

webLyzard
technology

Web Intelligence and Visual Analytics
WWW.WEBLYZARD.COM

Marktforschung | Strategische Positionierung Messung von Kommunikationserfolg

Univ.-Prof. DDr. Arno Scharl
Geschäftsführender Gesellschafter

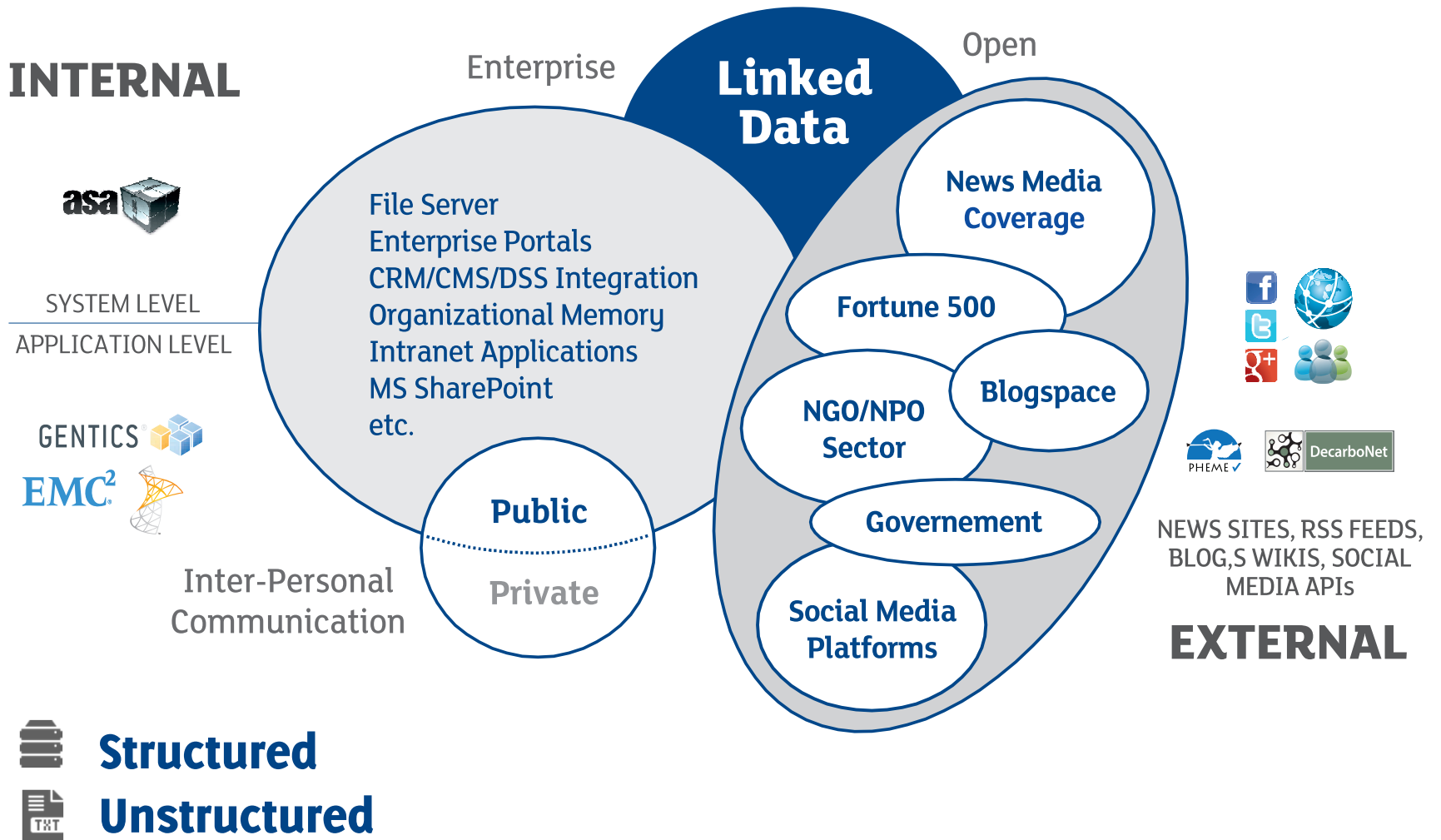




Bedeutung von Web Intelligence



- Digitale Medien und soziale Netzwerke sind wichtige **Schnittstellen** einer Organisation zu Konsumenten und Stakeholdern
- Identifikation von **relevanten Inhalten** und präzise Bestimmung von Stimmungsschwankungen
- Beobachtung von Verhaltensmustern und inhaltlichen Trends für **richtige Entscheidungen**
- Big Data Analyse und Visualisierung von Echtzeit-Daten für **Marktforschung** und **Kommunikation**

Integrated Web Intelligence



Anwendung auf Externe Daten

Nachrichten, Soziale Medien, Mitbewerber

- Präsenz-/Imageanalyse
 - Marken, Produkte, Personen, etc.
 - Trend Scouting und Frühwarnsystem
- WYSDOM Erfolgs-Kennzahl 
- Brand Reputation Radar 
- Strategische Positionierung und Themenfindung



Wissensmanagement

