SOCIAL MEDIA AND BUSINESS INTELLIGENCE
SURVEY RESULTS & ANALYSIS
CONDUCTED JANUARY–FEBRUARY 2012

By Peter J. Auditore
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INTRODUCTION

Social media networks and peer groups are creating large data sets that are now enabling companies and organizations to gain competitive advantage and improve performance. These data sets provide important insights into customer behavior, brand reputation, and the overall customer experience. Intelligent early adopter organizations are beginning to monitor and collect this data from propriety and open social media networks. This benchmark survey, perhaps the first of its kind, explores how small, medium, and large organizations are leveraging business intelligence tools and platforms to harvest, manage, and analyze social media data and what their future plans are to leverage it for business initiatives.

This study, conducted among the members of the SHARE users group and Guide SHARE Europe, was fielded during a month-long period starting in early January and ending in early February, 2012. The research was sponsored by IBM and Marist College and conducted by Unisphere Research. All respondents were volunteers and none were paid to take the survey.

Survey questions 1–22 are primarily technical in nature and have been designed to provide insights into the current status of social media network (SMN) and business intelligence (BI) data collection and management, and a preliminary understanding of how organizations are employing BI tools and platforms. Questions 22–33 examine the business initiatives that are motivating the new discipline of social media data collection and what business processes are supported. Questions 34–38 are primarily demographic in nature.
EXECUTIVE SUMMARY

The monitoring, collection, and building of social media data stores is a very new information technology and business discipline that is all about the customer. North America and European countries participated in the survey and the data trended consistently and normally through all questions, with more than 450 respondents completing the entire survey.

Only 30% of organizations are currently monitoring proprietary social media networks (SMNs), and nearly half indicated that they are monitoring open SMNs. Most importantly, 75% of the overall sample base are not collecting data from proprietary and/or open social media networks. Plans to monitor, collect, stage, and analyze SMN data in the next year, 1–2 years, and 3–5 years, clearly reflect a nascent or early adopter market, with early majority, late majority, and laggards following a classic bell curve in evolution. This represents a great market opportunity for entrenched large enterprise BI vendors and new cloud and software-as-a-service (SaaS) vendors to create and deliver products and services, thought leadership, and best practices for conducting social media and business intelligence processes and analysis. Similarly, it presents a competitive advantage for organizations with the ability to employ these techniques rapidly.

Slightly more than half of the organizations plan to increase SMN monitoring and data collection and analysis in the 1–2 years.

More than half expect to increase investment SMN BI tools in the next 1–2 years.

Answers to Questions 9–14 about data volume, type, hosting, storage, and frequency of data movement were somewhat inconclusive because of the early market.

Top Legacy BI Vendors in Use
1. IBM
2. Oracle
3. SAS Institute
4. SAP Business Objects

Top New Social Media BI Vendors
1. Google
2. SAS
3. IBM

Only 15% of organizations plan to invest in cloud and SaaS-based social media tools in the next year, but increases significantly in the next 2–3 years.

PCs were the primary device employed to view and analyze social media data followed by tablets and smart phones.

Sales/marketing, PR-communications and customer service are the top business functions employing SMN data monitoring, collection, and BI analysis.

Top Business Initiatives Supported
1. Brand-Reputation Management
2. Marketing Communications
3. Customer Service
4. Customer Experience Management
5. Sales
6. CRM

Top Metrics Employed
1. Customer Satisfaction
2. Overall Buzz
3. Brand Experience
4. Advertising Campaign Performance

Demographics
- The majority of respondents are information technology professionals.
- The sample base is primarily North American (62%), EMEA-based (30%) with Germany the largest EMEA country represented.
- Financial services is the largest industry segment represented.
SURVEY FINDINGS—TECHNOLOGY STATUS

Question 1. Monitoring of Proprietary or Third-Party-Built Social Media Networks

Only 30% of the sample base indicated that they are currently monitoring proprietary SMNs, and nearly 500 respondents (70%) are not monitoring proprietary SMNs. This infers that the majority of companies in the sample base have not built a proprietary SMN or engaged with a third party to create one, in order to interact with customers, partners, and suppliers. Responses were similar for LOB respondents, and the overall EMEA sample set.

