New Database Metrics to Track and Analyze Multiple Business Stakeholders

Transportation Center Seminar Series October 23, 2008

Clarke L. Caywood, Ph.D.
Question 1. Remember: What does the CEO want…?

“I don’t want just functional managers; I want leaders who can manage our relationships with stakeholders…” (includes metrics)

interview with CCO quoting her CEO of public company October 2007.
What data do you need to track stakeholders?

- Consumer Blogs
- Popular Press
- “Experts”
- University Research
- “Amateurs”
- Consulting/Think Tanks
- Academic journals
- Trade Show Publications
- Government Reports
- CEO Blog
- Trade show media
- Cable, network TV
- YouTube
- Wikipedia
- Social networks
- Web journals
- “Amateurs” zones
- “Experts” zones

Client
Question 2. Can Luddites use digital databases?

1. “Outside-in” or “inside-out? thinking”
2. “SWOT” vs. “TOWS” to plan
3. Consumer databases CRM to know the market behavior (message use)?
4. All media databases to understand externalities?
5. Consumer Generated Content as consumer brand contacts?
Product
Music
TV stations
Broadcast radio
Music
Adverts
News
Mail
Voice call
Legal on-line

Route to home
Cassette/ 8-track
Airwaves
Airwaves
Airwaves, ink on paper
Newspaper to door
Home delivery/ box
Wire/ landline
Lexis Nexis

Display
Auto/ home
TV
Radio/ portable
Record player
TV/ Radio/ mail
Ink on paper
Stack, clip, birdcage

Local storage
tape
none
tape
disk
some

Tom Wolzein, Sanford C. Bernstein & Co
Reaching Decision-Makers Today Requires Digital Systems

Product
- CGN
- TV stations
- Info
- "Daily me"
- Storage
- Content
- Cable Net
- Web site
- Local news
- Content from
  individuals
- Peer-to-peer
- Advertising
- Radio stations
- Blogs, You Tube
- Satellite radio / sticks/disks
- Streaming media

Route to home
- Cable
- Phone/DSL
- Wireless
- Broadcast TV
- Broadcast radio
- Satellite
- Mail
- Express delivery
- iPod / storage
- Subcarriers / WiFi
- Newspaper delivery

Display
- TV
- Radio
- PC
- Stereo
- Monitor
- Headphones
- Pager
- PDA player / iPod
- Cell phone
- PDA/Palm
- Non-electronic

Local storage
- VCR
- DVD
- Web-based
- Server / TiVo (PVR)
- PC
- CD/CD-ROM
- Storage
- Pagers - PDAs
- Game console
- Game console

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Question 3. Are you connected with “protected groups”?

Sympathetic social communities

- Elderly
- Children
- Racial, ethnic groups
- Chronically ill
- Mentally ill
- Disabled
- Immigrants
- People on welfare or social services
- Poor or very low income
- Others
Question 4. Are you in “high visibility” industries?

Newsworthy, regulated or self-regulated

Energy
Military products
Pharmaceuticals
Insurance
Gaming
Toys, cribs
Housing
Credit and banking
Automobiles
Sports and Entertainment
Military Services
Tobacco, alcohol
Gaming, and others
Question 6. What if digital metrics were required by practice or even law?

- Six Sigma, ISO.
- Medical check and shots to attend school.
- Lexis Nexis or Westlaw for attorneys
- Sarbanes-Oxley demands for Boards
Question 7: What is on your management dashboard?

- What’s on your organization’s inside dashboard?
  - Quarterly annual data
  - Announcements/messages
  - Employee data
  - Data/production

- What’s outside your windshield?
  - Experts
  - Media including bloggers
  - Governments
Sample Business Dashboard

Welcome IntelliDealer User

Change Location? 01/01/01 - Guelph

Click here to update your profile.

