



Accelerating Performance by Calculating Results™

Customer Intelligence Trends & Insights

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"AGORA"

Greetings!

Vendor acquisitions in the Business Intelligence and Analytics marketplace continue with **Deloitte** augmenting its information management & business analytics portfolio by snapping up Boston-based Oco, Inc, a provider of SaaS based managed BI services on May 9. On May 5, **Capgemini**

announced its acquisition of MN-based BI Consulting Group (BICG), with the goal of enhancing their information management capabilities.

As of last night, **Microsoft scooped up Skype** for \$8.5b! just thinking about all of the potential data sources and information Microsoft and/or Google have on customers gives me a migraine!

Below, see what the analysts at Hypatia have to say about **enterprise-level social media and justification of investments.**

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.

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



Hypatia Research Announces Hypatia Go2Market™ Service

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

Hypatia Research, LLC launched its unique corporate access subscription service which includes an unlimited number of user seats. HypatiaG2M™ is a **comprehensive** customer & market intelligence service designed to facilitate an organization's use of Hypatia's research findings, benchmarks, market size & forecast, and best practices across industries and geographies. HypatiaG2M is an annual enterprise-level subscription service that 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. With tiered-pricing, primary research is affordable for companies of all sizes:

Hypatia's vendor selection

Hypatia Research LLC published a groundbreaking primary research study on **Social Media 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** interviews will detail 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
Hypatia's Orbit					
Vendor 1	89.0%	●	●	●	●
Vendor 2	88.4%	●	●	●	●
Vendor 3	87.1%	●	●	●	●
Vendor 3	87.1%	●	●	●	●
Vendor 4	85.8%	●	●	●	●
Vendor 5	85.4%	●	●	●	●
Hypatia's Nebulae					
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%	●	●	●	●
		Legend			
		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

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 deep space having quite a few light years yet to travel.

The trademarked evaluation methodology was named in honor of Hypatia, a professor of astronomy, philosophy and mathematics. Full press release available at www.HypatiaResearch.com



Hypatia

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



[Authored by Maria Dzielska](#)

[Published by Harvard](#)

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.

For more information, contact Joe Azzolino our Director of Account Services & Business Development at **978-828-7062** or **JoeA@HypatiaResearch.com**

Social Case Study: TCHO Chocolatier

Facebook isn't the perfect social media forum for everyone, but it is an ideal marketing tool for TCHO, a 30-employee San Francisco chocolatier that specializes in high-end organic chocolate. The company makes its candy bars and chocolate dipped fruits from cacao beans purchased directly from small, third-world farmers. The quality, price, and social ethics of TCHO attracts young professionals with enough disposable income to indulge themselves on \$20 chocolate bars. While TCHO bars can be purchased in several stores in California, its retail distribution is limited and the majority of its sales are direct from the web site. TCHO needed to bolster its image and get more visibility without spending a fortune on advertising and PR campaigns.

Challenge: TCHO had three main goals for its social media campaign. It wanted to create excitement and interest in the TCHO brand, to generate customer referrals and more online sales of its chocolate, and it wanted to find out more about its customers. "I wanted to know why they like TCHO, why are they buying it direct from our web site before they've even tried it," explains Larry Del Santo, marketing associate for TCHO

Technology Selection Criteria: The main requirements are low-cost and ease of use, since TCHO does not have a large budget for advertising or social media. TCHO's goal was to raise visibility in the retail space, and because almost anyone could be a customer, they wanted to tap the large numbers of potential buyers that are Facebook's members.

Unlike companies with higher-end products, technical products, or B2B customers, the need for a private social community was less than it would be for most other organizations. TCHO wanted a purely public forum to talk about its candy, engage the public, and run contests. They decided the best forums for this would be Facebook and Twitter, as well as Yelp, Gowalla and YouTube.

Operational Approach:

Because the company keeps an active schedule of tours, appearances at local events, free classes, giveaways, and other promotions, there is always something to post on Facebook or Twitter, which in turn helps publicize these local events. They also post fun facts about chocolate, recipes, links to articles on TCHO or chocolate, to videos about TCHO on YouTube, and online polls.

To generate more activity and interest on the site, Del Santos began offering free chocolate for things such as referring a friend or for joining the Facebook Community. Or free shipping on orders over \$25. During November, they ran a TCHO member campaign and gave away a 14 day supply of chocolate.

Results: Del Santo says the main goals of their social media effort are to gain a better understanding of their customers' demographics, buying behaviors, and tastes in chocolate, and to generate excitement and good will around the name TCHO. Increasing their Web sales is also a probable outcome, but not necessarily a key goal as they are also working to expand their retail presence.

TCHO also has a presence on Gowalla, which encourages users to "check in" at the TCHO headquarters for a free tour of the chocolate factory, and is listed with Yelp, so customers can post reviews. The benefit of those are to raise visibility locally, and foster good will.

**University Press: Revealing
Antiquity**

We invite our subscribers to contact us for vendor / service provider briefings, to share best practices and to leverage our expertise. More on this and other Social Success ROI Evaluations are available [online](#).

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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