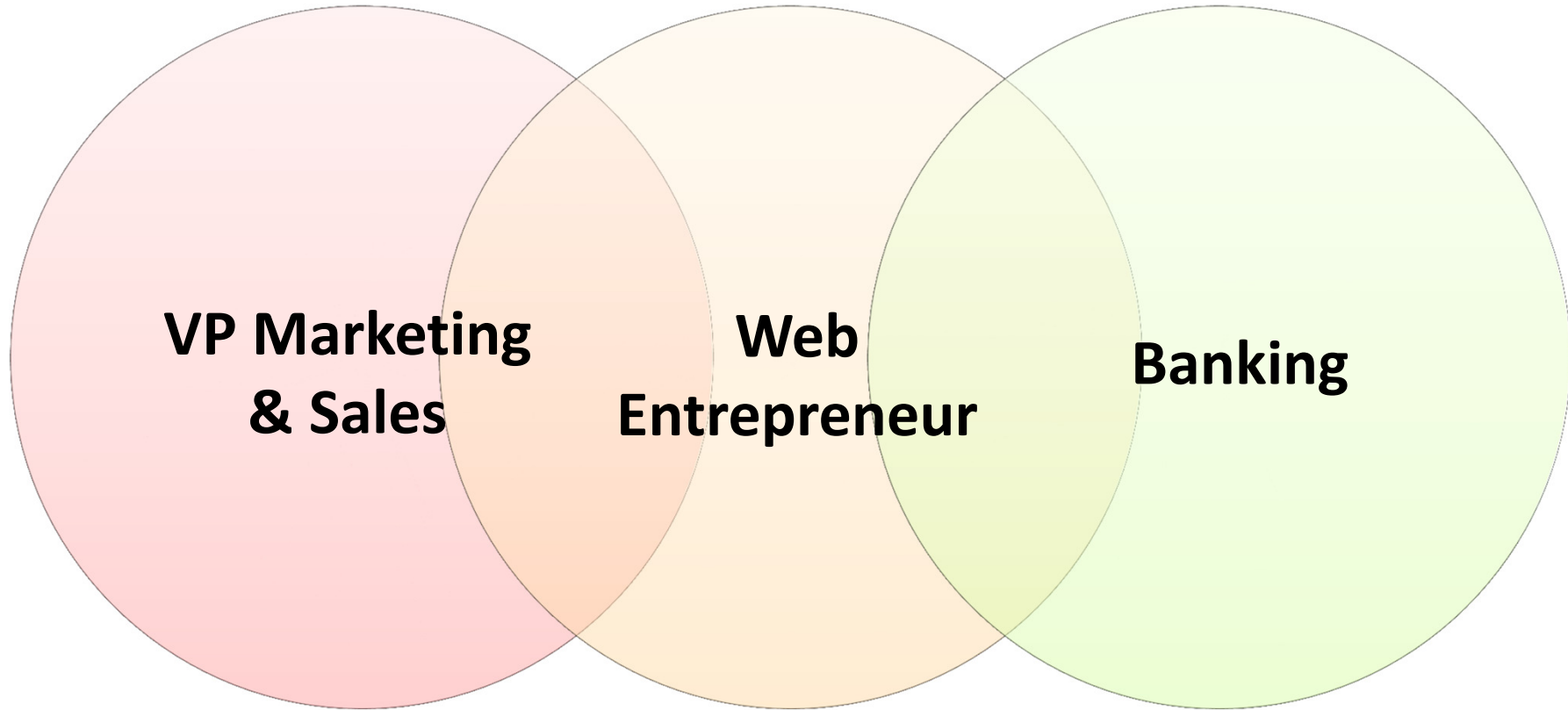


**Actionable
Intelligence for the
Whole Enterprise**

About me: managing partner at Sensika

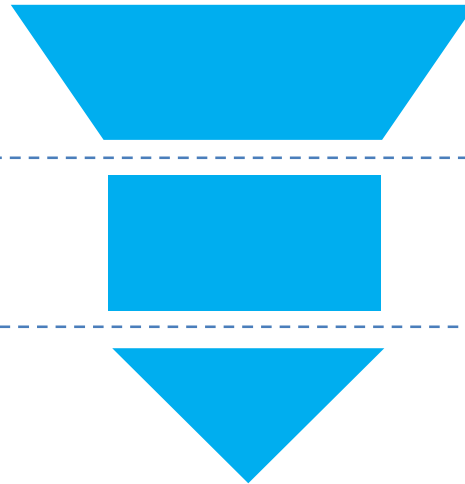


The state of the art

Step 1: Harvesting

Step 2: Processing

Step 3: Display



few minutes

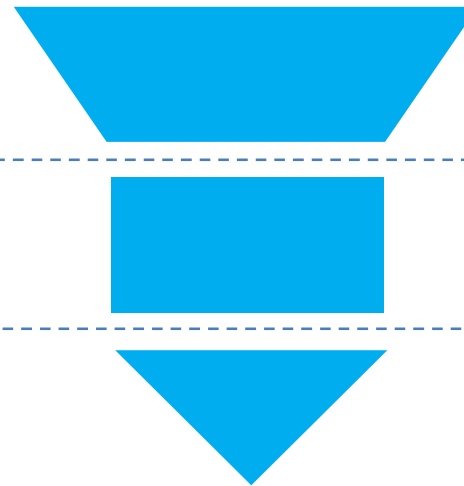
Corporate environment

Where to

Step 1: Harvesting

Step 2: Processing

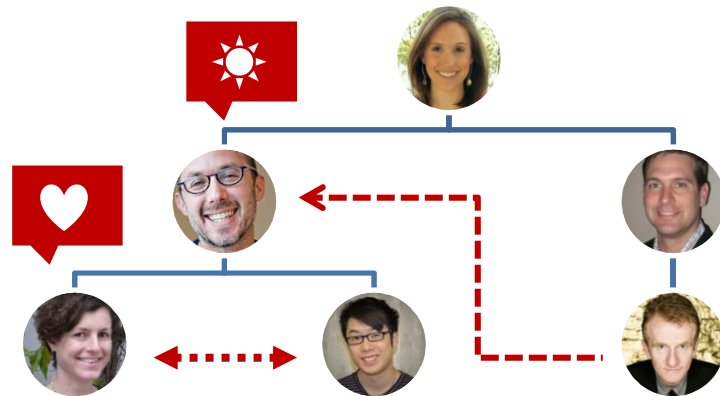
Step 3: Display



few minutes



Corporate environment



Adaptive workflow, allowing full-scale collaboration

Assign tasks, Manage assignments, Interact with on data, Collaborative analysis, Engage, Raise awareness, Transfer knowledge, Request data etc.

**Now is
the time!**

*2012 will mark the transition from
passively monitored data to
actionable data*



*“... Welcome to the future
where winners are determined
