



OB|4WAN



FRANK SMIT

Chief Innovation Officer OBI^{4WAN}

Co-founder and CEO OBI^{Lytics}

OBI4wan

Founded in 2011

Located in Zaandam, Holland

25 employees

Over 700 customers in 8
countries





Data

Collect millions of messages
on a daily basis

Twitter, Facebook, Instagram,
Pinterest, LinkedIn, Youtube,
Google+, news sites, blogs and
forums

OBI 4WAN



Online- and offline media monitoring

Online- and offline media monitoring of messages and conversations

Monitor trend development regarding your organisation, market and competitors!

WhatsApp and Facebook Messenger

Communicate with your customers via the integrated WhatsApp and Facebook messenger solution.

Measure customer satisfaction automatically and use the feedback to improve your service!

The screenshot displays the OBI4WAN webcare platform. At the top, there are navigation tabs: Webcare, Publish, Reports, Accounts, and CRM. Below the tabs, a header bar shows counts for various media platforms: Twitter (68), WhatsApp (3), Facebook (1), Instagram (219), Print (43), Radio & TV (20), and Reviewsites (0). On the left side, a sidebar lists various metrics: 1.097, 909, 8, 6, 3, and 6d. The main content area shows a conversation with Levi Witbaard via WhatsApp. A modal window titled "Responding" is open, stating "This reply will be posted on whatsapp with the account OBI4wan." and "With full access to conversation history, social CRM and more!". Below the modal, a large image of a sunset over an industrial landscape is displayed. The conversation history includes messages from Levi Witbaard and OBI4wan. To the right, a detailed profile for Levi Witbaard is shown, including his CRM contact information, description (#MTFBWY | Altijd Ready For Whatever | Marketing Jedi @OBI4wan | Social Media Monitoring | Webcare | Social Business), and various contact details like first name (Levi), last name (Witbaard), date of birth (08-10-1986), telephone number (31641776272), email address (levi@obi4wan.nl), and last contact (29-11-2016). The profile also lists his organization (OBI4wan), environment (beheer), groups, and accounts. Below the profile, a "Current conversation" section shows messages from OBI4wan and Levi Witbaard. A blue button at the bottom right says "Chat (7 users)".

The image displays the OBI4wan platform, which integrates multiple social media and customer service tools. On the left, a dashboard shows various metrics and links to different social media platforms. In the center, a detailed profile for a user named Barbara Friesen is shown, including her bio, contact information, and a list of groups and accounts she is part of. Below this, a list of recent tweets from her account is displayed. On the right, a smartphone screen shows a single tweet from her account, with analysis tools like sentiment and tags visible.

Webcare and online customerservice

Directly respond via social media, fora or reviewsites, using one efficient tool.

OBI4wan offers an efficient workflow, casemanagement and integration with several systems for an optimal social service.

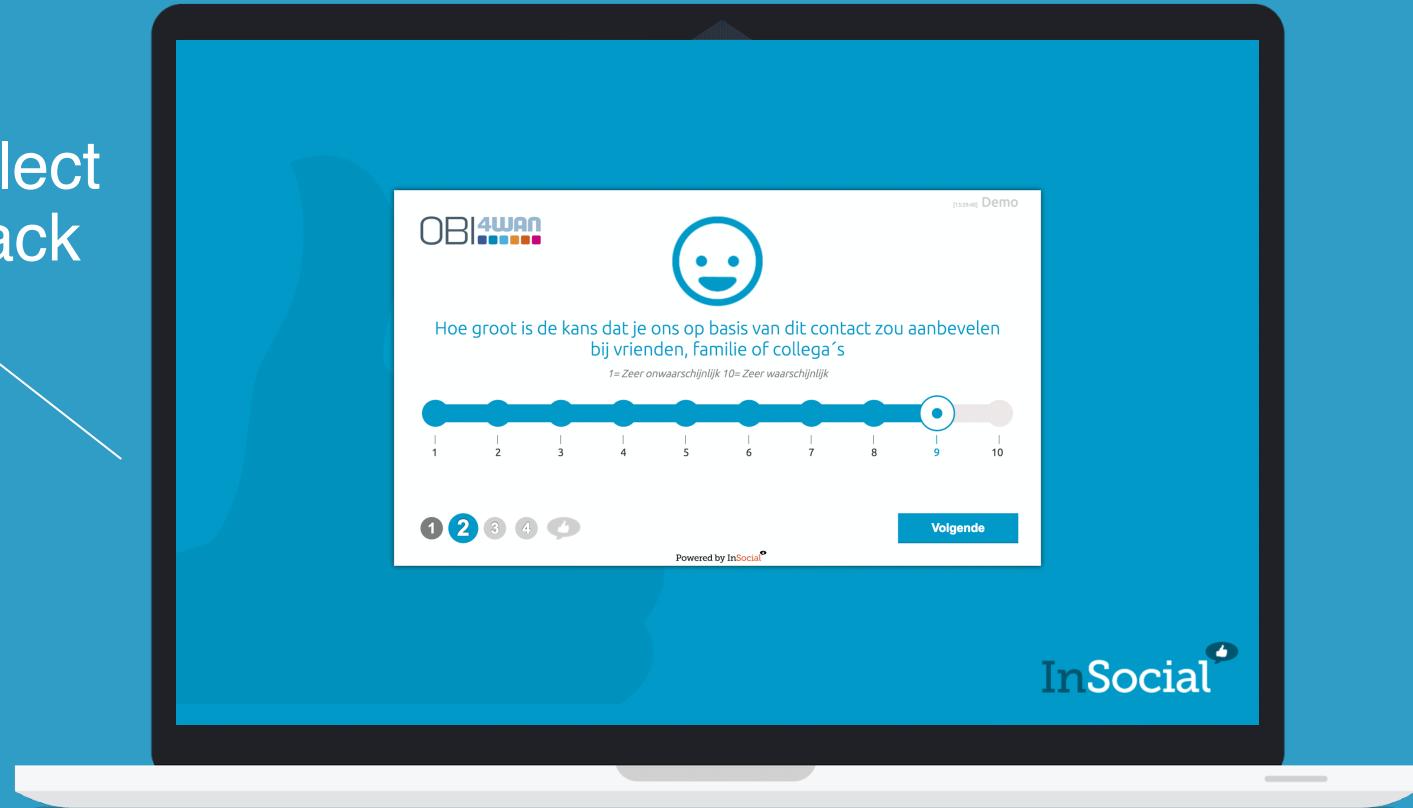
Social media publishing And social analytics

