

**webLyzard**  
technology

**Web Intelligence and Visual Analytics**  
WWW.WEBLYZARD.COM

# Market Research | Strategic Positioning Communication Success Metrics

Prof. DDr. Arno Scharl  
Co-Founder and Managing Director



- **News** and **social media channels** represent important interfaces to customers and stakeholders. webLyzard's award-winning Web intelligence platform **analyzes** and **visualizes** emerging trends across these channels.
- To support decision making, we identify **relevance** & **sentiment** of online content, measure **brand reputation**, and provide the industry's most advanced **communication success metric**.



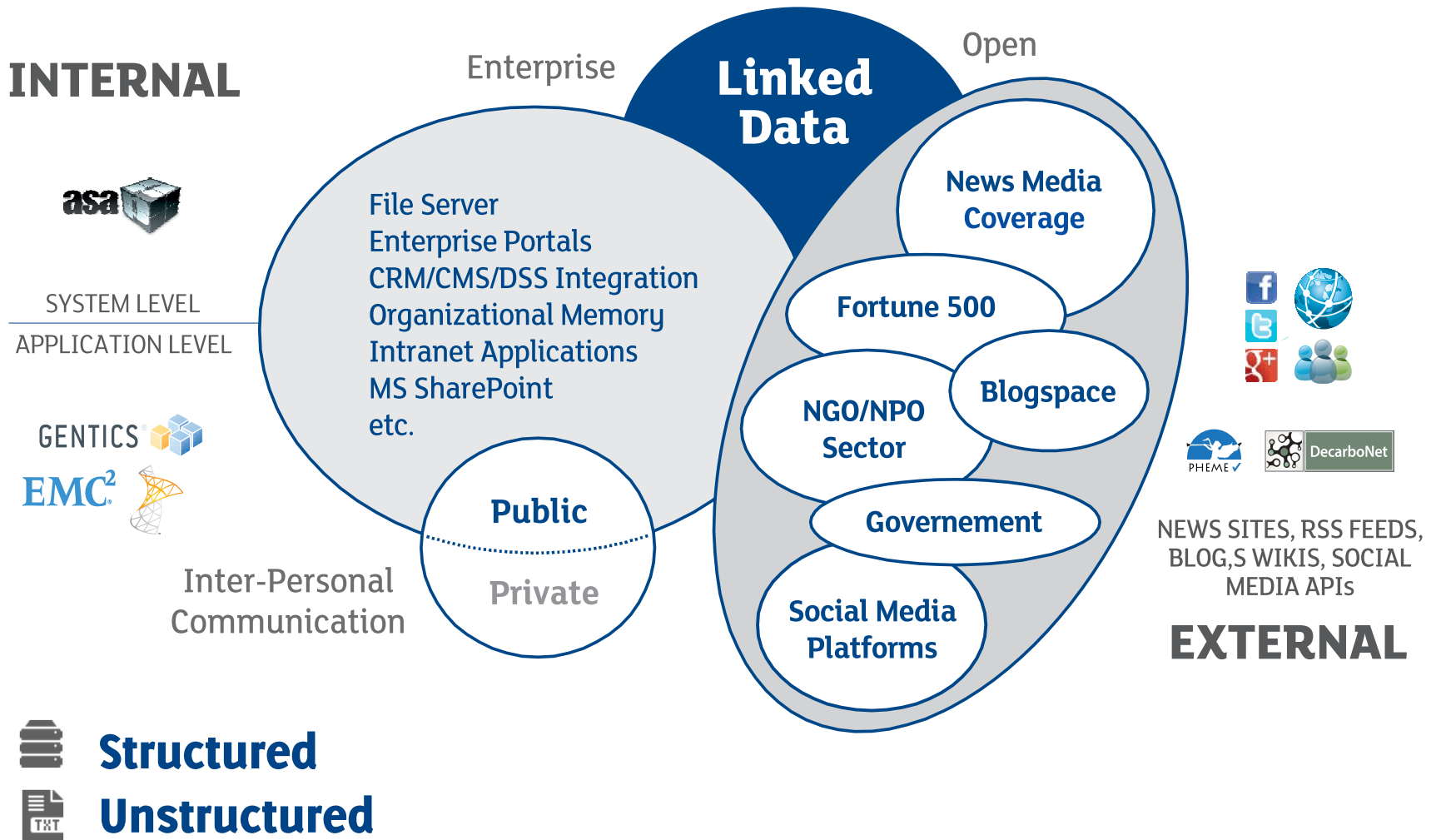
Given the intense attention that online media channels attract these days, key questions for large organizations such as NOAA are how stakeholders perceive specific issues, how opinion leaders react to new insights, and how journalists present scientific knowledge to the public. The metrics and visualizations of webLyzard have proved invaluable for addressing these questions.



