

Ostwestfalen-lippe,
16th January 2014



Brief introduction to who we are and what we do

AUTORITAS

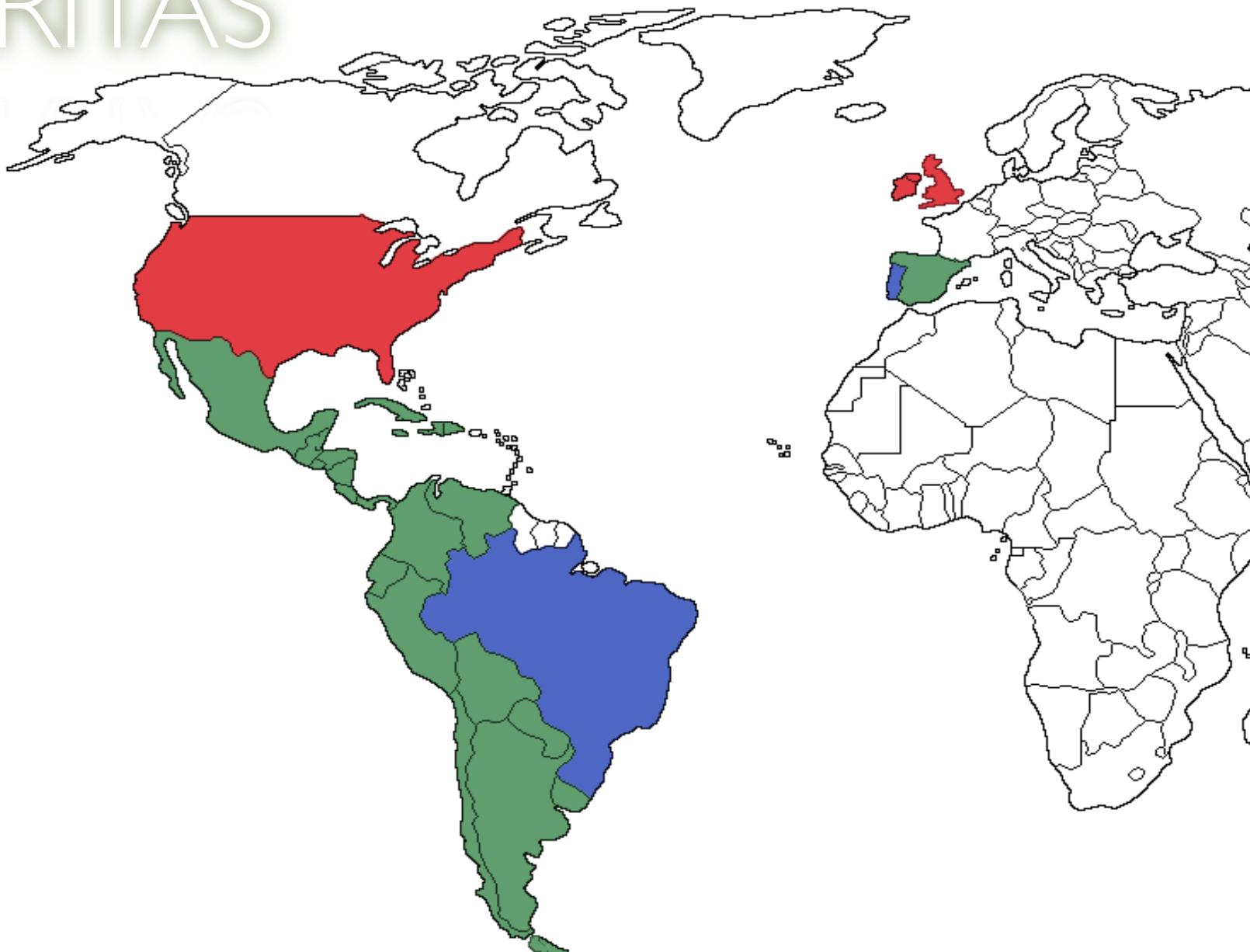
Autoritas is a technological consultancy with multidisciplinary professionals from many different countries of the world:

- Computer scientists
- Psychologists
- Economists
- Lawyers
- Political Scientists



AUTORITAS

Our headquarter is in Madrid (Spain), and we have offices in Argentina, Brazil, Chile, Mexico, Panama and UK.