by who arrives first **with the
most intelligence...**”*

Tony Greenberg

CEO RampRate

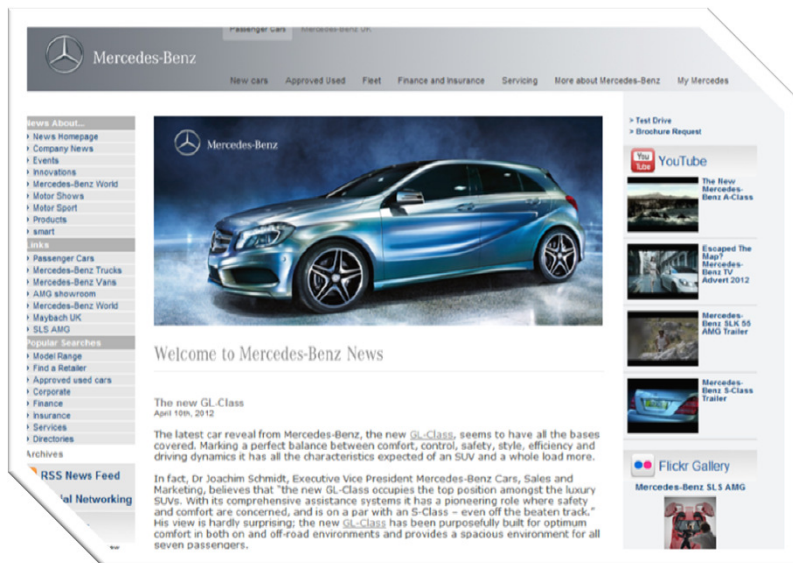


Def.: **Actionable Intelligence**

*Having the **necessary information** immediately available in order to deal with the situation at hand.*

1st Case

A campaign of integrating all regional influencers into the affiliate partner network of a car dealership



Query:

(Mercedes AND (Consultant OR Expert) AND SourceCountry:(United States) AND SourceLocation:(Georgia) AND SourceSection:(Contact))

In plain English: Give me all that act as Mercedes Benz experts/consultants in the state of Georgia

**1st
Case**

Actionable meta data:



**2nd
Case**

A campaign of lead generation/prospect creation for a car dealership.



iLoveYoGotti @AyyCamrenMom

29 Mar

Only thing on my mind is how to **buy** me a **Mercedes**.