Publish, schedule and measure all your different social media campaigns via the convenient content calendar.

Share your story via your different social media accounts to boost traffic, reach and engagement.

The screenshot displays the OBI4WAN platform interface. At the top, there's a navigation bar with links for 'Webcare', 'Publiceren', 'Rapporten', 'Accounts', and 'CRM'. On the right side, there are language and location settings ('Nederlands') and a search bar. Below the navigation, a 'Nieuw bericht' (New post) section is shown, allowing users to publish content to various social media platforms like Twitter and Facebook. It includes fields for the message, account selection, and scheduling. A preview window shows a sample post. To the right, a 'Geplande berichten' (Scheduled posts) section lists several entries with details such as author, content snippet, scheduled time, and status. The main area features a 'Content calendar' for the week of April 4 to April 10, 2016, showing scheduled posts for various accounts across different days and times. Each post entry in the calendar includes a thumbnail, the posting account, the author, and a brief description of the post content.

Automatically collect
customer feedback



OBI^{4WAN}

Integration with
multiple review
platforms



bol.com



UNIVÉ
VERZIEKERINGEN

Schiphol
Amsterdam Airport



Ben®

rt**nederland**

ARRIVA

NVZ



Eneco

Oxfam Novib

 umcg

BCC

inshared

yellowbrick®

CONRAD

COMMIT project

Collaboration between
OBI4wan, CWI and LDBC

Started in february 2016

One of the goals of the project
is to benchmark different graph
database management
systems