AUTORITAS

We specialize in:

- Spanish
- Portuguese
- English

We are starting with:

- Italian
- German
- French



AUTORITAS

Training and communication are very important for us.

Active Listening is a new discipline and we should train professionals interested on the field.

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nuevas ideas, nuevas soluciones



Socialancer.com



Iberolabs

AUTORITAS

We make an active research in collaboration with reputed universities and research centers.

- ▶ **2008-2009: Avanza AL4Tour (ITC/464/2008)**

Objective: Develop an Active Listening platform specialized in the Tourism Sector

Budget: 744,681.83 €

- ▶ **2011-2012: Avanza Competitividad HCE (TSI-020100-2011-156)**

Objective: Specialize the Active Listening platform in the Healthcare Sector by developing an automatic coder of diseases expressed in natural language into ICD-9 MC codes.

Budget: 432,129.25€

- ▶ **2012: InnImpacto Ecoportunity (IPT-2012-1220-430000)**

Objective: Combine macroeconomic indicators with social media information to predict trends.

Budget: 576,629.00€

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Our main objective is to help companies to interact with the universe of Internet in order to incorporate Internet in their decision making process.

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The Ostwestfalen-Lippe case

The fact

“An institution, a brand, a company, always have a community around them. If these institutions are not in contact with the experiences their customers / citizens share these hardly would engage in the message and the values they convey, the bonds will be weak and the image of the institution may solely relate to the environment. However, if you enter the community with a powerful, useful and seductive message, the public is loyal and contribute its knowledge, establishing a beneficial long-term cooperation. And then acquires the communication characteristics of a stable relationship.”

Antecedents of OWL

Strengths / opportunities

- ▶ There are numerous universities and numerous industries in the areas of mechanical engineering, food industry, IT industry, automation technology and furniture industry, and the relationship between industry and universities is strong
- ▶ OWL is one of the strongest engineering locations in Germany
 - ▶ It is a prosperous region (in economics terms)
 - ▶ The unemployment rate is low (in comparison to other regions / countries)

Weaknesses / threats

- ▶ Region is not very well-known by foreigners (students or even professionals looking for job)
- ▶ Region is not very well-connected (it is difficult and costly to arrive from the airport)
- ▶ Region does not have a good offer of leisure
- ▶ Universities do not have enough students to meet the industry demand
- ▶ Industries have problems for hiring people

Strategy definition



- ▶ **Objective:**

- ▶ Convert weaknesses into strengths, and threats into opportunities

- ▶ **Strategy:**

- ▶ Listen what people say about OWL in the Internet
- ▶ Create the brand “OWL” in the Internet

- ▶ **Procedure**

- ▶ Definition of queries
- ▶ Definition of strategic dimensioning
- ▶ Extracting knowledge
- ▶ Definition of action plan for branding creation

Step 1: Listen what people say



I

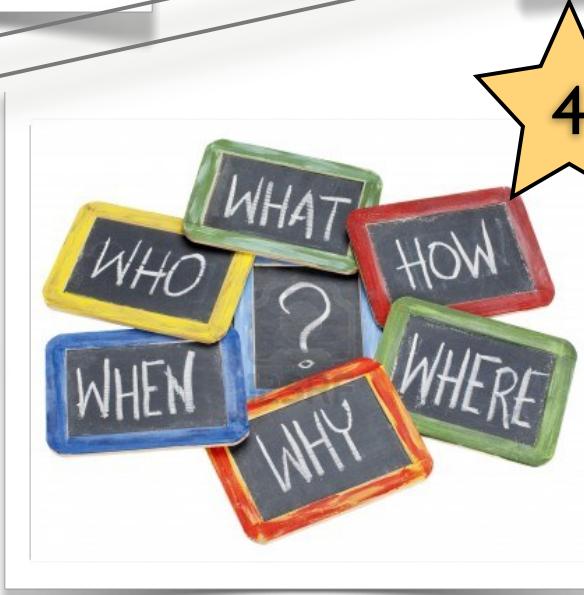
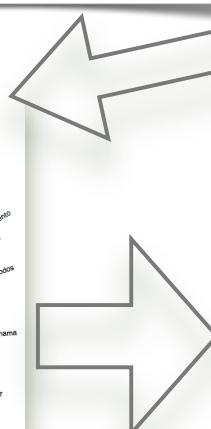
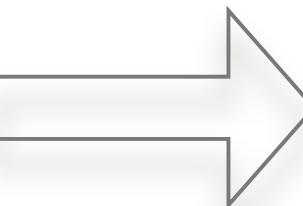
Organización Mi Acción Marca Competencia Su Acción