Figure 1: Monitoring of Proprietary or Third-Party-Built Social Media Networks

Overall 711 respondents, LOB=105, EMEA=172

Yes 30%
No 70%
Question 2. Monitoring of Open Online Social Media Communities and Networks

In contrast to the monitoring of proprietary or third-party-built SMNs, more than half of the respondents in the sample base (52%) are currently monitoring open SMNs, while 47% are currently not engaged with SMNs. Seventy-two percent of LOB respondents indicated that their organizations were monitoring SMNs, while only 27% were not, and in contrast, only 47% of EMEA-based respondents were monitoring SMNs, and 52% were not.

This indicates that many companies and organizations understand the importance of SMNs and information flow in open SMNs, as it directly impacts brand perception and potentially demand generation. SMNs are rapidly becoming the new word-of-mouth marketing platform of this millennium. LOB respondents are closer to the customers and understand their growing importance, while EMEA respondents are split on the importance of SMNs and are significantly behind North American organizations.
Question 3. Organizational Plans to Collect and Monitor SMN Data

Approximately 60% of the overall sample base indicated that they had future plans to monitor SMNs, and 40% currently did not have plans to do so. LOB responses contrasted with this significantly—80% had future plans to monitor and collect SMN data, and only 20% did not. EMEA respondents were split—54% had plans and 45% did not have future plans.

Again, LOB respondents understand the business importance of SMN data significantly more than North American and EMEA-based IT professionals. This is an important distinction as LOB professionals and c-level executives are now intimately involved in the purchase decision-making for IT products and services, especially SaaS and cloud-based solutions.

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**Figure 3a: Organizational Plans to Collect and Monitor SMN Data**

*Overall 647 respondents, LOB=106, EMEA=172*

- **Yes** 60%
- **No** 40%

**Figure 3b: Organizational Plans to Collect and Monitor SMN Data**

*Line-of-business 106 respondents*

- **Yes** 80%
- **No** 20%
Question 4. Building Social Media Data Stores from Proprietary SMNs

The vast majority of the sample base (76.8%) is not currently collecting and/or building data stores from propriety SMNs, and only 23.2% are doing so, the same data trends for LOBs and EMEA. This is consistent with responses to question 1, and reflects the fact that some companies are early adopters of SMN data and collection for specific business initiatives that may provide competitive advantage in their market segments or industries.

Figure 4: Building Social Media Data Stores from Proprietary SMNs

Overall 646 respondents, LOB=106, EMEA=172

- Yes 23.2%
- No 76.8%

Question 5. Building Social Media Data Stores from Open Online SMNs

Only 27% of the overall sample base indicated that they are currently building social media data stores from open online SMNs, while 73% are not. LOB respondents were slightly higher with 36% indicating that they are, 64% are not, and EMEA responses were very similar to the overall sample base. Again, this reflects an early or nascent market that will be driven by the need to know the customer and gain competitive advantage.

Figure 5: Building Social Media Data Stores from Open Online SMNs

Overall 646 respondents, LOB=106, EMEA=173

- Yes 27%
- No 73%
Question 6. Future Plans for Social Media Monitoring

Nearly 60% of respondents indicated that they expect to increase social media monitoring over the next 1–2 years, while 20% indicated it would be 3–5 years, and only 19% did not expect it to increase at all. Nearly one quarter of the sample expect to significantly increase monitoring in the next year. LOB responses are consistent with previous question and more than 75% of respondents indicated an increase of social media monitoring in the next 1–2 years. EMEA respondents indicated lower increases in the next year at 15%, and 40% in the next 1–2 years.

Figure 6: Future Plans for Social Media Monitoring

Overall 613 respondents, LOB=107, EMEA=174

- Significantly in the next year: 22%
- Over the next 1 to 2 years: 37.9%
- Over the next 3 to 5 years: 21.2%
- Not at all: 18.9%

Overall 59.9%
Question 7. Social Media Data Collection and Business Intelligence Use

Slightly more than 56% of respondents in the overall sample base expect to increase social media data collection for BI analysis in the next 1–2 years, while only 23% indicated it would be 3–5 years away, and 20% did not expect it to increase.

