

SOCIAL BUSINESS EXPLORER 3DEXPERIENCE USER ROLE



EXPLORE SOCIAL INTELLIGENCE TO MAKE BETTER DECISIONS ACROSS THE FULL PRODUCT DEVELOPMENT CYCLE

Make insight-driven business decisions using dashboards built with the Social Business Analyst.

OVERVIEW

Social Business Explorer is a browser-based solution that delivers business intelligence throughout the entire product development process, from ideation to market. Built on the cloud-based 3DEXPERIENCE® platform, this solution leverages social intelligence from tweets, articles, video, images and other sources of market information posted across the web, helping users create new products and enhance their existing ones. This role enables you to access and explore pre-configured dashboards created using the Social Business Analyst role. With Social Business Explorer, you can consume content, add your opinion to it, and share it with other team members, driving collaboration and innovation.

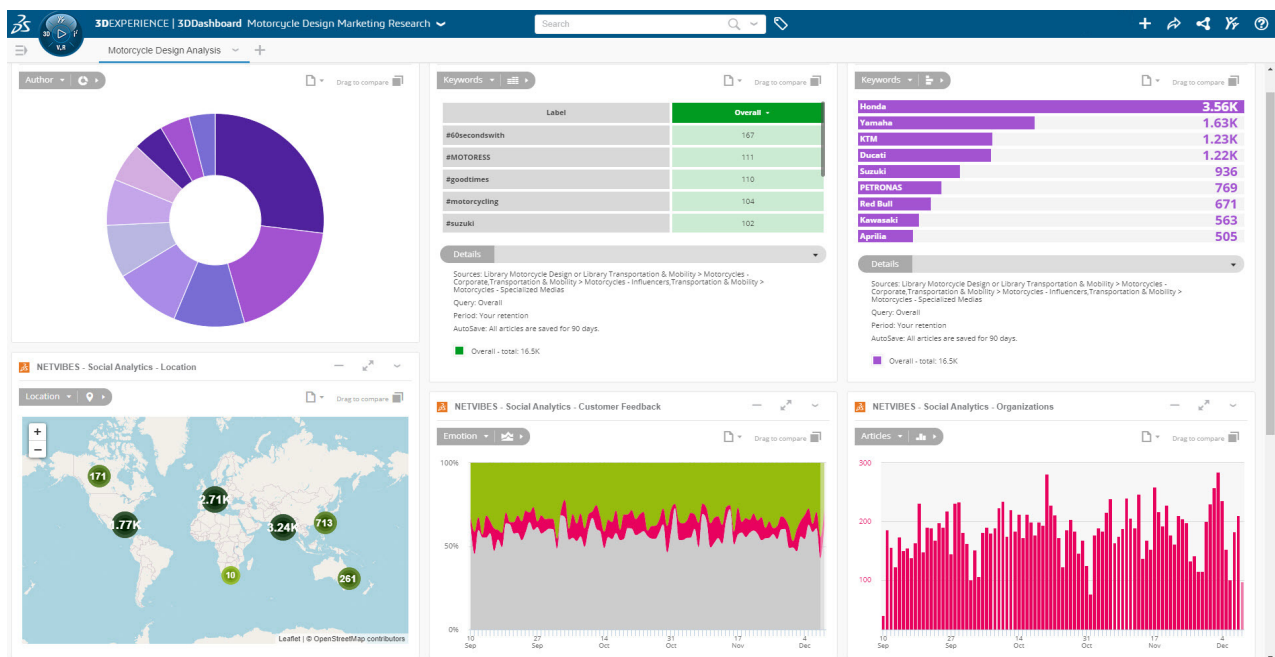
KEY CAPABILITIES

- Gain new insights and make more informed product decisions by analyzing data from across the social web—tweets, articles, reviews, blog posts, etc.
- Identify threats and opportunities by accessing market data in real time.
- View aggregated and automatically categorized data within an all-in-one dashboard view, eliminating time spent hunting and gathering relevant information online.
- Understand business decisions in their social context by analyzing and comparing your internal metrics alongside social data in one dashboard.
- Monitor content relevant to your industry from a centralized location and see how social media impacts your business.
- Take a deep dive in the analytics charts to better understand market trends, review customer feedback, and identify keywords and themes.
- Add your opinion to content and share it with team members.

CAPABILITIES OF THE 3DEXPERIENCE PLATFORM

With its growing solution portfolio and secure cloud technology, the **3DEXPERIENCE** platform enables enterprises to manage all facets of the product development process while reducing infrastructure costs, IT overhead, software maintenance and complexity. All platform solutions work together seamlessly to facilitate data management, sharing, and collaboration across your entire business ecosystem. Social Business Explorer takes advantage of the following platform capabilities:

- Securely access and share all content and analytics from a centralized, secure location in the cloud with any device. Quickly find and filter information with semantic and smart search.
- Easily create social-media-style public or private communities to share and collaborate on ideas and projects, and publish articles and customer feedback analyses.
- Organize your knowledge base, terminology and glossary database in wiki page structure.
- Use market insight and unstructured collaboration to fuel the product definition process and define groundbreaking product roadmaps.
- Engage with your colleagues in real time using conversations, audio and video calls.



Our 3DEXPERIENCE® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our 3DEXPERIENCE platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

