

| NetLens by massklusive | | | | | | | |
|------------------------|--------|--------------------------------|---|---|---|--|---|
| General | | Tool-Category | Full-Service (vendor supports setup and delivers reports, analysis and / or additional consulting) | | | | |
| | | Platform | Inhouse development | | | | |
| Input | 1 | Sources | One certain source (e.g. Twitter) | Many fixed sources of one type (blogs ...) | Many fixed sources of different types | Any number and type of source definable | Any number and type and automatic suggestions |
| | 2 | Content-types | Continuous text is analyzed | Also describing texts (file-names, image-descriptions) | | Semantic processing of visual content | Semantic processing of audio visual content |
| | 3 | History | No historical data available | Historical data for the current week | Historical data for up to three months | Historical data for more than three months | Historical data available, also retrospectively |
| | 4 | Freshness | Results with a delay of 24 hrs | Delay of up to 12 hours | Delay of up to 6 hours | Delay of up to one hour | Delay of some minutes |
| Processing | 5 | Semantic analysis | Term frequency statistics | Classification and Clustering of Terms | Document clustering | Relation Detection (between clusters) | Interactive Visualization (of clusters) |
| | 6 | Buzz / Issue monitoring | Marking doublets or spam or ads | | Excluding doublets or spam or ads | Excluding doublets or spam or ads optionally | Limitation to content including dialogs |
| | 7 | Extent of Sentiment detection | Sentence including the search term is analyzed | Paragraph is analyzed | Whole article is analyzed | Sentence or paragraph or article is analyzed | Definable amount of context is analyzed |
| | 8 | Process of Sentiment detection | client can add sentiment value manually | automatic sentiment detection of automatically translated content | automatic sentiment detection of content in original language | client can add / corrects sentiment value on base of automatic detection | vendor adds / corrects sentiment value on base of automatic detection |
| | 9 | Languages | Sentiment detection is supported for all languages available in NetLens | | | | |
| | 10 | Influence analysis | Available for a certain share (e.g. top 10 authors) | | Available for a defined group of authors | | Available for all authors |
| | 11 | Trend Analysis | Available for the last week | Available for the last week and the last month | Available for up to three months | Available for more than three months | variable time-span within given data |
| | 12 | Data-management | No filter, ordered by relevance (date or tone) | Filter by date and tone only | Filter by date, tone and author | Various filters and drill-down functions | Various filters, drill-down, comment-function |
| | 13 | Account | No login-account, searches conducted manually | No login-account, searches repeated automatically | Account for one user, repeating requests automatically | Account for x users, repeating requests automatically | Account with complex permission management |
| | Output | 14 | Dashboard | Fixed elements and categories, no visualization | Fixed elements and categories, including visualization | | Flexible arrangement of fixed elements |
| 15 | | Alert | No Alert function | | Alert for a certain Keyword | | Definable alert, limits adjustable |
| 16 | | Report | Fixed reports, online only | Definably reports, online only | | Fixed reports per e-mail | Definable reports, by e-mail |
| 17 | | Data-Interfaces | Export in one format available | Export in certain format available upon request | Export in different formats and "mailto" one receiver | Export in different formats and "mailto" x receivers | Export in diff. formats and "mailto" x receivers + API |
| | 18 | Price | € 9.600 | | | | |
| | 19 | Test Account | Duration of Test Account varies individually | | | | |
| | 20 | Typical client | Montblanc, Swarovski, W.L. Gore, Stressless, Gebr. Heinemann, Sirona Dental, Dräger Medical, Verband öffentlicher Versicherer | | | | |

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