Seventy-three percent of LOB respondents indicated they would begin or increase SMN data collection in the next 1–2 years, and nearly 35% indicated that it would increase significantly in the next year. This again reflects the business priority around SMN data and customer knowledge. EMEA respondents were less likely to significantly increase data collection in the next year—40% expected increases in the next 1–2 years, and 30% expected to do so over the next 3–5 years. Targeting LOB professional with turnkey SMN data collection products and services is the opportunity ahead for vendors.
Question 8. Future Organizational Investment in Business Intelligence Tools and Services Installed In-House

Only 15% of the sample base expects to increase investment in in-house BI tools and services in the next year. However, nearly 40% expect to increase purchasing in the next 1–2 years, and a late majority indicated they would do so over the next 3–5 years. Slightly more than 25% did not expect to increase investment, and 107 respondents skipped this question, perhaps indicating that they don’t know. Sixty-five percent of LOB respondents indicated they expect to increase investment in the next 1–2 years, and only 46% of EMEA respondents expect to increase their investment in the next 1–2 years.

Again, this reflects the conditions of a nascent market, with great opportunity for vendors to create and deliver thought leadership and best practices for conducting social media and BI processes and analysis.
Question 9. Extraction Transformation and Loading of SMN Data

Only 20% of respondents in the sample base are collecting data continuously or on a daily basis, and 11% are collecting data weekly, and/or monthly. More than 60% of the sample base found this question not applicable and probably did not know if, or even when, data was collected. Thirty-three percent of LOB professionals indicated that they were collecting data, continuously, daily, weekly, or at multiple times during a week. Results were very similar for EMEA respondents, and 64% found this question not applicable.

![Figure 9: Extraction Transformation and Loading of SMN Data](image-url)
Question 10. Average Volume of Social Media Data Moved

Overall, more than 80% of the respondents did not know how much data was actually being moved, again reinforcing the nascent nature of this market. Data sizes of 99MB, 100–499MB, and 1GB–9.9GB received the most responses, and only three organizations were moving data in the 50GB to 100GB range. We are in the very early stages of this market and because of the newness of this business process, this data is not reflective of future storage and data collection needs, nor does it mean that collecting 1GB or 1TB is sufficient to understand social media data trends and perform analysis on SMN data. Responses for LOB and EMEA respondents are consistent with overall findings.

![Figure 10: Average Volume of Social Media Data Moved](image-url)
Question 11. SMN Data Collection Hosting and Analysis Platforms

It is notable that 68% of the sample base indicated that they don’t know how SMN data is hosted and/or found this question not applicable. Nearly 20% of the overall sample base is hosting SMN data on an internal data mart, or in a data warehouse. Only 5% of respondents are currently employing cloud-based platforms, with only 1% using an external cloud database. These findings are consistent with LOB respondents. However, there was a slight increase in the use of cloud-based databases and/or third party databases or platforms. EMEA-based findings are consistent with that of North America.

![Figure 11: SMN Data Collection Hosting and Analysis Platforms](image-url)
Question 12. Percentage of SMN Data, Structured vs. Unstructured

Three quarters of the sample base (77%) responded that the question was not applicable or that they did not know whether the SMN data collected was unstructured or structured. This is not surprising, and is consistent with other responses, indicating that SMN data collection and analysis is a very new BI practice. Of those that responded, 6% indicated that the data was 50/50, structured to unstructured—10% also indicated that the data was mostly unstructured. These results were also consistent with LOB and EMEA-based respondents.

![Figure 12: Percentage of SMN Data, Structured vs. Unstructured](image-url)
Question 13. Current SMN Data Storage Requirements

Nearly all of the respondents indicated that they did not know what the current SMN data storage requirements were for hosting in their organization. This is consistent with LOB and EMEA respondents and again reflects the nascent market for social media analytics. This represents an opportunity for storage vendors, cloud-based solutions, and traditional BI platform vendors.
Question 14. Legacy Business Intelligence and Analytic Platforms In Use to Perform Analysis on SMN Data

Nearly 75% of the overall sample base indicated that they did not know which legacy vendor platform was in use, or that the question was not applicable. This is consistent with LOB and EMEA responses, however, LOB respondents ranked Oracle as the number-one vendor in use.