Marca: francisco rangel

Otras denominaciones:

Selecione los ámbitos donde buscar:

- Noticias
- Audio/Video Noticias
- Blogs
- Foros
- Webs
- Twitter
- Facebook
- Multimedia

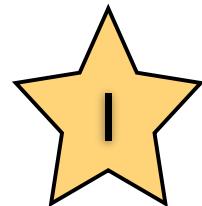


Das Technologie-Netzwerk:
Intelligente Technische Systeme
OstWestfalenLippe

it's owl



Step 1: Listen what people say



Defining search queries



Extracting knowledge



Retrieving data from Internet

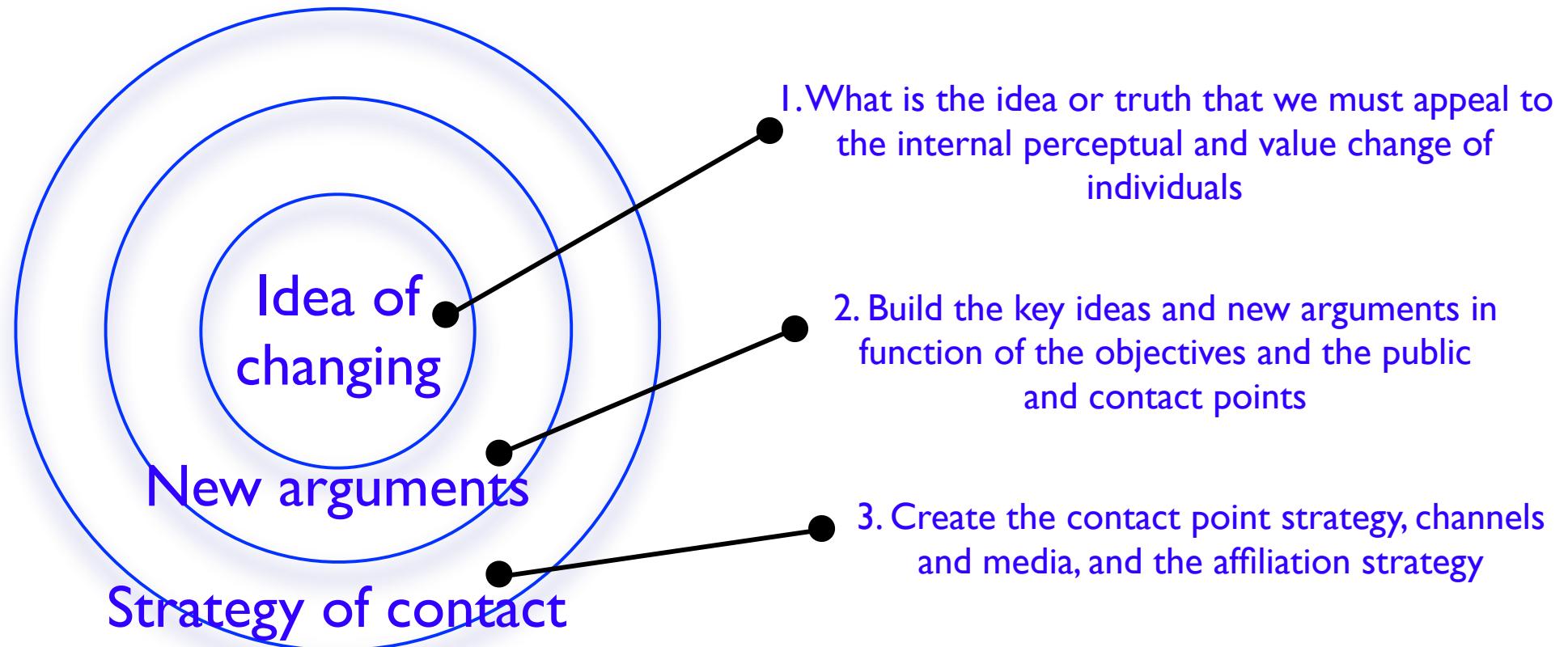


Creating brand



Dimensioning the data with the strategy of OWL

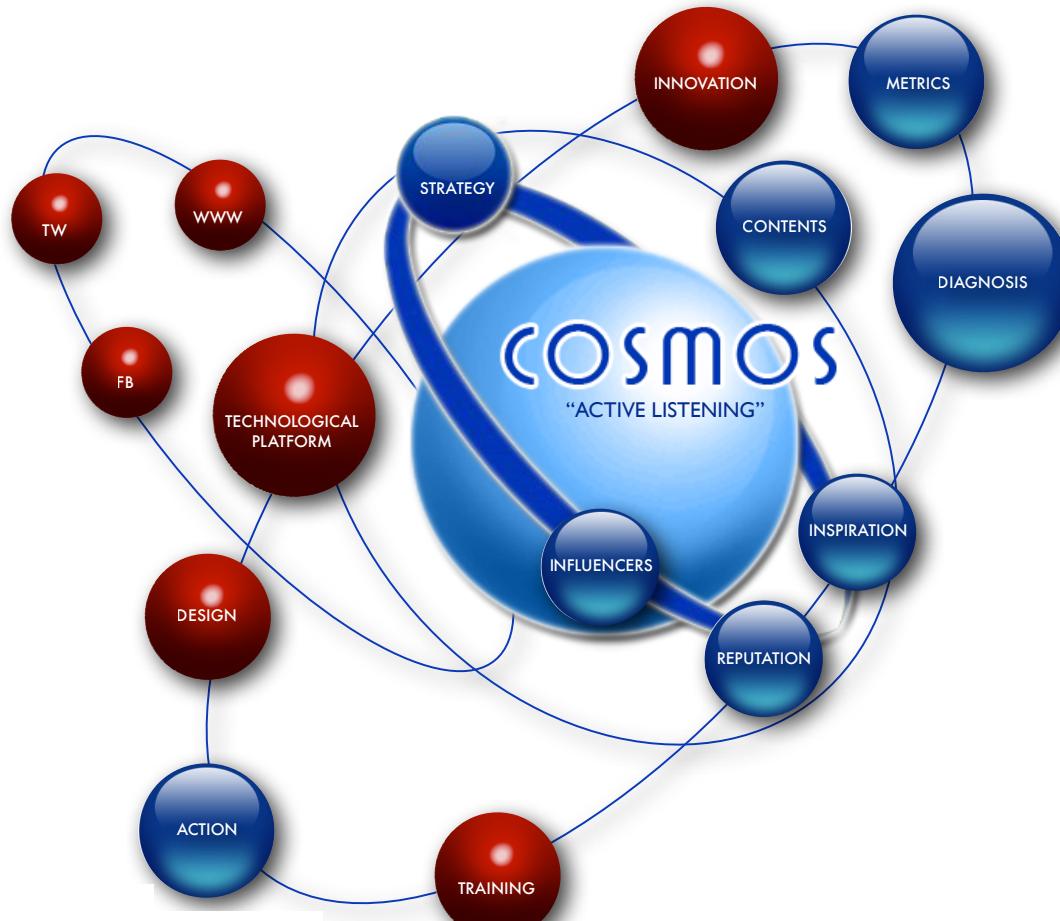
Step 2: Creation of brand



How do we do it?