### David Herring

AAAS Fellow and Director of Communications at the Climate Program Office of the U.S. National Oceanic and Atmospheric Administration (NOAA)

# Integrated Web Intelligence



## Applications :: External Data

### News, Social Media, Competitor Web Sites

- Frequency and Sentiment Analysis
  - Brands, Products, Persons, etc.
  - Trend Scouting and Early Warning System
- WYSDOM Success Metric 
- Brand Reputation Radar 
- Strategic Positioning and Topic Identification



### Knowledge Management

- Semantic Search
- Automated Document Labeling and Classification
- Interfaces to CMS und CRM Systems
- Data Integration for Enterprise Portals
- Organizational Memory
- New Forms of Communication and Collaboration



**TOPICS**

General

- Adaptation 169
- Climate Change 2710
- Climate Policy 80
- Climate Science 58
- Mitigation 221

World Summits

- Copenhagen (COP15) 17
- Doha (COP16) 96
- Durban (COP17) 39
- Qatar (COP18) 125
- UNCSD (Rio+20) 15

Renewable Energy

- Biomass 203
- Geothermal 93
- Hydro 101
- Solar 539
- Wind 380

Events and Campaigns

- Earth Day 11
- Earth Hour 1

**ASSOCIATED TERMS**

Associations Search History

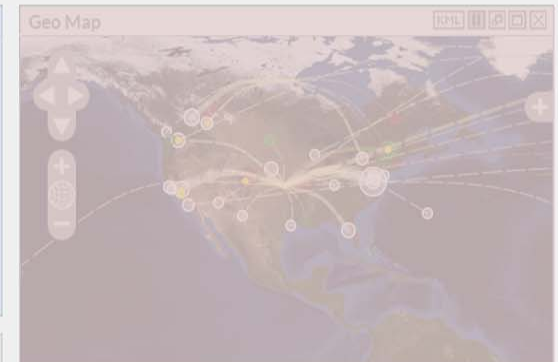
- Mitigation 221
- zaelke 16
- adaptation 169
- california coastal [...] 34
- protocol 155
- wedding 232
- montr[...] 29
- california coastal 44
- financial responsibility 12
- flood 573
- campground 62



**SEARCH RESULTS, CONTENT VIEW**

Documents Quotes Source Statistic Results: 100 out of 221

Date	Score	Title	Source
07/30	+0.4	Tropical Storm Nears Hawaii, New Ocean Plan Predicts Worse	ens-newswire.com
07/29	-0.3	Drivers implementing... limits at ni...	ens-newswire.com
07/29	-1.0	Colorado dro... and in short su...	sacbee.com
07/29	-0.7	Saving frogs, toads in Sierras: Residents ask at what cost?	sacbee.com
07/29	-0.7	Saving frogs, toads in Sierras: Residents ask at what cost?	charlotteobserver.com
07/26	+0.6	High Riverites want their town back as it was - The Globe and Mail	theglobeandmail.com
06/21	+0.8	Bathurst says High Court ruling on environment appeal generally favourable   The Nation...	nbr.co.nz
07/25	+0.6	Vice President Biden Keeps HFCs at Top of US Geo-Political Agenda During India Visit	



**MAPS AND VISUAL ANALYTICS**

Tag Cloud

adaptation anschutz bathurst benson bird black calgary cas... denver drier drought durwood eli endangered lee flood forage forest fresno f... habitat hfc high hs2 mcclymont mining montreal nebraska nenshi nzta parish plateau prevention protocol province redford re... steinkruger stormwater... winnipeg woefully working yellowstone yolo yosemite zaelke zimmer





General Topics

Financial Institutions

- Citibank  2331
- Credit Suisse  6007
- Goldman Sachs  4146
- Royal Bank of Scotland  5221
- UBS  2466

B2C Brands

Radar Dimensions

- Competence  63838
- Excitement  139k
- Ruggedness  52157
- Sincerity  45067
- Sophistication  73346