Overall, IBM, SAS, Oracle, and SAP are the entrenched BI platform market leaders with the largest market share. IBM’s ranking is not surprising, considering that the majority of respondents were from the SHARE consortium. There is no clear market leader in this space, and SAP’s low ranking in EMEA is somewhat surprising. However, its low ranking with LOB respondents is not. Informatica, Information Builders, and Microstrategy would appear to be losing market share, according to this data set.
Question 15. New Social Media Business Intelligence Tools In Use

Nearly 70% of the overall sample base selected “none of the above.” This response dropped to 60% for LOB professionals, and EMEA results were consistent with the overall data set. Evolve 24, Netbase, Radian 6, Kapow, and Symomos were relatively unknown to respondents, reflecting that these companies need to improve marketing communications and drive thought leadership in this area.

Google was the overall leader with 16%, but climbed to 30% according to responses from LOB professionals, and dropped to 12% in EMEA. Approximately 6% of the sample base selected “other.” Radian 6 was a significant player among the LOB professionals, garnering nearly 5%, just behind SAS at 6% in this subset. The Radian 6 use is most likely the result of the tremendous success of SalesForce.com with LOB professionals. However, only one EMEA respondent indicated use of the product.

In summary, this data reflects an almost “pre-early adopter market,” as the early majority begins selecting and implementing SMN BI tools in the next 1–2 years, the late majority over the next 3–5 years, and laggards beyond that, if they survive. If Google could penetrate the enterprise, it would have an excellent chance of achieving a commanding market share beyond the SMB segment. However, the existing enterprise legacy vendors would appear to have the upper hand in the enterprise if they can provide the thought leadership, tools, products, services, and best practices for leveraging SMN data to facilitate business initiatives around the customer.

### Figure 15: Top New Social Media BI Vendors

Overall 511 respondents, LOB=106, EMEA=165

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>16%</td>
</tr>
<tr>
<td>SAS</td>
<td>5.3%</td>
</tr>
<tr>
<td>IBM</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Data collection and analysis performed with SurveyMethods.
Question 16. Use of Third-Party Services, APIs, and BI Tools to Analyze SMN Data Streams

The majority of respondents in the sample base indicated that they are not using third-party BI tools (50%) and 38% did not know if they are. Only 12% indicated that they are using third-party tools, and this was consistent with EMEA responses. However, 23% of LOB professionals indicated that they are employing third-party tools. LOBs, as we know, are now buying IT products and services in many companies, without the involvement of IT departments.

Figure 16: Use of Third-Party Services, APIs, and BI Tools to Analyze SMN Data Streams

Overall 524 respondents, LOB=106, EMEA=171

- Don't know: 38%
- No: 50%
- Yes: 12%
Question 17. Planned Investment in Cloud and Software as a Service based Social Media Tools

Only 15% of the sample base plans to invest in cloud-based solutions in the next year. In contrast, more than 50% plan to invest in the next 2–3 years. Approximately 30% had no plans to invest and this was consistent with LOB and EMEA responses. Interestingly, 20% of LOB professionals indicated they do plan to invest in these solutions in the next year. This data is consistent with the characteristics of an early-early adopter market, with business users taking an early lead in adoption.

Figure 17: Planned Investment in Cloud and Software-as-a-Service-based Social Media Tools

Overall 521 respondents, LOB=107, EMEA=174

- Significantly in the next year: 15.36%
- Over the next 2 to 3 years: 52.4%
- Not at all: 30.13%
- Other: 2.11%

Question 18. Use of In-Memory Computing

Just under one-tenth of the sample base is currently employing in-memory databases and/or appliances to analyze SMN data. Ninety-one percent indicated that they are not doing so, and this data was consistent with LOB and EMEA responses.

In-memory computing is a relatively new technology in the BI market; however, its ability to execute real-time data mining and analysis could enable new and innovative analytic processes to provide competitive advantage.

Figure 18: Use of In-Memory Computing

Overall 520 respondents, LOB=107, EMEA=174

- Yes: 9.2%
- No: 90.8%
Question 19. Current In-Memory Products In Use

IBM’s Netezza (20 responses) and SAP HANA (12) are the top two in-memory computing platforms in current use according to a small sample size and few respondents. HP’s Vertica is relatively unknown to LOB and EMEA. However, it garnered eight responses in the overall small sample set.