Integrate graph analytics into
the OBI4wan solution



Centrum Wiskunde & Informatica

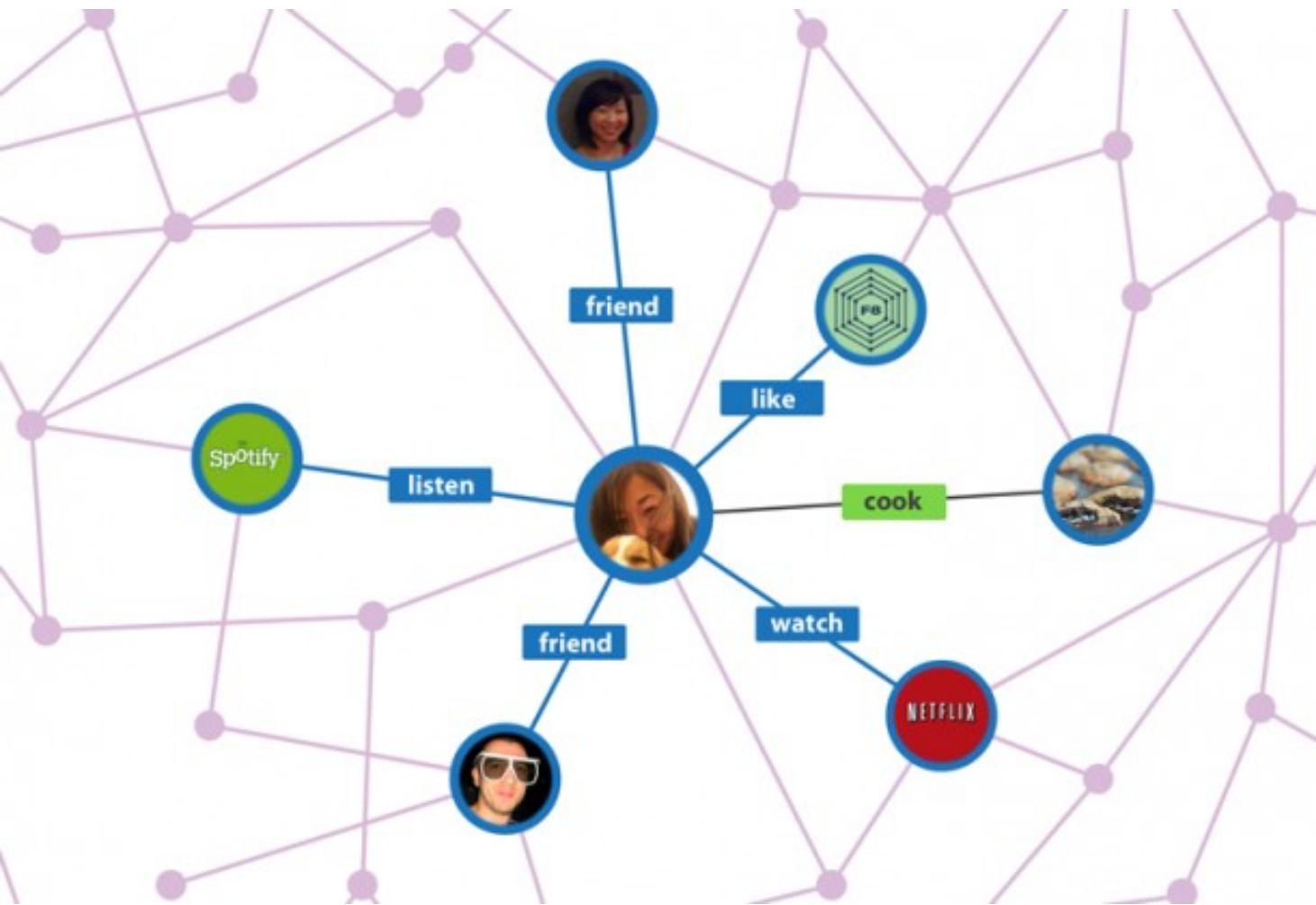


Graphs

Realtime graph analytics and search with fast moving data.

Given a campaign, who are the influencers?

Which of our followers ask questions to our competitors?





MULTI NODE VS SINGLE NODE



TITAN



Benchmark results

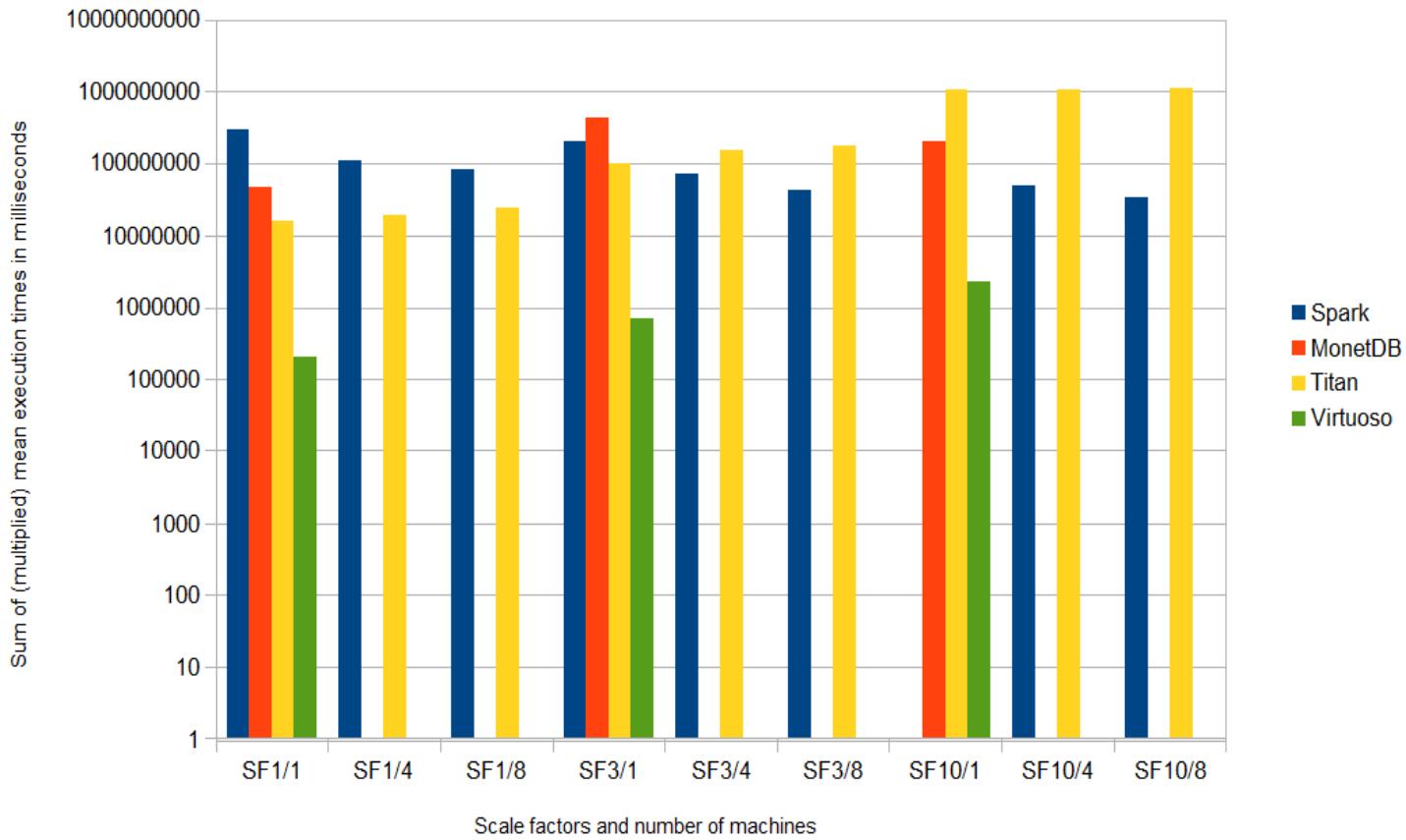
Titan had trouble loading the data into its graph format