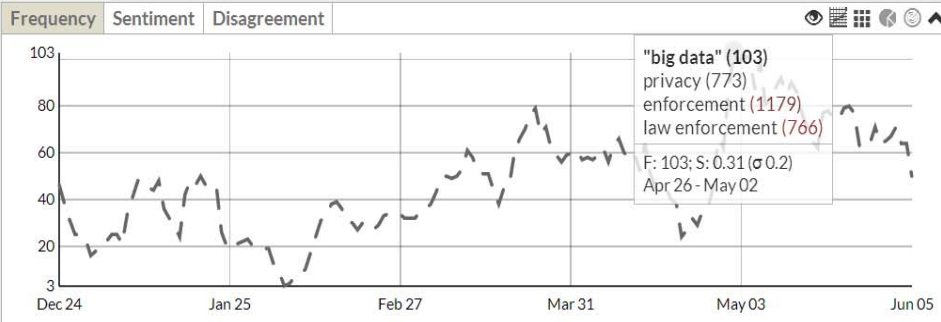
Custom

Demo

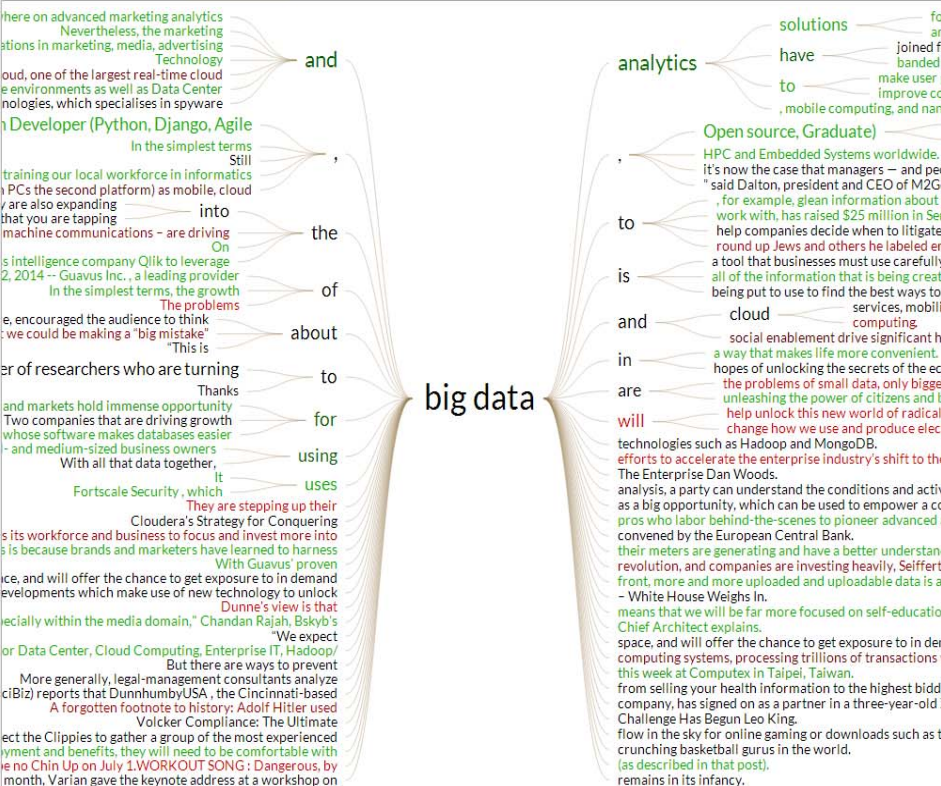
Add new Category

Associations Search History

- "big data"  1127
- software  15043
- privacy  12725
- internet  33849
- computing  2615
- company  129k
- digital  21205
- google  20133
- ibm  1803
- cloud  8500
- innovation  12075
- technology  54650
- information  111k
- database  5434
- mobile  27160
- nsa  4278



Documents Quotes Word Tree Locations Sources Source Map



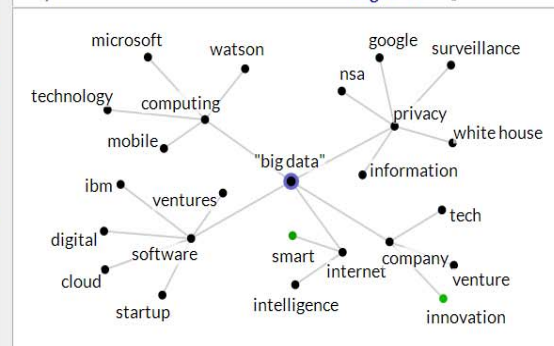
Geo Map



Tag Cloud

- advertising app apple business capital care cloud collection company computing consumer content customer database digital enterprise experience google health healthcare ibm information innovation intel intelligence internet learning management marketing medicare microsoft mobile network nsa obama online oracle partners platform privacy research security server service silicon smart snowden social software source startup storage surgeon surveillance survey talent target tech technology usage user venture ventures voice

Keywords Edges: 5





Logout | Mode: Advanced ▾

News Media

Social Media

My Favorites

Favorites

Geo Map

Tag Cloud

Cluster Map

Keywords

General Topics

Financial Institutions

- Citibank  293
- Credit Suisse**  1551
- Goldman Sachs  2909
- Royal Bank of Scotland  1682
- UBS  1570

B2C Brands

Radar Dimensions

- Competence  30416
- Excitement  60114
- Ruggedness  33246
- Sincerity  25658
- Sophistication  42532