In-memory computing and analysis of SMN data in real time would appear to be a perfect marriage, offering the ability to deliver significant competitive advantages to those companies with CRM, SCRM, and customer experience management business initiatives. IBM, SAP, and HP need to provide thought leadership on the business value of in-memory computing and real-time BI as it relates to SMNs and data.

Figure 19: Current In-Memory Products In Use

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Netezza</td>
<td>55.56%</td>
</tr>
<tr>
<td>HP Vertica</td>
<td>22.22%</td>
</tr>
<tr>
<td>SAP In-Memory HANA</td>
<td>33.33%</td>
</tr>
</tbody>
</table>

Overall 36 respondents, LOB=7, EMEA=12
Question 20. Is the Collection and Management of SMN Data into Existing BI Platforms a Challenge to Your Organization

The majority of respondents indicated that collection, integration, and management of SMN data into existing BI platforms was not a challenge to their organizations. Only 16% overall (21% of LOB and 12% of EMEA respondents), indicated it is a challenge to their organizations.

In many ways this data “does not compute,” so to speak, as many organizations are currently in their infancy when it comes to monitoring, collecting, building data stores, and analyzing SMN data, according to previous answers. In our view of the data, it is too early to tell what the challenges will be in this discipline.
Question 21. Use of a Third-Party Social Media Business Intelligence Integration Platform or System

The majority of respondents indicated that they currently do not use a third-party system or platform. Only 12% indicated that they did, and 33% don’t know. This remains consistent for LOBs; however, 40% of EMEA respondents don’t know if they use a third-party system. Again, responses to this question reflect data consistent with a nascent or early adopter market.

Figure 21: Use of a Third-Party Social Media Business Intelligence Integration Platform or System

Overall 496 respondents, LOB=107, EMEA=173

Don’t know 33.47%

No 58.67%

Yes 7.86%
SURVEY FINDINGS—BUSINESS INITIATIVES

Question 22. Devices Used to View and Analyze Social Media Data

Social media data viewing and analysis is primarily conducted on a PC (79%), although a tablet or iPad is used by 24% of respondents overall, followed closely by use of a smart phone. Eighty-seven percent of LOB professionals use a PC, and 35% use a smart phone, followed by 30% who use a tablet. EMEA responses are very similar to overall sample results.

Analysis of social media data is most likely done on the PC and data is viewed on smart phones and tablets. There will be a future need to create semantic layers and easy-to-use interfaces on mobile devices for future data viewing and analysis.

Figure 22: Devices Used to View and Analyze Social Media Data

Overall 420 respondents, LOB=95, EMEA=136

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>PC</td>
<td>78.57%</td>
</tr>
<tr>
<td>Tablet (for example, an iPad)</td>
<td>23.81%</td>
</tr>
<tr>
<td>Smart phone</td>
<td>23.1%</td>
</tr>
<tr>
<td>Other mobile device</td>
<td>9.29%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>
Question 23. Business Functions of the Organization Using BI Tools to Analyze Social Media Data

The findings shown below in Figure 23 are not surprising considering that social media networks are now the new word-of-mouth marketing platforms of the millennium. This is consistent across LOB and EMEA respondents, while sales and marketing functions are more pronounced for LOB professionals. Somewhat surprisingly, a significant number of IT professionals are also using BI tools to analyze SMN data in 36% of overall organizations.

Social media has become a new channel of influence for many experts and thought leaders, and PR-communications professionals are following and identifying influencers in SMNs.

Customer service is of growing importance to many organizations, and SMNs are rapidly becoming the voice of the customer, both happy and unhappy. Many companies are now following any tweets related to their name, products, and services in an effort to improve customer service and protect brand reputation.

Figure 23: Top Business Functions

Overall 366 respondents, LOB=92, EMEA=125

- Sales and marketing: 64.21%
- PR and communications: 38.25%
- Information technology: 36.61%
- Customer service: 34.15%
- Finance: 10.11%
Question 24. Business Initiatives Supported Through Analysis of SMN Data

Brand-reputation management (46%), and customer service (44%) were the number-one and number-three business initiatives supported, closely followed by marketing communications (45%). “Customers are king” in the SMN world and this is reflected in this data set as customer experience management- and CRM-related business processes are now being supported by a significant number of organizations.

