

„WHERE RIVERS CONNECT”



INNOVATION BREAKTHROUGH WITH BIG DATA AND SOCIAL MEDIA ANALYTICS

CONTACT US

We would be delighted to hear from you if you would like to be involved in our project. Whether you share a common goal, are enthusiastic about our motives, or simply want to know more, you can reach out to us at media@smapworks.com. Learn more at www.smapworks.com where our project partners and their respective contact details are listed as well as in-depth coverage of our activities.



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Suppose you want to know how people feel after a new energy regulation was put in place, how people are responding to your CSR campaigns, or what people are saying about a significant energy summit, all this and more can be tangibly viewed by conducting volume, sentiment, thematic discovery, and predictive analytics. Social Media Analytics gives you the answers.

Currently, there are approximately 3.8 billion social media users who share an unimaginable number of pieces of content, such as comments, opinions, videos, podcasts, and photographs. This number is only increasing and so should the utilization of such valuable data. Acquiring this data is only part of the story; companies must be able to apply analytical tools in order to forge competitive advantages. It is this analysis that assists in understanding what is truly being said about their product or service. By further localizing the existing Social Media Analytics Platform (SMAP) to target market languages, we will enhance our consulting capabilities and service pack to new markets.

GAPS IN THE MARKET

In order to analyze billions of documents in different European language in minutes, a special AI based methodology called Natural Language Processing (hereafter NLP) is available. The machine learning model, if trained to understand the local language is capable of grabbing the main messages, topics, themes of large quantity of text, while allowing sentiment analysis to understand human emotions expressed in the text. The linguistic localization on the NLP Engine will be implemented to allow the text analysis process to be completed in the new European languages (CRO, HU, CZ, SI, SK, GER).

Energy sector – The energy sector is dynamic and unpredictable due to rapid technological advances. However, by making use of a localized SMA platform, policies and strategies can be better advised and potential competitive edges can be identified. Furthermore, investment firms can be better informed in regards to sustainable ventures and public opinion.

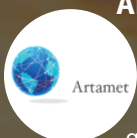
WHO WE ARE

The cross-border EU partners (Hungary and Croatia) have joined forces based on their distinct abilities in order to produce a product and service that benefits the energy sector as well as social communities as a whole. With vast experience in our respective and joint capabilities, we are confident we can achieve the goals we have set out in order to fortify the bonds between our target market and Hungarian-Croatian cross border relationships.



AD-Vitalis Ltd.

Founded in 2000, it is a forward thinking and dynamically developing IT company. With a focus on Eastern Europe, they utilize large data technologies to ensure added value to clients. As emphasis increases on GDPR considerations, AD-Vitalis Ltd. is making rapid advancements on tailored legal advice in data management. With constant development and strategic initiatives, they have been able to successfully target niche opportunities within Big Data markets.



Artamet Ltd.

With a basis of entrepreneurship, Artamet Ltd. is the forefront of modern day learning methods. Past projects have included high quality, tailor made e-learning content for learners as well as educational providers, universities, and schools. By combining the knowledge with business intelligence, they can maximize user experience of clients. With vast experience in analysis of data and information, Artamet Ltd. is aptly positioned as a service provider.



ENERGO-DATA d.o.o

ENERGO-DATA is a consulting company set up in 2009 by experts with a background in energy and business consulting. Their business activities include energy auditing and energy efficiency consulting, many of which have been for multinational firms, national institutions, and various public offices. Their IT capacities combined with industry know-how makes them an excellent firm for innovation promotion.

PROJECT GOALS

Partners from Croatia and Hungary have united to jointly further develop and localize **Social Media Analytics Platform** for the Croatian, Hungarian, Czech, Slovenia and Slovakian markets and to develop complementary e-trainings for data analysts along with high-level Social Media Analytic Consulting Services specifically for the energy sector.

1. Language Localization

By localizing the existing SMA platform to our target market (CZ, SRB, SL, HU, AU, CRO, GER) languages, we will be capable of offering high-level social media analytics consulting services. Moreover, our market offering will be tailored to those organizations working in and with the energy sector by using social media analytics to provide a rich understanding of how the market thinks.

2. Energy Sector Specific Industrial Pack

Since industries differ greatly in regards to specific terminology, an energy industry specific pack is vital. This ensures that insights based on the data are relevant for making energy sector related decisions since it will take into unique contextual nuances.

3. E-Learning Suite

As industries move online, so too does education. With people constantly on the go, e-learning material allows individuals to access modules wherever they may be, augments sustainability, and facilitates an interactive form of teaching. Our expert e-learning instructors have over a decade worth of combined experience in setting up and applying online modules. As such, we aim to provide an inclusive and effective learning experience within an online suite that is aimed at development of competencies of data analysts, who wish to become experts in Social Media Analytics.