Custom

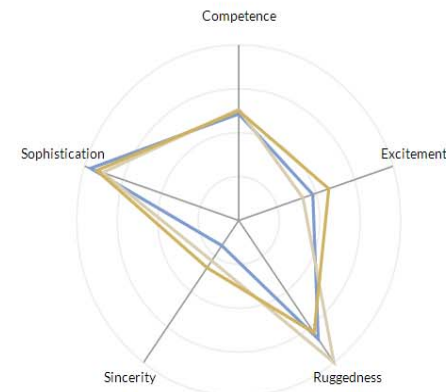
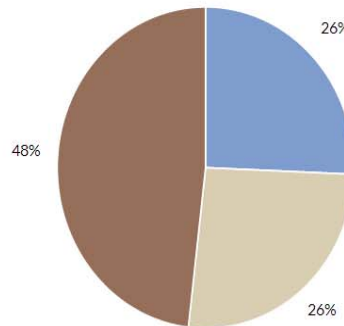
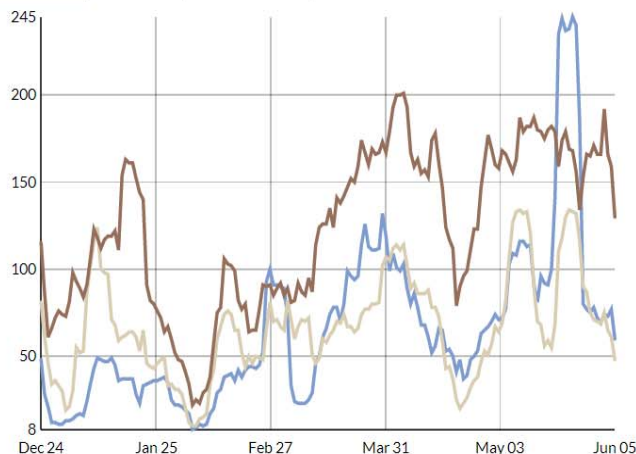
Demo

Add new Category

Associations Search History

- Credit Suisse**  1551
- bank  56382
- swiss  6854
- ipo  3131
- ubs  1570
- switzerland  8117
- goldman  3880
- sachs  3224
- capital  66252
- justice department  5700
- banking  18107
- goldman sachs  2909
- trading  26392
- company  129k
- offering  29990
- index  18456

Frequency Sentiment Disagreement



Documents Quotes Word Tree Locations Sources Source Map

Source	Count	Reach	Impact	Sentiment
<a href="#">blogs.wsj.com</a> bank   credit   billion dividend yield	136	1	136	-0.2
<a href="#">blogs.reuters.com</a> bank   credit   swiss	113	1	113	+0.0
<a href="#">ac360.blogs.cnn.com</a> partners   capital   ipo	108	1	108	+0.2
<a href="#">blogs.telegraph.co.uk</a> ftse   credit   bank	85	0.5	42.5	+0.0
<a href="#">www.sacbee.com</a> credit   swiss   securities	75	0.9	67.5	+0.1
<a href="#">www.stuff.co.nz</a> aussie   dairy   goodman	61	0.9	54.9	+0.1
<a href="#">www.theglobeandmail.com</a> credit   cent   swiss	59	1	59	-0.2
<a href="#">www.forbes.com</a> ubs   suisse   credit suisse	47	1	47	+0.1
<a href="#">www.miamiherald.com</a> swiss   bank   credit	36	0.9	32.4	-0.2
<a href="#">www.stltoday.com</a> swiss   bank   credit	36	0.9	32.4	-0.2
<a href="#">www.bizjournals.com</a> edition   business times   afternoon	33	1	33	+0.2
<a href="#">www.charlotteobserver.com</a>	22	0.8	25.6	0.3

Geo Map



Tag Cloud

analyst **bank** banker banking barclays bloomberg bnp capital cent china chinese citigroup company deal deutsche dollar equity **evasion** exchange ftse goldman holder holdings hong index investment ipo justice king market morgan nasdaq nyse offer offering offshore paribas partners price private provider ratio regulator revenue sachs sale securities stake stock subcommittee **SWISS** switzerland symbol tax trading ubs venture ventures



**NOAA Overview**

- Climate  1122
- NOAA**  479
- Oceans  628
- Satellites  191
- Weather  2474

**NOAA Services**

- adaptation  41
- climate change  1175
- climate impact  17
- climate science  94
- climate service  6
- climatewatch  0
- copenhagen  16
- mitigation  43