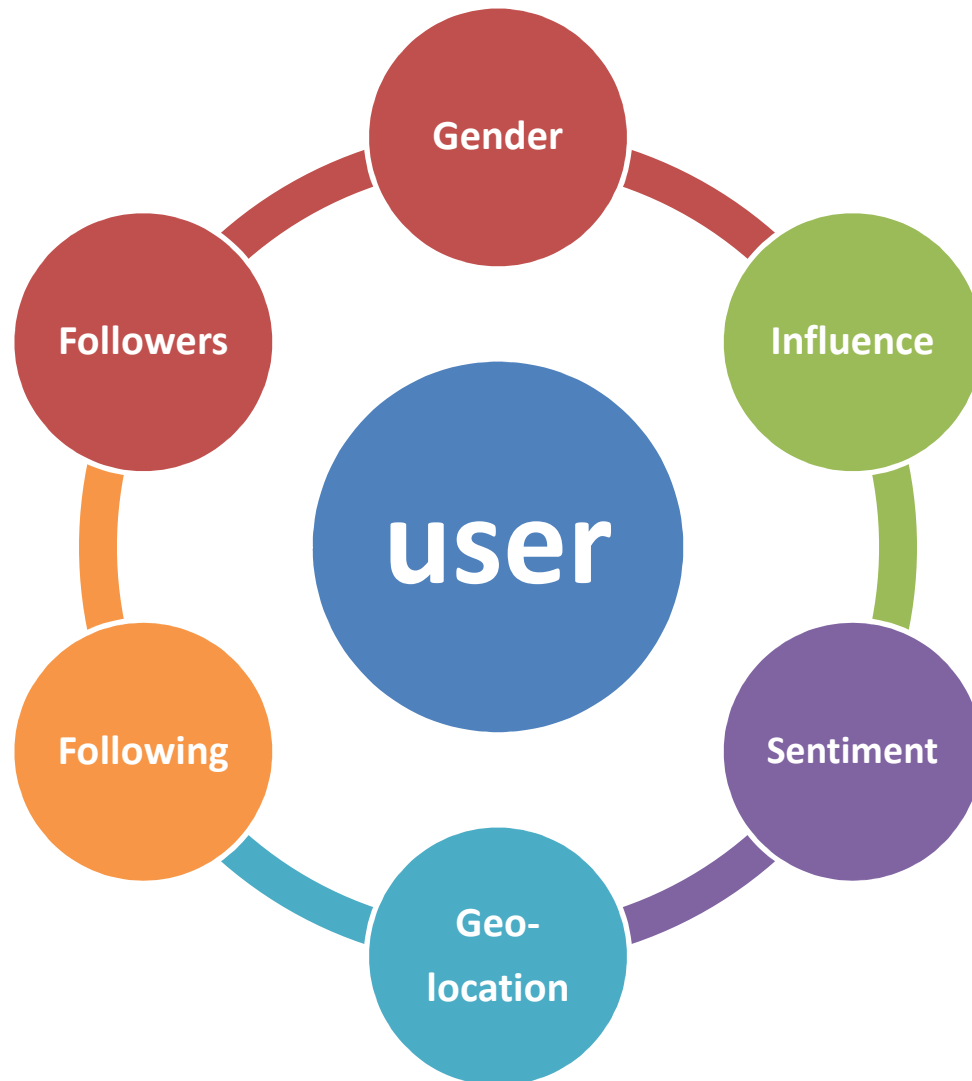
Social Query:

(buy AND Mercedes) AND SourceCountry:(United States) AND
SourceLocation:(Georgia) AND sentiment:(Positive))

In plain English: Give me all that are discussing/
speculating with the possibility of purchasing a Mercedes
now from the state of Maryland

**2nd
Case**

Actionable meta data:



Workflow Integration

Bridge the intelligence – execution gap

Management processes

Operational processes:

Purchasing, Manufacturing, Advertising and Marketing, and Sales.