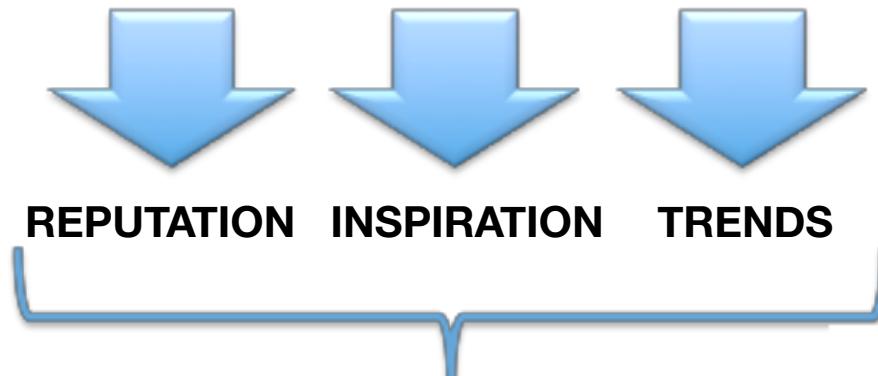


What is Cosmos?



- ▶ **Cosmos is an active listening tool developed by Autoritas Consulting.**
“Active Listening is more than paying attention” Margaret Mead
- ▶ **Cosmos brings order to the chaos of the internet and provides a methodology for individuals and workteams who want to make the most of the opportunities that arise.**
- ▶ **Cosmos aims to help organizations touch the internet and get knowledge for the decision making process.**

Active Listening is BSI



- ▶ Cosmos deals with the entire internet universe, covering all the needs an institution might have.
 - ▶ Where can we get some inspiration?
 - ▶ What are people saying about us?
 - ▶ What impact do we have?
 - ▶ What is our target interested in?



Active Listening Cycle



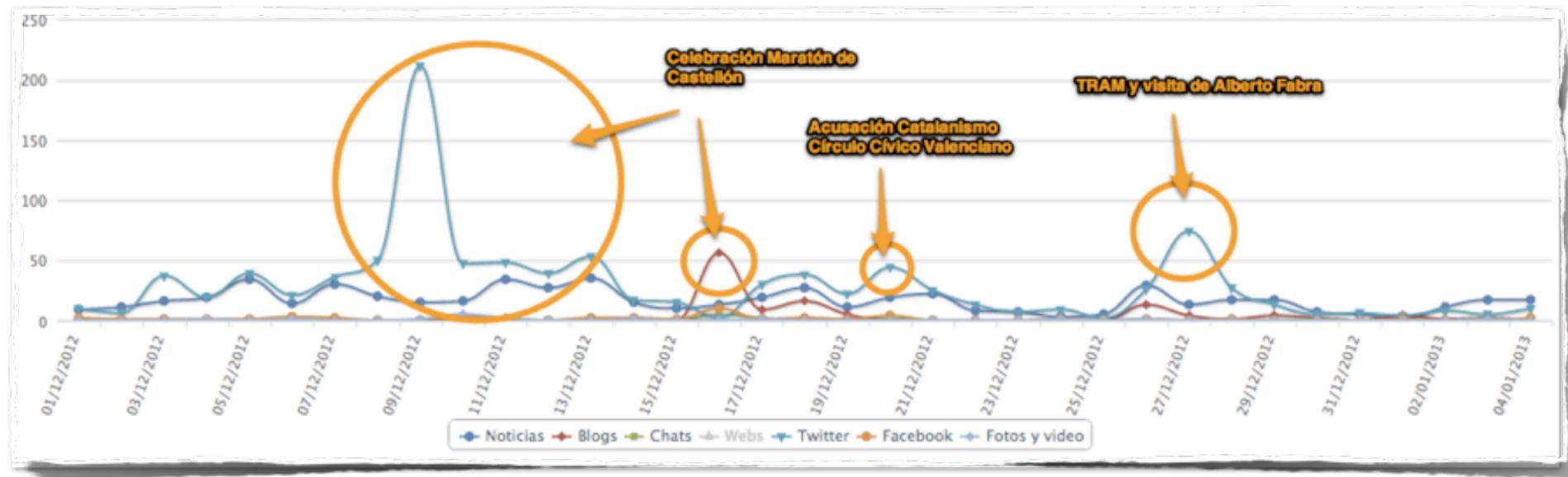
What? -> Conceptualizing brand



What are people talking about?



