

DATA ANALYTICS

**THE EMERGING CATAclySMIC FORCE
FOR THE COMMUNICATIONS INDUSTRY**

**CHRIS DERI
TENE0 HOLDINGS**

SETTING THE CONTEXT

**THERE'S DATA,
DATA
EVERYWHERE**

**WHAT THIS
MEANS FOR
THE CEO**

**CHANGING ROLE
OF INSIGHTS**

**IMPLICATIONS
FOR THE
ENTERPRISE**

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“We need empirical evidence not philosophical assertion. We need mechanisms and a systematic approach to tracking stakeholders, issues, perceptions and identifying patterns. And we need good radar to track emerging issues.”

SENIOR INDEPENDENT DIRECTOR
[Multinational Financial Services]

FROM...

TO...

FROM...

- Harnessing Big Data

TO...

- Little & Big data blending

FROM...

- Harnessing Big Data
- Cacophony of critical factors

TO...

- Little & Big data blending
- Singular “root causes” analysis

FROM...

- Harnessing Big Data
- Cacophony of critical factors
- Automated dashboards

TO...

- Little & Big data blending
- Singular “root causes” analysis
- Analog curation

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ROUTINE PRACTICES

- One-to-one conversations
- Walkabouts
- Quick catch-up meetings over coffee

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RELATIONSHIPS

- Conversations with inner circle
- Networks of former colleagues
- Trade conferences

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TOOLS AND TECHNOLOGIES

- Monitoring system
- Twitter
- Blog

OUR FOCUS

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TOOLS AND TECHNOLOGIES

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“We need reputation tracking capabilities to provide a base line analysis of current levels of reputation and trust – a credible measurement. We need to have a wider and deeper view of reputation and the ability to read across the business for reputation and trust risks. And we need to understand where we are making it difficult for customers to do business with us.”

BOARD DIRECTOR

[FTSE100]

FROM...

TO...

FROM...

- Data & Insights *Given* to CEO

TO...

- Data & Insights *Gathered* by the CEO

FROM...

- Data & Insights *Given* to CEO
- Distracted by Dashboard

TO...

- Data & Insights *Gathered* by the CEO
- Informed by Analog & Digital Analysis

FROM...

- Data & Insights *Given* to CEO
- Distracted by Dashboard
- 100% clarity before decisions

TO...

- Data & Insights *Gathered* by the CEO
- Informed by Analog & Digital Analysis
- Agile decision-making

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RESEARCH ACROSS COMMS LIFECYCLE

