



TNS Cymfony has delivered consumer intelligence to the world's leading brands for more than a decade. Our offering, enabled by the *Maestro* platform, is fine-tuned for today's global enterprises that seek to understand and communicate with highly fragmented consumers. For us, it all boils down to four core competencies: **Listening, Influence, Insight** and **Engagement**.

TNS Cymfony's Approach

Listening – *more signal, less noise*
Broadest content, sourced globally, near real-time and structured to reveal meaning.

Influence – *quality out of quantity*
Multi-factor influence evaluation that segments key influencers from the long tail.

Insights – *meaning not data*
Industry experts provide qualitative and quantitative analyses that are focused on your key questions.

Engagement – *dialogue not marketing*
Cross-functional capability to access original content and track responses.

TNS Cymfony Serves...

- Market Research
- Brand Management
- Public Relations
- Corporate Communications
- Agencies: PR, interactive, advertising
- Customer Service

So, you want to listen, influence, draw insight and engage? What does that mean in real business terms? Here's how other companies rely on TNS Cymfony today:

Planning

What are consumers saying about a category or product? What trends will impact your product or brand? What's driving customer decisions?

Launches

How is your new product doing? How is your new ad working? Are you achieving your objectives?

Brand/Reputation Management

How are you doing against competitors? Is a crisis brewing? Is your product or brand at risk?

Who Need...

- Social media monitoring
- Influencer identification & engagement
- Crisis management monitoring/protection
- Customer satisfaction tracking
- Customized insight reports



Listening. Influence. Insights. Engagement.™

Leading brands want the right partner to help them harness the ever-expanding range of social and traditional media. Today, four core competencies determine success with your customers: **listening, influence, insights** and **engagement**, and TNS Cymfony has the people, technology and expertise to outperform other solutions in providing you with true business value.

FACT: Our Maestro platform is in its third generation – no solution delivers cleaner, more relevant, more actionable insights.

FACT: More data isn't always better. That's why we apply technology (Maestro) **AND** people to each unique problem/opportunity. This delivers "aha" insights where others simply provide colorful dashboards.

FACT: We provide self-service dashboards like others, but, unlike others, we customize the content and technology to ensure you get the results you need to impact your business.

FACT: We offer expert analysts who employ sophisticated quantitative and qualitative techniques to provide deeper understanding of the findings and then give you actionable recommendations.

Why TNS Cymfony

Global Scope – *Listening on a Worldwide Scale*

We help clients listen globally by capturing social and traditional media content from 38 countries. Our analysis is supported by technology that processes 11 European and Asian languages, and our content analysis team – *real people, real experts* – provide an added layer of intelligence and cultural awareness to generate rich, textured insights.

Business-focused Approach – *Insights to Transform Your Business*

TNS Cymfony focuses on solving business problems and creating opportunities, not on overloading your staff with volumes of unstructured data or pretty charts. We start by understanding your business goals and then we design a structure and tailor our systems to transform disparate data points into meaningful insights, new strategies and tangible action.

Third-generation Technology – *Maestro: The Industry's Most Powerful Platform*

TNS Cymfony is a pioneer in applying natural language processing to marketing and communications. Maestro is a purpose-built platform that meets the needs of today's metric-focused executives. It offers the most advanced sentiment rating capability available, sophisticated discovery of emerging topics and a flexible interface that allow organizations to rapidly respond to emerging issues or proactively seek the answers to critical questions.

Broader Organizational Relevance – *Putting the Entire Organization in Synch with its Market*

Today, it isn't just PR or marketing that must stay in tune with customers in the marketplace. A broader group of constituents within an organization can benefit from having a common view of their customers and market that is continuously updated, cleansed and categorized. From brand managers to customer service, understanding, engaging and responding to customer insights is now only a few clicks away.