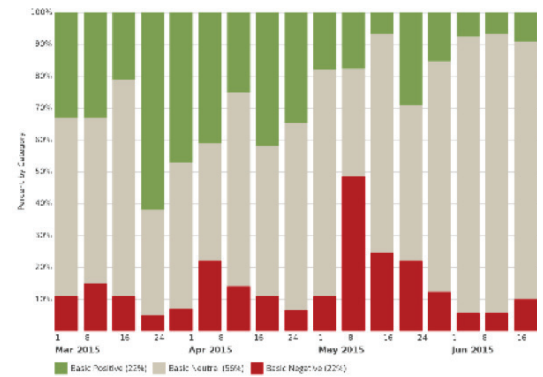
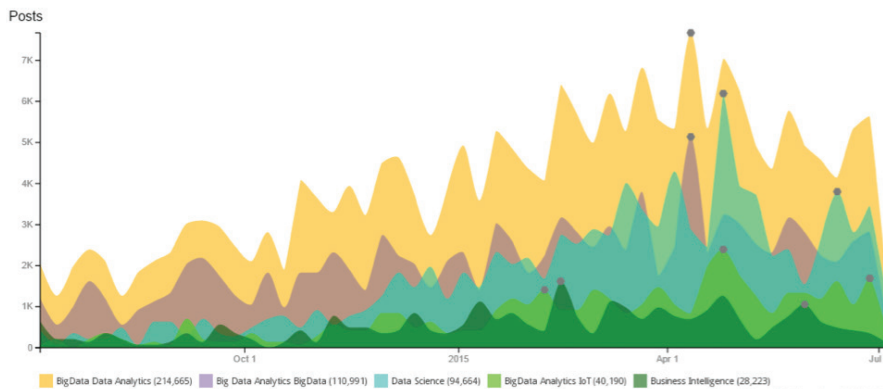


# Enhanced Business Intelligence with Unstructured Data

Crimson Hexagon and Birst have developed a strategic OEM partnership.

We're bringing together the best in networked business intelligence and social analytics in one space for a 360-degree view of consumer insights. When your business requires integrated analytics solutions for mature organizational processes, the partnership between Birst and Crimson Hexagon delivers a holistic view of data to drive better decisions and improved outcomes.



Understand more about how top consumer conversations are trending and the sentiment behind these discussions.

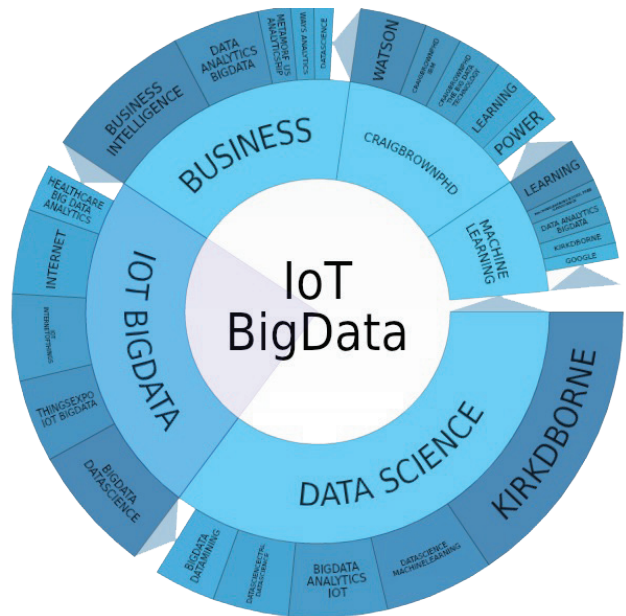
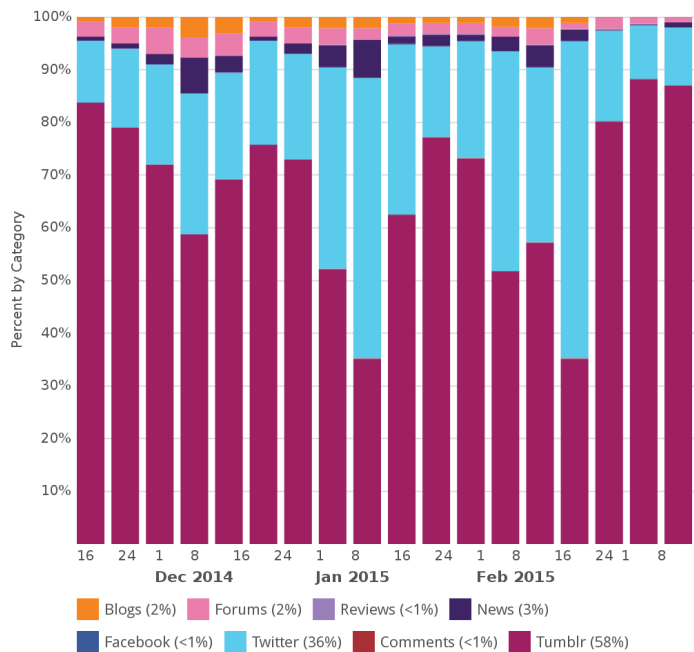
## The Benefits of Using Crimson Hexagon with Birst

