Autonomy Media Aggregation Service

Overview

Autonomy Media Aggregation Service (MAS) seamlessly aggregates and streams real-time social media data, enabling enterprise-grade access to the largest volume of social media data available, including the leading premium social media publishers such as Twitter and Facebook. With access to data from more than 40 global publishers, along with augmentation and enrichment services such as Klout score, language detection, sentiment or gender, organizations can quickly gather conversations with influential sources and filter for meaningful analysis.

Autonomy MAS works seamlessly with Autonomy’s Multichannel Analytics product, Autonomy Explore, which is built on Autonomy IDOL to help enterprise organizations analyze customer sentiment, identify emerging issues, and discover topic trends for instantly actionable insights.

Key Business Benefits

- Offers the largest source of social media data (Twitter, Facebook, YouTube and more) for comprehensive analysis
- Speeds time-to-ROI by managing social media publisher APIs in a single normalized interface
- Leverages Autonomy IDOL’s advanced filtering capabilities for optimized content capture and search
- Provides augmentation services to help identify the most influential sources, conversation sentiment, language classification, time zone, social graph, geo-location or author gender
- Handles all forms of social conversations including text, images, audio and video
- Seamlessly integrates with Autonomy’s Multichannel Analytics product, Autonomy Explore

Industry’s Fullest Functioning Media Aggregation Source

Autonomy MAS supports large volumes of real-time data and sophisticated queries. The infrastructure supports billions of interactions and simultaneous queries with regular response times in milliseconds.

Autonomy MAS approaches 100% volume capture capabilities with more than 150 million mentions each day against premium publishers like Twitter and Facebook and others.

- Normalized interface to 40+ aggregators and global publishers
- Inclusion of local broadcast feeds from all major media markets
- Combination of RSS and other data feeds in addition to proprietary crawlers to index social data across the web

Autonomy MAS Data Sources
Powerful Data Augmentation Services

Autonomy MAS coupled with Autonomy explore brings unmatched power with advanced functionality such as sentiment analysis, language detection, social graph, URL expansion, automatic metadata extraction (including company name extraction) as well as the advanced conceptual based query and analytics functions.

MAS helps capture and assemble diverse content forums surfacing re-posts and likes or other unique social activities.

Built for Business

Autonomy MAS was designed to enable business users with access to data on-demand. With no need for APIs, access to new data sources is available immediately through intuitive web-based interfaces, with no need for IT intervention. Autonomy MAS offers a user definable setup which includes a data import wizard to guide business users through the process, further reducing dependency on IT.

Autonomy MAS is 100% cloud-based and built on Autonomy IDOL to take businesses effortlessly from monitoring to meaning. Autonomy IDOL leverages advanced mathematical techniques, statistical analysis, and pattern-matching to extract meaning from every interaction without over-reliance on language definitions or cumbersome keyword entry management. Autonomy MAS is the first media aggregation platform to enable strategic actions based on a deep understanding of customers, competitors, and markets.

Since all social content is ingested through Autonomy MAS, it is available to be pushed to Autonomy Explore for advanced analysis and to uncover its meaning. Autonomy Explore, powered by Autonomy IDOL, offers more than 500 advanced functions, such as filtering, clustering, education and sentiment to help the business take action on the insights uncovered through analysis.

About Autonomy

Autonomy, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit autonomy.com to find out more.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

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