



Accelerating Performance by Calculating Results™

Customer Intelligence Trends & Insights

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Hypatia Chairs
Customer &
Marketing Analytics
Conference



November-10-11, 2011
Boston, MA

New Research:
**Leveraging Content
to Increase Customer
Engagement!**

Greetings!

Once again Hypatia is honored to Chair and to select the [session topics, facilitators and speakers](#) for this year's conference on **[Marketing Analytics produced by Henry Stewart Events.](#)**

We are delighted to confirm speakers and presentations from Chief Marketing Officers and analytics experts from Blue Cross/Blue Shield, Vantage Travel, Monster, Inc., Innovation Nights, Avid Technologies, Merkle, dunnhumby, Teradata, Staples, Inc., IBM SPSS and more!

This annual Marketing Analytics conference will take place on November 10-11, 2011 in Boston MA. Registration is now open, so if you're thinking of attending register now to secure your place.

[Register Now!](#)

This year's conference theme is **["Strategies, Plans and Execution Techniques for Aligning Performance with Corporate Goals"](#)**. Participants will learn how top performers in both B2B and B2C businesses utilize customer and marketing analytics to their best advantage.

Two full days of sessions will include presentations and panel sessions on Day One and an interactive workshop on Day Two where delegates will be given the opportunity to put into practice what they have learned.

There will be ample opportunities to 'pick speakers' brains' by questioning them after their presentations, during the workshop program and in the networking refreshments and lunch breaks. Front-line experts - people with hands on experiences in the goals,

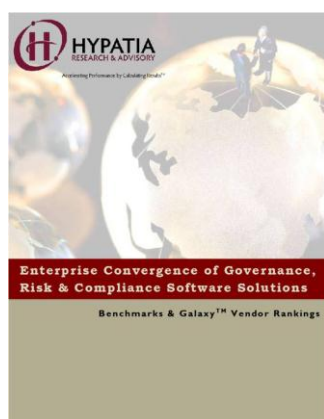
We would like to personally invite you to participate in Hypatia's exploration of how organizations effectively leverage content to engage customers with the goal of impacting acquisition, retention and revenue levels!

Take our **survey (less than 10 minutes to complete)** and receive a complimentary executive summary with research highlights as a "thank you" for your input.

We will need a valid email address in order to deliver the results, but rest assured we will never share your contact information without your permission. We appreciate your time and participation in this **Vendor Galaxy Rankings** study.

Want to take our **survey** in Chinese, French, German, Japanese, Russian or Spanish instead of English? **Click this link!** Don't see your language? Send us an **email**, and we will send you a link for your language if available!

Browse Before You



Subscribe or Buy!

Did you read our September study on "**THE COMING CONVERGENCE OF ENTERPRISE GRC:**

objectives and issues you encounter on a daily basis - will share their experiences at the conference.

Visit the conference website for more details

**Best,
Team Hypatia Research, LLC
Twitter: @Hypatia_18**

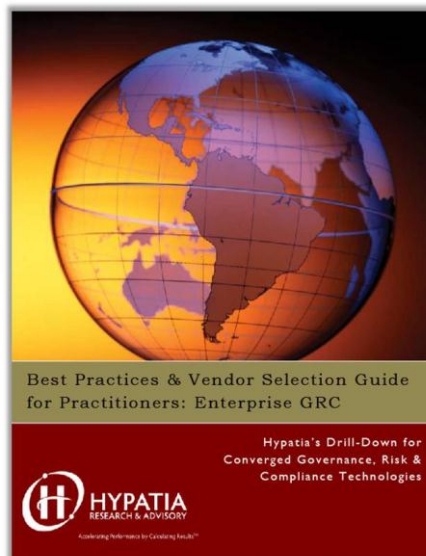
P.S. Hypatia of Alexandria (c.370-415 AD), invented several scientific devices--the astrolabe, plane-sphere, and hydro-scope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively.

Publishing in October 2011:

Best Practices & Hypatia's Drill-Down for Practitioners of Governance, Risk & Compliance

Converging Trends Add Complexity

Three converging trends further complicate companies' efforts toward insightful and accurate GRC deployments. First, complexity of compliance increases not only because of new governmental regulations, but also because different regions or departments may have divergent or even conflicting requirements. Second, GRC applications themselves are changing, with eGRC applications adding more IT-GRC capabilities, and vice versa. Finally, advances in technology such as service-oriented architectures and master data management affect business processes and data integration, key elements of GRC efforts.



