



## INFORMATION

Location: Mississauga, Ontario  
 Web site: [www.brandintel.com](http://www.brandintel.com)  
 Industry: Online brand intelligence

## CHALLENGE

Build and maintain customizable solutions that allow consumer-published content to be turned into actionable business intelligence.

## SOLUTION

Affinity Systems partnered with BrandIntel to build an information-delivery platform that combines award-winning technology with human intelligence and analysis.

## TECHNOLOGIES

- C#
- C++
- SQL Server 2005
- ASP.NET

## BENEFITS

- Clients can quickly assess online relevancy with a technology platform that combines leading-

## BrandIntel turns to Affinity Systems to build the technology platform that drives its business

In today's increasingly connected business environment, what consumers have to say about a company's products or services can make the difference between long-term profitability and bankruptcy. As the online tools that connect consumers become ever more sophisticated, word-of-mouth discussions increasingly influence consumer purchasing behaviour. The strength of a company's brand can depend on what people are saying about it.



BrandIntel, whose parent company is BrandDimensions, is a research firm that analyzes online consumer-published content. It leverages one of the world's largest and most sophisticated databases to continuously capture and analyze the brand intelligence inherent in these discussions. The results are then captured in comprehensive reports that provide in-depth insight into the buzz surrounding their brand. By enabling companies to improve their market research

and decision-making, BrandIntel allows companies to gain greater insight into consumer sentiment, which in turn allows more precise – and profitable – decision making.

To deliver on these offerings, however, BrandIntel requires an exceptionally powerful technology platform capable of monitoring the entire Internet for references to its clients' brands. Even as a start-up, the company realized it did not have the internal resources to build this type of platform on its own. So BrandIntel went in search of a technology partner capable of helping it design and implement the technology solution that would enable it to bring its business concept to life. Enter Affinity Systems.

## COMBINING TECHNOLOGY AND HUMAN ANALYSIS FOR INDUSTRY-LEADING PERFORMANCE

To meet BrandIntel's needs, Affinity Systems devised a technology solution that uses robots to spider the Web in search of scatological references to clients' brands on the Internet. The solution trawls the Web for recent

edge database and Web scanning capabilities with human intelligence

- Groundbreaking social networking tracking technologies allow relevant discussions to be tracked very early in their online
- Clients know who is saying what about their products and services – which allows them to make better decisions, faster
- Product success is maximized because potential consumer-related pitfalls are identified before launch

activity that could be related to a given company or brand. In an attempt to aggregate only relevant content, Affinity Systems also designed a patent-pending language to score content relevancy.

Relevant content is streamed through what is today one of the world's

*"To understand what consumers are saying about one of our client's brands, we need to quickly identify the fast-emerging social networks where these conversations are taking place. We don't want to read about it six months later. Affinity Systems allowed us to zero in on the conversations that are happening now, which lets our customers make precise, timely decisions about how to manage their operations and their brands.."*

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largest SQL server databases where human categorizers further analyze the data, categorize it even more specifically, and develop reports for clients. This use of human categorizers is unique in the industry, and results in best-of-breed precision and relevancy. Once all assessments are complete, clients can access these brand reports and other data through a password-protected, Web-based

reporting centre.

In developing the initial platform, Affinity Systems realized that technology alone would not deliver the results BrandIntel was seeking. By suggesting the use of a combination of automated and human systems, Affinity Systems helped BrandIntel track the momentum of community-based conversations to quickly zero in on the latest buzz surrounding their clients' offerings.

The resulting solution is as flexible as it is capable. Branddimensions is also a parent company to BrandProtect, an industry-leading firm that safeguards online brands and revenue streams. Affinity Systems initially developed this system for BrandProtect, and its mission was to search for potential brand infractions across Web sites, search engines, news sites, mailing lists and news groups. When BrandIntel needed a way to deliver actionable market intelligence, the core infrastructure was quickly and cost-effectively extended to search word-of-mouth commentary on the Internet. Most recently, Affinity Systems nimbly adapted the software so that BrandIntel can now include social networking sites, blogs and even images in its search functionality.

## AWARD-WINNING RESULTS

# CASE STUDY



*Software by Design*

Affinity Systems  
1599 Hurontario Street, Suite 302  
Mississauga, Ontario L5G 4S1

Tel: 905-278-9444  
E-mail: [info@affsys.com](mailto:info@affsys.com)

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

The bottom line benefits are easy to see. In one case, BrandIntel suggested to a major car manufacturer that the public wanted something different than what the company originally thought. This market intelligence convinced the manufacturer to adjust production to deliver more vehicles with a given feature – and ultimately meet customer demand more precisely.

In another instance, a movie studio used market intelligence from BrandIntel to reshoot a film trailer after the solution helped identify a problem from audience reaction to the advance screening. The resulting trailer allowed the movie to become a blockbuster.

By using software components that are general, flexible, reusable and self-contained, Affinity Systems has helped BrandIntel evolve its business model over time to react to market shifts in an agile, decisive manner. By relying on this system, BrandIntel has quickly become a major presence in the brand intelligence market and stands poised to continue to lead this emerging space.

## **TO LEARN MORE**

Affinity Systems Ltd. is a custom solutions provider specializing in producing complex, high-quality software solutions. To find out how Affinity Systems can help you quickly solve your business problems, visit [www.affsys.com](http://www.affsys.com) or call 905- 278-9444 or toll-free 877-278-9444.