



**HYPATIA**  
RESEARCH & ADVISORY

Accelerating Performance by Calculating Results™

## Customer Intelligence Trends & Insights

June 2011 - Vol. 5, Issue 9

### Hear Hypatia present at CRM Evolution

Conference August 8-10, 2011  
NYC

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#### Greetings!

Having just returned from IBM's business analytics analyst summit, I wanted to share some of the highlights that are most relevant to Hypatia's subscribers. Final product names are under NDA until actual product release which in most cases is expected to be in late 2011 and throughout 2012.

Attending **CRM Evolution August 8-10 in NYC** this year? Come hear Hypatia present primary end-user research on Voice of the Customer. Contact [LAR@HypatiaResearch.com](mailto:LAR@HypatiaResearch.com)

to schedule briefings or to meet for coffee.

**Best,  
Team Hypatia Research, LLC  
Twitter: @Hypatia\_18**

**P.S. Hypatia of Alexandria (c.370-415 AD), invented several scientific devices--the astrolabe, plane-sphere, and hydro-scope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively.**

### Democratization of Enterprise Analytics

Access is Just One Part of Analytics Success

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- **Personal Desktop Analytics**--designed for line of business executives that seek to perform robust analysis without relying on IT. Functionality includes:
  - What if scenario planning
  - Data Exploration & Visualization
  - Import, merge & data enrichment from multiple enterprise/personal data sources onto the desktop
  - Ability to share analysis within workgroups or across the enterprise
  - Support for 20+ languages
- **Integrated Risk Management**--one would expect an IT-centric offering to GRC from IBM OpenPages. However, I was impressed with the balanced approach presented during a one on one briefing at the summit. Many GRC solutions provide

## Conferences

**Leslie Ament of Hypatia Honored to present research @ CRM Evolution in NYC August 8-10, 2011**



**10% Q2 Discount: Ask Joe**

**Promotion Good thru 6/30/2011**

Welcome to **Joseph Azzolino** our new **Director of Client Account Services & Business Development**. Joe joins Hypatia Research, LLC with over 20 years of technology expertise at companies such as Inforonics, Gemini Professional Services and GenRad. Joe oversees client relationships throughout **North America**.

For research licensing, corporate access via Hypatia G2M services, research syndication or to inquire about webinars and custom research services, contact him at **978-828-1025** or [JoeA@HypatiaResearch.com](mailto:JoeA@HypatiaResearch.com).

## Quick Links

**Hypatia Research Announces Hypatia Go2Market™ Service**

*Provides Cost-Effective Corporate Access to Primary Customer & Market Intelligence Service.*

**HypatiaG2MTM is an annual enterprise-level subscription service** to competitive & market

either a siloed, bottoms-up view, or an aggregated high level top-down view. This solution offers both along with role-based and regulatory templates that can be utilized as accelerators for industry requirements and/or in preparation for external audits.

- More on this next month when Hypatia publishes "**Enterprise Convergence of GRC: Benchmarks, Best Practices & Vendor Selection Guide**"
- Vendor & End-Users briefing are almost completed--pls contact [research@HypatiaResearch.com](mailto:research@HypatiaResearch.com) if your organization wishes to be included.
  
- **Social Media Analytics**--according IBM, is an extension of **enterprise customer analytics**--a highly pragmatic philosophy in our view and one that we have championed over the last few years. Analytics-savvy organizations understand the power of leveraging multichannel customer analytics to extract customer insight as well as to perform market mix modeling in support of budget optimization. IBM "gets it" that "integrated customer intelligence" is necessary for organizations working in today's multichannel, customer-centric environment.
  - More on this later when Hypatia publishes "**Social Analytics & Intelligence: Best Practices & Vendor Selection Guide**"--our follow-on to "**Benchmarking Social Community Investments & ROI**"
  - Vendor & End-Users briefing are ongoing--pls contact [research@HypatiaResearch.com](mailto:research@HypatiaResearch.com) to schedule an appointment
  
- **Decision Management** (released 2010) "combines predictive analytics, business rules and optimization to automate the very high volume of small decisions made every day within an organization." This semi-automated solution provides line of business executives with enough guidance to create pragmatic support for typical business decisions with enough control over which priorities or outcomes should be optimized. (See Hypatia's "**Decision Science and Customer Analytics**") In short, decision management is a set of **preconfigured best practices** that include business rules, predictive models and an optimization engine. Examples of preconfigured solutions include:
  - Customer churn prevention
  - Credit-card or claims fraud

**Hypatia's POV:** Line of business end-users require a customer intelligence platform that enables them to "capture, manage, analyze and apply customer insight effectively."

**Our Assessment:** Much progress has been made on IBM's vision for Business Analytics Optimization software & service offerings. In light of acquisitions made within the last few years, we expect to see some portfolio rationalization in regards to redundant functionality and/or more integration among customer-facing solutions such as Coremetrics, Unica, and SPSS.

intelligence that is designed to facilitate an organization's use of Hypatia's research findings, benchmarks, market size & forecast, & best practices across industries & geographies. Includes:

- Access to all in-depth primary research;
- Access to Hypatia Galaxy™ vendor evaluation guides for enabling technologies;
- Access to all briefs, webinars, presentations;
- A complimentary advisory session with a Hypatia expert;
- Corporate-wide license, with 24x7 web access for an unlimited number of users.