Recent Equipment Lost Sales

<table>
<thead>
<tr>
<th>Date</th>
<th>Make</th>
<th>Model</th>
<th>Customer</th>
<th>Stock Number</th>
<th>Competitor</th>
<th>Reason</th>
<th>Competitor Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/22/2005</td>
<td>DEERE</td>
<td>310G</td>
<td>Morrison Construction</td>
<td>?</td>
<td>RJ EQUIP</td>
<td>AVAIL</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pat Morrison</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Top Unit Sales Territories - All Locations

<table>
<thead>
<tr>
<th>Territory</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwest</td>
<td>716,894</td>
</tr>
<tr>
<td>Upper Thames</td>
<td>347,960</td>
</tr>
<tr>
<td>Southeast</td>
<td>300,942</td>
</tr>
<tr>
<td>Oxford County</td>
<td>144,328</td>
</tr>
<tr>
<td>Harvey County</td>
<td>139,217</td>
</tr>
<tr>
<td>Melvin County</td>
<td>29,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,677,631</strong></td>
</tr>
</tbody>
</table>

Inventory Aging - All Locations

<table>
<thead>
<tr>
<th>Months Old</th>
<th>Units</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 6</td>
<td>104</td>
<td>39,871,951</td>
</tr>
<tr>
<td>7 - 12</td>
<td>148</td>
<td>1,487,835</td>
</tr>
<tr>
<td>13 - 18</td>
<td>291</td>
<td>4,694,516</td>
</tr>
<tr>
<td>19 - 24</td>
<td>115</td>
<td>1,336,054</td>
</tr>
<tr>
<td>25 - 36</td>
<td>143</td>
<td>2,007,128</td>
</tr>
<tr>
<td>Over 36</td>
<td>257</td>
<td>581,776</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,058</strong></td>
<td><strong>49,979,163</strong></td>
</tr>
</tbody>
</table>

MTD Sales - All Locations

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>246,058</td>
<td>65.0</td>
</tr>
<tr>
<td>Parts Invoicing</td>
<td>41,509</td>
<td>11.0</td>
</tr>
<tr>
<td>General</td>
<td>3,720</td>
<td>1.0</td>
</tr>
<tr>
<td>Rental</td>
<td>5,290</td>
<td>1.4</td>
</tr>
<tr>
<td>Shop Labor</td>
<td>39,107</td>
<td>10.3</td>
</tr>
<tr>
<td>Shop Parts</td>
<td>43,006</td>
<td>11.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>378,689</td>
<td></td>
</tr>
</tbody>
</table>

Top Equipment Salespeople - All Locations

<table>
<thead>
<tr>
<th>Salesperson</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Jones</td>
<td>793,861</td>
</tr>
<tr>
<td>Jerry Ort</td>
<td>253,397</td>
</tr>
<tr>
<td>Edgar Horton</td>
<td>160,610</td>
</tr>
<tr>
<td>James Kravitz</td>
<td>150,020</td>
</tr>
<tr>
<td>Lenny Michaels</td>
<td>103,465</td>
</tr>
<tr>
<td>Andy Miller</td>
<td>100,609</td>
</tr>
<tr>
<td>Fred Falworth</td>
<td>99,751</td>
</tr>
<tr>
<td>Teresa Blanton</td>
<td>83,286</td>
</tr>
<tr>
<td>Allan Thompson</td>
<td>80,119</td>
</tr>
<tr>
<td>Kyle Clarkson</td>
<td>64,100</td>
</tr>
</tbody>
</table>
Dashboard – PR Driven Businesses

Marketspace Home

**MediaSignal Rankings**
Ranked for last 30 days

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>MediaSignal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apple</td>
<td>87 M</td>
</tr>
<tr>
<td>2</td>
<td>Hewlett-Packard</td>
<td>78 M</td>
</tr>
<tr>
<td>3</td>
<td>Dell</td>
<td>51 M</td>
</tr>
<tr>
<td>4</td>
<td>Gateway</td>
<td>12 M</td>
</tr>
</tbody>
</table>

**Hewlett-Packard in the Marketspace**
MediaSignal for last 12 months

![Graph showing MediaSignal for Hewlett-Packard](image)

**Tone Rankings**
Ranked for last 30 days

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Tone</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apple</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Gateway</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Hewlett-Packard</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Dell</td>
<td>1</td>
</tr>
</tbody>
</table>

**Coverage Rankings**
Ranked for last 30 days

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hewlett-Packard</td>
<td>17,741</td>
</tr>
<tr>
<td>2</td>
<td>Dell</td>
<td>10,429</td>
</tr>
<tr>
<td>3</td>
<td>Apple</td>
<td>9,241</td>
</tr>
<tr>
<td>4</td>
<td>Gateway</td>
<td>3,657</td>
</tr>
</tbody>
</table>
Tone: Apple and Hitachi

![Chart showing media sentiment over time, with peaks and troughs indicating positive and negative public opinion. The chart covers data from November 2003 to October 2004. The y-axis represents the media signal in millions, ranging from -100M to 200M. The x-axis represents the months from Nov 03 to Oct 04. The chart includes three colored areas: red for negative sentiment, blue for neutral sentiment, and green for positive sentiment.]
Quick Corp. Case Studies

• Can Dell monitor their management team on a daily basis to see if they are on message?
• With over a billion “hits” how does Harley-Davidson define & monitor their PR success?
• How does HD track noise pollution law trends?
• How can VeriSign keep a pulse on new privacy issues and trends to protect customers?
• Can Genentech stem a rumor of danger on their drug immediately?
Quick Cases

• Would your board like to know how seriously your new program launch is being taken in the industry?

