

REĀN Insights

REAN Insights provides valuable business insights by helping you continuously listen to your customers. Our platform uses natural language processing (NLP) technology to analyze textual data from external data sources (Facebook, Twitter, blogs, etc.) and internal data sources (CRM, surveys, etc.) to easily identify key drivers of positive and negative opinion. Business and government organizations can avail this capability in their own secure and on-demand environment to keep their insights confidential.

What is REAN Cloud Solutions?

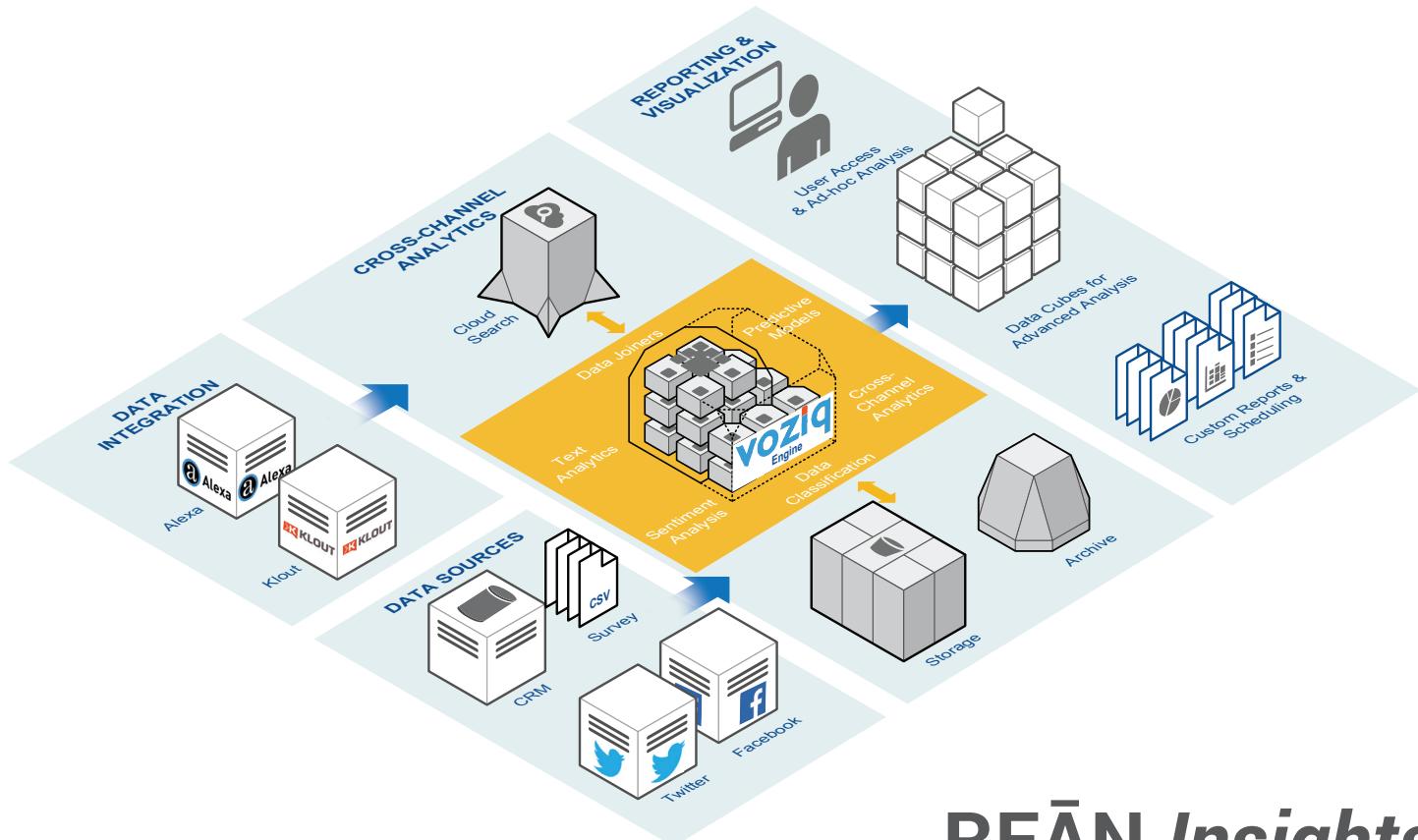
REAN Cloud is a one stop shop for managed solutions to help organizations become agile and productive. Our turnkey solutions, powered by Amazon Web Services (AWS) cloud empower innovation and reduce time to market at a low cost in a monthly subscription model.

What value does REAN Cloud Solutions provide?

Our solutions are bundled with advanced security features to help address your compliance needs. Our zero set-up cost delivery models ensures a breakeven from day one with no investments needed for procuring hardware/software or services.

How does REAN Insights help my organization?

REAN Insights is crucial in understanding the pulse of the customers and their views on latest trends and policies. REAN Insights listens in to relevant social intelligence, analyze them and provide insights to help achieve your goals and become highly relevant, proactive and market-oriented.



REĀN Insights Architecture

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Key Capabilities

Social Analytics

REAN *Insights* provides a turnkey solution that helps you listen to conversations of your customers, competition and competitors' customers and launch your own analytics to gain reliable insights that add real value to your business.

Integrated Intelligence

We help businesses correlate the social intelligence with their existing business intelligence from internal data sources and translate it into actionable and measurable business benefits that impact every department of the organization.

Market to Influencers

Influencer marketing redefines the power of voice. Leveraging the clout of authoritative, influential voices can be the difference between a ripple and a tidal wave. Our solution finds influencers in your industry vertical, track their online activity, build a comprehensive profile of each influencer, and find 'Engageable Moments' where the influencer activity matches with your own organization's priorities

Maximum Impact Campaigns

We help to design effective campaigns by leveraging the audience, timing, content and the channel. REAN *Insights* provides key inputs to plan content with an instant hook that grabs people's attention and prompts them to share your message among their social circles. Watch the benefits multiply as the social media ripple effect takes over and makes your campaigns go viral.

Manage Customer Expectations

Our solution helps enterprises to stay tuned to their audience needs, expectations and complaints by understanding and anticipating their needs.

Enterprise Analytics

Integrate social media analytics and monitor it with REAN *Insights* single point, integrated solution.

REAN *Insights* Bundles

	Gold	Diamond	Platinum
Mentions per Month	10,000	100,000	1,000,000
Number of Reports	3	5	10
Report Frequency	Daily	Every 4 hours	Real Time
Historical Data	One Month	One Year	Five Years
Custom Reports	Add-On	Add-On	Included
Support	8x5	12x5	24x7

Our Partner

Amazon Web Services provides a highly reliable, scalable, low-cost infrastructure in the cloud that allows you to quickly innovate, experiment and iterate. This language and operating system agnostic platform offers low, pay-as-you-go pricing with no up-front expenses or long-term commitments. The platform comes with recognized certifications and audits: PCI DSS Level 1, ISO 27001, FISMA Moderate, HIPAA, and SAS 70 Type II.



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