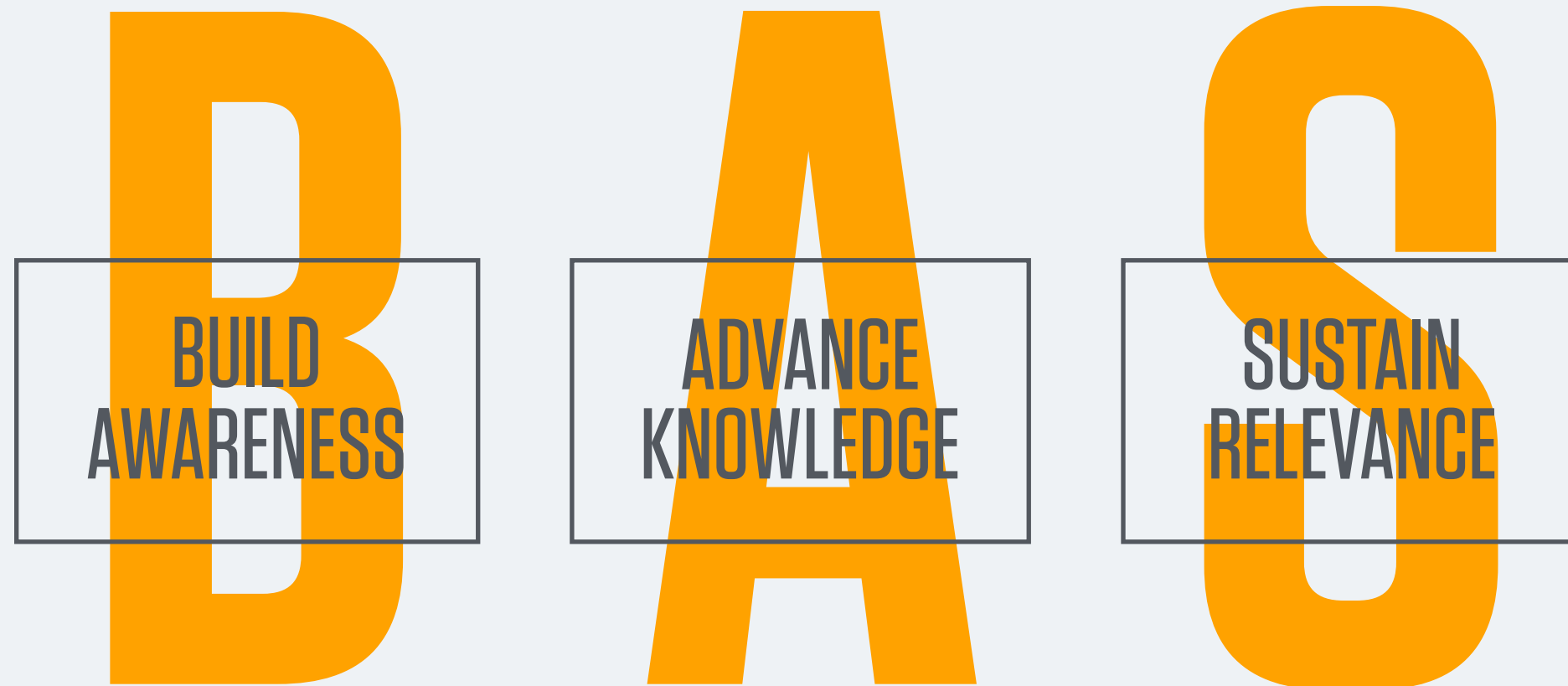
RESEARCH ACROSS COMMS LIFECYCLE



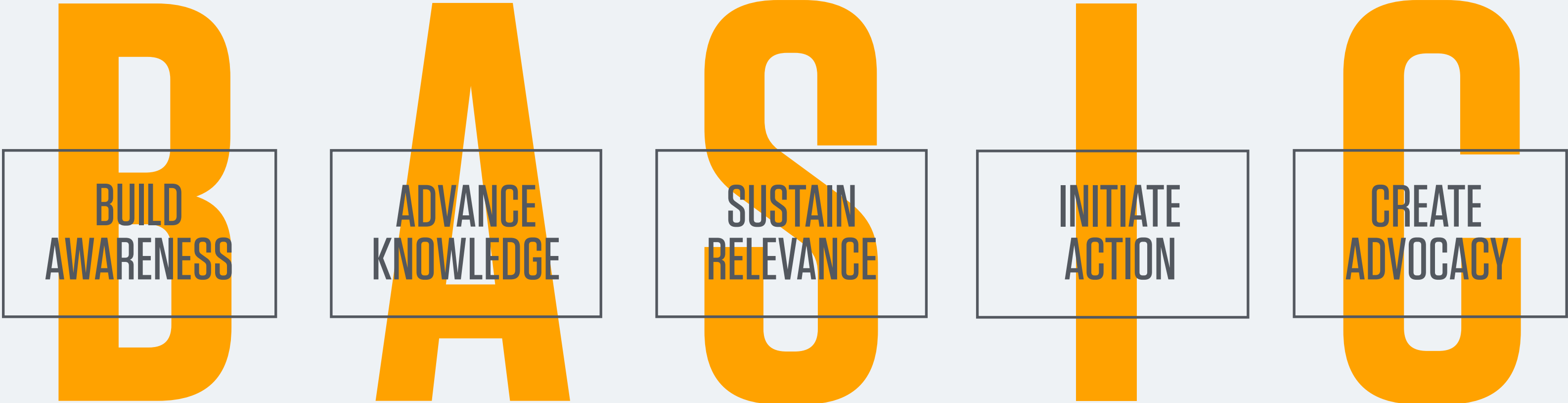
RESEARCH ACROSS COMMS LIFECYCLE



RESEARCH ACROSS COMMS LIFECYCLE







SOCIAL = CONVERSATIONS IN CONTEXT



THE SCALE OF SOCIAL
HAS OVERWHELMED & FRACTURED
MANY BUSINESSES

SOCIAL SIMPLY PROVIDES
CONTEXT

UNPROMPTED AND UNFILTERED READ OF
VOCAL PUBLIC OPINION

SOCIAL MEDIA ANALYSIS
HAS FOSTERED DASHBOARD SYNDROME,
CONFUSING DATA WITH
INSIGHT

FROM...

TO...

FROM...

- Tactical and executional

TO...

- Strategic and predictive

FROM...

- Tactical and executional
- Evaluation (what is happening today; pass/fail)

TO...

- Strategic and predictive
- Measurement (determining progress towards a goal)

FROM...

- Tactical and executional
- Evaluation (what is happening today; pass/fail)
- Piecemeal, siloed analysis

TO...

- Strategic and predictive
- Measurement (determining progress towards a goal)
- Integrated, holistic analysis

FROM...

- Tactical and executional
- Evaluation (what is happening today; pass/fail)
- Piecemeal, siloed analysis
- Subject-matter expertise

TO...

- Strategic and predictive
- Measurement (determining progress towards a goal)
- Integrated, holistic analysis
- Machine learning, curated

FROM...

- Tactical and executional
- Evaluation (what is happening today; pass/fail)
- Piecemeal, siloed analysis
- Subject-matter expertise
- Research to justify function/departmental performance

TO...

- Strategic and predictive
- Measurement (determining progress towards a goal)
- Integrated, holistic analysis
- Machine learning, curated
- Research to create comms with the intended impact

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STATUS QUO: DISCONNECTED DATA



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Harvard Business Review

“The dirty little secret of big data is that most data analysts spend the vast majority of their team cleaning and integrating data – not actually analyzing it.”

**TOM DAVENPORT,
PROFESSOR OF IT & MANAGEMENT
[BABSON COLLEGE]**

FROM...

TO...

FROM...

- Digital groups and silos

TO...

- Digital-first organizations

FROM...

- Digital groups and silos
- Predictions based on past

TO...

- Digital-first organizations
- Capitalizing on patterns

FROM...

- Digital groups and silos
- Predictions based on past
- Accelerating processes

TO...

- Digital-first organizations
- Capitalizing on patterns
- Automating processes

FROM...

- Digital groups and silos
- Predictions based on past
- Accelerating processes
- Tactical focus on outputs

TO...

- Digital-first organizations
- Capitalizing on patterns
- Automating processes
- Strategic focus on outcomes

“The board wants evidence and indicators that help them understand management’s actions and their impact on trust (is it being incrementally built?), is trust differentiating the business, and are we moving the dial on trust? They want trust indicators that closely align with customer and business value metrics.”

GROUP CORPORATE AFFAIRS DIRECTOR

[NATIONAL BANK]

THREE LIVE USE CASES

THREE LIVE USE CASES

1

DE-DIGITIZING
THE DASHBOARD

THREE LIVE USE CASES

1

DE-DIGITIZING
THE DASHBOARD

2

MAPPING THE
INFLUENCERS WHO
REALLY MATTER

THREE LIVE USE CASES

1

DE-DIGITIZING
THE DASHBOARD

2

MAPPING THE
INFLUENCERS WHO
REALLY MATTER

3

EARLY WARNING:
AUTOMATING,
ACCELERATING INSIGHT

THREE LIVE USE CASES

1

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2

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EARLY WARNING:
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MANUALLY-CURATED INSIGHTS AND IMPLICATIONS

Insights & Implications

? So What? Reported 10/2015

- Corruption issue totally dominant across news, social, polling
- Reputation nadir reached in polling data: historic, consistent lows
- Football-loving nations more critical, more aware, harder to turn

✓ Now What? Reported 10/2015

- Capitalize on February elections to build FIFA 2.0 perception
- FIFA Reputation Index/components set benchmark for recovery
- Invest in telling untold stories of philanthropy, tackling racism


Teneo Rep Score 2.7



Global Hotspots



Top Global Influencers

- 


Ben Rumsby (@ben_rumsby)
Daily Telegraph Sports News Correspondent.
All views are my own.
Following: 1,391
Followers: 8,327
- 

Vice News (@vicenews)
Global news, analysis, and opinion on the absurdity of the modern condition. Help #FreeRasool by signing this petition: <http://chn.ge/1QB4bev>
Following: 571
Followers: 541K
- 


Martin Ziegler (@martinziegler)

[View All Global Influencers](#) [View ▶](#)


