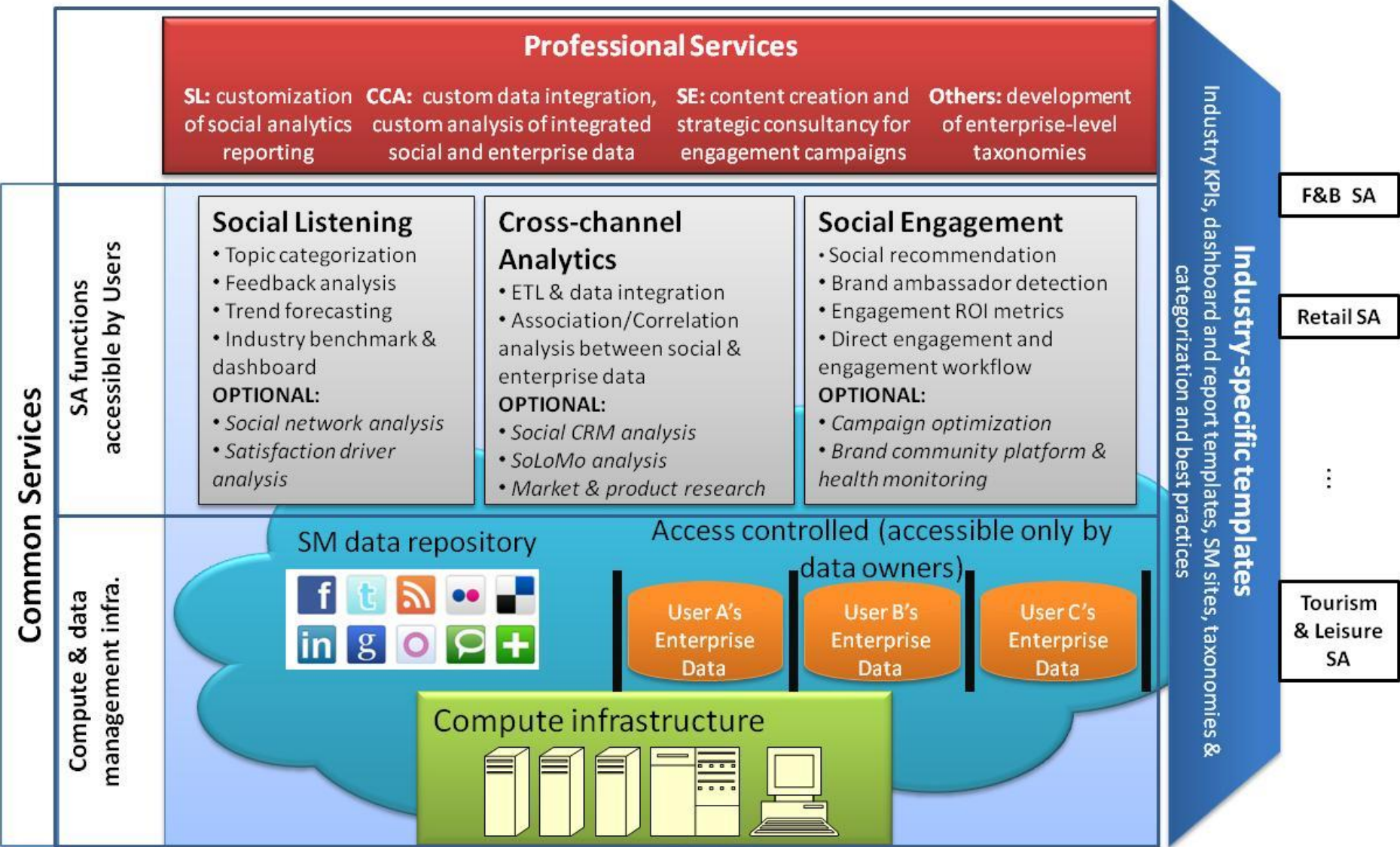
**Sectors: consumer facing,
multiple touchpoints, brand
conscious –
e.g. retail, F&B, tourism & leisure
(any other sectors where business
value can be demonstrated)**