**Custom**

**WYSDOM Desired Topics**

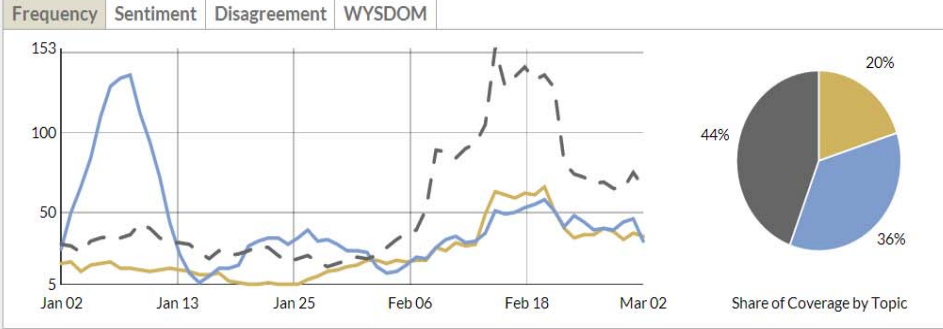
**WYSDOM Undesired Topics**

**Brand Dimensions**

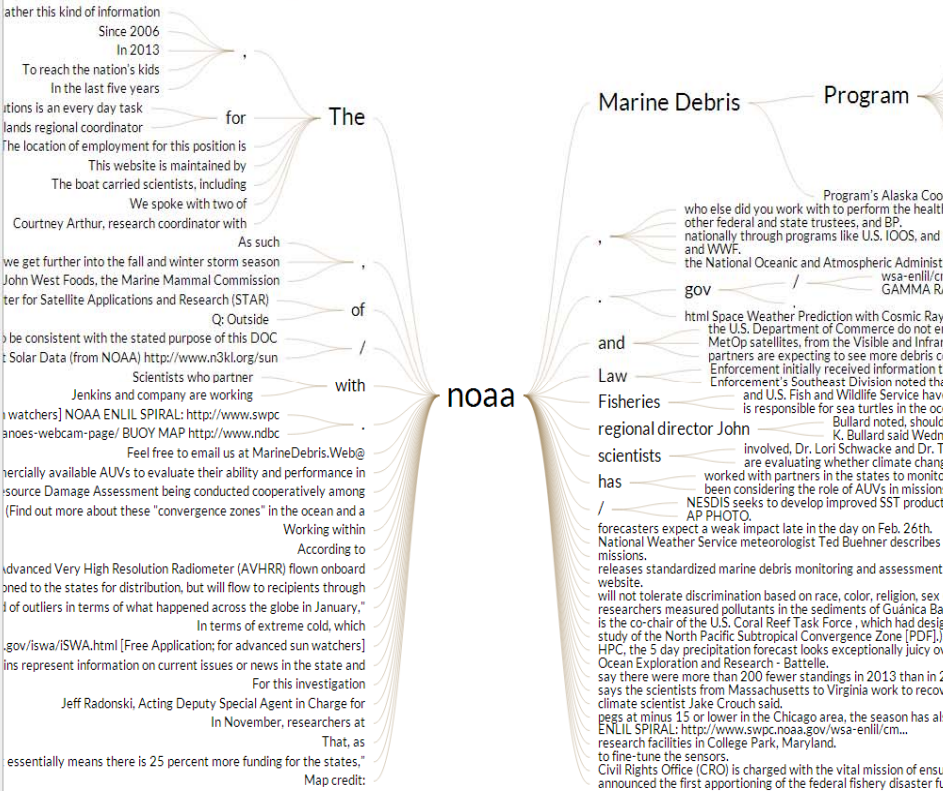
**Add new Category**

**Associations** Search History

- NOAA**  479
- ocean  439
- office  638
- marine  260
- national  2380
- fish  214
- program  381
- information  616
- weather  2474
- fishing  135
- water  1011
- research  611
- arctic  374
- january  780
- state  1534
- sea  517



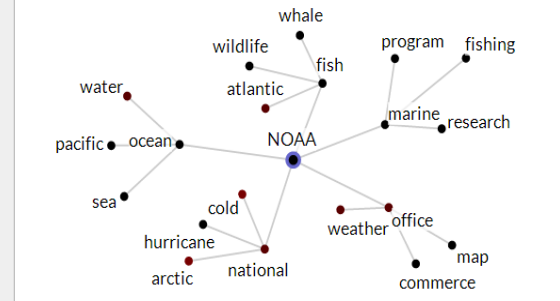
Documents Quotes **Word Tree** Locations Sources Source Map



**Tag Cloud**

activity angeles arctic area atlanta bowl california carbon carolina climate cold drought earth energy environment extreme february flood flooding freeze freezing game georgia global ice icy information january long los maine marine model national noaa ocean office polar precipitation program project rain research salt science sea service SNOW snowfall south storm study super system temperature thames union warming water weather wind winter world york

**Keywords** Edges: 5



("noaa")("national oceanic

News Blogs Social Media Press Info NOAA Partners Congress Fortune 1000

Semantic Map Geo Map Tag Cloud Keywords

NOAA Overview

- Climate 1461
- NOAA 444
- Oceans 778
- Satellites 224
- Weather 1707

NOAA Services

- adaptation  64
- climate change  1702
- climate impact  45
- climate science  204
- climate service  1
- climatewatch  0
- copenhagen  53
- mitigation  60

