

# Putting Big Interaction Data to Work: 10 Real-World Examples

How Innovative Organizations Are Turning Customer, Partner, and  
Competitor Information from the Web into Competitive Advantages



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## Table of Contents

<b>The Wealth of Big Interaction Data Possibilities</b> . . . . .	<b>2</b>
<b>The Rise of Big Interaction Data</b> . . . . .	<b>3</b>
<b>A Safe On-Ramp to Innovation and Value</b> . . . . .	<b>3</b>
<b>10 Real-World Examples of Big Interaction Data Use Cases</b> . . . .	<b>4</b>
1. Financial Services . . . . .	4
2. Retail . . . . .	4
3. Technology Manufacturing . . . . .	4
4. Government . . . . .	5
5. Healthcare . . . . .	5
6. Software . . . . .	5
7. Pharmaceuticals . . . . .	6
8. Market Research . . . . .	6
9. Telecommunications . . . . .	6
10. Financial Services . . . . .	6
Enriching Customer Insight with Big Interaction Data . . . . .	7
Kapow Software and Informatica: Maximizing Return on Data . . . . .	8
<b>About Kapow Software</b> . . . . .	<b>9</b>

## The Wealth of Big Interaction Data Possibilities

Big data comes in two flavors—big transaction data and big interaction data. Big transaction data is the steadily growing volume of financial, customer, product, and other information in your organization’s ERP system, data warehouses, CRM applications, and other back-office solutions, either on premise or in the cloud.

Big interaction data represents interactions of customers, partners, and competitors that affect your organization. It is mostly external to your organization, scattered across the web. Tweets and Facebook posts by your customers are valuable types of big interaction data and the first to spring to mind, although they represent a small slice of the overall pie (see Figure 1).

Information posted on blogs, discussion forms, team sites, customer service forums, product review Web pages, partner portals, competitor Web sites, enterprise collaboration applications, content management systems and other Internet properties makes up the bulk and the most valuable part of big interaction data. Growing at a phenomenal pace, big interaction data offers immense potential to deliver breakthrough insights and operational efficiencies that can transform business performance, growth, and profitability.

But how? Across industries, organizations are exploring how to extract business value from this fast-growing data source, but they face vexing questions about both technology and the business case for big interaction data projects. Where to start? How to get the really valuable data gems? How to make it all actionable? A wait-and-see approach carries a large risk because enterprising competitors are today deploying innovative solutions to capitalize on the wealth of big interaction data possibilities.

This white paper outlines real-world examples across industries in which big interaction data is put into action to build differentiation, drive revenue, deepen customer engagement, improve operational efficiency, and deliver better products and services. It also highlights how a technological partnership between Kapow Software and Informatica gives organizations a solution needed to leverage critically valuable data that is unstructured, complex, rapidly changing, and difficult to access with a conventional approach.