Project Categories

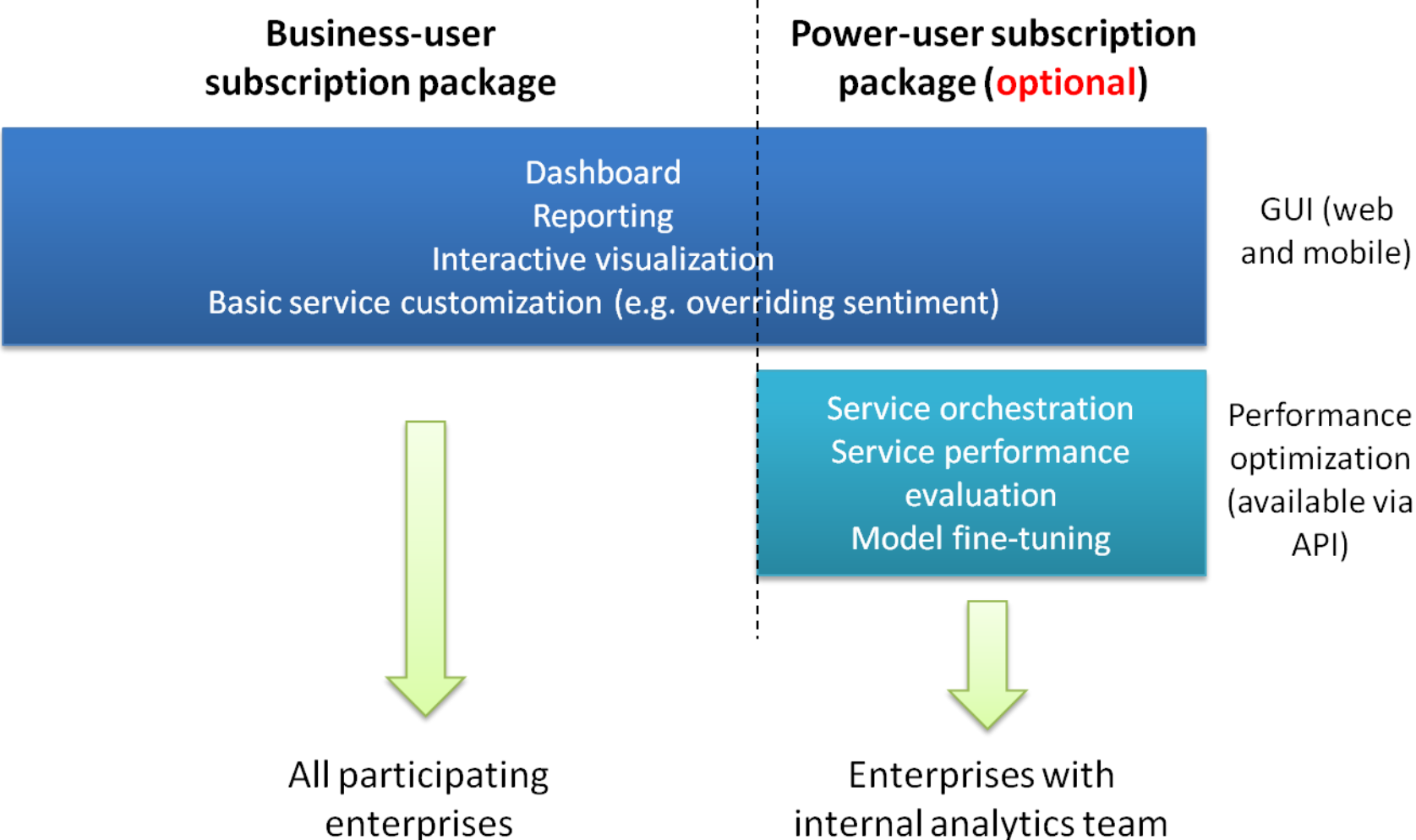
Proposals from consortia should be in one of the following Project Categories:

- Social Listening, Cross-Channel Analytics and Social Engagement
- Social Listening and Social Engagement
- Advanced Social Engagement

Industry-specific SA Common Services



SA Common Service Provisioning



Key Design Considerations

Social Listening

- Use of text analytics (statistical or NLP), supported by **local & industry-specific lexicons**
- Sensing of unexpected emerging topics via **unsupervised learning**
- Contextualization of social insights considering **social network & spatio-temporal data**, where available