Custom

+ Add new Category

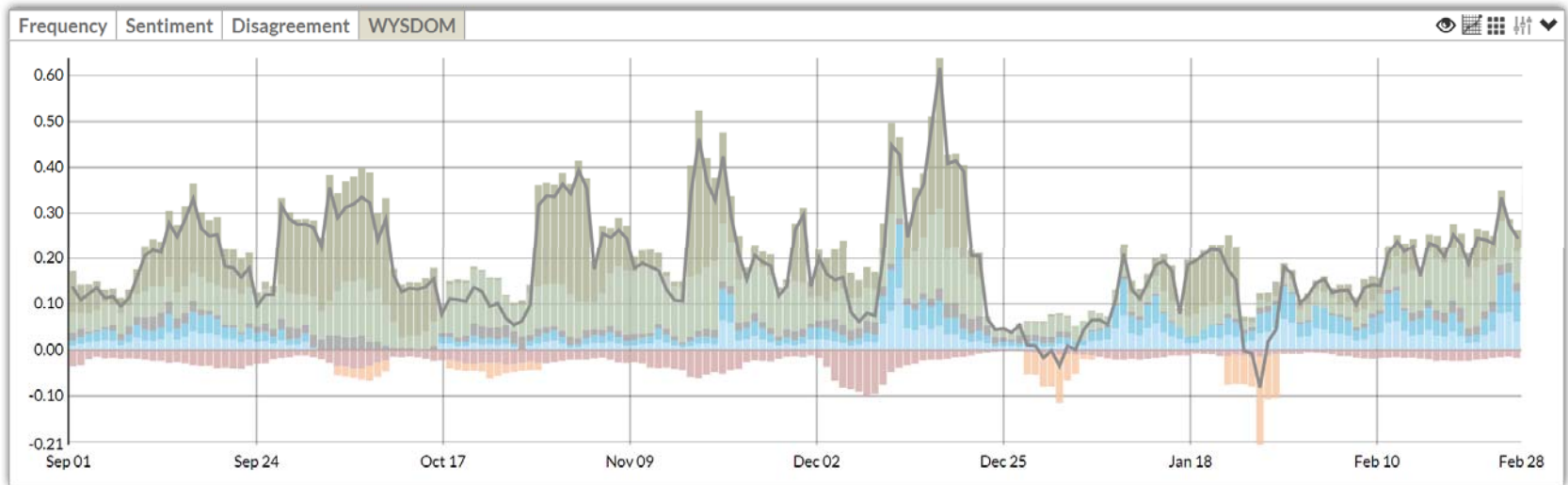
Associations Search History

- NOAA 444
- shutdown  264
- philippines  120
- hurricane  585
- karen  208
- super  143
- sandy  198
- landfall  238
- october  638
- boulder  211
- ashore  113
- cyclone  137
- tropical  550
- satellite image  53
- study  457
- slabs  106

Geo Map



Map data ©2013 MapLink - Terms of Use



**webLyzard Stakeholder Dialog and Opinion Model**  
[www.weblyzard.com/wysdom](http://www.weblyzard.com/wysdom)

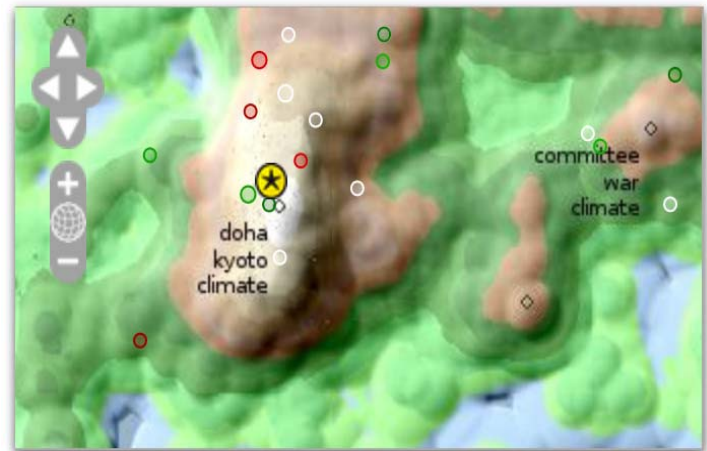
**Desired Associations**

Number of Positive References

-----  
Number of Negative References

Undesired Associations

Page Views, Visits (Google Analytics)





Help

News

Blogs

Social Media

Press Releases

NOAA Sites

Partners

NAPA Dialogue

Results: 82 ▼ out of 82

Semantic Map

Geo Map

Ontology

Tag Cloud

Keywords

TOPICS

NOAA Overview

- Climate ■ 724
- Lubchenco ■ 67
- NOAA ■ 1084
- Oceans ■ 954
- Satellites ■ 254
- Weather ■ 2410