Top Global Issues

- 

Governance
Regulation challenged by FBI

1.8
- 

Corruption
Sentiment lower in allegation content

2.0
- 

Community
Women's participation rises

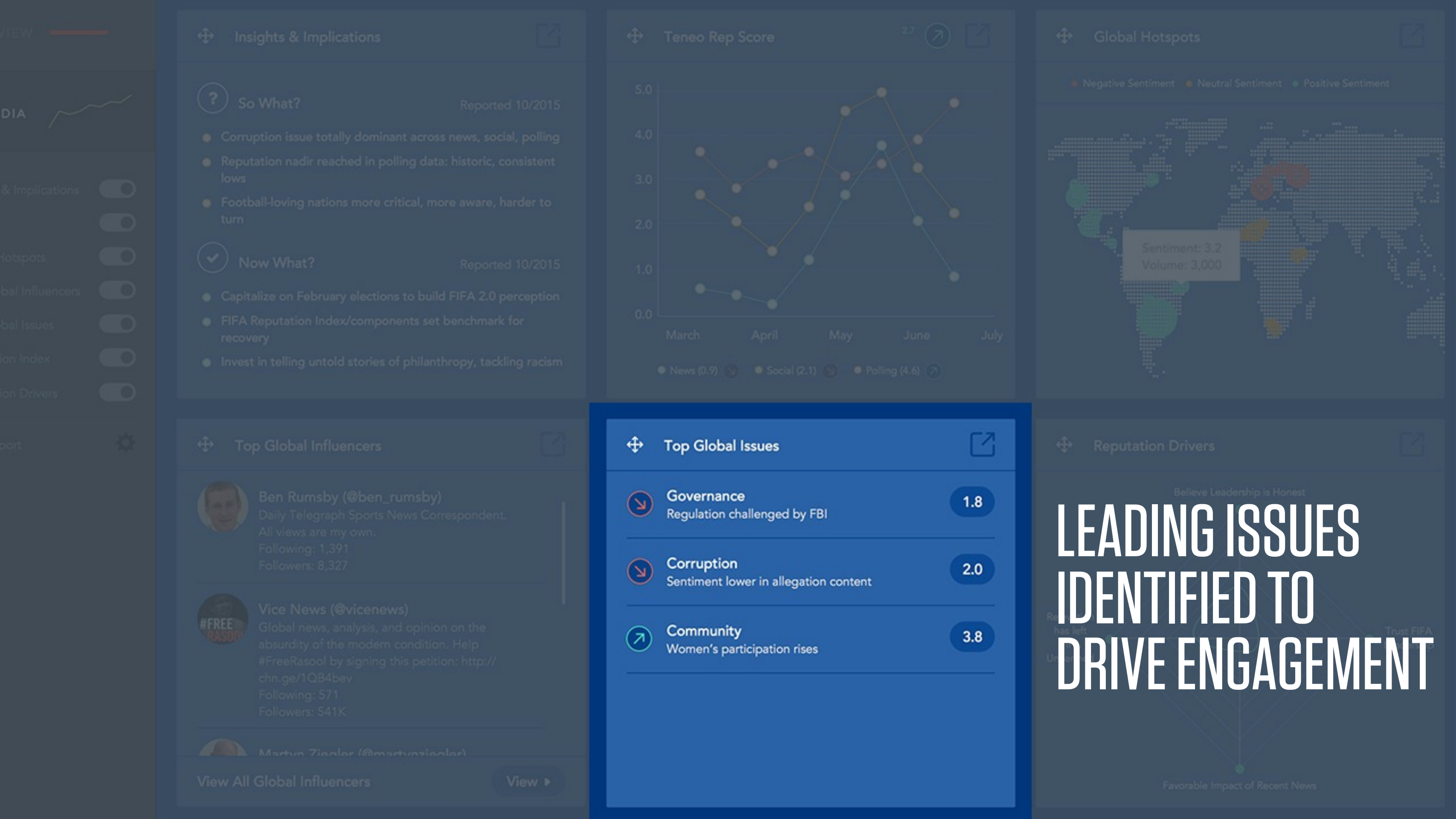
3.8

Reputation Drivers









THREE LIVE USE CASES

1
DE-DIGITIZING
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2
MAPPING THE
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EARLY WARNING:
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“There are 1,000 people in the world who truly influence this issue. I need to know who they are, what they are saying and who I can engage.”

CEO

[GLOBAL 100 COMPANY]

Influencers

TYPE: All

SHOW 100 ENTRIES

SEARCH:

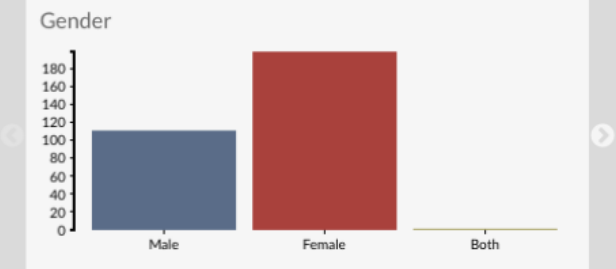
RANK	NAME	LNCs SCORE	DIET SSD SCORE	CLUSTER	LOCATION
1	Dr. Janet Hull	80		Stop Consuming Artificial Sweeteners	Melissa, TX
1	Samir Vermani		31	Buzz Brigade	
1	Dr. Mark Hyman		41	Nothing Good to Say	
2	Dr. Mercola	79		Stop Consuming Artificial Sweeteners	Chicago, IL
3	Rhonda Gessner	74		Stop Consuming Artificial Sweeteners	Lancaster, PA
3	Ashley Koff		31	I'm Worried	
				The Real Truth About	Amarillo

Showing 1 to 100 of 616 entries

◀ 1 2 3 4 5 6 7 ▶

Demographic Info






The Demographic and Sentiment charts below are also interactive filters. Click the chart sections to filter surrounding tiles.




WordCloud





Top Influencers

	gabigetsfit
	kokai
	healthy-for-your-life
	live-eat-breathe-fit
	healthydianaxoxo

Top Sources

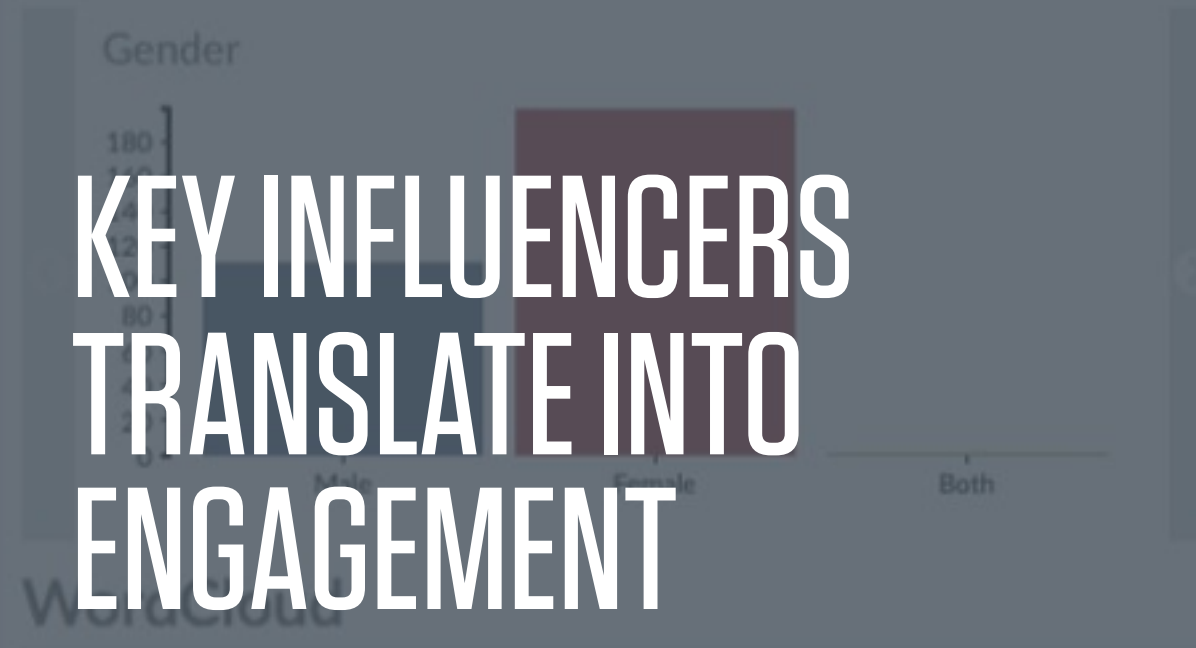
 Mercola.com

 facebook.com

 Pinterest

 amazon.com

TYPE: All

SEARCH: 

