

A blue background featuring a network diagram of interconnected nodes and lines, representing data or social connections. The nodes are circles of varying sizes, and the lines are thin white lines connecting them.

THE POWER OF TWITTER DATA



@FUNKEFRED

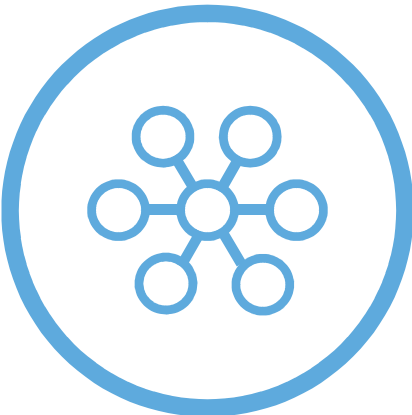
TRANSFORMATIONAL DATA



Realtime



Public



Enterprise



Comprehensive



A Tweet may only be 140 Characters, but... it has over 65 data elements

```
"coordinates": [  
  [  
    [-96.386719,  
      30.534473],  
    [-96.386719,  
      30.658246],  
    [-96.204688,  
      30.658246],  
    [-96.204688,  
      30.534473]]]
```

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  }  
},  
"geo": {  
  "type": "Point",  
  "coordinates": [  
    30.622496,  
    -----
```



Twitter data has unlimited value and near
limitless application



A man in a dark suit stands with his back to the camera, looking at a large, curved, white wall inside a modern building with a glass and steel structure. The text "How data can build a smarter business." is overlaid on the wall.

How data can build
a smarter business.

The IBM logo, consisting of eight horizontal blue stripes of varying lengths, is displayed in a large, semi-transparent font on a curved white wall. A vertical line is positioned to the right of the logo.

IBM®



ibm.com/ibmandtwitter



What's possible when you know what the whole world is thinking about any topic at any time?