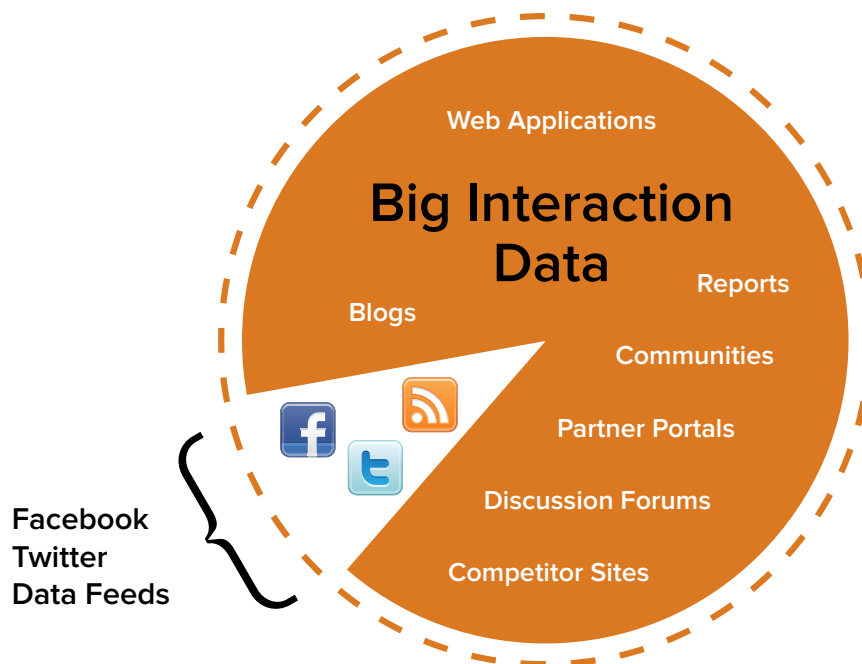


Figure 1. Big interaction data spans a variety of sources beyond social media.

## The Rise of Big Interaction Data

Big interaction data is by far the most important and fastest-growing data domain, with its volume, velocity, and variety surging at an incredible rate; most of the growth is happening on the Internet and the data is available as Web data. Consider: The number of active Web sites in the world more than doubled between 2010 and 2012, to 190 million, according to the U.K. research consultancy Netcraft.<sup>1</sup>

Analyst firm IDC puts the “digital universe” at 1.8 zettabytes—nearly 2 billion terabytes—after a ninefold increase between 2006 and 2011. According to IDC, while 75 percent of the world’s information is generated by individuals, enterprises have some liability for 80 percent of that data at some point in its digital lifespan.<sup>2</sup>

Big interaction data has been around for a number of years, but only recently have technologies matured to the point at which it can be put to work for competitive advantages. Surprising though it may seem, just 34 percent of the world’s population is connected to the Internet, according to the research firm Internet World Stats.<sup>3</sup> As worldwide Internet usage continues to grow, so too will big interaction data and its potential for business value—the fourth “V” in the big data volume, velocity, and variety equation.

## A Safe On-Ramp to Innovation and Value

The value of big interaction data is what makes it so compelling and strategic. Properly accessed and harvested in a timely manner, it can deliver competitive differentiation and advantages compared to rivals that might subscribe to a third-party data feed. In effect, big interaction data opens a new frontier for business value that can be achieved by no other means.

Despite broad interest, misconceptions about big interaction data are not uncommon. Some organizations are wary of high costs and complexity in managing large data sets. Others perceive that big interaction data is limited to social media information, requires a Hadoop framework, or is mostly of interest in a theoretical or scientific sense.

Yet as the following use cases show, leading organizations are cost-effectively leveraging big interaction data technologies to realize impressive results. Kapow Software and Informatica combine to offer a safe on-ramp to big interaction data innovation and value, helping pacesetter organizations to change the game in their industries.

<sup>1</sup>TechLogon.com, “How Many Websites Are There in the World?,” September 2012.

<sup>2</sup>IDC, “Extracting Value from Chaos,” June 2011.

<sup>3</sup>Internet World Stats, “Internet Usage Statistics,” June 2012.

# 10 Real-World Examples of Big Interaction Data Use Cases

Big interaction data projects are delivering value for organizations in government and such industries as financial services, retail, technology manufacturing, healthcare, software, and pharmaceuticals. Below are real-world examples of how Kapow Software customers are putting Big Interaction Data to work.

## 1. Financial Services

*Direct access to partner portal information for compliance*

**Issue:** A Fortune 500 financial services company, serving more than 16,000 financial institutions worldwide, suffered delays and imprecision with personnel manually monitoring and assembling spreadsheets of point-in-time cash positions across 300 partner banks for regulatory compliance.

**Solution:** This firm automated accessing bank partner portals to extract and export data on balances, interest rates, and transactions into its systems at timely intervals, realizing game-changing improvements in efficiency, risk reduction, and service to its clients. It also met critical compliance requirements and liberated staff to focus on more value-added activities.

## 2. Retail

*Dynamic pricing with automated competitive price monitoring*

**Issue:** On-line retailers such as Amazon, Best Buy, and many others recognize the opportunity to increase revenue, customer loyalty, and business advantage by dynamically adjusting product pricing numerous times a day. To stay ahead of the competition, they need to collect competitor data frequently enough to enable a timely and rapid response to competitors' price changes.