Supporting processes:

Accounting, Recruitment, Call center, Technical support.

Adaptive Workflow

*Bridge the intelligence – execution gap
within the Corporate Intelligence System*

Marketing department

- **Profile Prospect**
- **Develop Solution**
- **Arrange Meeting**
- **Invite to Event**

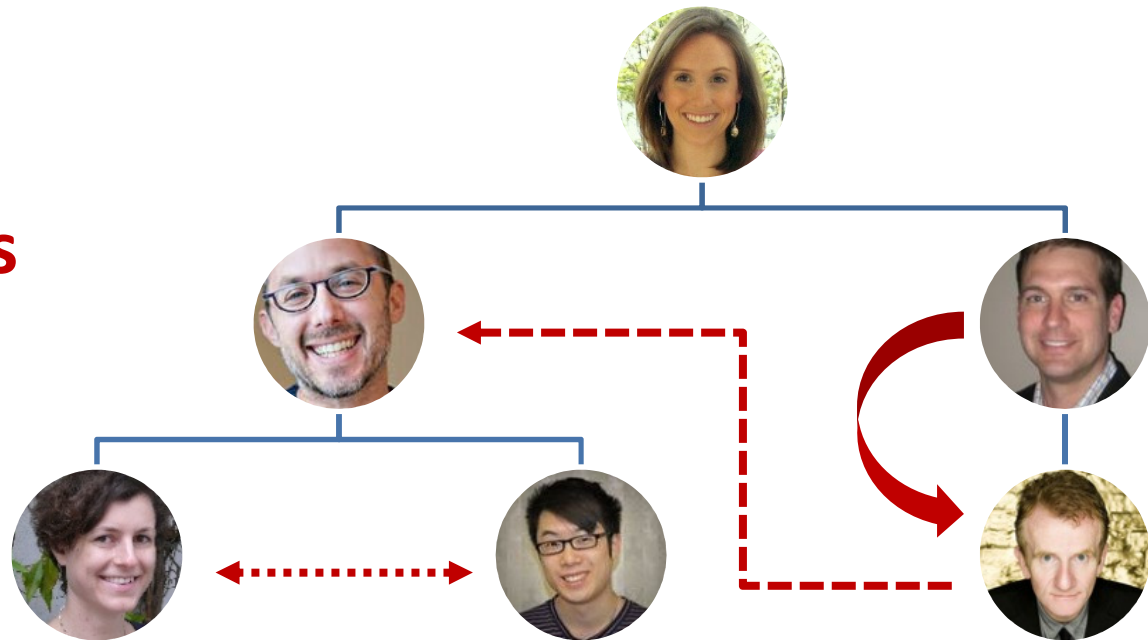
Sales department

- **Profile Contact**
- **Make Introduction**
- **Import into CRM**
- **Create Offer**
- **Send Offer**