Cross-channel Analytics

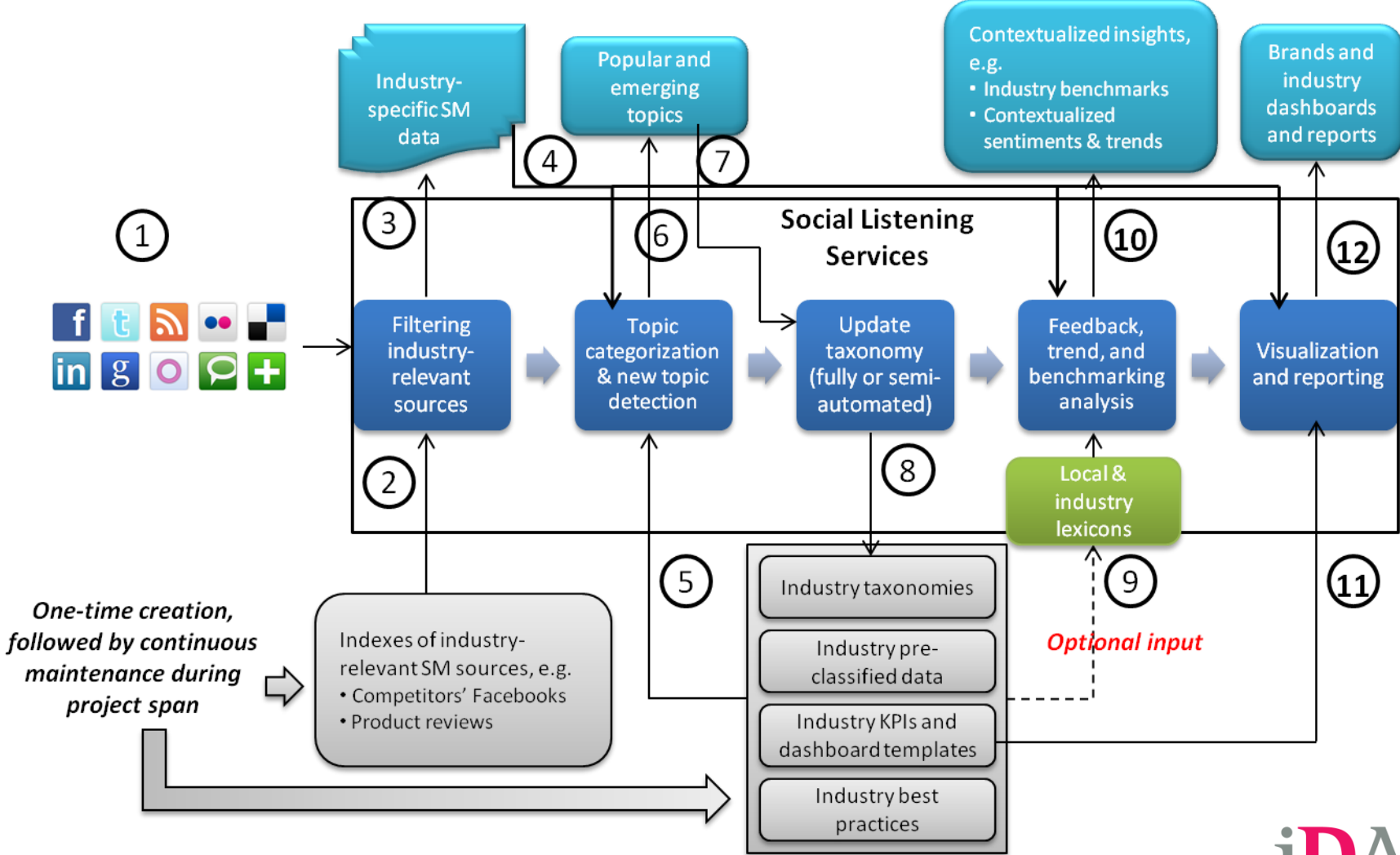
- Going beyond data integration by **providing analytics services on integrated data**
- Social and enterprise data integration at different levels
- Design consideration to accommodate **sensitive** enterprise data analytics

Social Engagement

- The ability to incorporate Social Engagement analytics functions (e.g. **social recommendation, brand influencer detection and engagement metrics**) in both normal operations and ad-hoc campaigns
- Complementing data-driven social engagement with insights from **industry best practices** and **campaign strategies**.
- Optimizing engagement based on insights from **combined social and enterprise data analytics**