**Solution:** Retailers and B2B merchants monitor and extract in real time the price data of millions of SKUs from multiple competing Web sites. Avoiding the delays and high costs of a manual approach, they use real-time competitive price monitoring solutions to extract critical pricing intelligence and offer consumers the best price, driving higher customer acquisition, improved market share, and overall business growth.

## 3. Technology Manufacturing

*Data-driven approach to improve customer service*

**Issue:** High-tech firms often store valuable product information in content management systems and various other collaborative applications in the enterprise. Providing access to this data across multiple sources to customers and business partners can dramatically improve customer service.

**Solution:** A leading high-tech manufacturer collects content from internal collaborative apps, such as discussion groups, team sites, customer forums, and internal content management systems to deliver superior customer service. Its objective was to establish an information management solution that captures, manages, and delivers the right information to the right person in the right context at the right time. By improving the access and ability to search content distributed across 150 sources and within more than 1 million documents, customers can now easily find information about their products, enabling self-service that reduces costs.

## 4. Government

*Harvesting Web data for intelligence, defense, and law enforcement*

**Issue:** Intelligence, defense, and law enforcement agencies in the United States and other nations need to monitor the Internet to support open source intelligence (OSINT) programs. These programs track hundreds of thousands of multilingual social networks, blogs, Web sites, and other accessible sources for intelligence that could indicate a terrorist threat, criminal activity, or other risk to public safety.

**Solution:** As part of their OSINT data collection strategies, agencies worldwide are discreetly capturing more data from sources that were previously untapped with speed and precision and are improving their ability to identify and respond to potential threats. These agencies leverage advanced capabilities to crawl the Web for video and image files, PDFs, MS Office documents, biometrics and geographic intelligence information, and more, often accessing the “deep Web,” far beyond surface Web sites.

## 5. Healthcare

*Detecting and predicting disease outbreaks at public health agencies*

**Issue:** Public health agencies at the national, state, and local levels can benefit from early detection and response to localized disease outbreaks. Traditionally, they have relied on hospital reports, news media accounts, email and phone calls, and anecdotal word of mouth to identify and verify the onset of a contagious illness.

**Solution:** The U.S. Department of Health and Human Services has determined that people begin talking about illnesses on social media sources such as Twitter, Facebook, and community forums up to two weeks before an outbreak is reported on traditional media. Use of software purpose-built for monitoring social media and capturing information provides a critical speed advantage in early detection.

## 6. Software

*Gathering customer product feedback*

**Issue:** Today, users’ feedback and commentary about products is readily available on the Web. It is also a gold mine for software companies, which use it to guide product development plans and competitive strategies. Software companies are quickly realizing the huge value of the information about their products that is scattered across the Web.

**Solution:** A large software company is turning to a growing number of external and internal blogs, user forums, and discussion groups to collect information about use case scenarios, product reviews, and feature wish lists across industries. This information is providing a significant competitive advantage by delivering better products that meet market demands.

## 7. Pharmaceuticals

*Web intelligence for regulatory compliance*

**Issue:** A large pharmaceutical company needed to build and maintain a healthcare professionals exclusion list to meet U.S. Food and Drug Administration compliance requirements of internally documenting people with whom the company should not do business because they had lost a license or were otherwise disqualified. Although some of this data was available from various subscription services, these data feeds were neither complete nor up to date and required significant manual analysis to cleanse and integrate.

**Solution:** The company deployed an automated solution to create a master exclusion list by monitoring external federal government Web sites and extracting information, feeding into the company's compliance system and a supporting data mart and executive business dashboard. The company reduced its process times from six months to two weeks and minimized the risk of noncompliance and potentially millions of dollars in fines.

## 8. Market Research

*Data-driven reports to optimize real estate investments*

**Issue:** A leading market research company serving commercial real estate investors wanted to provide its clients with more comprehensive, accurate, and up-to-date information on property pricing, transactions, rentals, and industry trends in the United States and all major cities around the world.