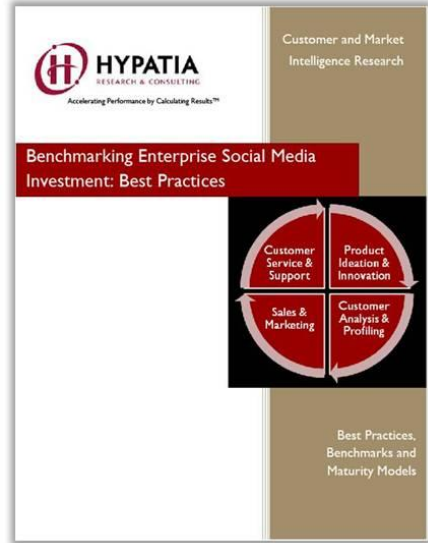
Hypatia's vendor selection guides evaluate and rank enabling technologies for end-users utilizing a new vendor evaluation & rankings methodology--**Hypatia's Galaxy™**. Vendors are evaluated according to weighted criteria, inclusive of number of customers, and product strategy or vision. Only 20% of vendors evaluated will place in Hypatia's orbit. Approximately 50% of vendors land in the nebulae just outside Hypatia's Galaxy™, while 30% remain in outer space with a few light years yet to travel. Full press release at [www.HypatiaResearch.com](http://www.HypatiaResearch.com)



## Social Investments & ROI: Best Practices & Vendor Selection Guide

Hypatia Research LLC published a groundbreaking primary research study on **Social community investment**. While social media is generally acknowledged as being the latest buzz or flavor of the year in terms of customer engagement, interaction and brand reach, organizations struggle to justify investment in regards to tangible returns.

Our research, comprised of over **300** end-user survey responses and more than **30** end-user interviews details the top measurement metrics and key performance indicators (KPI's) used by companies that effectively leverage social media.



Moreover, this primary research **study** highlights several current use-case examples, best practices and social media techniques leveraged by successful companies.

### Social Initiatives: 2011 Vendor Evaluations

Social Community Network Vendors: ©2011 Hypatia Research, LLC	Aggregated Galaxy Score (%)	Branding, Marketing & eCommerce	Customer Service & Support	Product Innovation & Ideation	Customer Analysis & Insight
<b>Hypatia's Orbit</b>					
Vendor 1	89.0%	●	●	●	●
Vendor 2	88.4%	●	●	●	●
Vendor 3	87.1%	●	●	●	●
Vendor 3	87.1%	●	●	●	●
Vendor 4	85.8%	●	●	●	●
Vendor 5	85.4%	●	●	●	●
<b>Hypatia's Nebulae</b>					
Vendor 6	81.0%	●	●	●	●
Vendor 7	79.3%	●	●	●	●
Vendor 8	78.0%	●	●	●	●
Vendor 9	77.0%	●	●	●	●
Vendor 10	75.9%	●	●	●	●
Vendor 11	75.8%	●	●	●	●
Vendor 12	74.3%	●	●	●	●
Vendors 13-19	<74%	●	●	●	●
		<b>Legend</b>		<b>©2011 Hypatia Research, LLC</b>	
		Leader	●		
		Solid	●		
		Average	●		
		Limited	●		
		None	●		

**Read About Her Life,  
Strife & Many  
Accomplishments!**



Hypatia of  
Alexandria

**Maria Dzielsk  
Harvard University Press:  
Revealing Antiquity**

End-user organizations are encouraged to review our vendor selection guide prior to engaging with a provider of social media techniques and/or technologies. Consider visiting our new **online store to assist your organization in building a short list of vendors to evaluate.** Discounts are available for small and mid-market businesses.

Hypatia Research, LLC, <http://www.HypatiaResearch.com> delivers high impact market intelligence, industry benchmarking, best practice, and vendor selection research for how businesses use technology and service providers to capture, manage, analyze and apply customer intelligence to enhance performance and to accelerate growth. Coverage areas include: CRM, Business Intelligence, Customer Analytics, Marketing Automation, Database Marketing, and Customer Data Integration and Quality. Since its inception by co-founder Leslie Ament in 2001, clients have relied on Hypatia for industry insight, expertise and independent research for guidance in assessing various technology and service options. Like our namesake, Hypatia, we are committed to Calculating Results™ for our clients.

Hypatia of Alexandria (c.370-415 AD), invented several scientific devices--the astrolabe, plane-sphere, and hydroscope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively. Hypatia was the first woman to make substantial contributions to the development of mathematics, astronomy & philosophy.

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[www.hypatiaresearch.com](http://www.hypatiaresearch.com)  
617-230-0067

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