MonetDB had trouble performing the actual graph-like queries

Virtuoso proved to be stable even under high data load.

Spark was not always the fastest but scaled very well

System comparison

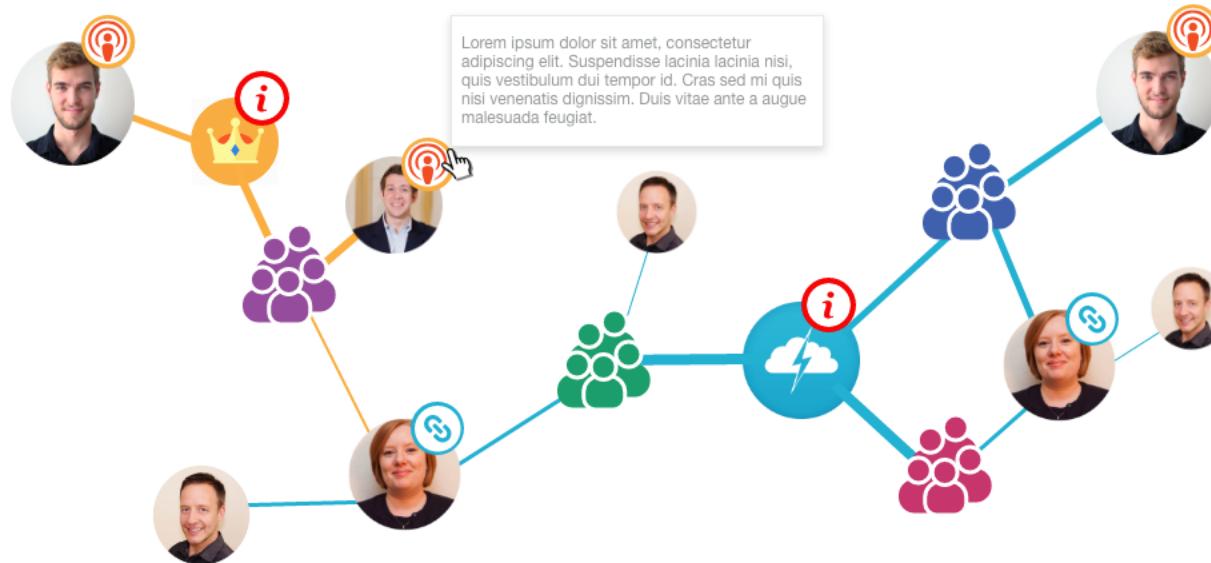


Next steps:

1. Building a system for multi-purpose graph analytics using Spark
2. Creating a graph query language for Spark
3. Search and analytics through Spark using the Elasticsearch connector for Spark
4. In the end: Spark only solution



Communication flow



Topics overview

king's day amsterdam king of day burger
 storm festival storm bike light **king's day**
 storm de film 2017 storm fietsen **king's day events**
 storm amsterdam



Messages overview

Search



f Leonty Lavrenty Thu, 21 Dec 2000 16:01:07
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Filters