**Solution:** The firm harnesses information and unique data sets available on the Web by monitoring and extracting data from more than 5,000 data sources, including Web property listings, transactions, regulatory filings, and real estate news sites. Such data enables its research analysts to supply clients with actionable, data-driven reports that help optimize investments and maximize returns by ensuring that they pay the right price for a property.

## 9. Telecommunications

*Partner portal information for business efficiency*

**Issue:** Telecommunications companies need to interact with business partners and exchange information on a regular basis for their daily operations. To increase efficiency, they need direct access to partner portals and other collaborative applications to extract information. Specifically in telecommunications, ongoing interaction with business partners is necessary due to the large number of service providers.

**Solution:** A leading expense management solution provider is able to rapidly bring new customers on-line by extracting billing information from hundreds of service providers' portals. With simple and automatic access to this critical data, it was able to streamline costs by eliminating manual processes while improving margins.

## 10. Financial Services

*Predictive market research for profitable investment decisions*

**Issue:** In the fast-moving and highly competitive financial services market, gaining insights that competitors lack can yield significant financial gain. Companies in this industry are looking for unique competitive advantages by creatively leveraging market data that only they have to predict market conditions and guide critical investment decisions. These firms can't rely on commercial data feeds. They need surgical access to information that will provide first-mover advantages.

**Solution:** A leading financial services company collects terabytes of custom research from various Web sites and Web applications in real time every day. It constantly updates the data sources as well as the data sets that it collects to meet its dynamically changing requirements. Thousands of analysts use this data to predict market trends for competitive advantage and profitable investment decisions.



## Enriching Customer Insight with Big Interaction Data

Enterprising retailers and other customer-facing companies are harvesting data from social media to enrich their customer insights, deepen customer engagement, and more precisely target offers and promotions. Information that customers share on blogs, Facebook, product review sites, blogs, and elsewhere can be combined with customer transaction data (purchase history, returns, etc.) from order management, support, CRM, and other back-office systems to generate a dynamic 360-degree view of the customer to drive more effective business decisions related to the way brands engage with their customers.

A Webinar, “Putting Web Data to Work,” provides a step-by-step walk-through on how the Kapow Katalyst application integration platform works in concert with Informatica® PowerCenter®, Informatica Master Data Management (MDM), and Informatica Data Quality to give marketers actionable intelligence on customers. The Webinar, available for on-demand replay, uses an example of an initiative at hypothetical Retail Co. to leverage social media data to cultivate more profitable customer relationships. In this use case:

- Retail Co. offers a VIP customer a Facebook app that enables her to view order history, access VIP deals, accumulate VIP points, and network with friends who are also fans of Retail Co.
- When the customer downloads the app, Informatica MDM aggregates her data from back-office transactional systems, combining it with her Web data and Web data of her fellow Retail Co. fans.
- Kapow Katalyst extracts activity data generated by the VIP customer on data sources that do not have API access, including Amazon product reviews, blogs, and other Web-based sources; the data is standardized from a variety of unstructured, text, image, and other formats.
- Informatica Data Quality processes the Kapow data collected by Kapow Software to separate “signal from noise”—that is, parsing information relevant to Retail Co. products from irrelevant comments on TV shows, restaurants, and the like.
- Informatica Data Quality writes this uniquely rich data set on customer likes and interests to Informatica MDM, making available a complete customer view that can be turned into competitive advantages.

This retail use case is one example of many big interaction data initiatives that organizations can pursue through integration between Kapow Software and Informatica to maximize their return on data—the value of data divided by the cost of data. If the data is impossible to get, very expensive to obtain, or cheap to get but out of date, then the return will be lower.

As these use cases demonstrate, successful companies are maximizing their return on data because their IT departments can integrate and deliver valuable big interaction data that was previously difficult or impossible to get—continuously, on demand, and at low cost.

## Kapow Software and Informatica: Maximizing Return on Data

Kapow Software and Informatica have partnered to give organizations a powerful platform to maximize the return from big interaction data by making unstructured or structured data from any Web source more readily available and thus easier for organizations to quickly get started.

Through the integration, data gathered by Kapow Katalyst can be delivered to a variety of targets supported by the Informatica Platform, including Hadoop, databases and data warehouses, CRM applications, and external storage systems. This data can also be made available to other Informatica products, including Informatica MDM, Informatica Data Quality, Informatica Cloud®, and the Informatica Data Explorer profiling tool.

