iQ-Sports™ & Social Media

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Social Media as a primary source of information

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Social Media as a primary source of information

- Fans can help propel and drive sport teams and leagues marketing efforts… How?
  - Fact 1: **45%** of 18-35 year olds follow sport teams or athletes online, and **35%** of them regularly use social media to comment on, tweet/retweet, share or link to online sports content.
  - Fact 2: Largest percentages of fans use tablets or smart phones to access to sports content while watching or attending games.

Creating Social Media Command Centers

iQ-Sports™ & Social Media

Creating Social Media Command Centers

- iQ-Sports™ offers a component that pulls information from the most relevant Social Networks into the Data Warehouse.

- Once the data is collected, you can appreciate how a team of dedicated fans can interact with, engage and repost fan content. Also, you can be the first witness as the team's Facebook fans and the Twitter follower accounts grow substantially at the same time revenue also increases.

- Teams are able to monitor fan content from Twitter, Facebook and Instagram based on #HASHTAGS to then repost the best of the content, see what has fans been talking, and engage with the most influential and passionate fans creating content.

Social Media Workflow

Social Media Workflow

Collect

Social Media

Blogs

Twitter

News

Product Reviews

Analyze

Language Identification

Document Clustering

#FIFA #CR7

#WORLDCUP2014

#FIFAWORLDCUP

#BRAZIL #MARACANA

Entity Extraction

Sentiment Analysis

Deliver

Reporting & Analysis

Brand, product & Entity Monitoring

Provide marketing professionals with instant access to social media data and analysis

Dashboards

Advanced Search & Faceted Navigation

Social Media Architecture

Social Media Architecture

Social Media Channels

Capture | Store | Refine

- ✓ In-Memory
- ✓ Transactions
- ✓ Analytics
- ✓ Text
- ✓ Predictive
- ✓ Planning

SAP HANA DB Services: iQ-Sports™

SAP HANA CLOUD PLATFORM

Reporting & Dashboards

SAP sas tableau Microsoft

QLX.COM

iQ-Sports™ & Social Media Sample

iQ-Sports™ & Social Media Sample

World Cup 2014 Case

Twitter Pull every minute for 1 month

League Schedule: 1-month tracking

hadoop + SAP HANA

#Fifa #WorldCup World Cup Pode at\u00e9 n\u00e3o ter sido um jogo do Brasil, mas foi jogo de Copa do Mundo. E eu vou lembra... http:\/\/t.co\/mxEoKlhIHN
#Fifa #WorldCup World Cup Porque a vibe \u00e9 Boa e tempo n\u00e3o para !! E o almo\u00e7o de hoje foi mara e cheio de risadas ... http:\/\/t.co\/4iRDcnMY2e
#Fifa #WorldCup World Cup Porque apesar de tudo, meu cora\u00e7\u00e3o \u00e9 verde e amarelo!! \ud83d\udc9a\ud83d\udc9b\ud83d\udc9a\ud83d\udc9b\ud83d\udc9a\
#Fifa #WorldCup World Cup Portugal 2-1 Ghana\u26bd\ufe0fRonaldo #worldcup #worldcup2014 #brasilworldcup2014 #ffa #fifaworld... http:\/\/t.co\/WGnPcOKiKk
#Fifa #WorldCup World Cup Quand t'es a Arlon, puis que tu bouge a la fronti\u00e8re pour la victoire de l'Alg\u00e9rie :D!!... http:\/\/t.co\/zCqQ4lKwH0
#Fifa #WorldCup World Cup Quase Su\u00ed\u00e7os! #ArenaDaAmazonia #FifaWorldCup #Brasil2014 http:\/\/t.co\/BesUVd0lpd
#Fifa #WorldCup World Cup Quedan 16. #F\u00fatbol #FifaWorldCup #Mundial #Octavos #Fixture #WorldCup #Brasil2014 #Vamo... http:\/\/t.co\/T84iuZWB6u
#Fifa #WorldCup World Cup Rather Be\u2665\n#Instalove #Love #Romance #TagsforLikes #Instaphoto #Instagramphoto #Citylif... http:\/\/t.co\/5LPMUk3JpL
#Fifa #WorldCup World Cup S\u00f3 sei q amanha tem Brasil + Maracan\u00e3 + Rio #fifaworldcup #tatenucopa #aquitemfesta #ar... http:\/\/t.co\/q1iLKTEdS5
#Fifa #WorldCup World Cup #FIFA #WorldCup #Brasil #Karnezis #Maniatis #Manolas #Samaras #Kone #Karagounis #Salpin... http:\/\/t.co\/5Y9Mg5LKNQ
#Fifa #WorldCup World Cup #FIFA #WorldCup #Nigeria #TeamPhoto #SuperEagles #Last16 #Adidas #JohnObiMikel #PeterOd... http:\/\/t.co\/LRF6GcxIWl
#Fifa #WorldCup World Cup #FIFA #WorldCup #Nigeria #TeamPhoto #SuperEagles #Last16 #Adidas #JohnObiMikel #PeterOd... http:\/\/t.co\/QhRMXQKurM
#Fifa #WorldCup World Cup #Colombia will take on #Uruguay in the #FifaWorldCupBrazil Round of 16. Uruguay will be... http:\/\/t.co\/wY9E4rb0Ff
#Fifa #WorldCup World Cup #DeRossi #Italy #AsRoma #WorldCup #Brazil #Azzurri #DDR16 \nDe Rossi is back to Italy af... http:\/\/t.co\/9TVpySLfvq
#Fifa #WorldCup World Cup #INA #WorldCup #TapiItuDulu #BangetMalah http:\/\/t.co\/WMSQfFvMWD
#Fifa #WorldCup World Cup #KICKforGOAL \u26bd\ufe0f\ud83d\ude01 #WorldCup http:\/\/t.co\/tkAGSLxd6I
#Fifa #WorldCup World Cup #MexicanWave #worldcup http:\/\/t.co\/vHrp4etq25
#Fifa #WorldCup World Cup #Italiandrink#Italy#green#white#red#longdrink#photoofday #tagforlike #instapad #followe... http:\/\/t.co\/e1Ws1bxa4x
#Fifa #WorldCup World Cup #LCtalEnt hot Models representing USA last night at deportestelemundo titularesymas #go... http:\/\/t.co\/Y4XL0NrDJq
#Fifa #WorldCup World Cup #FifaWorldCup #2014#Brazil #SleepLessNights http:\/\/t.co\/bL17iEBCGn
#Fifa #WorldCup World Cup #France is gonna win #fifa #worldcup #Brazil \ud83d\udcaa\ud83d\udc51\ud83c\udf89\ud83c\udf8a\nWearing #10 that once was #ZinedineZi... h
#Fifa #WorldCup World Cup #Rio #worldcup ### http:\/\/t.co\/BAtCtgdmNf
#Fifa #WorldCup World Cup #RETRICA can s\u0131k\u0131nt\u0131s\u0131 #girls #yeah #minecraft #galatasaray #worldcup #boring #nothing ... http:\/\/t.co\/ARtF7At6Os

SAP

Business Objects™

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iQ-Sports™ & Social Media Sample

World Cup 2014 Case

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