HEALTH CRUSADERS

MEDICAL PROFESSIONALS

AGE: 45-63



ALL NATURAL MOMS

DIETICIANS, MOMS

AGE: 20-44



DOUBTING DIETERS

DOCTORS, ATHLETES

AGE: M 29-44, F 45-63



NUTRITIONAL BALANCE SEEKERS

MILLENIALS, WRITERS, MUSICIANS

AGE: 20-44



MEDICAL RISK ADVOCATES

MEDICAL PROFESSIONALS, DIETICIANS

AGE: 20-44



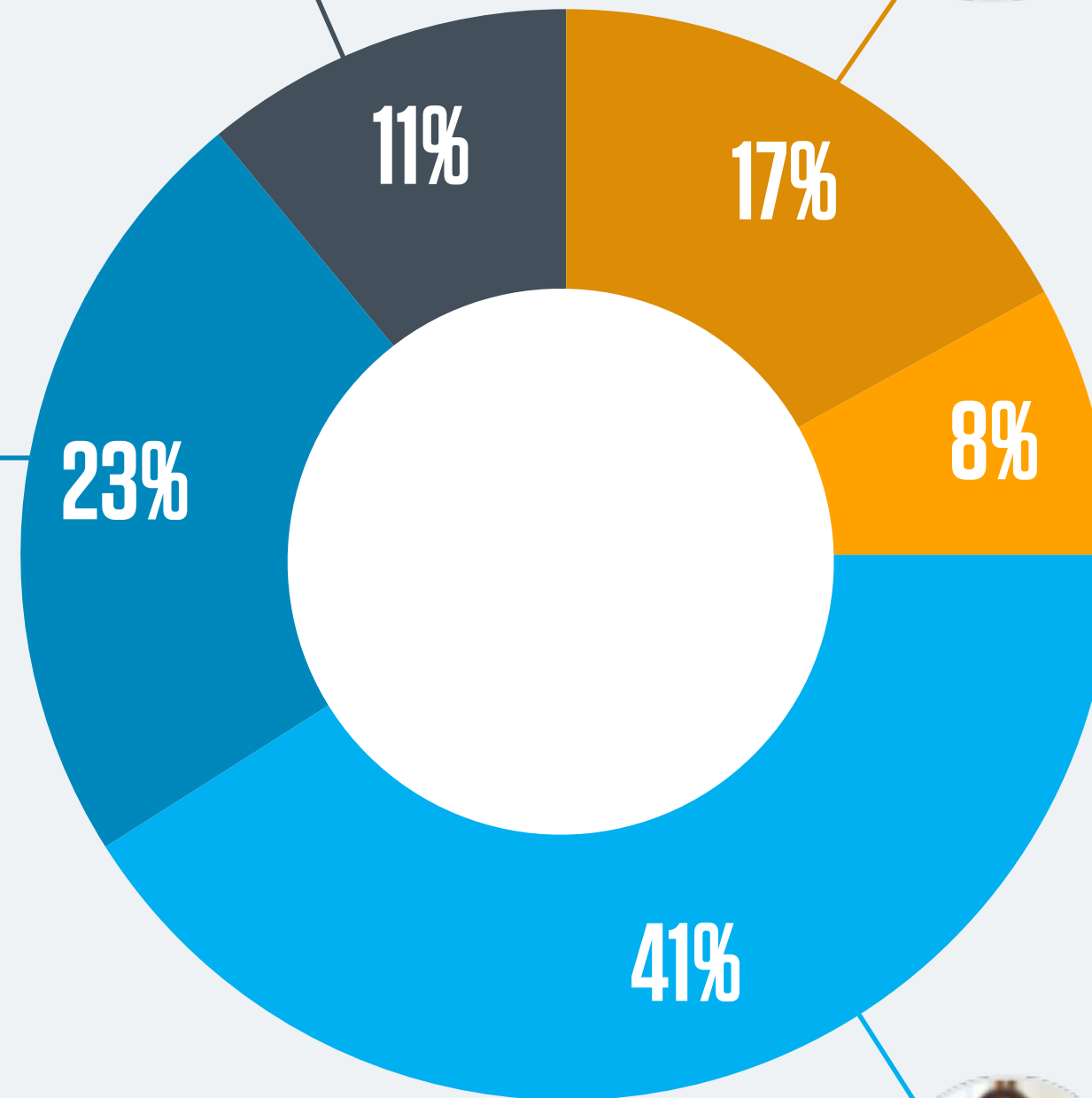
Engage



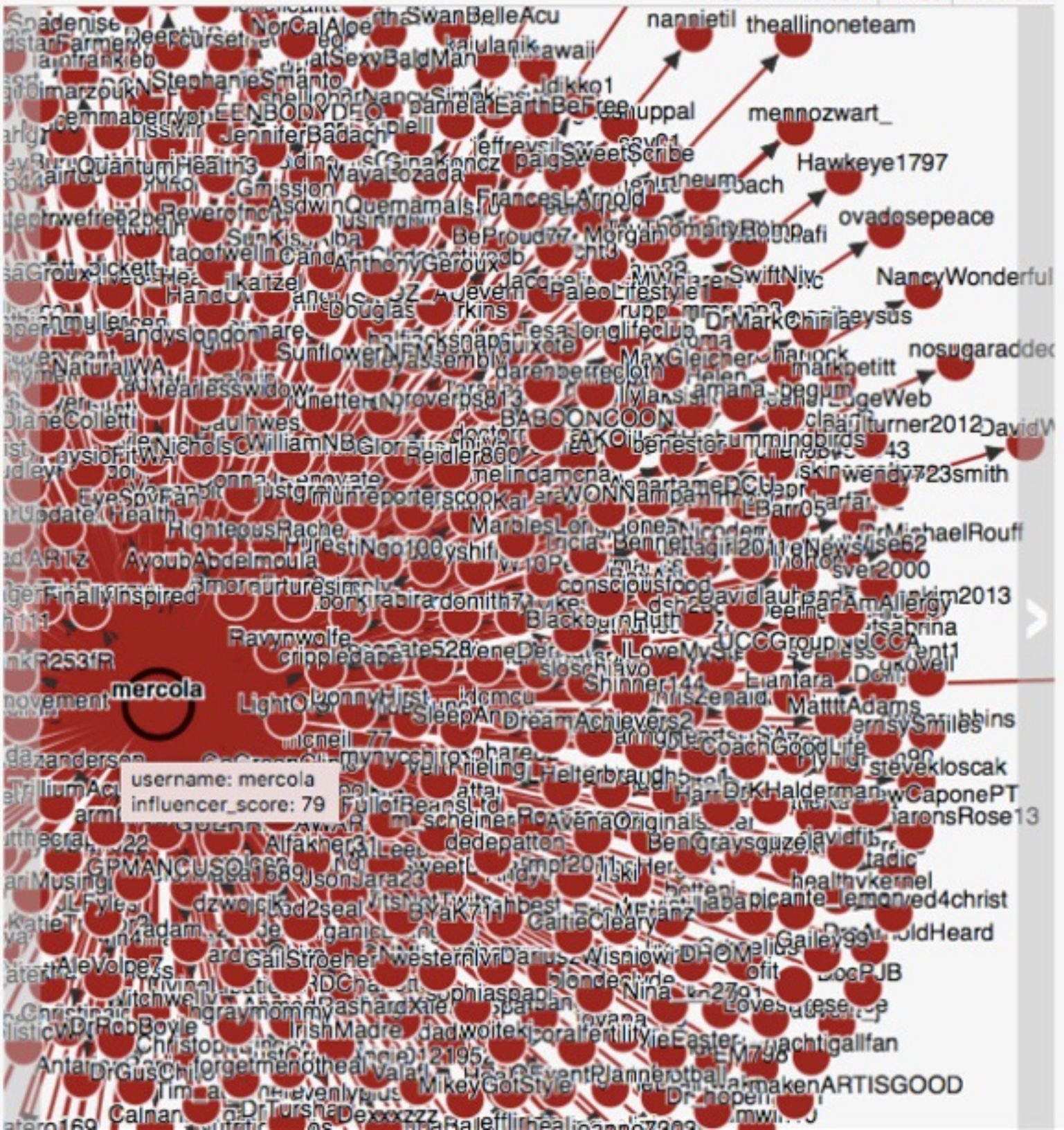
Engage carefully



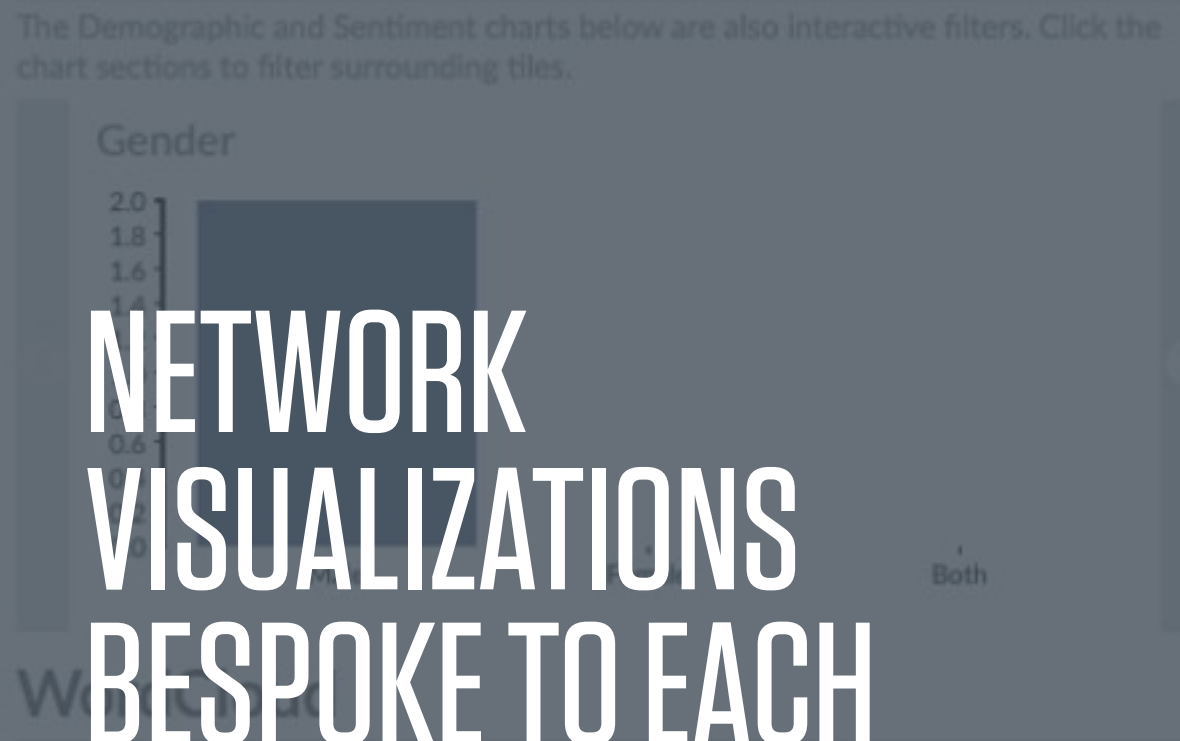