Informatica PowerExchange for Kapow Katalyst harnesses the power of Web, cloud applications, and social media and enables IT to quickly access and extract relevant information from disparate data sources. By adding these often-inaccessible data sets to the analytics mix, organizations can gain new insights into their customers, products, competitors, market trends, and financial predictors—creating endless possibilities for innovation, business agility, and increased profitability.

The combined Kapow-Informatica solution for big interaction data can help enterprises:

- Maximize the return on big data with the ability to integrate valuable information from data sources that do not have APIs
- Extend the reach of Informatica technology to a variety of data sets that can provide a unique competitive advantage
- Combine big interaction data extracted from Web sites, portals, and Web applications with big transaction data for a complete customer and business view

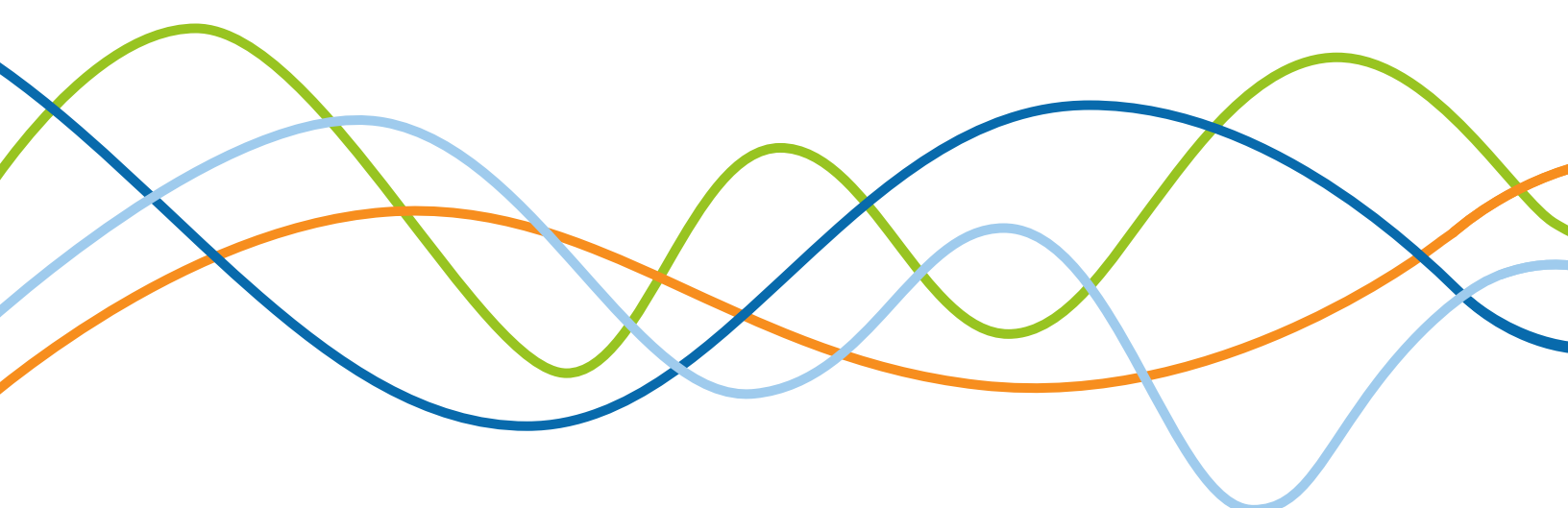
## About Kapow Software

Kapow Software is a leading innovator in the big data solutions market with its intuitive, powerful integration platform that harnesses the power of legacy, social and big data. Its Kapow Katalyst integration platform helps modernize the workplace, increase agility and improve business results. Kapow Software is trusted by hundreds of large global enterprises, including Audi, Intel, Fiserv, Deutsche Telekom and more than a dozen federal agencies.

For more information, please visit: [www.kapowsoftware.com](http://www.kapowsoftware.com).

## ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.



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Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA  
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871  
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