#1 Critical condition

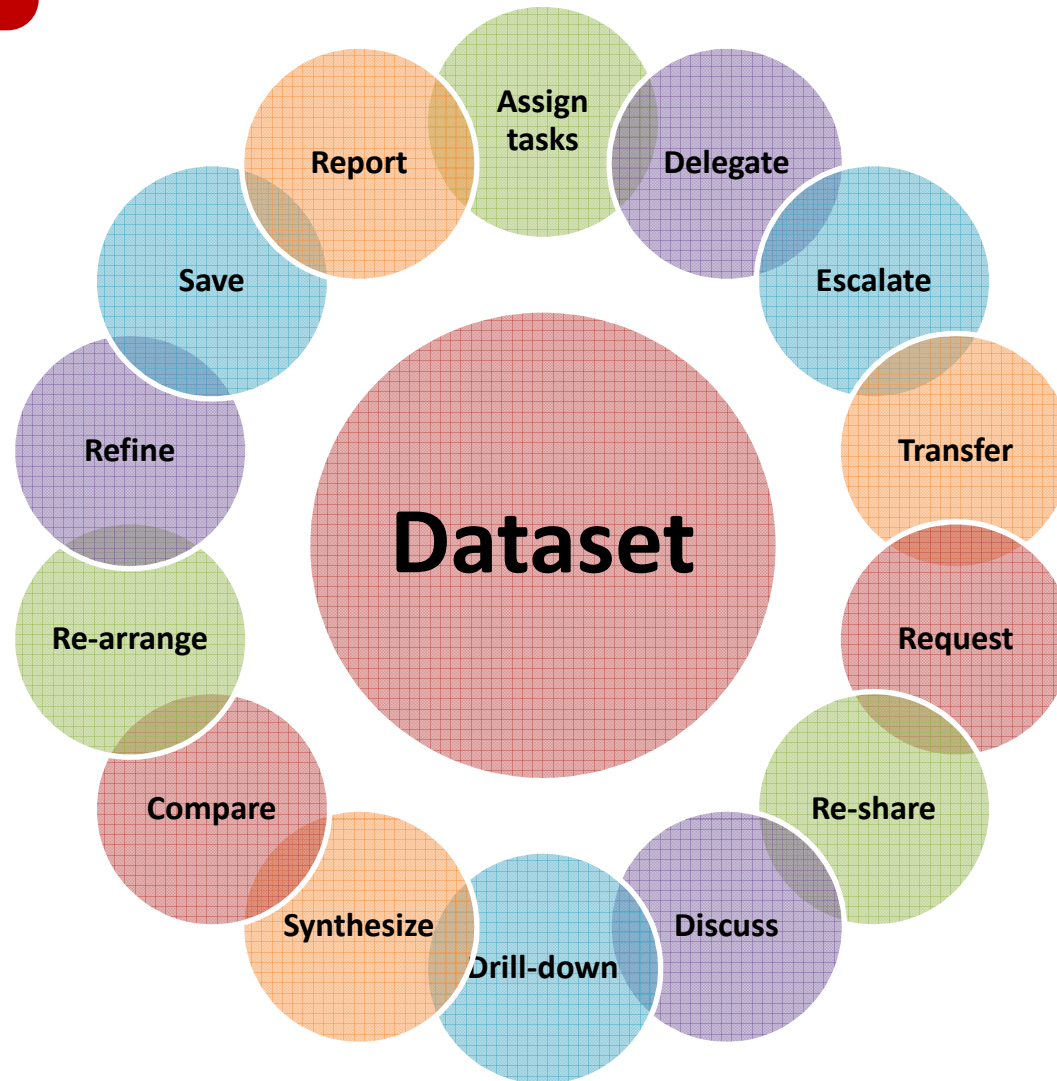
Mirroring the organizational structure

- **Hierarchy**
- **Rights**
- **Responsibilities**
- **Connections**



#2 Critical condition

Allow actions on top of the dataset

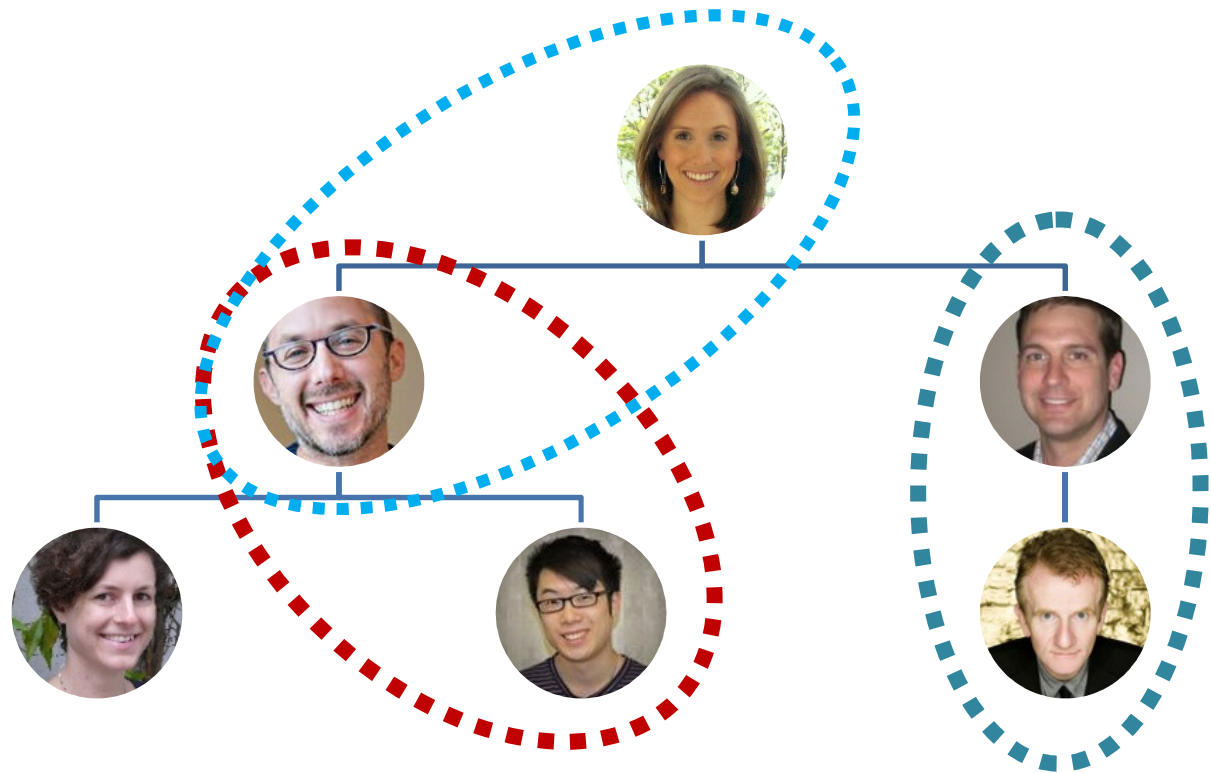


#3 Critical condition

Allow User Autonomy within the Corporate Intelligence System

Personal:

- Spaces
- Datasets
- Queries
- Reports



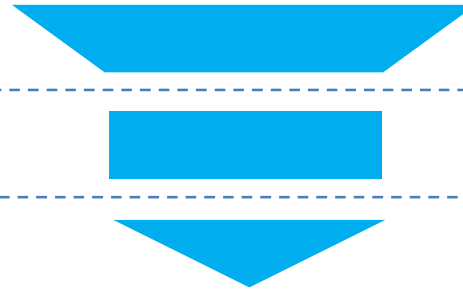
Enormous boost of self-initiative, autonomous knowledge building, efficiency, engagement and loyalty!

