

IBM Global Services

Corporate Brand and Reputation Analysis (COBRA)



Solution Description

Many business experts agree that a company's reputation is its most valuable asset; however, it is also one of its most vulnerable. The proliferation of electronic bulletin boards, forums, blogs and other digital communications channels represents a challenge for firms to understand what consumers and shareholders are saying about their brands and reputation. Corporate Brand and Reputation Analysis (COBRA) is a brand management tool that helps monitor a wide range of digital communications channels. The COBRA solution provides real-time alerts to issues affecting a company's brands, industry or competitors; therefore, allowing quick reaction to an emerging issue before it becomes a crisis.

Features & Benefits

The COBRA solution was developed to help companies keep a finger on the pulse of millions of daily electronic postings. COBRA provides businesses a way to collect and filter massive amounts of structured and unstructured data, receive near real-time problem and event alerts, and visualize the results via user-customizable dashboard reports. The solution builds on the advanced data mining capabilities to provide an end-to-end solution for companies intent on protecting their corporate reputation.

The COBRA solution generates actionable insights by:

- Filtering massive information from thousands of articles daily down to dozens of highly relevant alerts
- 360 degree monitoring of risks via configurable models that represent different dimensions of reputation risks (e.g., brands, corporate, consumers and issues)
- Sentiment analysis to detect opinions related to reputational risks
- End-to-end solution—from daily access to Blogs, Boards, Newsgroups, NEWS sources and Internal Complaint database—to near real-time alerts and visualization via user-customizable dashboard reports

Value Proposition

With a plethora of media channels available for public commentary, businesses intent on a proactive approach to protecting their reputations must remain ever vigilant to the chatter of the electronic grapevine. IBM's COBRA solution provides companies an automated way to do that, in a customizable format. Users dictate the topics to monitor, the type and level of alert required, and a means to understand historical trends and patterns that can help spot opportunities, providing a competitive advantage over the competition.

IBM Segment

- Enterprise Content Management

Business Function

- Advanced Customer Insight

Target Industry

- Cross Industry

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