**USE CASE**

Enterprise Social Network Intelligence

Value: Reduce Sales Cycles and Increase Revenues.

**PROBLEM**
Many large enterprise organizations utilize multiple CRM database solutions to manage marketing, sales, production/development and productivity. In order to gain access to this information for useful insight, users need to log into individual databases and integrate important data using external tools such as spreadsheets in order to get a more complete view of their business. The majority of organizations today are unable to see their entire network of information in a single federated view, let alone integrate with social networks to add additional depth and understanding of their consumer base to assist with today’s transition towards relationship selling.

**INNOVATION:**
Improve customer relationships by enabling sales to understand their customers interests, needs and wants in real-time.

**CHALLENGE:**
Understand the preferences and habits of key decision makers to increase value, engagement, longevity and ROI.

**SOLUTION:**
InfiniteGraph and Objectivity/DB aggregate relevant relationship detail from multiple sources including social networks and enterprise databases in real-time allowing for the sales team to engage intelligently with customers and offer products and services when they need them, thus shortening sales cycles, maximizing ROI and increasing revenues.

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“...sales teams are able to approach opportunities armed with an improved understanding of (customer) needs, personal motives, requirements and timing.”

**SOLUTION**
Leveraging InfiniteGraph and Objectivity/DB, we have developed a solution to aggregate enterprise databases and disparate social networks to enable search and discovery across networks in real-time. By enabling sales to have insight to customer preferences, trends and interests, sales teams are able to approach opportunities armed with an improved understanding of their needs, requirements and timing.
Enterprise Social Network Intelligence

VALUE PROPOSITION
Complete, scalable, Enterprise Social Intelligence networking tool that combines the power of multiple networks to maximize value and relevance for the user, anytime, anywhere, from their mobile device to their desktop.

“Increase the odds of helping your team win the sale and customer relationship.”

ADVANTAGES
InfiniteGraph and Objectivity/DB enables a high-performance and distributed analytics solution that uncovers valuable intelligence from the steadily increasing amount of disparate, unstructured data generated by social networks and ties that information into existing enterprise CRM systems to add value and intelligence. Identifying relationships and deriving actionable analytics across complex data sets with so many variables is near impossible without the right tools. Using Objectivity’s products, organizations will be able uncover real value within their Big Data and turn that information into revenue generating opportunities.

About Objectivity, Inc.
Since 1988 Objectivity, Inc. has been the Enterprise NoSQL leader, helping customers harness the power of Big Data.

Our leading edge technologies: InfiniteGraph, The Distributed Graph Database™ and Objectivity/DB, a distributed and scalable object management database, enable organizations to discover hidden relationships for improved Big Data analytics and develop applications with significant time-to-market advantages and technical cost savings, achieving greater return on data related investments.

Objectivity, Inc. is committed to our customers’ success, with representatives worldwide. Our clients include: AWD Financial, CUNA Mutual, Draeger Medical, Ericsson, McKesson, IPL, Siemens and the US Department of Defense.


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