

Emerging pressures to monitor Reputation and Brand impacting events due to faster dissemination of “bad news” through global media, a high correlation between event that negatively impacts reputation and an organization’s stock price, increasing regulatory and reporting requirements and external pressures. COBRA utilizes powerful and robust data ingestion and processing technologies to analyze structured and unstructured data across disparate content sources and across multidimensional content covering consumer, competitor, corporate, industry, and cross-industry level issues.

GBF03002-USEN-00

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IBM Global Business Services

Financial Services

Corporate Brand and Reputation Analysis (COBRA)

Corporate Brand and Reputation Analysis (COBRA) provides a competitive edge through early risk alerting and event detection, and a wide spectrum of analytics capabilities including, sentiment analysis, relationship analysis, trends, and root cause analysis:

Tactical and proactive management of brand and reputation risk.

Capitalize on competitive intelligence by understanding potential threats to competitors brand and reputation.

Create value from competitors inability to manage their brand and reputation risk.

Optimize the organization's brand and reputation.

Increase ability to measure the cost and impact of reputation loss or tarnishing of brand image.

Improve resiliency in responding to potential risks.

Sustain key relationships with stakeholders, employees, and vendors.

Converting reputation risks to opportunities using BIW to perform root cause analysis (RCA), relationship analysis and trending to help predict issues in advance.

Key Benefits

- Provide with flexibility to add any source of content, either internal or external in a matter of days.
- Sophisticated rule editor allow the user to define their own set of rules to identify “strong” signals. which filter thousands of documents daily with 95% accuracy. Also allowing the user to maintain the model through the use of a real time “impact viewer”.
- Daily the system identifies emerging trends around the user developed models. The “weak” signal are could be early indicators of trends, which may be added to the alerts monitors.
- Analyze alerts using real-time dashboards that enable you to focus immediately on the most critical information.
- Discovery Workbench (BIW) can use the existing alerts content in addition to the structured data like sales, geography and source information.