Conclusion

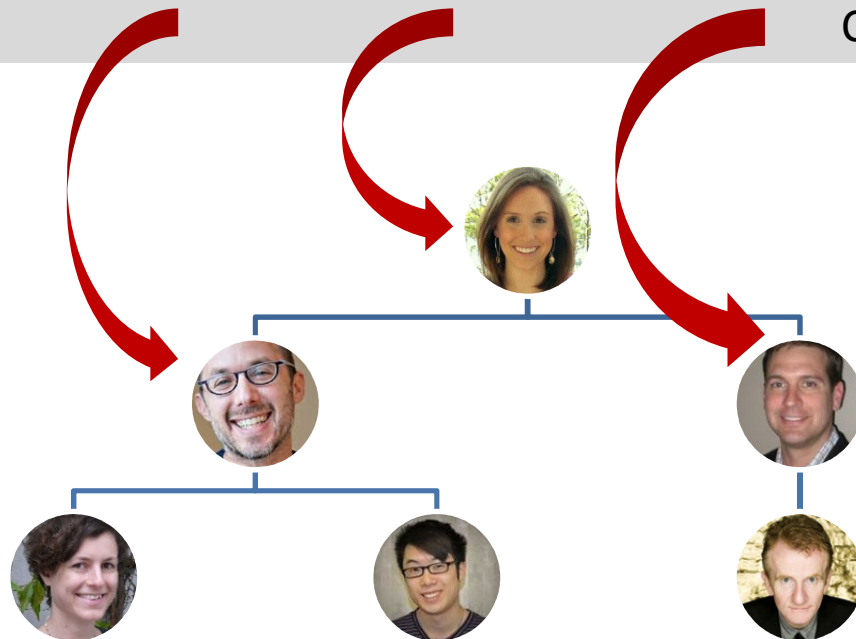
Step 1: Harvesting

Step 2: Processing

Step 3: Display



Corporate environment



**Relevant data to
the right people**

Adaptive, collaborative
workflow

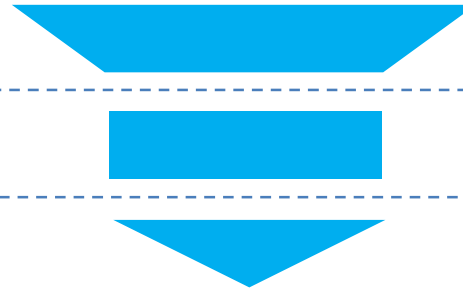
To get the job done

Conclusion

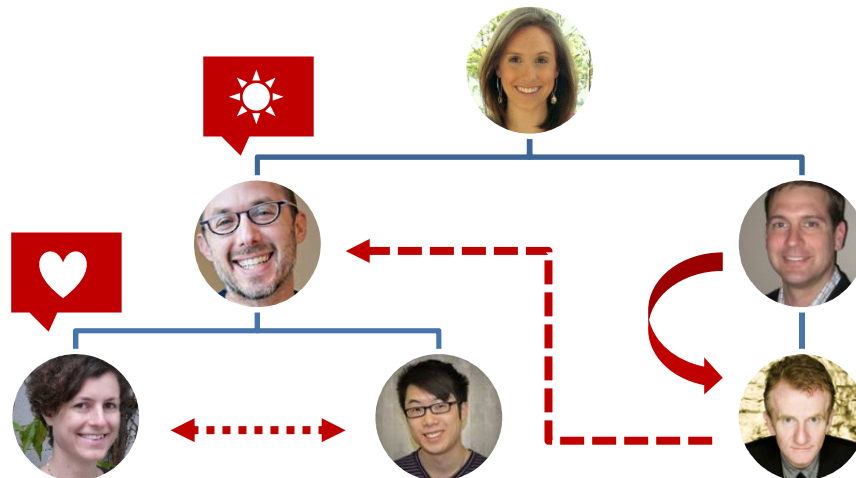
Step 1: Harvesting

Step 2: Processing

Step 3: Display



Corporate environment



Relevant data to
the right people

**Adaptive, collaborative
workflow**

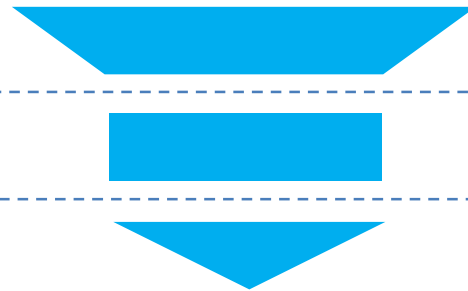
To get the job done

Conclusion

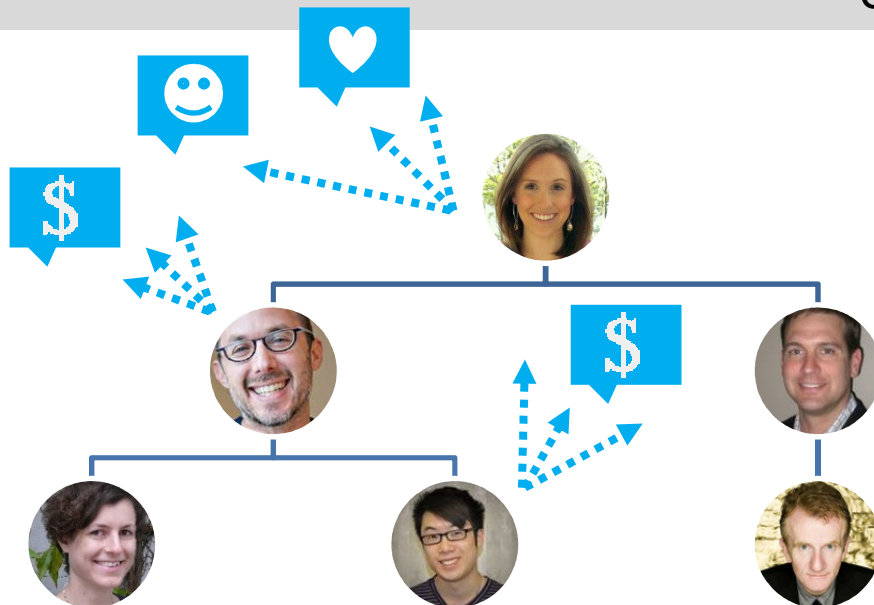
Step 1: Harvesting

Step 2: Processing

Step 3: Display



Corporate environment



Relevant data to
the right people

Adaptive, collaborative
workflow

To get the job done

sens  *smart company
enabler*

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