Monitor but do not engage



Mercola



Demographic Info



Top Influences

- CardioCali
- IVANAGOLD
- LivingLibations
- ReneHumphreys
- TyceHergert

NETWORK
VISUALIZATIONS
BESPOKE TO EACH
INFLUENCER'S
GENUINE REACH

Top Sources

- Mercola.com
- YouTube
- Natural Cures Not Medic
- 100 Days of Real Food

THREE LIVE USE CASES

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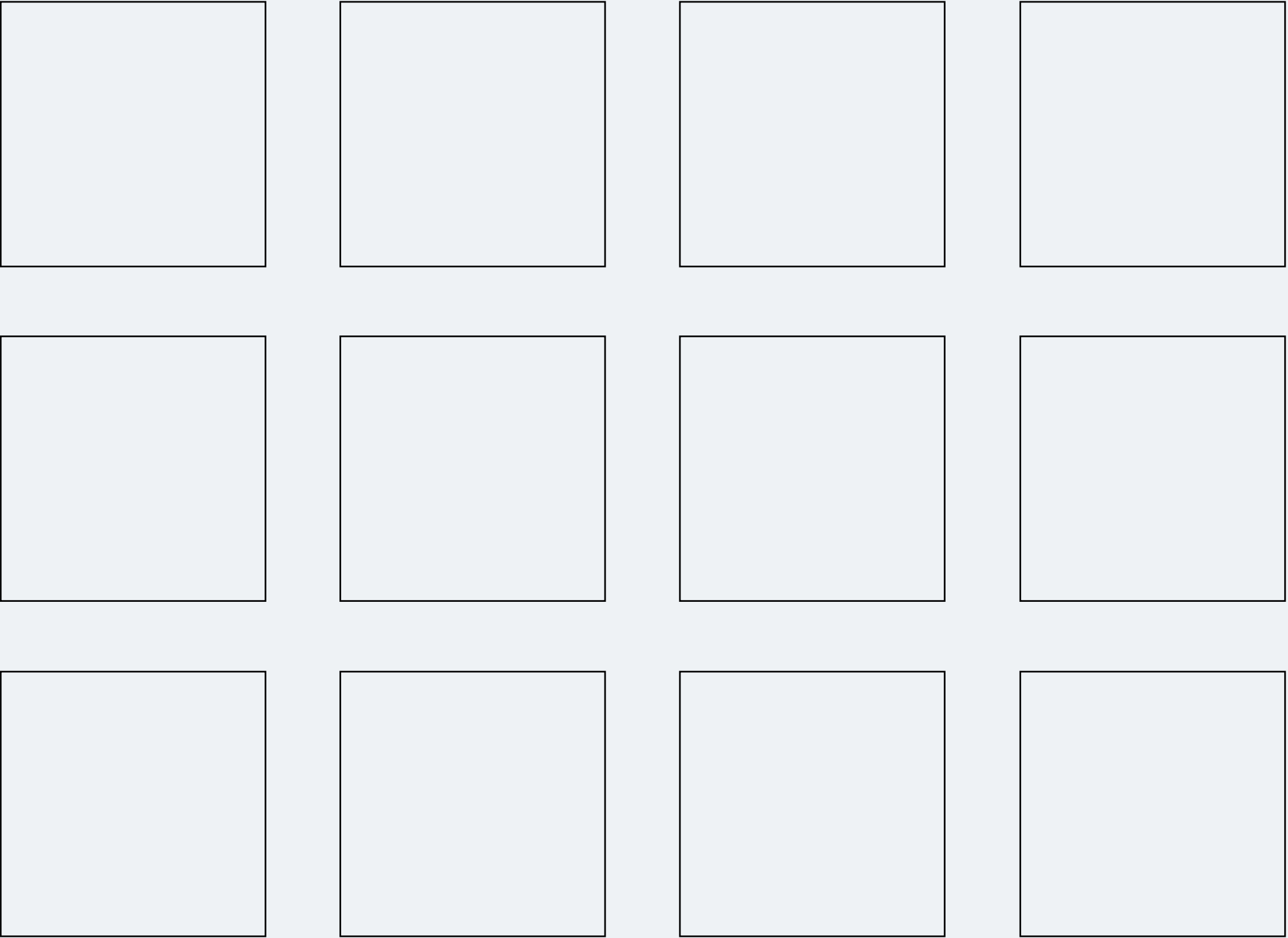
2
MAPPING THE
INFLUENCERS WHO
REALLY MATTER