- Semantische Suche
- Automatische Beschlagwortung und Klassifikation
- Anbindung an CMS- und CRM-Systemen
- Datenintegration für Enterprise-Portale
- Organisatorisches Gedächtnis
- Neue Formen der Kommunikation und Zusammenarbeit



QUELLEN UND KONFIGURATION

Climate Change Media Watch | ECOresearch.net | About | Help

Cluster Map | Geo Map | Ontology | Tag Cloud | Keywords

THEMEN

General

- Adaptation 750
- Climate Change 3628
- Climate Policy 106
- Climate Science 176
- Mitigation 389

Renewable Energy

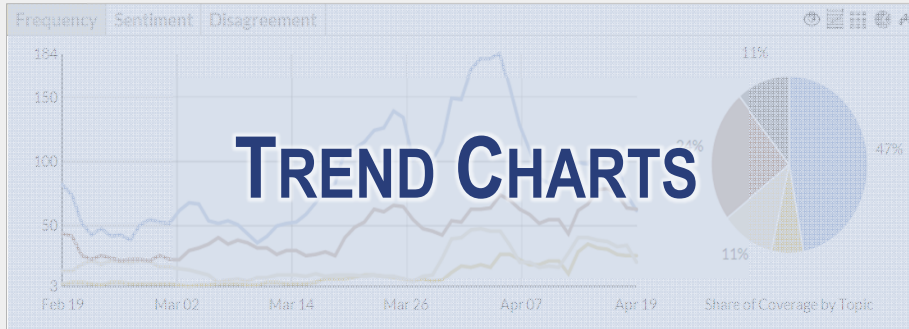
- Biomass 362
- Solar 1077
- Wind 710

World Summits

- Durban (COP17) 235
- Qatar (COP18) 532
- UNCSD (Rio+20) 10
- Warsaw (COP19) 5

Events and Campaigns

- Earth Day 121
- Earth Hour 102
- IPCC Report 551



BEGRIFFLICHE ASSOZIATIONEN

Associations | Search History

- Climate Science 176
- ipcc 551
- climate change 3628
- pachauri 141
- warming 2190
- climate research 42
- day, be 40
- dyson 128
- breast cancer 424
- expert panel 130
- intergovernmental panel 624
- all-night 588