NOAA Services

- adaptation  36
- climate change  522
- climate impact  3
- climate science  59
- climate service  5
- climatawatch  1
- copenhagen  24
- mitigation  62

My Topics

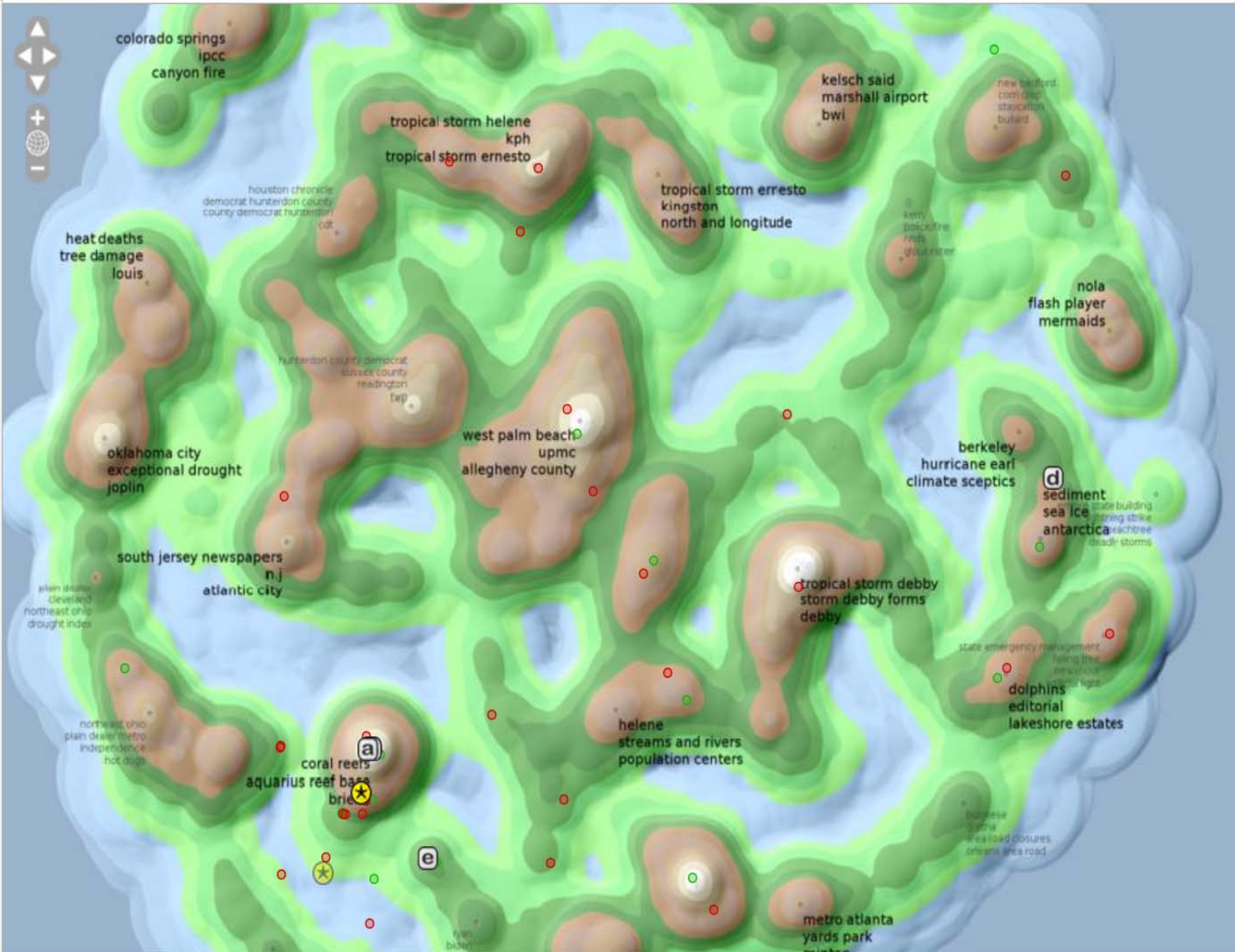
+ Add new Category

ASSOCIATIONS

coral reefs

- reefs  57
- hawaiian islands  17
- coral  73
- world's  122
- aquarius reef base  10
- lubchenco said  17
- acid  40
- acidity  15
- ecosystems  55
- key largo  8
- two options  8
- ocean  686
- boynton beach  62
- surface waters  12
- csiro  12

Semantic Map



## Media Coverage 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

Kronen  
Zeitung

DER STANDARD

futurezone.at  
TECHNOLOGY NEWS

Wirtschafts Blatt

OÖ Nachrichten

Salzburger Nachrichten

WIENER ZEITUNG .at



# Company Profile

## Co-Founders

- **Managing Director**  
Prof. DDr. Arno Scharl
- **Technical Director**  
Prof. Dr. Albert Weichselbraun

