



D&A solution: Bottlenose

Achieving insights through real-time trends.

Overview

Are you worried about the constantly shifting threats and missed opportunities hidden in your data? You're not alone. Today's executives are receiving data from multiple sources in unprecedented volumes. One of the biggest challenges is knowing how to identify insights from this information that are relevant to the opportunities, issues and challenges facing your organization.

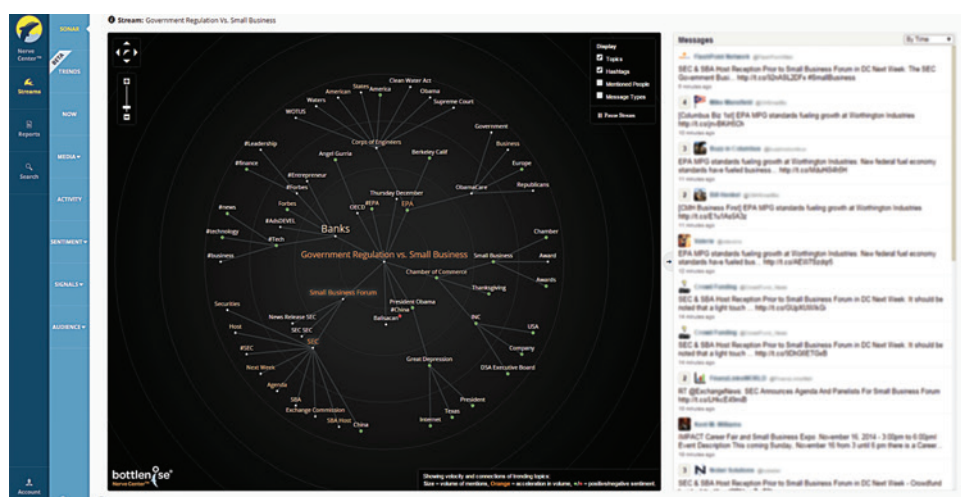
To detect issues and opportunities in today's complex environment, it is insufficient to just monitor news wires and social media alone. You need to be able to analyze high-volume streams of virtually any kind of data. Real-time streams of data can provide insights that will help you make better business decisions — right now.

That's where Bottlenose can help. Bottlenose is a cloud-based enterprise trend intelligence solution that helps businesses identify and anticipate trends that drive business, in real-time.

Using Bottlenose technology, KPMG member firms can help you make sense of streaming data and capitalize on the insights embedded within it.

A self-described pioneer in the area of trend intelligence for all types of streaming data, Bottlenose's flagship product, NerveCenter™, is a Software-as-a-Service (SaaS) solution. This proprietary streaming data analytics and trend discovery engine, designed for enterprise use, is a **virtual analyst team in the cloud**.

Bottlenose tracks everything in the airspace around a topic or issue



Advantages of Bottlenose

Bottlenose NerveCenter™ reveals emerging developments in the primary blind spot of your enterprise — the present.

Bottlenose technology can help your organization discover the 'unknown unknowns' in your live data. The Bottlenose platform interrogates many different

data sources and types to detect and isolate patterns and actionable trends in real-time streams of data.

These patterns and trends can include emerging threats, opportunities and risks, influencers, breaking news, viral content, audience shifts, audience segments, market needs, correlations and relationships.

Bottlenose can offer you immediate access to:

- Real-time analytics across multiple data sources including social media, and up-to-the-minute broadcast data (such as TV and radio), tracking of Investment earnings releases.
- Breaking news, spiking content, new topics, audience shifts, emerging threats and opportunities.
- Customized real-time alerts delivered instantly to key decision makers as soon as emerging trends are detected.
- A proprietary cloud-based big data analytics platform ideal for both event-driven projects and continuous monitoring of vital topics.

Where Bottlenose has made a difference

Food and Beverage Fortune 500	Detected emergence of cluster of cancer-related memes nearly 30 days before it became a major issue for the brand.
Consumer Products Fortune 500 commercial sentiment	Predicted rapid decline in crisis (saved client money)
Consumer products and major sporting events	Discovered emerging keywords to target, yielding 10X improvement in ad engagement
Major sporting event	Predicted ads with best share of voice and most positive sentiment before end of game for two media organizations
Music Awards	Broke all previous records for a major consumer electronics company — delivered up to 20 percent engagement rates with ads, at the lowest cost-per-engagement, for the most targeted audience, compared to all other tools and agencies
TV Awards	Discovered live trends during event: Sentiment about host, presenters, nominees
New Gaming Console	Predicted top trending hashtag for launch, 12-hours before event

Accessing trend intelligence for competitive advantage

Trend intelligence can generate insights about present happenings that impact risk, performance or growth. You can benefit from a trend intelligence capability, regardless of market sector or organizational function.

KPMG firms can now provide real-time insights that can help you attain a new level of competitive advantage. With Bottlenose you have line of sight of your business that you haven't had before.

With broad applicability across industries, across an entire enterprise and its functions and departments, the technology can provide unprecedented access to insight in several broad areas. These include risk and threat intelligence, customer experience analytics, new product development, new market entry and more.

For more information on how KPMG can provide your organization new insights, please contact us at: bottlenose@kpmg.com



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