SUCHRESULTATE UND QUELLEN-STATISTIK

Documents | Quotes | Word Tree | Locations | Sources | Source Map

- 04/16 +0.7 Earth Day spills out into neighborhoods. Also look for a craft fair, CSI Weird Climate Science and composting classes. "Gardening is a bl... sun-sentinel.com
- 04/18 +0.5 God's Climate Plan as a guest post, David Jenkins discusses climate science and religion. David is president of Con... usnews.com
- 04/16 +0.5 Re... co... washingtonpost.com
- 04/14 0.0 What it would cost to keep climate change in check. IPCC... cbsncs.com
- 04/13 +0.7 Intergovernmental Panel on Climate Change Report wake-up call after wake-up call about climate science. This report is a wake-up call about glob... community.scoop.co.nz
- 04/14 +0.3 IPCC report: the scientists have done their bit, now it is up to us - Leo Hickman process of summarising the latest climate science and repackaging it as digestible information... guardian.com
- 04/13 +0.3 ... to science funding are regressive and dangerous who are involved in bioinformatics, climate science analysis, draining into the financial industri... abc.net.au
- 04/13 +0.3 ... report warns of high costs of climate change latest report from the world's leading climate science body. The Intergovernmental Panel on... abc.net.au
- 04/14 +0.2 United Nations climate-change panel: Cost of fighting global warming 'modest' IPCC, an international body assessing climate science, projected that shifting the energy syste... nola.com

KARTEN UND VISUELLE DARSTELLUNG

Geo Map

Tag Cloud

Keywords

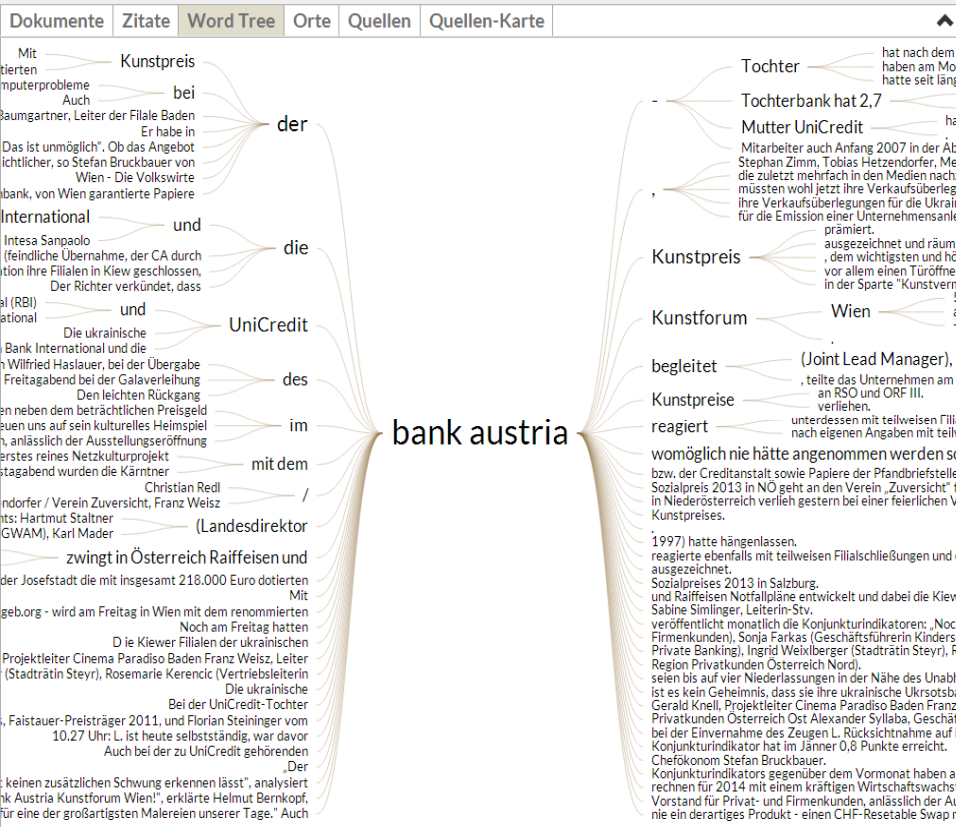
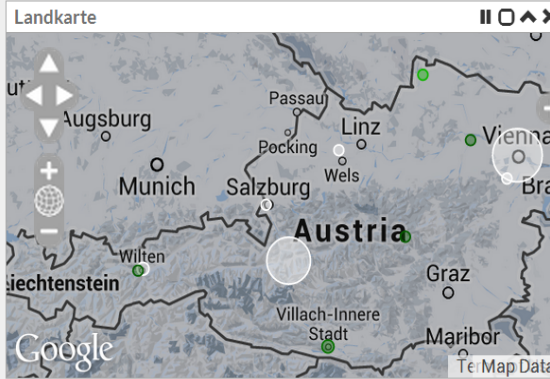
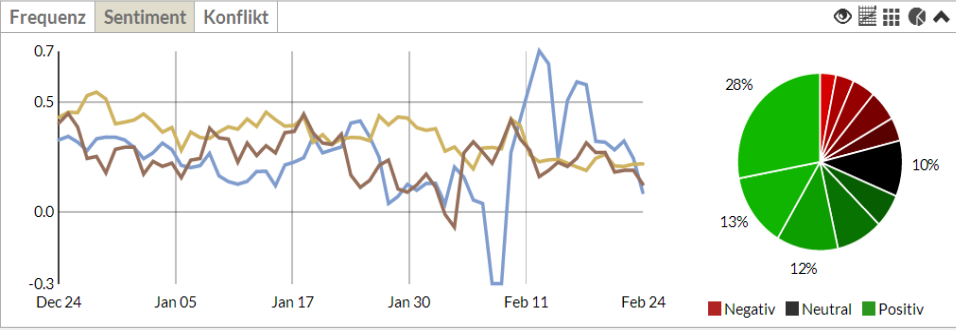
Edges: 5