3
EARLY WARNING:
AUTOMATING,
ACCELERATING
INSIGHT

HOW TENEO EWS IDENTIFIES ATTACKS

ATTRIBUTES BEFORE ATTACK

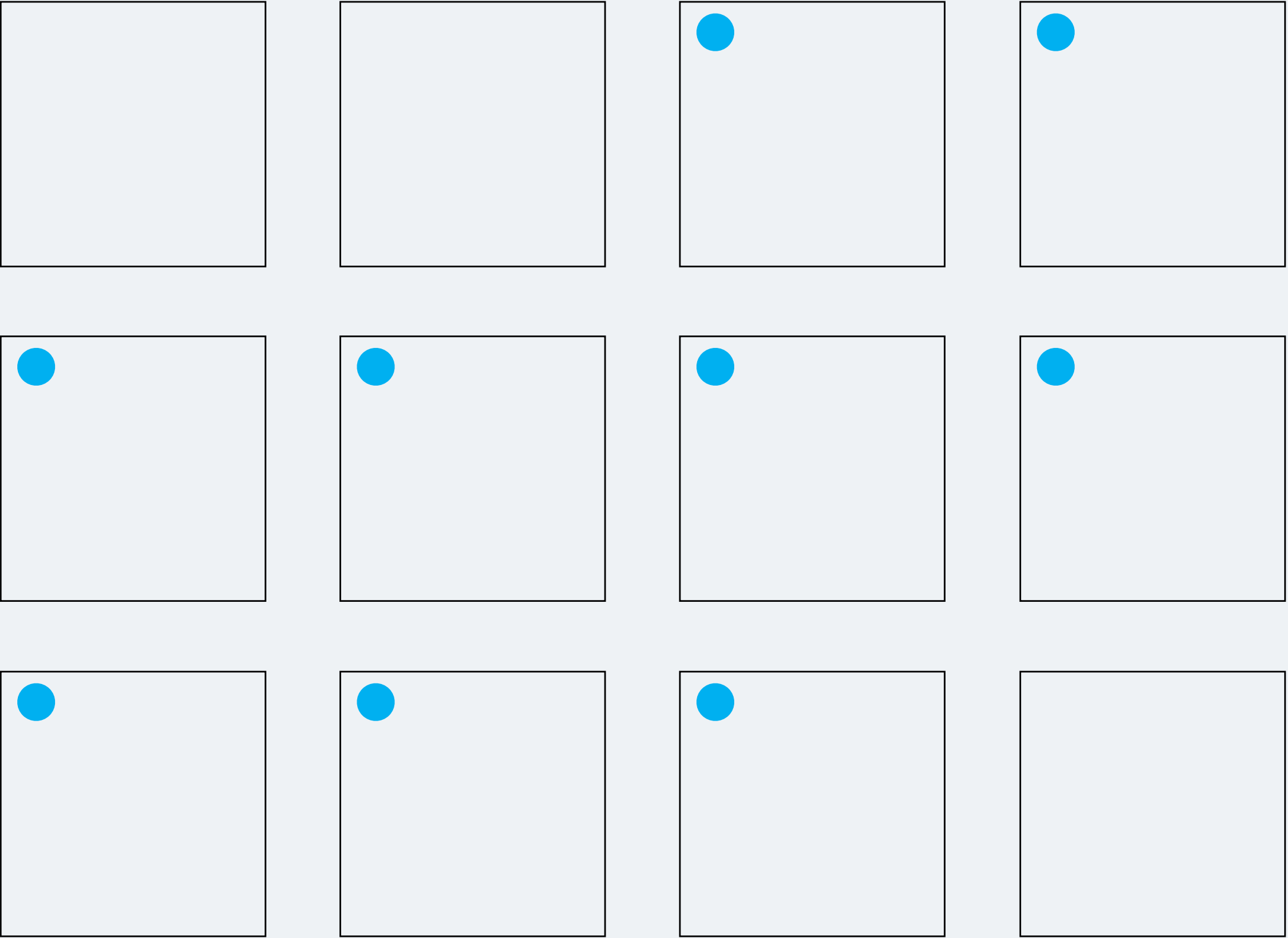
-  6 month price change vs S&P
-  12 month Total shareholder return below peers
-  Short outstanding vs S&P 1 year ago
-  Disproportionately large cash balance
-  EBIT margin below peers