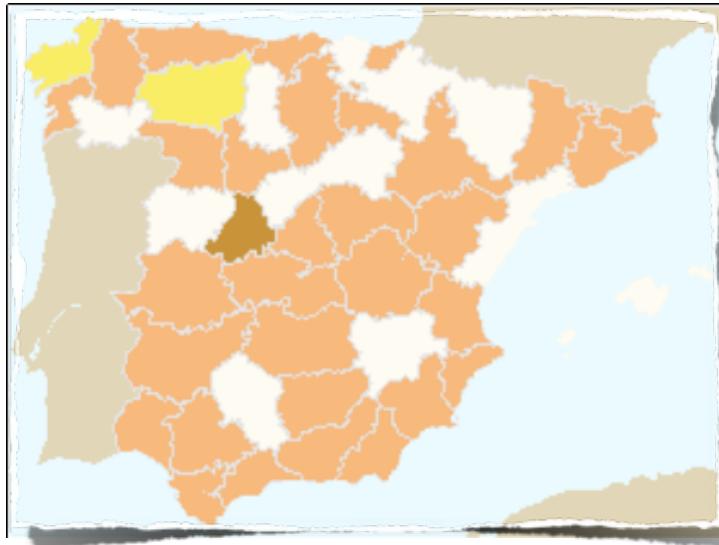
When? -> Crisis management



When is something happening?



Where? -> In two dimensions



Where does a conversation occur?