Themen

Tourismus
Politik
Diverses
Finanz

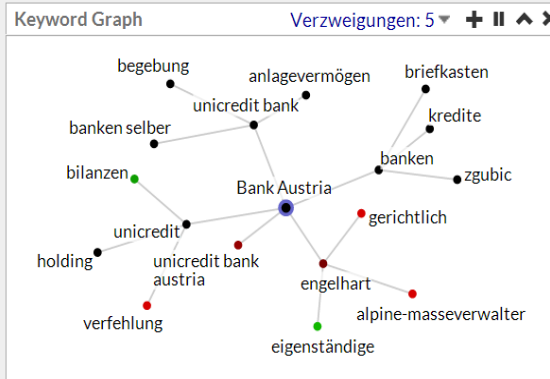
Bank Austria 238
Erste Bank 225
Raiffeisen 646

Neue Kategorie hinzufügen



Assoziationen Suchhistorie

Bank Austria	238
unicredit	162
banken	1561
unicredit bank [...]	27
unicredit bank	29
engelhart	14
kredite	496
bilanzen	124
verfehlung	33
holding	567
bank	3084
nö-wien	23
überfälle	61
sparbuch	64
gewaltbereite	61
bruckbauer	18





Topics

Brands

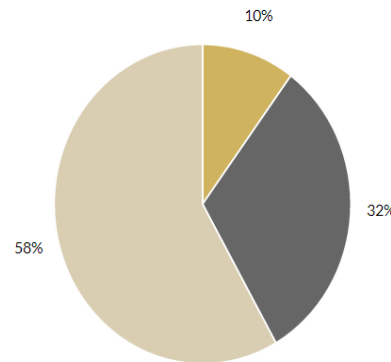
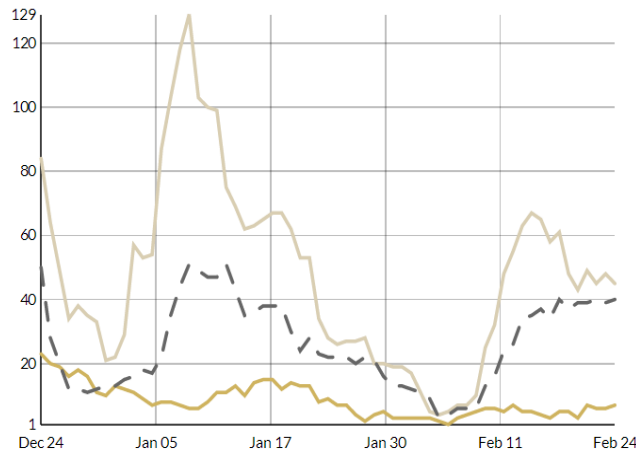
Citibank 67
UBS 423

