



Accelerating Performance by Calculating Results™

## Customer Intelligence Trends & Insights

September 2011 - Vol. 5, Issue 12

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Hypatia Chairs  
Customer &  
Marketing Analytics  
Conference



November-10-11, 2011 Boston, MA

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### Greetings!

Now that information and articles on social media have proliferated in online tweets, chat, and media articles...the result is everyone is interested and understands the "why" of doing social...but the how, what, when, where and tangible ROI still eludes most organizations.

Following Hypatia's recent primary research study focused on best practices and return on investment-- "**Benchmarking Social Community Investment & ROI**", --management consulting firms have seen an opportunity to provide best practice strategy & consulting services for social media initiatives as well. In reverse alphabetical order:

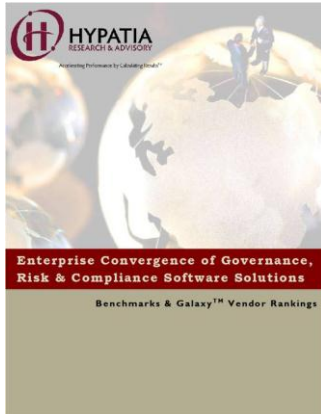
1) HP purchased Autonomy Corp. for about \$10 billion and plans to spin off its personal-computer business. Autonomy specializes in software that analyzes documents and data for so-called "unstructured information" and looks for links that can be tied together in order to understand relationships between documents. Short-term, the market has not reacted favorably to this acquisition. Long-term, this could be a significant boost for HP's information management, and unstructured content analysis [social media] capabilities portfolio when fully integrated and operational.

2) Deloitte's former CMO and principle Jonathan Copulsky's, latest book "Brand Resilience" identified seven crucial steps to brand risk management. A thought-provoking read, Copulsky cites end-user case studies and borrows from warfare scenarios in regards to social strategy initiatives. For example, the book cites practices from counterinsurgency doctrine [such as defensive, guerilla, flanking and offensive warfare] to illustrate how brand stewards can aggressively defend themselves from intentional or unintentional brand saboteurs.

3) Capgemini, one of the first management consulting firms to offer services on SaaS solutions, just announced a strategic partnership with Attensity to launch a new comprehensive Social Media Management service, to help businesses take advantage of online social interactions. [Hypatia placed Attensity in its Vendor Galaxy™ for Voice of the Customer capabilities in March 2011]. This partnership is poised to be a game-changer.

4) Accenture entered with a 2011 handbook entitled "**Everything You Need to Know to get Social Media Working for Your Business**". [in 298 pages available on Amazon.com]. Surprisingly, the authors maintain "Case studies should only be used to generate ideas, not as evidence that any particular strategy or tactic will work for anyone other than the organization in the case study." Judge for yourselves what this type of

Did you read our August study on  
**"THE COMING CONVERGENCE OF**



**tary Executive Summary &  
TOC!**

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## Ask Joe

**SMB 10% Discount Good thru  
9/30/2011**

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:

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## Quick Links

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thought leadership is worth.

**Hypatia's POV:** Enabling technologies facilitate leverage of social media, but strategy, business processes, performance metrics and the ability to create and leverage actionable insight are necessary to attain tangible ROI.

**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.*

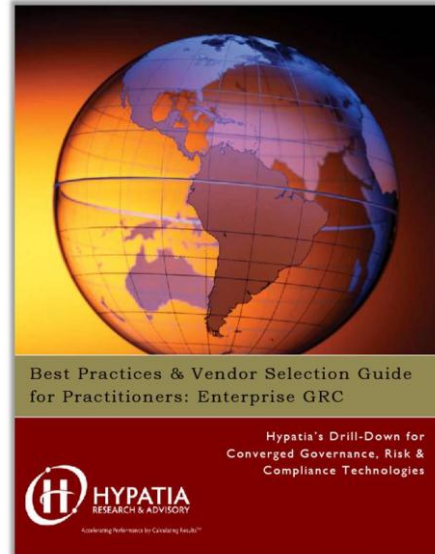
**Publishing in September 2011:**

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

**4X4 Drill-Down via 16 Criteria for Vendor Selection**

**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 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.



**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**]*

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Hypatia of Alexandria

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

**28 Vendor & 30 End-User** briefings are completed--pls contact [research@HypatiaResearch.com](mailto:research@HypatiaResearch.com) if your organization wishes to be included.

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

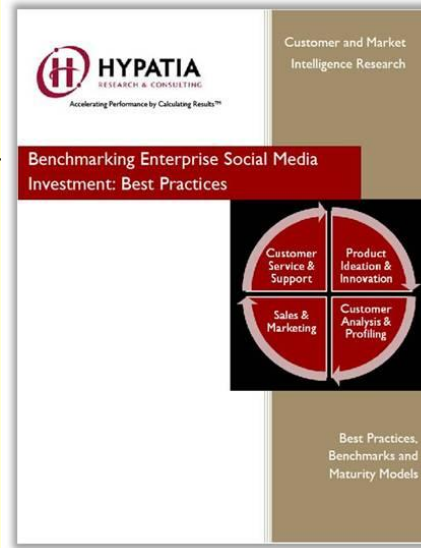
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**Social Investments & ROI: Best Practices & Vendor Selection Guide**

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	●		

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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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617-230-0067

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