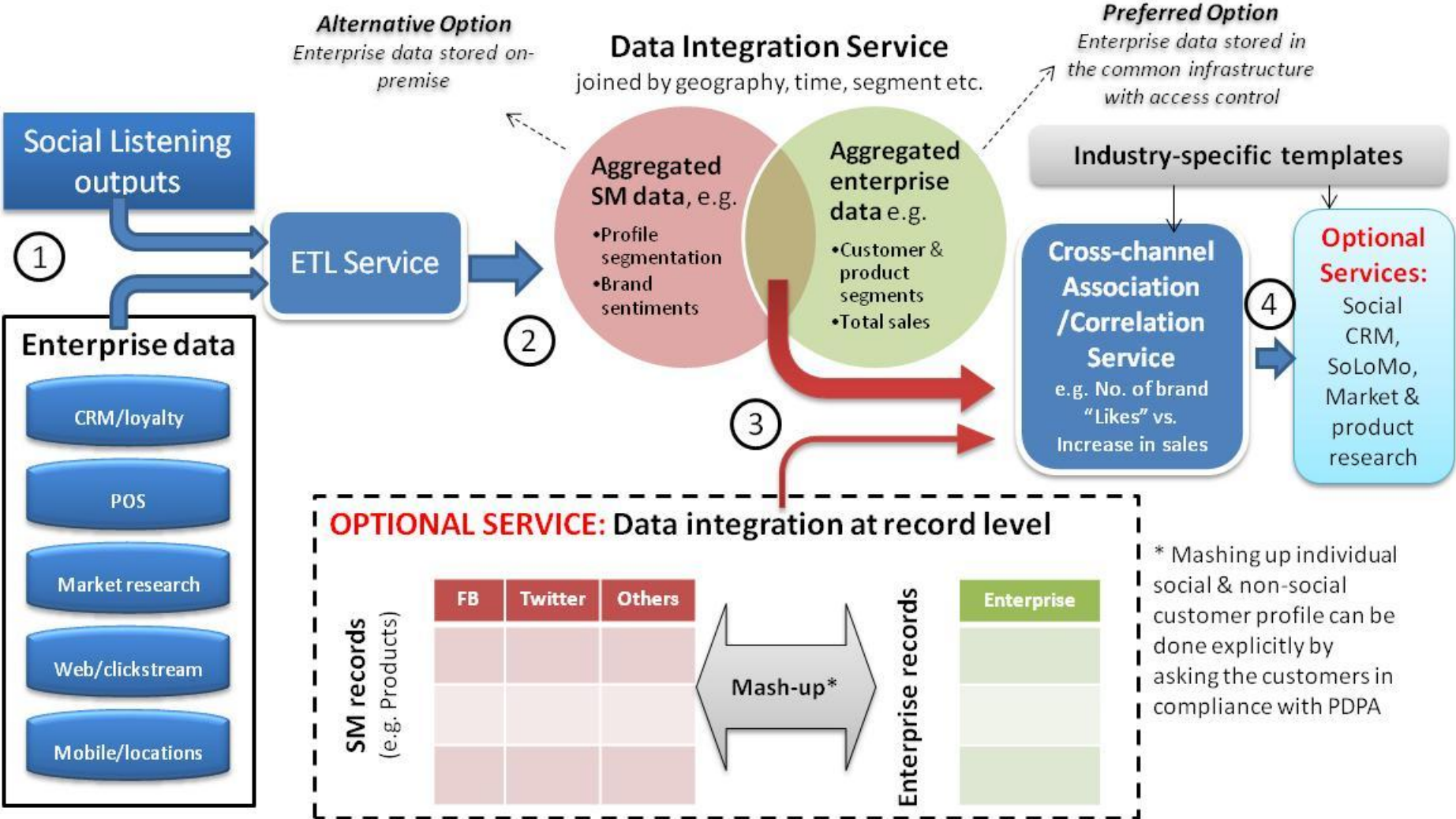
Social Listening Module

Bridging the gap between incoming social signals and industry practice