Radar Dimensions

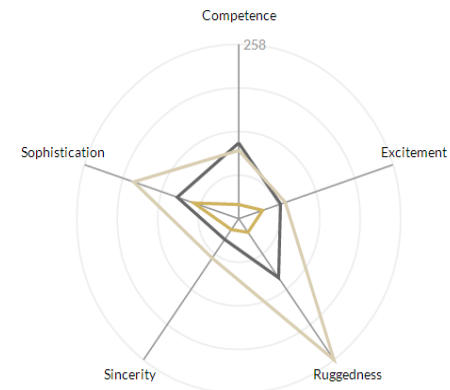
Competence 6692
Excitement 11919
Ruggedness 7268
Sincerity 5528
Sophistication 8787

+ Add new Category

Frequency Sentiment Disagreement



Share of Coverage by Topic



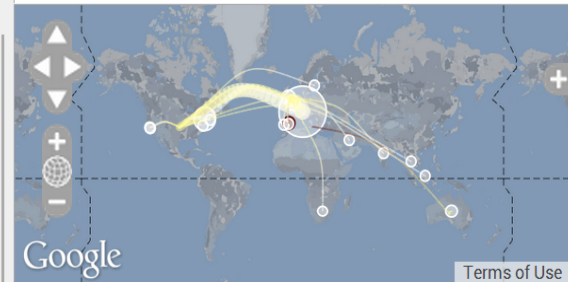
Documents Quotes Word Tree Locations Sources Source Map

Source	Count	Reach	Impact	Sentiment
www.reuters.com company bank equity	95	0.5	47.5	+0.1
online.wsj.com rev billion dividend yield market cap	14	1	14	-0.1
www.bizjournals.com company stock capital	13	1	13	+0.1
finance.fortune.cnn.com capital funding stake	11	1	11	+0.2
blogs.wsj.com household india hong	9	1	9	+0.0
www.telegraph.co.uk ftse credit company	18	0.5	9	+0.0
money.cnn.com banking unemployment reluctant	6	1	6	-0.0
www.forbes.com healthcare pace blockbuster	5	1	5	+0.3
www.sacbee.com offer markets sale	5	0.9	4.5	+0.7
www.bnn.ca bank revenue income	5	0.7	3.5	+0.3
uk.reuters.com bank manager morgan	7	0.5	3.5	-0.2
www.washingtonpost.com	2	1	2	+0.1

Associations Search History

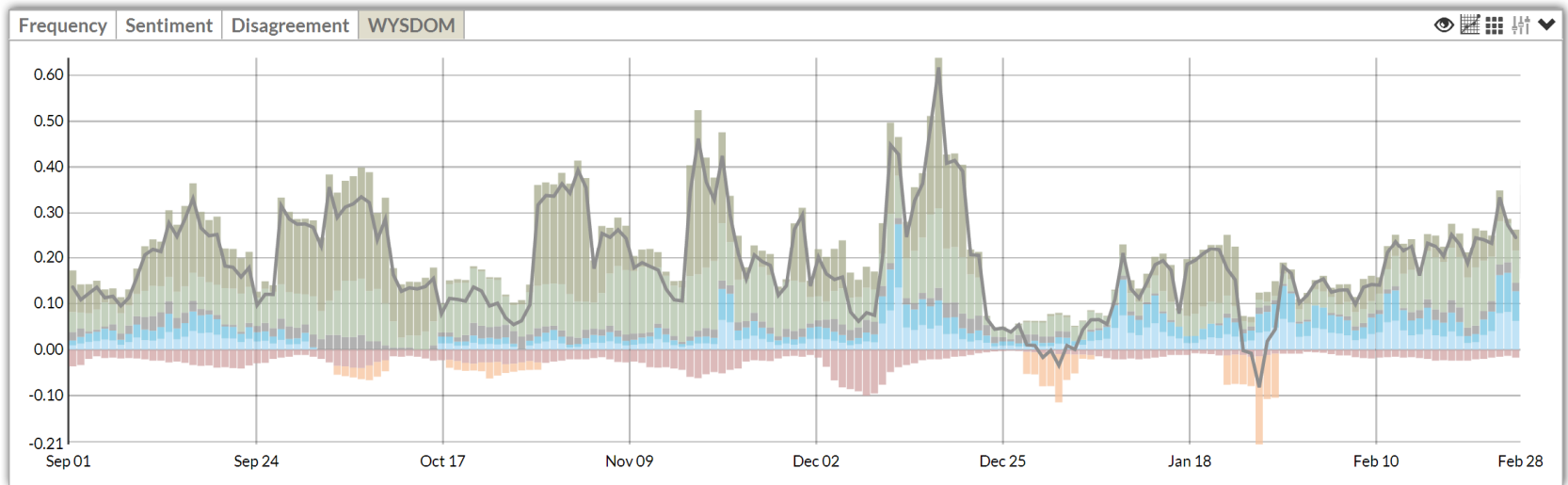
Credit Suisse 233
company 26454
bank 12292
capital 15030
stock 7773
equity 2827
analyst 5366
banking 4233
private 13554
market 20858
revenue 6815
december 23691
morgan 2676
swiss 1917
deal 21647
offer 12255

