

**ALTIILIA** supports customers in solving their specific business problems through tailor-made applications of MANTRA platform, providing fast, robust and high-scalable cloud services.

**Smart Data for Smarter Business Strategies**

**NEXTPLORA**

**CUSTOMER NEED**

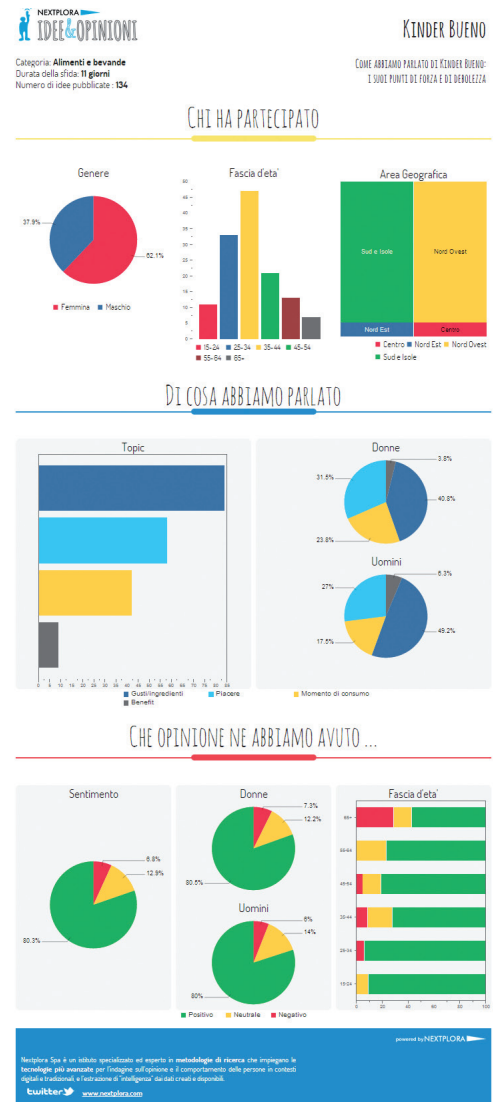
Social marketing research firm seeking to combine traditional opinion surveys (based on demographic structured data and unstructured opinion texts) with web social media contents by using analysis of keywords, entities, topics, profiles, patterns, correlations, perceptions, sentiments.

**SOLUTION**

**ALTIILIA Holistic Intelligence** enables to connect and mash-up structured data with entities and concepts emerging from unstructured sources to understand people social behaviors (intents, interests, associations) and digital contexts (contextual classification).

**BENEFITS**

**MANTRA Contextual Workflows** offers cost effective and high precision insights by data and text analytics for traditional opinion surveys and social media analysis with easy, flexible, scalable ability to add and customize web and enterprise content sources. Mash-up capabilities enable to uniformly analyze and explore structured and unstructured data.



As Big Data refers to any market field, ALTIILIA's MANTRA Platform allows to power **Smart Strategies and Solutions** for any industry: eCommerce, Publishing & Media, Financial Services, Telcos, Utilities, Retail, Government & Public Sector, Market Research, etc.

To learn more about Products, Solutions and ALTIILIA's Customer Use Cases see [www.altiliagroup.com](http://www.altiliagroup.com)