GreenIvory
VoiceObserver

IBM

Solution Description

VoiceObserver is a solution for measuring your companies' online reputation and visibility. VoiceObserver investigates the web, searching news sites, blogs, institutional and corporate sites and provides daily feedback about your companies' presence in the media. Select expressions to detect and choose the sites to be analyzed or let VoiceObserver explore the entire web. The results can be sorted and filtered by language and type of web sites.

Features & Benefits

Every company needs to be aware of its public reputation to prevent a brand awareness crisis. VoiceObserver is the solution to analyzing and managing your companies "buzz" on the internet.

The solution allows companies to analyze and control their e-reputation and increase their e-marketing efficiency, in multiple languages. Measure your reputation origins, make sure brand awareness goals are achieved by seeing where your brand appears versus that of your competitors and determine if your keyword listings are effective in garnering web hits. VoiceObserver assists in determining the best web sites on which to place advertising banner ads.

Value Proposition

VoiceObserver is state of the art and utilizes widget technology to provide analysis charts. The data is easily accessible via the provided application programming interface (API). This makes it possible for companies to use the resulting data in business applications, mashups, and reports to determine productive or ineffective on-line awareness and reputation strategy for the best return on investment.

Company Description

GreenIvory is an e-marketing software vendor focusing on innovative Web tools which goals are to increase the efficiency of your Internet communication. GreenIvory is specialized in the processing and enhancing of information.

Our technologies, products and services include mashup, online reputation, social networks, and collaboration portals. Our customers are communication agencies (both traditional and digital) and other companies for whom the web is essential to their activity, like pure players.

IBM Segment
- Data Management
- Informix

Business Function
- Web Brand Analysis

Target Industry
- Media and Entertainment

For more information, contact:

GreenIvory
sales@greenivory.com

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