Geo Map



Tag Cloud

analyst bank banking bid capital cash chinese
company consumer credit deal december
deutsche equity financing firm ftse fund funding
google income index investment ipo leverage liberty
market mobile morgan november offer officer
partners pricing private profit quarter rating ratio
recovery rev revenue sale sec stake stock swiss
switzerland tax trading ubs unemployment unit
venture ventures warner wealth wealthy

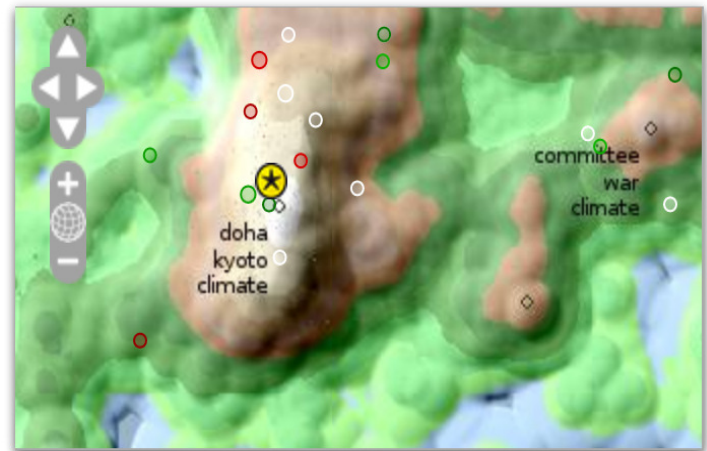



webLyzard Stakeholder Dialog and Opinion Model
www.weblyzard.com/wysdom

Desired Associations
 Number of Positive References

 Number of Negative References
Undesired Associations

Page Views, Visits (Google Analytics)



Unternehmensprofil

Management

- Geschäftsführender Gesellschafter
Prof. DDr. Arno Scharl
- Technischer Direktor
Prof. Dr. Albert Weichselbraun



Technologie Startup

- Auftraggeber: NOAA (U.S. Wirtschaftsministerium), NCI/NIH (U.S. Gesundheitsministerium), Wirtschaftskammer Österreich, führende Unternehmen aus den Branchen Telekommunikation und Einzelhandel, etc.
- R&D Finanzierung von mehr als 4.5 Mio. EUR
 - FFG Österr. Forschungsförderungsgesellschaft
 - 7. Rahmenprogramm der Europäischen Union



Medienberichte 2014



THE TIMES

theguardian sky NEWS

Mirror THE INDEPENDENT

The Telegraph

Daily Mail



Bild.de wochen
webschau

Süddeutsche Zeitung

Rhein-Zeitung Computer
Bild.de



USA
TODAY
A GANNETT COMPANY



Mashable

SLASH GEAR

GIZMODO engadget



DER STANDARD
futurezone.at
TECHNOLOGY NEWS



Wirtschafts Blatt

OÖ Nachrichten

Salzburger Nachrichten

WIENER ZEITUNG .at





Newsletter
www.weblyzard.com/newsletter



Demo Portal
www.ecoresearch.net/climate



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