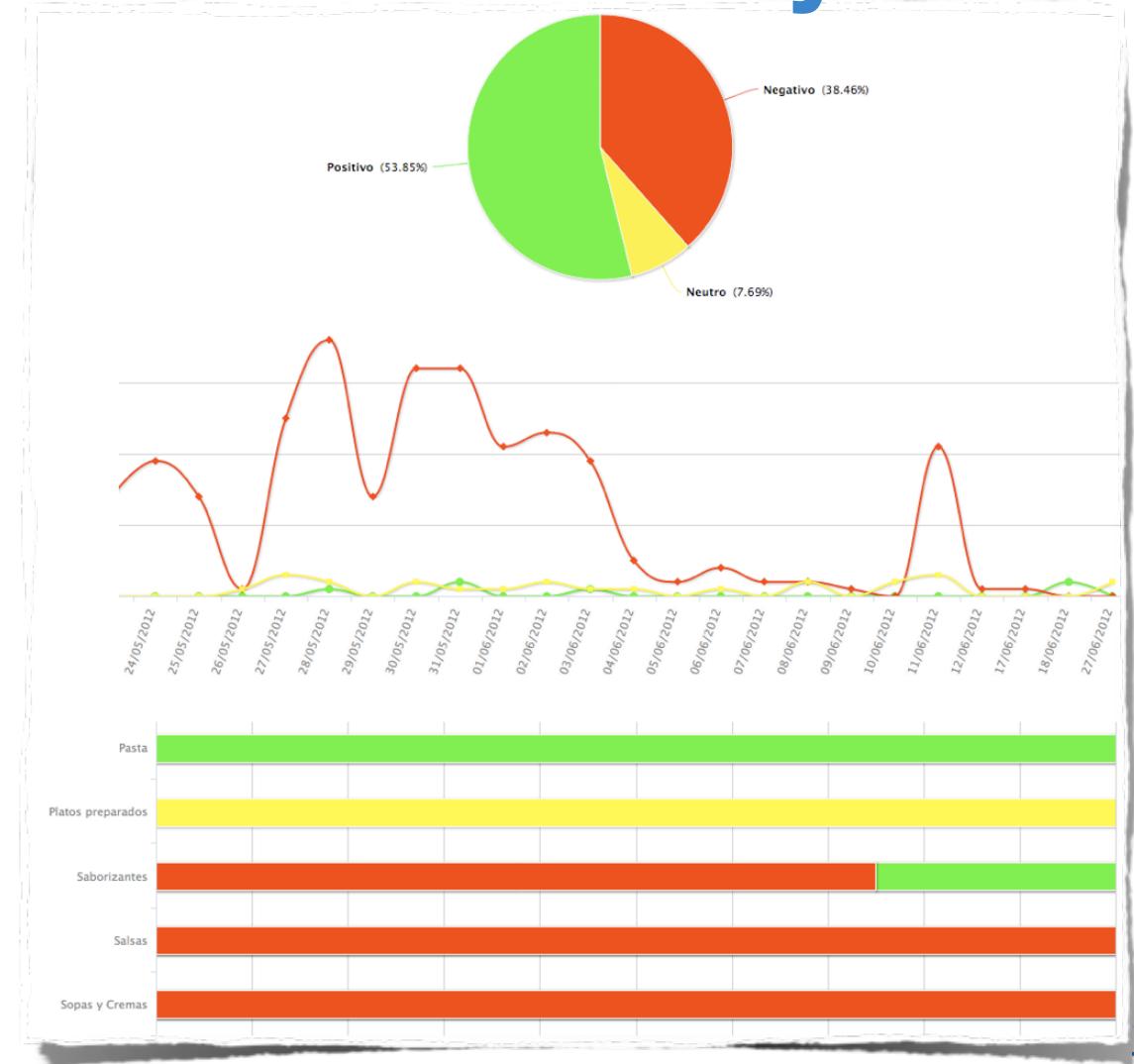


Where is the focus of a conversation?