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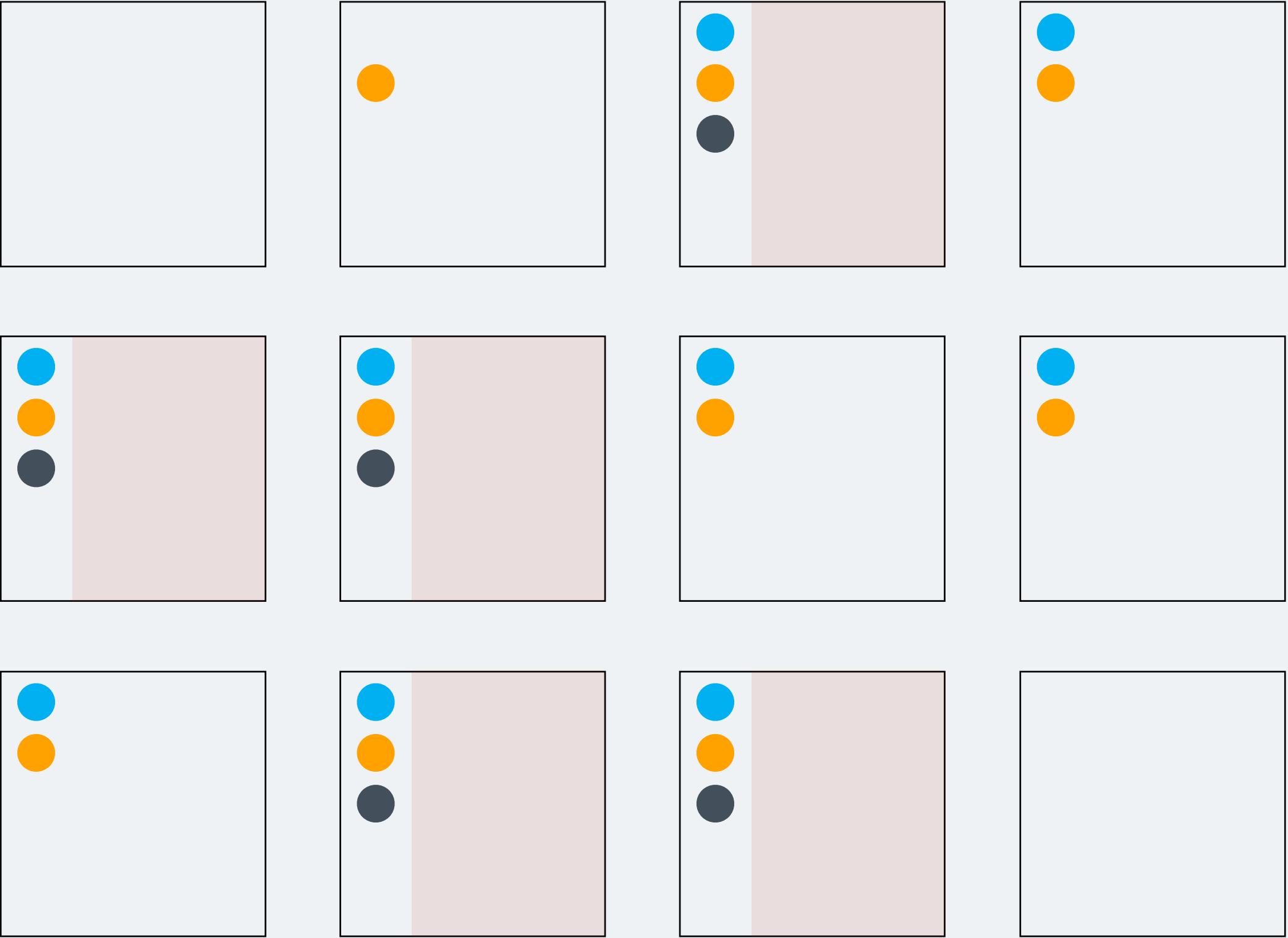
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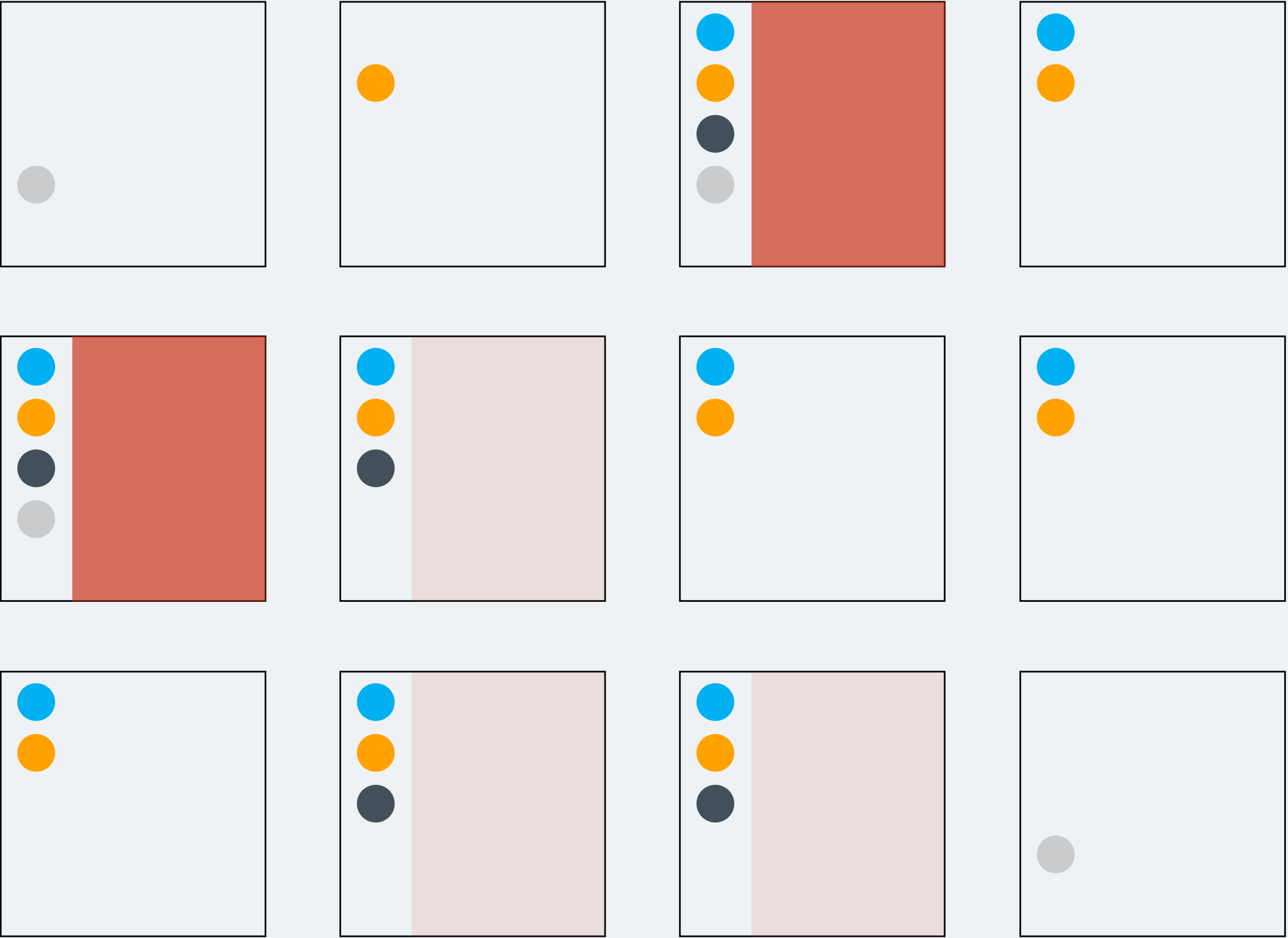
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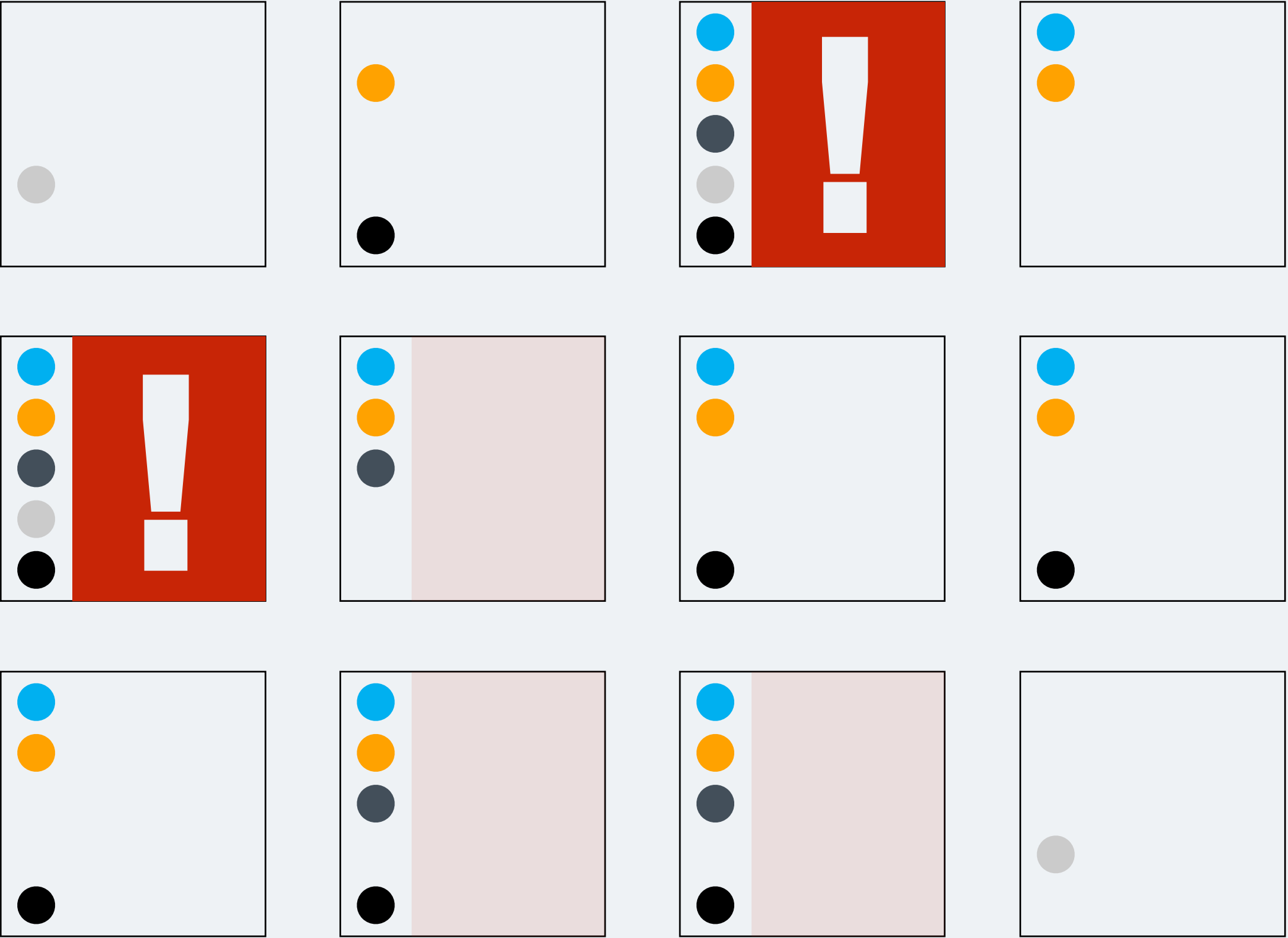
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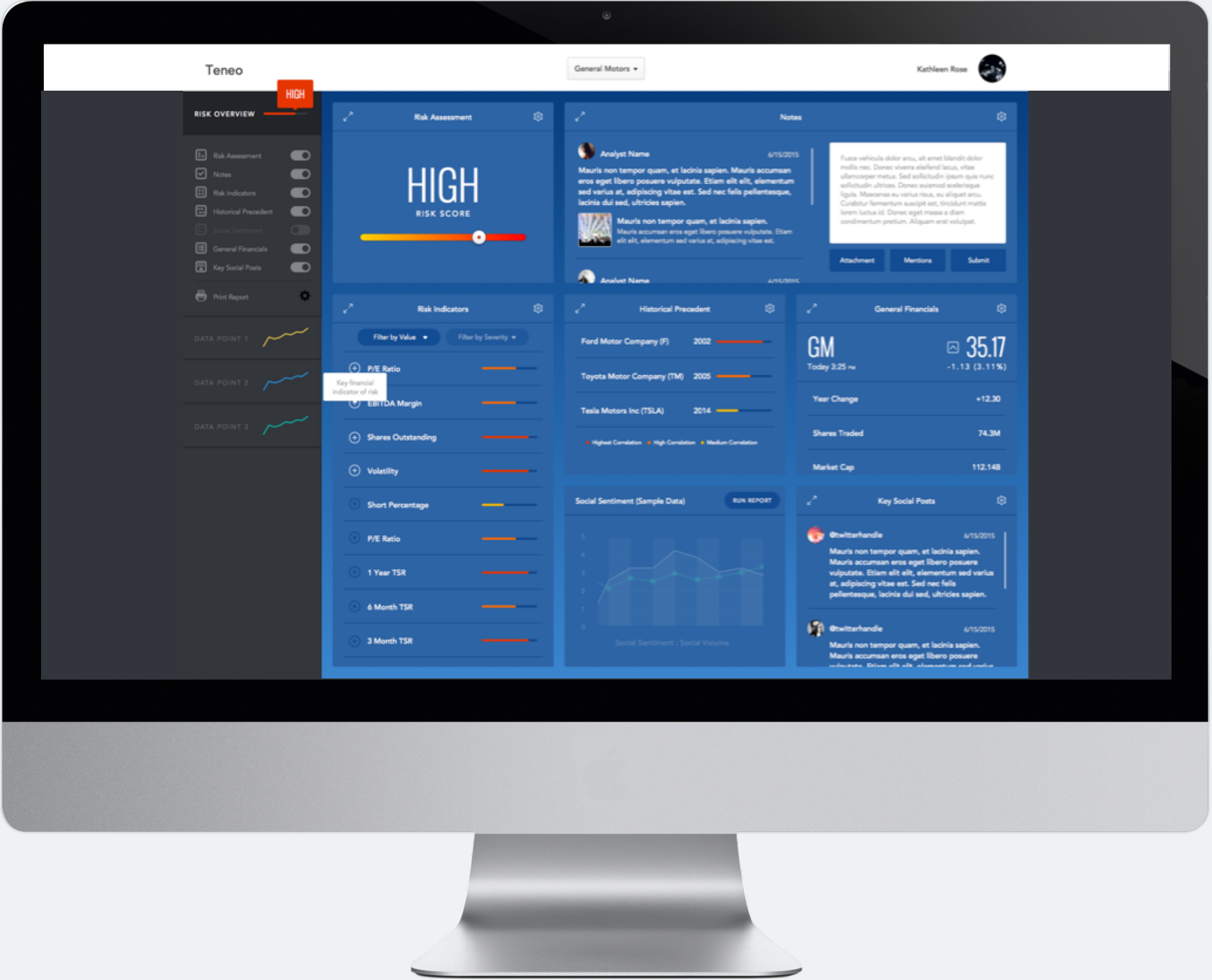