• Would your client’s Chief Strategist like to know what Non Governmental Organizations (NGOs or GONGOS) are doing in your field?

• How many trends and crises can you track all over the world on a minute by minute basis?
Selected Vendors New Metrics

- Vocus.com
- Bacon Cision.com
- Competitive Insights.net
- Evolve24.com
- PRTrak
- IMC VMSinfo.com
- Biz360.com
- Carma News Access
- BuzzLogic
- Cmfony.com TNS Media Intelligence
- Media Tenor Institute for Media Content Analysis (non-automated)

- Cost from a few thousand to one hundred thousand
- Your Hand Analysis (inaccurate and impossible)
- Doing Nothing (very expensive)
The iRoom™
See Everything

Welcome to the iRoom by Evolve24.

Our Promise
The iRoom by Evolve24 offers unparalleled capability to identify and analyze issues that pose real or potential threats to a business. Its web-based interface allows you to monitor, analyze, and respond to issues in real time.

Learn more about the iRoom features by clicking on the info panels.

Real time global analysis identifies trends, patterns and emerging issues accurately!

The only global issue management suite for business
A complete web-based solution that gives early warning, effective outreach, consistent messages and improved company efficiency and effectiveness.

Identify players and their positions. Compare yourself to competitors. Provide the critical insights you need globally 24/7.
Establish Thought Leadership

- Measure spokesperson competitive mindshare
- Evaluate translation of messaging
- Monitor spokesperson favorability
Monitor Industry Trends & Issues

- Evaluate market trends & issues
- Discover topics, people and organizations
Protect Organization/Product Brands

- Brand impact and sentiment in media and blogs
- Discover brand associations
- Evaluate brand attributes
- Identify threats and opportunities
Blogger for Wrigley
by Sara Owsley see InfoLab at www.Northwestern.edu

Juicy Fruit
Blog search for statements

Extra Gum
Doublemint Gum
Juicy Fruit
Eclipse Gum
Orbit Gum
Big Red Gum
Life Savers
Winterfresh Gum
Altoids
Hubba Bubba
Big League Chew
Gather Competitive Intelligence

- Monitor competitors’ messages, mindshare and sentiment
- Evaluate the impact of competitors’ marketing
Is it AI?
Trends for MRM
(Message & Relationship Management)

• Increasing liability risk for not having full service metrics and information (Lexis-Nexis, WestLaw “required by law”) Sarbanes-Oxley, NYSE Rules

• Global media and text

• Databases will capture measurements of risk communications, issues management, competitive threat, financial fragility, government involvement, new industries, new sources (scripts)
Trends for MRM

- Inventing more “killer” applications including predictive metrics, ROI, Breakeven
- Short-term and long term link to CRM
- The decline in the value and credibility of traditional media (Web 2.0 expansion) will increase the need for complete measurement
- New media ideas from Northwestern!
Tactic: Buzz by product

http://www.infolab.northwestern.edu/project.asp?id=31
#projects
News at Seven has a full website, available at News At Seven is a system that automatically generates a virtual news show. Totally autonomous, it collects, parses, edits and organizes news stories and then passes the formatted content to artificial anchors for presentation. Using the resources present on the web, the system goes beyond the straight text of the news stories to also retrieve relevant images and blogs with commentary on the topics to be presented.
accelerating Humanitarian Relief

- See What’s New in The Aidmatrix Network June ’08 Release

California Wildfire Relief

Myanmar Cyclone Relief

FreeClinicLink™ Medical Relief Program Wins Supply Chain Innovation Awards

Global Logistics & Supply Chain Strategies 2007 Supply Chain Innovation Award Winner: Aidmatrix

American Red Cross

BBB Accredited Charity

bbb.org/charity
Questions and Notes
C-Caywood@Northwestern.edu
Transportation Center Business Advisory Board