SAVE LIVES

Mitigate the impact of annual flooding

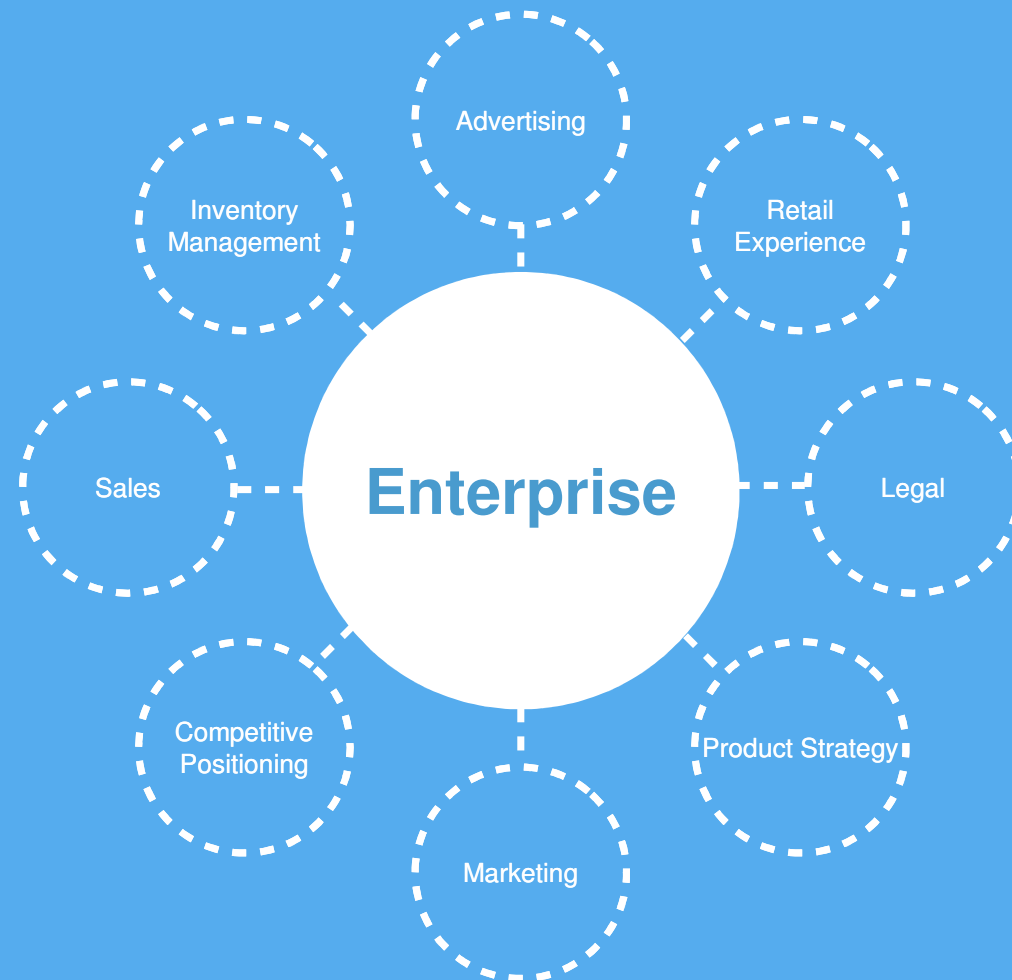


IDENTIFY FOODBORNE ILLNESS

Find signal by monitoring
conversations at scale



Improve Every Decision with Social Data



REDUCE CHURN

Identify customers who are likely to churn



ATTRACT AND RETAIN TALENT

Retain your best employees
who are key to your most
loyal customers



PRODUCT DEVELOPMENT

Understand why some
products sell and some don't



IMPROVE OPERATIONS

Identify commercial
restaurant equipment in need
of maintenance





Amanda Davidson
@mandiero

Finally got to try new chick-fil-a. Soggy fries and cold chicken. #sad

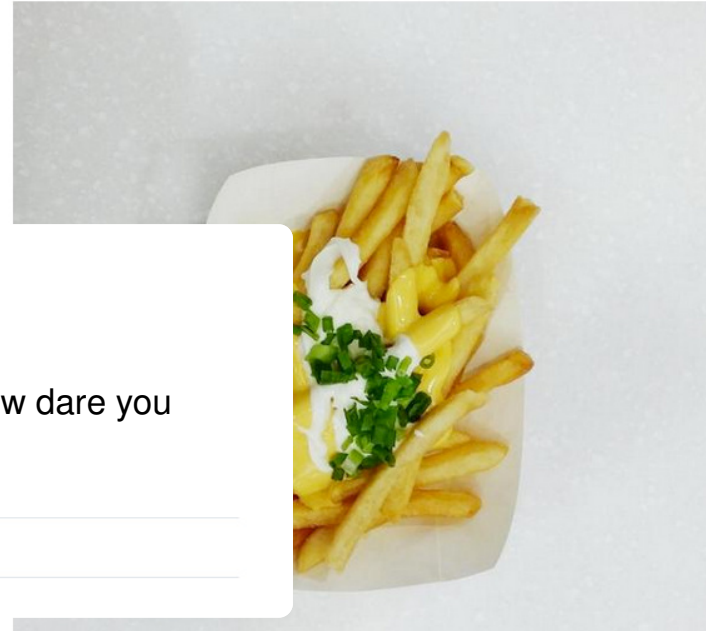
Reply Retweet Favorite More



@fiona_fong

Remember to never order KFC soggy fries again

Reply Retweet Favorite More



Amy Grewal Dunn
@AmyGrewalDunn

This is unacceptable! Tiny fries make for a disappointment

#wingstop

Reply Retweet Favorite More



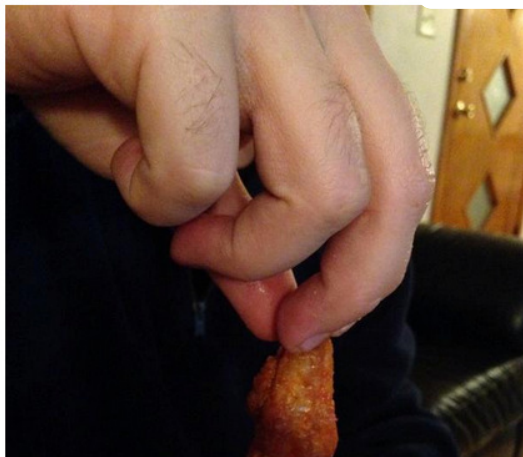
lil C
@ciaraperri

Soggy fries ? MacDonald's how dare you forsaken me

Reply Retweet Favorite More

FAVORITES

6



Cortland Hill
@Cort_NOu

The only thing McDonalds is good for are their SOGGY FRIES!! 🍟

Reply Retweet Favorite More



Improve Every Decision with Social Data



Twitter & IBM



Power Current IBM Software Solutions

Create New Joint Software Solutions

Develop Custom Solutions Through IBM GBS





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