SUMMICS – Technological Key Facts

Components
SUMMICS consists of an application server, a backend, crawlers, a database and a frontend. The frontend serves as a system administration dynamic interactive dashboard and allows analysis and evaluation of the data.

Process
Depending on which version of SUMMICS is operated, different processes are established: **SUMMICS-G** For a productive system usage, the required information sources are defined with or by the client. Should the crawler component for the targeted source not be available yet, it can easily be set up and implemented within a few days. After the initial crawling process, automated crawling jobs will collect delta information. Those deviations will be processed as described below and be made available for the customer. **SUMMICS-M** The process differs basically just regarding the data source, which is usually delivered by the customer as a single document (*.CSV file). An e-mail API is in place and allows an automatic processual triggering by sending XML data via e-mail. Also, no analysis needs to be made in the frontend for market research customers generally prefer the usage of own tools for the analysis of the results provided by SUMMICS.

Finding thematic issues and categorizing answers
After processing the raw data through the SUMMICS engine the post-to-topic or answer-to-question categorization is facilitated by the N-Gram mechanism. Posts or answers belonging to a specific slice are detected as N-Gram clusters. The items are automatically mapped to their "master topics". After one slice of data has been processed, the operation continues incrementally. Already identified topics belonging to this project are taken into account.

Frontend Visualization
When a client chooses a SUMMICS-G project to be displayed in the frontend, he receives a graphical representation of relevant thematic issues, their sentiment, the total amount of related posts, the posts themselves and other views on it. All presented data is intentionally assorted in such a way that the client can identify emerging topics right away. By selecting a time period, the customer can do the same for previously arisen topics. Further display options facilitated an accurate statement on the changes between two time periods as well as the identification of forum members with mainly positive and/or negative postings. Filters can be applied to focus on the relevant results.

Brand a Trend - Who we are and what distinguishes us

Brand a Trend GmbH is a privately funded spin-off of the well known HMI - Human Machine Intelligence GmbH, a leader in AI technology and winner of the German Innovation Award 2011 highliy acclaimed.

Going into operations in 2012, the company's focus is the creation of a new generation of content recognition software. The company's core product - SUMMICS - was developed in close collaboration with industry leaders in Community Management, Market Research and Customer Care.

Brand a Trend GmbH is located in Heidelberg, one of Germany's main science hubs. All processes in the company – in software development as well as in other functions - follow strictly the SCRUM methodology.

We are proud of our highly qualified workforce with close to 90% academic grade employees. Most of the company's employees work directly in software development. Our leadership team has over 40 years of top-level experience in software development, video - games and corporate finance.

Your contact

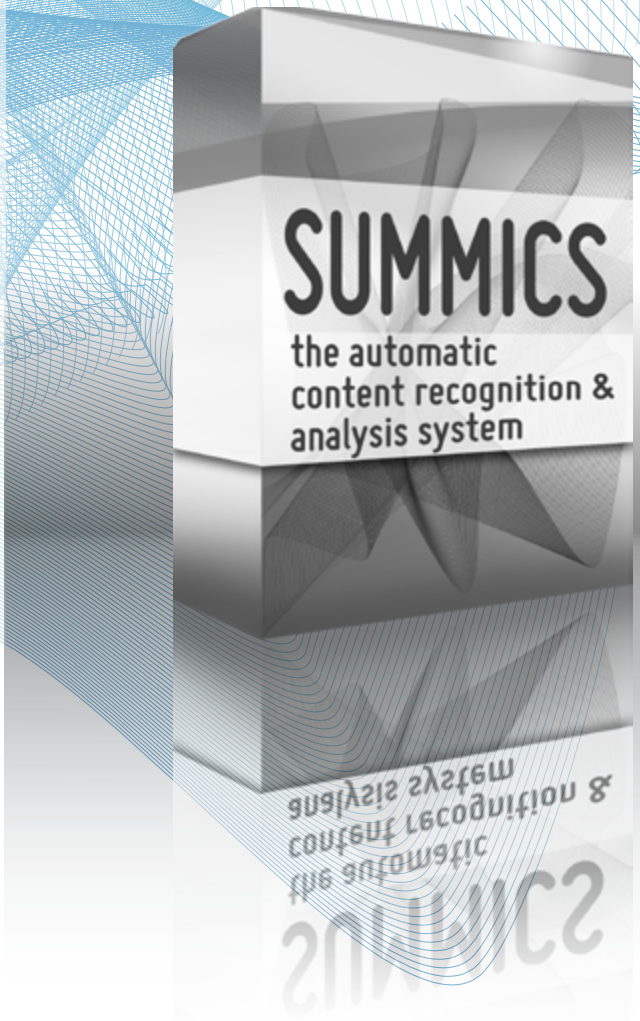
Brand a Trend GmbH
Im Breitspiel 11c
69126 Heidelberg
Deutschland

Geschäftsführung:
Markus Schneider, Siegfried Schneider

Telefon: 0049 (0) 6221 7260 - 0
Telefax: 0049 (0) 6221 7260 – 112

E-Mail: mail@brandatrend.com
Web: www.brandatrend.com

brand a trend
next generation
business intelligence



© Brand a Trend · all rights reserved · 10-2013

SUMMICS is an automatic content recognition and analysis system that identifies and analyzes signs and signals within communities and panels at an early stage. The software system enables its user to identify and analyze relevant thematic issues within defined forums, social media sites and surveys right away. SUMMICS is based on innovative methods of Natural Language Processing and Machine Learning.

The findings obtained by SUMMICS provide quick and reliable knowledge about community members and panel participants as well as insights into their wishes and their feedback's nature. After defining relevant sources such as forums, social media sites, RSS-feeds, etc., topics are automatically identified. Thanks to this, the emergence and dissemination of new thematic issues can be promptly determined.

The data is imported at an individually clocked interval and then processed by the SUMMICS engine with a „human in the loop" approach.

SUMMICS

real customer insight

Games Market



Features

- Sentiment analyses
- Community insights
- Topic clouds and rankings
- Thematic drill downs
- Multilingual functionality
- Global accessibility

Who needs it?
Community Managers for:

- Online Games
- Mobile Games
- Massive Multiplayer Games
- Traditional Games

Customer Care



Features

- Automated process handling
- Constant process optimization due to learning systems
- Intuitive results without human variability
- Reduced response time
- Increased quality and data consistency

Who needs it?
Corporate Community Managers for:

- Customer Care Managers
- Human Resources
- Quality Managers
- Heads of Marketing

Market Research



Features

- Automated (machine-based) coding of unstructured answers to open-ended questions
- Intuitive results with reduced human variability
- Unlimited data volume
- Unlimited data sources
- Global accessibility

Who needs it?

- Market Researchers
- Project Managers
- Quality Managers
- Heads of Studios
- Field Managers