

Case Study – Technology

Challenge

The global corporate communications team of one of the World's largest technology providers wanted a holistic view of its communications effectiveness across all media channels for all regions, markets, competitors and stakeholders.



Cymfony Solution

Cymfony constructed a Maestro platform to support various teams within the client's organization, integrating media from various channels that included: analyst reports, employee discussion forums, survey responses, communities, social and traditional media and social networking sites. The solution provides a model for viewing content and analysis based on product lines, markets, and other criteria relevant to each group.

Results

The international technology provider uses Cymfony's Maestro platform and integrated quarterly studies to better understand opportunities, threats, strengths and weaknesses and to refine their strategic and tactical communications plans.