

SMART Service

Social Media Aggregation and Research Technology

MetroStar Systems' Social Media Aggregation and Research Technology (SMART) Service collects, filters, analyzes and channels information from social media platforms, enabling clients to make great decisions, faster. SMART Service crawls more than 270 million websites using pre-defined search terminology to identify and highlight operational information that often gets lost in the noise. SMART service concurrently provides aggregated and individual search results, enabling users to view trends and individuals driving those trends. MetroStar's SMART Service minimizes the human-resource investment and provides high-quality, social-media analysis by automating data collection into a user interface that enables seamless disaggregation. This capability is a force multiplier to engage or learn in any environment.

Benefits of MetroStar Systems' SMART Service

Real-Time Tracking: SMART Service pulls results as they post and can reach back as far as 2008.

Information Segmentation: SMART Service can use multiple criteria, enabling identification by time, location, theme, demographics, type of medium used and content tone, among others.

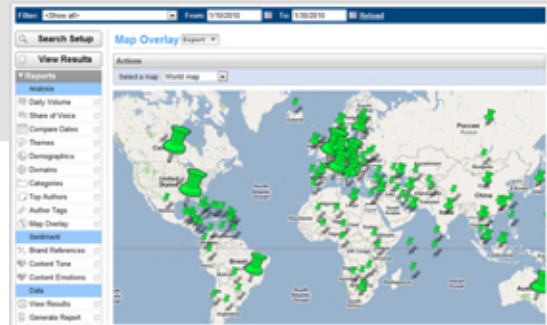
Pinpoint Accuracy: SMART Service can drill down into search results, identifying individual authors, sources and posts.

Translation Function: SMART Service includes a translation function, enabling it to gather information in a range of languages, including Arabic, Chinese and Russian.

Pull vs. Push: SMART Service crawls the Internet, pulling results instead of requiring users to push results through specific platforms.

Applications of the SMART Service

Early-Warning Systems: Social media is now the first reporting tool of the public. SMART Service can identify trends of key indicators, keeping clients ahead of response or news activity through comprehensive monitoring with thematic analysis.

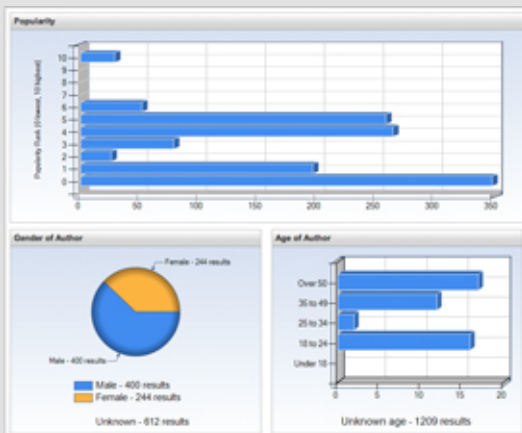


Engage Influencers: SMART Service can identify the most prolific authors on any subject, according to both positive and negative expression. SMART Service also provides individual user accounts, giving clients access to, and direct engagement with, key influencers.

Event Response: Most event-response, information-collection mechanisms require data be pushed through pre-established filters. SMART Service crawls the platforms that stakeholders already use, pulling relevant data without requiring additional outreach or training.

Pre-emptive Polling: Evaluating dialogue on an issue has traditionally been difficult unless a client uses cost- and labor-intensive polling. SMART Service identifies key players and issues without misrepresentation that plagues pollsters, by providing both real-time and backward-reaching search results.

Internet-Infrastructure Analysis: Gauging the scale of a problem has been difficult when an internet infrastructure collapses. SMART Service tracks aggregate output, enabling it to measure systemic failure through its real-time affect on output, when geo-located by IP address.



MetroStar Systems solves diverse client challenges using innovative and collaborative technologies.

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