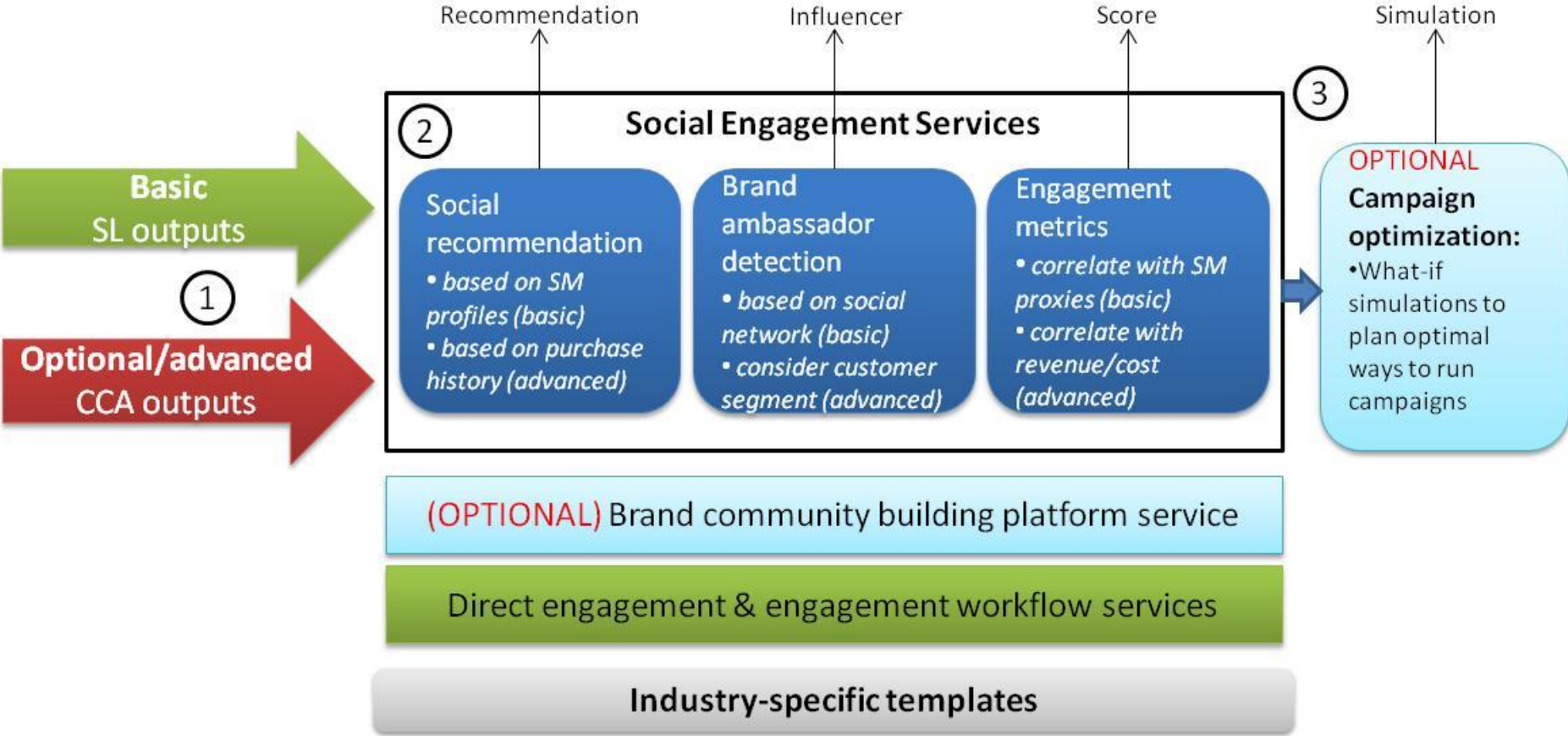
Cross-Channel Analytics Module

Making insights from incoming social signals actionable by integration with enterprise data

