

Demo Day

Social Media and DATEV eG

AMOS

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Agenda

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1. Product Vision
2. Prototype Preparation
3. Application Features
4. System Architecture
5. Live Demo

Product Vision

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- Social Media Integration for DATEV pro
 - ▣ Better Social Media integration in DATEV pro
 - ▣ Collect personal / business data from social networks
 - ▣ Integration to client data
 - ▣ Improve CRM

Prototyp Application

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- ❑ Orientated on the DATEV pro Application
- ❑ Dummy client data
- ❑ Social media accounts for each client

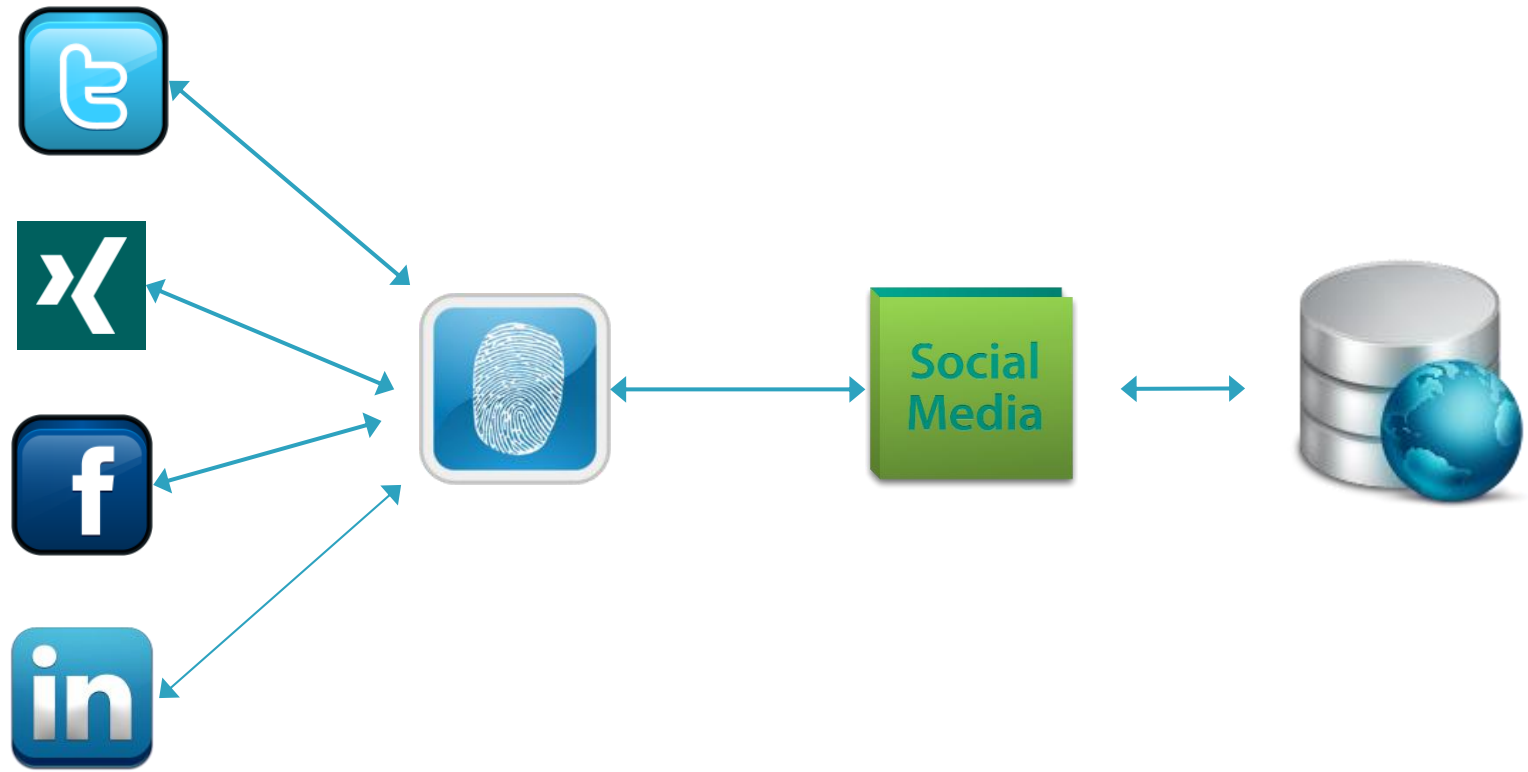
Application Features

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- Social Media Gathering
 - ▣ Scan Facebook, Twitter, Xing and LinkedIn
- Presentation of Social Media data
- Twitter Sentiment
 - ▣ Scan downloaded tweets
 - ▣ Define term for sentiment analysis
 - ▣ Determine sentiment
 - Positive, negative, neutral
- Global Overview

System Architecture

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Social Media and DATEC

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- Live Demo