Currently, over 85% of all data produced globally is unstructured. By choosing Crimson Hexagon, your team will be able to sort and comprehend unstructured data sources more efficiently (such as images, tweets, emails, chats, and sensor logs).

Social data holds strong business value as a complement to more traditional structured data. Use cases can be applied to:

- Sales Projections and Business Forecasting
- CRM and Marketing Automation
- Business Intelligence systems

# Leverage the Power of Social Insights with Business Intelligence Today

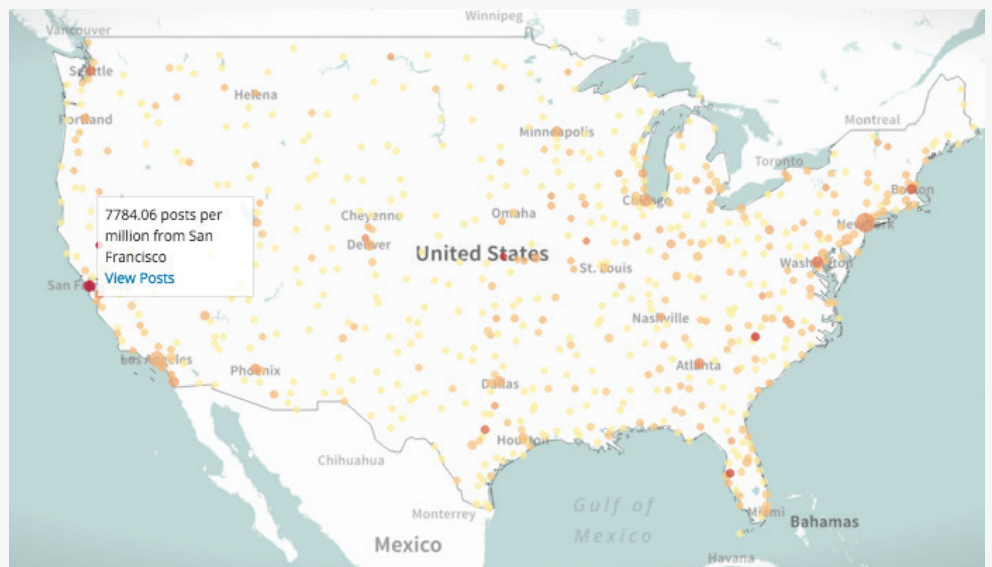


*Interpret your top-performing channels while targeting key conversations through the topic wheel analysis.*

Return historical analysis for social sentiment, volume, and other audience metadata into Birst dashboards to identify correlations with business performance.

Connect with the following endpoints:

- Gender
- Location
- Age
- Source
- Ethnicity



Top insights across the enterprise, customized and compiled to your satisfaction, for effective monitoring. Discover the “why” behind what your consumers are saying, and gain a greater contextual perspective on the consumer-driven conversations to help drive better business results today.