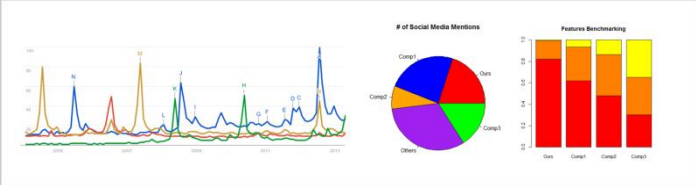


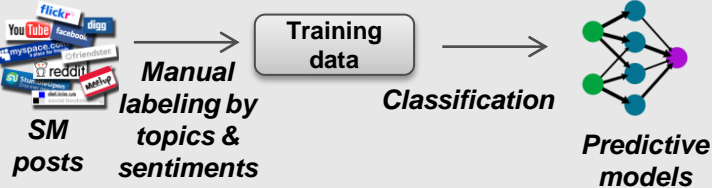



Social Engagement Module

Optimizing social engagement for business values



Industry-specific Templates

Types	Descriptions/illustrations	Functions
Industry KPIs & dashboard templates		<ul style="list-style-type: none"> Benchmarking performance with sectoral competitors
Industry-relevant Social Media Sites		<ul style="list-style-type: none"> Minimizing irrelevant and overly generic signals from social media
Industry-specific taxonomy	<p><i>Concept taxonomy – a retail example</i></p> 	<ul style="list-style-type: none"> Mapping social media posts into industry topics Reference to identify new topics As a concept hierarchy for localized & industry-specific text lexicon
Industry-level topic categorization		<ul style="list-style-type: none"> Improving classification of social media posts into topics & sentiment analysis
Industry best practices		<ul style="list-style-type: none"> Rules of thumb for analysis that are not derived strictly from data (e.g. ~1000 impressions equivalent to 1 marketing dollar in a certain sector)

Deliverables Timeline

Milestones	Year 1				Year 2	
	T+3	T+6	T+9	T+12	T+15	T+18
Common infrastructure setup	▼					
Social Listening basic, including: <ul style="list-style-type: none"> • Requirement • Development • Testing • Roll out 		▼				
Cross-channel Analytics basic, including: <ul style="list-style-type: none"> • Requirement • Development • Testing • Roll out 			▼			
Social Engagement basic, including: <ul style="list-style-type: none"> • Requirement • Development • Testing • Roll out 			▼			
Advanced modules, fine-tuning and Industry-specific Templates				▼		
Demonstrate business value, including: <ul style="list-style-type: none"> • Submission of Business Impact Evaluation Report 						▼
Additional Users signed up						▼

Adoption Targets

T+9: Subscription by Early Adopters after implementation	T+18: No. of additional Users adopting SA Common Services
At least 3 Early Adopters per selected sector	At least 4 more enterprises

Business Impact Targets

illustrative

Marketing	Corporate Communication	Product Development	Customer Service
<ul style="list-style-type: none"> • Increase in frequency, yield and reach • Decrease in marketing cost 	<ul style="list-style-type: none"> • Improvement in brand reputation • Reduction in brand negative mentions 	<ul style="list-style-type: none"> • Increase in overall product ratings 	<ul style="list-style-type: none"> • Reduction in social media response delay • Decrease in overall customer service cost

Service Providers to demonstrate quantitative business impact of SA solutions by Early Adopters

Role of Early Adopters

- Provide detailed requirements for developing industry-specific SA Services
- Subscribe to SA Services for a minimum of 2 years.
- Demonstrate business value of adopting SA
- Share SA learnings and industry best practices.

Business Plan

- Participants to provide assurance of long term viability
 - Service Provider to articulate and substantiate commercial viability beyond project period.
 - State marketing plan and strategies to achieve adoption targets.
 - Provide pricing schedule for all service offerings and ensure pricing commitment during project period

IP Ownership

Owners	Intellectual Properties
Users	<ul style="list-style-type: none">• Analytics results (e.g. insights, dashboards, reports)• Enterprise data• Specifications of custom services orchestrated and models designed by power users• Enterprise-level templates (enterprise taxonomies, custom KPIs and benchmarks and social media strategies)
Service Providers	<ul style="list-style-type: none">• Social Analytics Common Services: Social Listening, Cross-Channel Analytics and Social Engagement Services), and their underlying analytics models• Hardware infrastructure (hosting, servers, storage and network)
IDA	<ul style="list-style-type: none">• Industry-specific templates (industry taxonomies, KPIs, benchmarks, best practices)