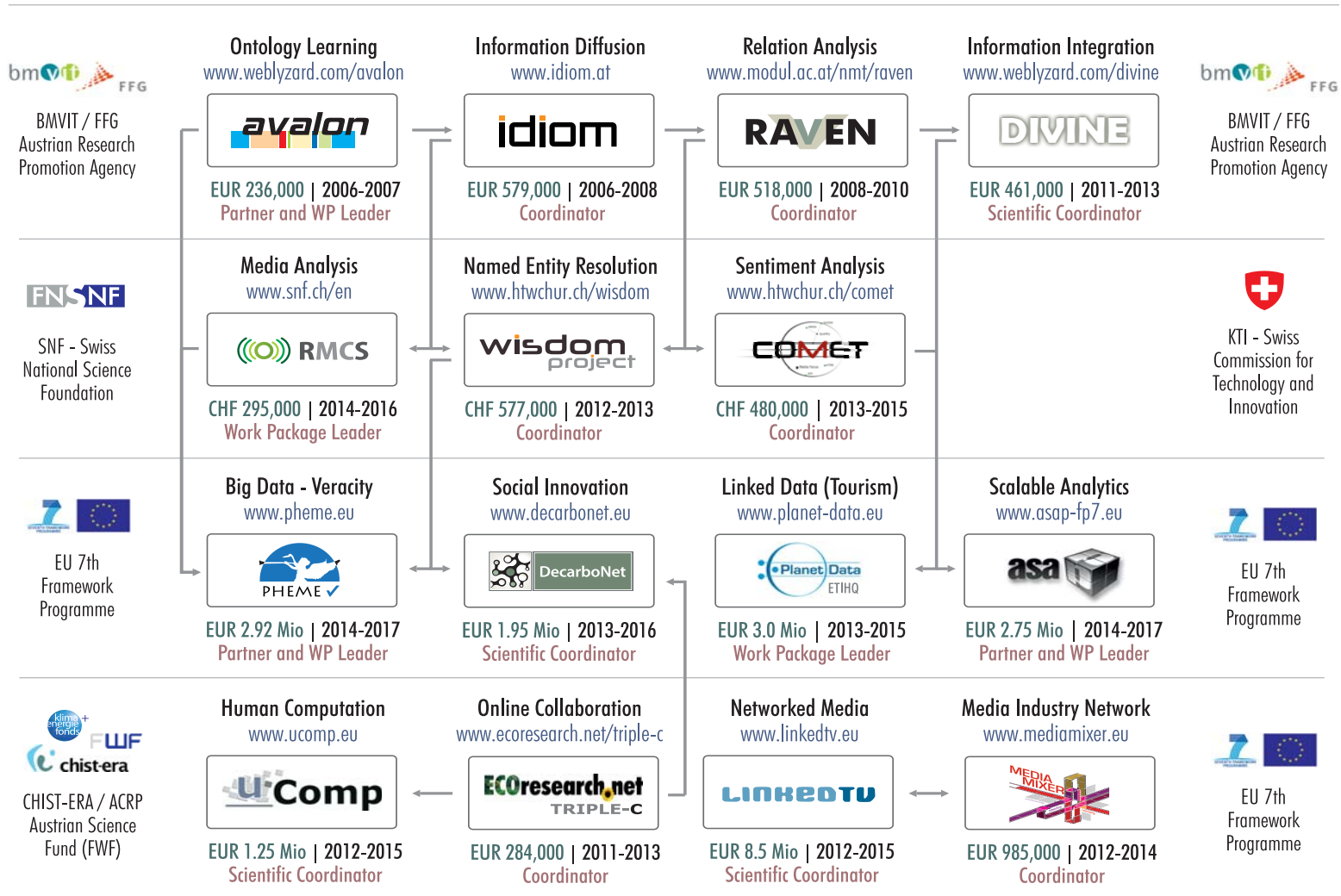


## Technology Startup

- **Reference Clients**  
NOAA (U.S. Department of Commerce), Federal Austrian Chamber of Commerce and Industry, Telecommunications and Retailing Companies, etc.
- **R&D Funding of more than 4.5 Mio. EUR**
  - Austrian Research Promotion Agency (FFG)
  - EU 7th Framework Program



# Project Overview | R&D Funding









**Newsletter**  
[www.weblyzard.com/newsletter](http://www.weblyzard.com/newsletter)



**Demo Portal**  
[www.ecoresearch.net/climate](http://www.ecoresearch.net/climate)



**E-Mail**  
[info@weblyzard.com](mailto:info@weblyzard.com)

## Contact

webLyzard technology gmbh  
Püchlgasse 2/44, 1190 Vienna, Austria