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NEWS ALGORITHM IDENTIFIES WHICH S&P500 CORPORATIONS AT RISK OF ACTIVIST ATTACK

**OUR
MOMENT
IS NOW**

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**CEOs UNDERWHELMED AND UNDESERVED BY
DATA, TECH & INSIGHTS**

OUR MOMENT IS NOW

**CEOs UNDERWHELMED AND UNDESERVED BY
DATA, TECH & INSIGHTS**

**WE HAVE IT IN OUR GRASP TO MAKE SENSE OF THE
WORLD FROM ALL PERSPECTIVE AND DATA SOURCES**

OUR MOMENT IS NOW

**CEOs UNDERWHELMED AND UNDESERVED BY
DATA, TECH & INSIGHTS**

**WE HAVE IT IN OUR GRASP TO MAKE SENSE OF THE
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**IT IS THOSE WHO SEIZE THE BLENDED DATA, DATA
SOURCE-AGNOSTIC OPPORTUNITY WHO WILL THRIVE**

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WELCOME TO THE FUTURE OF INSIGHT-LED LEADERSHIP

OUR GUIDING PRINCIPLES FOR DIGITAL

FUNDAMENTALLY, CEOs FIND IT DIFFICULT TO PINPOINT THE ROOT CAUSES OF THE CHALLENGES THEY FACE.

1

.....
Digital technology has made organizations more splintered and less integrated.

2

.....
You can only craft insight-led strategies by combining subject-matter experts, data science ninjas, and social science gurus.

3

.....
Human expertise and technology-enabled analysis must partner to make sense of enterprise-scale data sets.

4

.....
Reputation, content and engagement strategies must be data source agnostic, woven seamlessly across digital and analog.

5

.....
Successful engagement strategies must be agile enough to course-correct in real time.

6

.....
The promise of the automated dashboard is a false dream and manual curation of insights will always be needed.

7

.....
Influencers don't simply receive communication, but are the engine for amplification.

8

.....
Evaluation tells us what's happening, measurement reveals progress towards a goal.

9

.....
Social media provides an unfiltered read of public opinion, putting conversations in context.

THANK YOU.

CHRIS DERI
SENIOR MANAGING DIRECTOR
TENE0 HOLDINGS