The data set trends very closely for LOB and EMEA-based respondents, although LOB responses for brand, customer service, and marketing communications were slightly higher.

Fewer organizations overall are using SMN data collection and analysis for competitive intelligence, identifying influencers, product testing, and price testing. However, LOB respondents also indicated that they are using SMN data analysis to support identification of influencers and competitive analysis.

Figure 24: Top Business Initiatives
Question 25. Brand and Reputation Monitoring of SMNs

Approximately 62% of respondents in the sample base are not currently monitoring brand reputation in social media channels. This drops to 50% for LOB professionals and increases to 71% for EMEA respondents. Nearly one-third of the overall sample base indicated that they are employing in-house IT systems to monitor social media channels and only 12% overall are using third-party systems. Seventeen percent of LOB professionals indicated that they are using a third-party service.

The results for EMEA are consistent with the overall sample base but a slightly lower use of in-house IT systems is indicated, and 70% of the EMEA organizations are not monitoring brand reputation. This reflects the fact that a smaller number of EMEA organizations are monitoring brand reputation.

Organizations are slowly recognizing the power of SMNs and the speed of information flow along with the importance of word-of-mouth marketing in this environment. There would appear to be a great opportunity here for entrenched enterprise BI vendors and cloud-based BI SaaS solutions.

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**Figure 25: Brand and Reputation Monitoring of SMNs**

*Overall 465 respondents, LOB=107, EMEA=168*

![Pie chart showing the percentage of respondents using in-house IT systems (26.67%), employing third-party service (11.4%), and not monitoring (61.94%).]
Question 26. Metrics Employed in Measuring SMN Monitoring

Nearly half of the overall sample base indicated “none of the above” as their response to the question of which metrics they are employing in SMN monitoring. This is consistent with the overall data indicating that this is an early adopter market. Influencer identification ranked fifth in overall importance, followed by net sentiment analysis, and geo-tracking. These findings are similar for LOB professionals and EMEA-based respondents.

Figure 26: Top Metrics Employed

Overall 452 respondents, LOB=104, EMEA=158

- Customer satisfaction: 26.8%
- Overall buzz: 23.7%
- Brand experience: 21%
- Advertising campaign performance: 18.1%
Question 27. Organizational Plans to Leverage Social Media Metrics Into Business Processes

One-quarter of the overall sample base respondents have plans to leverage social media data collection and analysis in their business processes, while nearly one-third indicated they are giving preliminary consideration to doing this. Almost half of overall respondents indicated that they have no plans to leverage social media in their business processes.

Nearly 35% of LOB professionals indicated that they have plans to do so, and nearly 32% are giving preliminary consideration to do this. Responses from EMEA are consistent—20% indicated yes, 60% had no plans, and 22% are giving preliminary consideration to leveraging social media.
Question 28. Monitoring of SMNs Changing Business Process

The majority of the overall sample base indicated SMN monitoring and data collection has not changed business processes, MBOs (management by objectives), and KPIs (key performance indicators) in business units. One quarter of the sample base indicated that preliminary consideration is being given to this and only (105) of the sample base indicated that SMN data collection and analysis was changing business processes and measurement of them. This is consistent with LOB professionals and EMEA-based respondents. Again, this reflects an early-adopter nascent market that is ripe for innovation, products, services, and best practices by industry.

Figure 28: Monitoring of SMNs Changing Business Process

Overall 455 respondents, LOB=105, EMEA=167

Preliminary consideration being given to this 26.15%

Yes 8.79%

No 65.05%

Question 29. Customer Engagement Through Social Media Channels

One-third of the overall sample base indicated that they are actively engaging with customers through SMN channels and the remainder (68%) indicated that they are not. This trend is also consistent with EMEA-based respondents. However, LOB professionals contrasted with this significantly, as 50% indicated that they are engaging, and 50% are currently not engaging customers directly.

