

\$24,000,000,000

# Audience Engagement

~~Shares~~

~~Likes~~

~~Views~~

Comments

**Tool**

Analyse comments

Identify trends

Get suggestions

Connect

## **Selection Criteria**

Scalability and Performance (25%)

Security, Integration and User  
Experience (20%)

Innovation (15%)

# Comparative Analysis

Table 1 Analysis table on compatibility of alternatives with HCC’s objectives

SOLUTION/CRITERIA	SECURITY	SCALABILITY AND PERFORMANCE	INTEGRATION	INNOVATION	USER EXPERIENCE	TOTAL
Weights	20%	25%	20%	15%	20%	100%
Build	4	4	4	5	5	4.35
Buy and Build	5	4.5	4.5	5	4	4.58
Endorse	4	3	4	3	5	3.80
Build	3	3	3	5	5	3.70
Buy	4	4	4	4	4	4.00

**Chosen Alternative**

"Buy and Build" Approach

## **Faster progress**

Acquiring and Customizing

## **Security**

Comment Analytics' Security measures

HCC's additional security features

## **Performance**

Use of 'Microservices' for seamless user experience



A Golden Opportunity for HCC

# Preparation and Timeline

Research and Analysis  
(2-3 Months)

**1 Market Research**

**2 Risk Analysis**

**3 Creating Team**

Implementation and Testing  
(6-7 Months)

**1 Integration**

**2 Prototype**

**3 Testing**

Launch and Expansion  
(1-2 Months)

- 1 **Advertising Campaign**
- 2 **Customer Feedback**
- 3 **Improvement**

## **Conclusion**

Better than other solutions

Align with HCC's requirements

Custom solutions

Boosting credibility

Acquire the market