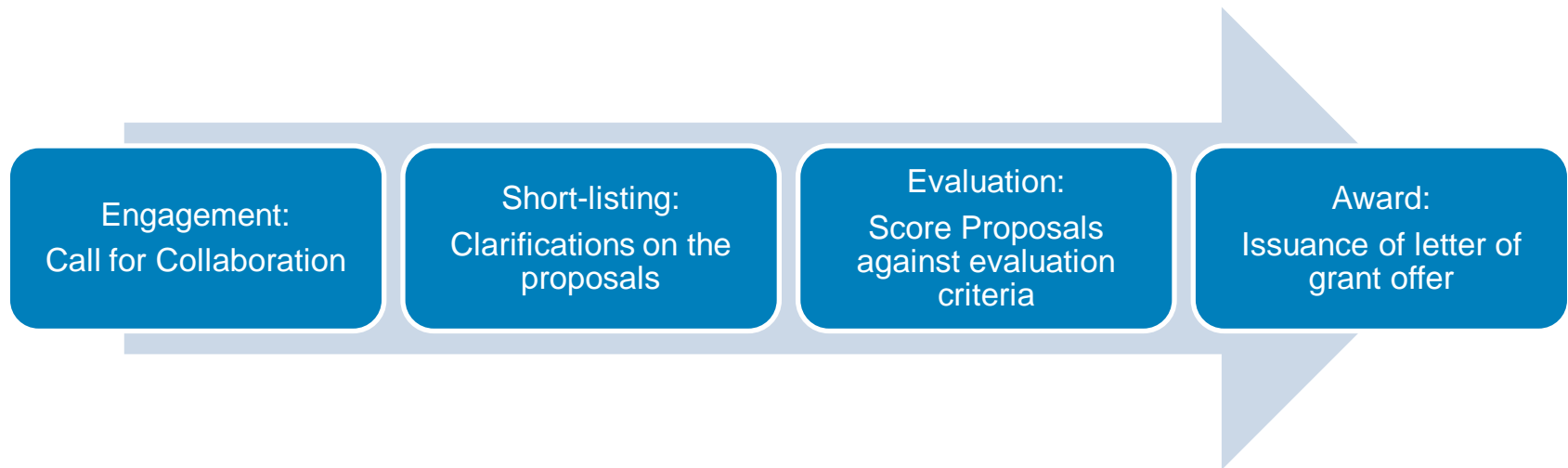
Security & Data Protection

- Comply with Singapore's Personal Data Protection Act where analytics include analysis of personal information.
- State security measures in place to safeguard user's data.
- State any security certifications or accreditations (e.g. ISO2700/27002, COBIT, Cloud Security Alliance, SAS70 or equivalent) that the Participant or its members have attained, or intend to attain for the purposes of this CFC.
- Comply to hosting data in Singapore.

Require Service Providers to show processes that are put in place to ensure adequate security for protecting enterprise data

Call for Collaboration (CFC) Process

- CFC is called to invite industry players (Service Providers and Early Adopters) to self organise and submit joint proposals:
 - To seek proposals from the industry players;
 - To encourage collaborative work amongst industry players.
 - IDA will support selected participants through potential co-funding.



Evaluation Criteria

- Competency of Participant / Consortium
- Comprehensiveness and effectiveness of the Proposal:
- Sustainability of the business model
- Business value impact
- Adoption

General Information for CFC

- **Participants can be one of the following:**
 - ICT solutions providers intending to develop and offer SA Services;
 - SA services and solutions providers intending to develop and offer SA Services; or
 - Companies intending to participate as Early Adopters or Users of the SA Services.
- **CFC Documents:**

S/N	Description
1.	Social Analytics for Business Enterprises CFC - Public Document
2.	Annex A : Important Notices
3.	Proposal Submission Form
4.	Proposal Submission Form Appendix A - Project Costs (Service Providers)
5.	Proposal Submission Form Appendix A - Project Costs (Early Adopters)
6.	Proposal Submission Form Appendix B – Requirements Compliance

CFC Schedule and Contact

- **Closing date for submissions: 28 June 2013, 12 noon**
 - Submissions should be made using the **Proposal Submission Form template** from IDA website www.ida.gov.sg

Scheduled Timeline	Event
30 April 2013	Opening of Call for Collaboration (CFC)
20 May 2013	CFC Public Briefing to industry
27 June 2013	Last date for enquiries
28 June 2013	Final proposal submission
July 2013	Presentation by shortlisted participants
Sept 2013	Award of CFC



- **Contact Person for Enquiries**
 - Edwin Liok, DID: 6211 0300, Email: edwin_liok@ida.gov.sg
 - William Tjhi, DID: 6211 1487, Email: william_chandra_tjhi@ida.gov.sg
- **Briefing Slides**
 - Copy will be available from IDA website www.ida.gov.sg

Q & A

Thank you.