LOB professionals are generally closer to the customer than IT; therefore, caution should be exercised in the extrapolation of data from this question (from mostly IT professionals) since it may not reflect an accurate view of the overall market. However, the data has trended very consistently from the beginning, reflecting an early market, even with LOB professionals.

Figure 29: Customer Engagement Through Social Media Channels

Overall 458 respondents, LOB=106, EMEA=169

Yes 31.66%

No 68.34%
Question 30. Employment of BI Platforms to Respond to Brand Crisis

The majority of respondents in the sample base indicated that they do not employ social media BI platforms in responding to a brand crisis and only 25% indicated that they currently do. The results for LOB professionals was slightly higher at 33%, indicating that they leverage social media BI platforms to respond to brand crises. EMEA-based responses were very similar to the overall sample base.

Currently, many organizations are not taking social media seriously and are not prepared to deal with a crisis in social media channels, where the only barrier limiting information flow is time zone.
Question 31. The Impact of Social Media Data Collection on Customer Engagement

Only 7% of the overall sample base indicated that social media data collection had significantly changed customer engagement models, while 32% indicated that it had changed customer engagement slightly. Nearly 62% of the overall respondents indicated that social media monitoring and data collection had no impact on customer engagement in their organization. This is consistent with EMEA responses. LOB professionals' responses were higher than overall with 11% indicating there was significant change and 37% indicating there was a slight change in customer engagement.

Many organizations still do not realize the power of SMNs and don’t know how to engage customers and influencers in the social media space. There is great opportunity to grow market share, and to enhance brand and customer service through social media engagement.

Figure 31. The Impact of Social Media Data Collection on Customer Engagement

Overall 450 respondents, LOB=106, EMEA=171

Yes, very significantly 6.89%
Yes, slightly 31.78%
No 61.33%
Question 32. Organizational Concern About International Data Security Laws

Only half of the overall sample base is concerned about international data security laws, while 24% indicated they are not, and 23% don’t know. This is consistent with EMEA responses and LOB professionals. International data security laws vary by region and country and are probably not well known, especially in organizations that are lacking a global presence.

![Figure 32. Organizational Concern About International Data Security Laws](image)

Overall 453 respondents, LOB=106, EMEA=172

- **Don’t know** 22.96%
- **Yes** 53.2%
- **No** 23.84%

Question 33. Integration of Social Media Metrics Into Business Processes

The findings below in Figure 33 are consistent with input from LOB professionals and EMEA-based respondents, as organizations are leveraging social media monitoring, collection, and analysis to better understand customer needs and requirements. Some organizations are taking the next steps and practicing social CRM and innovating customer service, product, and other services. Social media data and BI tools enable organizations to profile and understand customers in SMNs.

![Figure 33: Top Business Processes Leveraging Social Media Data](image)

Overall 300 respondents, LOB=79, EMEA=105

- **Understanding customers** 50%
- **Enhance the customer experience** 43%
- **Innovation of services** 31.3%
- **Implementation of social CRM** 22.3%
- **Innovation of product and service delivery** 21.3%
SURVEY FINDINGS—DEMOGRAPHICS

Question 34. Primary Job Title

The majority of respondents in the sample base who answered all of the questions consists of information technology professionals, including 19 CIOs; however, 262 respondents skipped this question, most likely as the result of survey length. Respondents began to drop off after the first five questions, but remained consistent at or around 450 throughout the survey.

Question 35 & 36. Organization Size and Revenue

The sample base includes a good range of small, medium, and large organizations, with 123 organizations of more than 10,000 employees.
Question 37. Industries

Financial services, including insurance, represented the largest industry segment of the sample base at 29%, followed by high technology at 14%. A broad spectrum of industries is represented in the sample base, although natural resources, process manufacturing, life sciences, engineering, construction, and chemicals have light-to-no representation.

![Figure 37. Industries](image)

**Figure 37. Industries**

- Financial services/insurance: 29%
- High technology: 14%
- Other: 57%

Question 38. Geographic Representation

The vast majority of the sample base is North American organizations at 62%. Germany represented the largest sample from EMEA, and approximately 8% of the sample is from “rest of world” (ROW).

![Figure 38. Geographic Representation](image)

**Figure 38. Geographic Representation**

- EMEA: 30%
- ROW: 8%
- North America: 62%