Fragmented Landscape Fuels Confusion

The current vendor landscape is no less splintered and confusing. Hypatia Research investigated more than 40 companies, both vendors and consulting firms, offering GRC capabilities. Frequently, vendors' strength stem from their initial focus, which they have built upon to offer more GRC capabilities. For instance, some vendors come from the cybersecurity sector, and focus on data protection on monitoring. Others started by offering workflow software, a key component in compliance because it tracks who saw

**BENCHMARKS & GALAXY
VENDOR RANKINGS**

**Complimentary Executive
Summary & TOC!**

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**Leslie Ament of Hypatia
honored to chair &
present research
@Customer & Marketing
Analytics conference in
Boston, MA
Nov. 10-11, 2011**



Quick Links

**The Story of Hypatia: Now
a Movie Starring Rachel
Weisz**

*[now aka **Mrs. James Bond**]*

"AGORA"

and approved what and when. Others focused on specific industries, such as finance or pharmaceuticals, crafting their offerings specifically for customers in those verticals.

Market perception is affected by this confusing landscape. According to our survey, a full 51% of respondents don't know their company's GRC investment plans. The second highest percentage of responses, just under 20%, plan to invest in the next two to three years. But the landscape is not all bleak, particularly for vendors. Among those who are using GRC, respondents chose to solve their GRC challenges by investing in GRC software more than through any other method, including outsourcing and hiring internal resources. This primary research study on GRC solutions includes business case justification of successful implementations derived from actual practitioners.

**DID YOU READ LAST MONTH'S "THE COMING
CONVERGENCE OF ENTERPRISE GRC: BENCHMARKS &
GALAXY VENDOR RANKINGS"?**

Browse before you subscribe or buy!
Complimentary Executive Summary & TOC!

Case Study: Live Nation

**Pinpoint Cause & Effect via
Multichannel Voice of the Customer
Techniques!**

***Combined Analysis of Data with Contextual
Information Leads to Significant ROI***

Last March, Hypatia Research LLC published a ground-breaking primary research study on **Operationalizing Voice of the Customer: Best Practices, Maturity Models and Benchmarks.** In that primary research study we stated:

"Voice of the Customer (VOC) and Customer Experience Management (CEM) business processes along with enabling software technologies- solutions formerly known as Enterprise Feedback Management (EFM)-have recently evolved and/or converged. Moreover, more than 20 vendors are racing to add Social Media Intelligence (SMI) capabilities to these solutions so that the ability to perform unified quantitative and qualitative customer analysis[1] (holistic customer intelligence) becomes a part of this VOC equation."



Hypatia

[Read About Her Life, Strife & Many Accomplishments!](#)



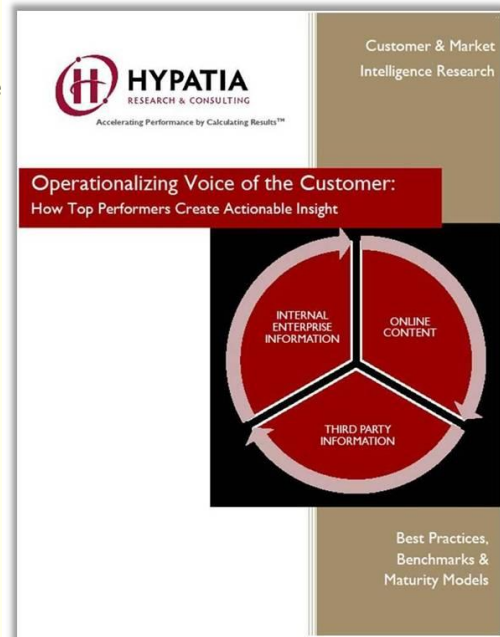
Hypatia of Alexandria

**[Maria Dzielska
Harvard University Press:
Revealing Antiquity](#)**

"This blending of the quantitative with the qualitative customer feedback is nascent still at most B2B industries such as manufacturing, process industries, energy & utilities, and professional services firms. In B2C sectors inclusive of retail, financial services, banking, consumer goods and telecommunications, maturity levels in operationalization of VOC processes are more advanced.

However, less than 8% of all companies surveyed have attained a visionary level of maturity as defined through our primary research."

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[Live Nation Entertainment \(NYSE:LYV\)](#) is the largest live entertainment company in the world: connecting 200 million fans to 100,000 events in over 40 countries. The organization's business model includes selling concert videos via Apple and iTunes as well as sponsorship, ticket sales and service fees generated from TicketMaster.

Challenges:

Currently Live nation performs all of their VOC techniques internally with an internal team of 15. Operating without the luxury of IT support, this global research department is responsible for providing decision-support to multiple departments which include: ecommerce, Products, marketing, venues, touring, sponsorship & corporate brand market share, retail outlets, and call center sales channels.

Read the entire Business ROI Evaluation report exclusively on the B-Eye-Network's **[Customer Analytics & Insight Channel](#)** compliments of Hypatia Research!

End-user organizations are encouraged to review our vendor selection guide prior to engaging with a provider of voice of the customer or 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.

Ask Joe!

Welcome to **Joseph Azzolino** our new **Global 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 globally.

For research licensing, corporate access via Hypatia G2M services, research syndication or to inquire about webinars and custom research services, contact him at: Office: 978-540-5631 or Cell: 978-828-7062 or **JoeA@HypatiaResearch.com**.

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.

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