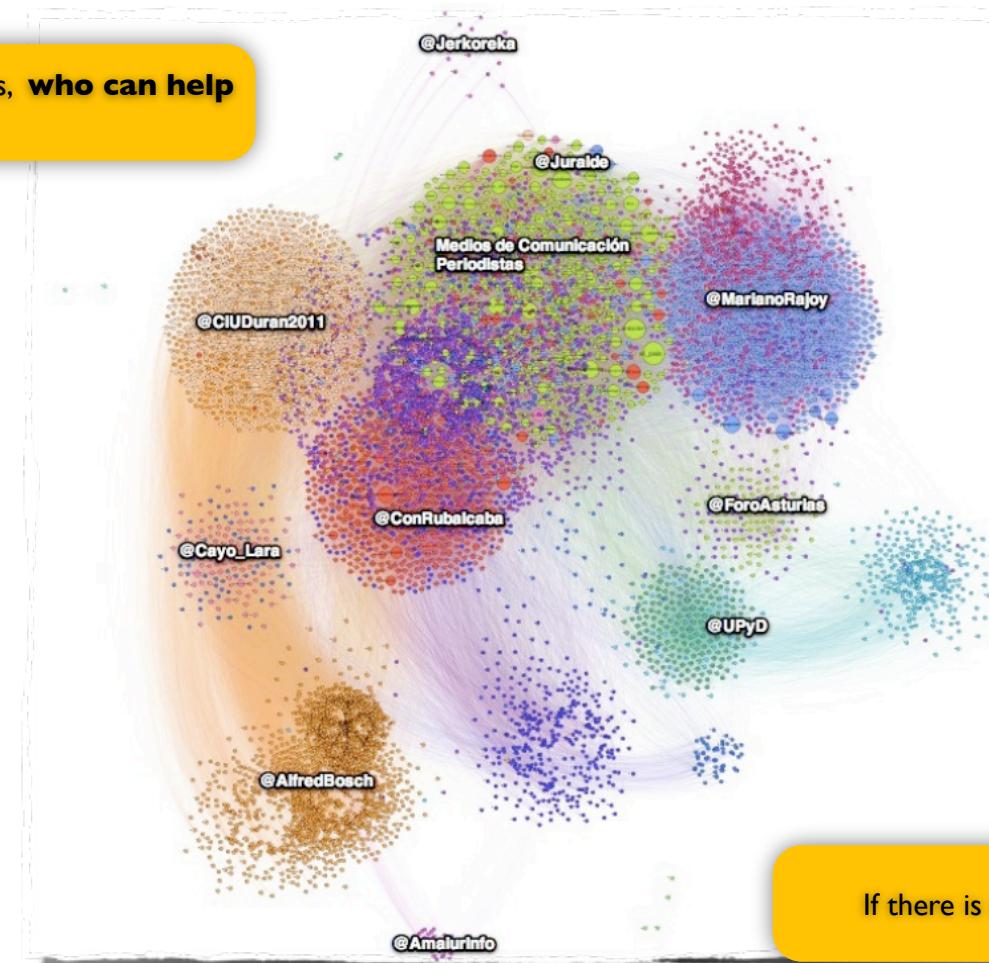
How? -> Not only Sentiment Analysis

Polarity is only one dimension, emotional, values, SWOT... all of them answer to HOW



Who? -> Social Network Analysis

If I want to transmit a message with success, **who can help me?**

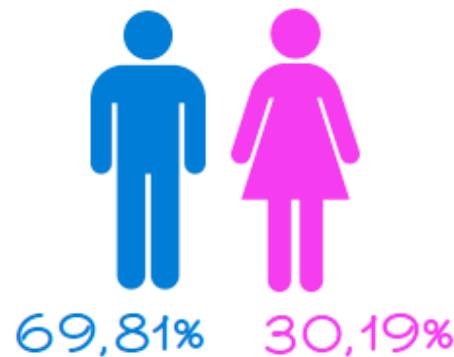


If there is a conflict, **who do I have to watch?**

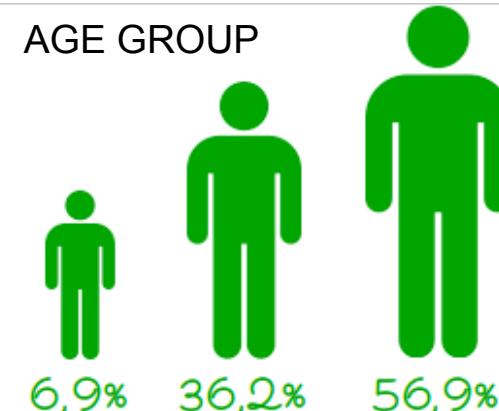


Why? -> Author Profiling

GENDER



AGE GROUP

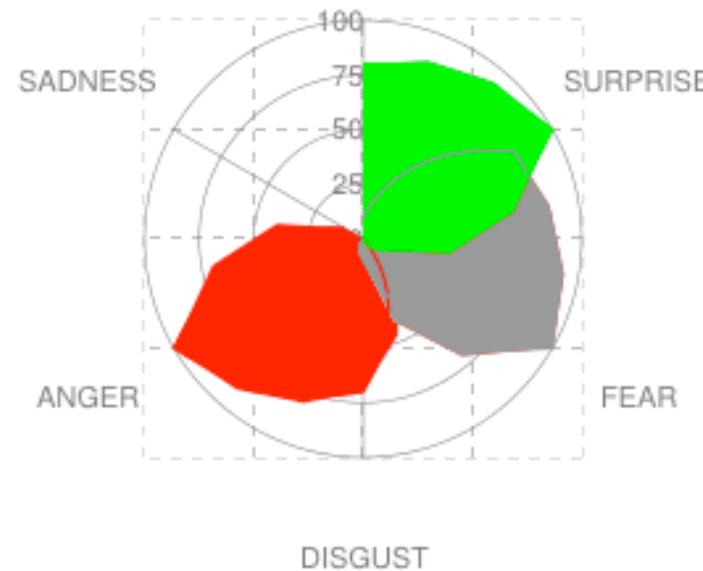


NATIVE LANGUAGE



EMOTIONAL PROFILE

JOY



PERSONALITY TRAITS



what's ?
next



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