



Cloud Social Management Analytics Platform

Powered by Azure & Power BI

Porini 365 Social is a Cloud Social Management Analytics Platform, integrating information and feedback from the "Digital and Social" world into business information.

An Integrated Social Platform with a set of KPI's and Dashboard to understand the whole Customer Social Behaviour and to identify link between Marketing Campaign and Social Feedback.

DESIRED OUTCOMES

PORINI 365 SOCIAL through monitoring and real-time analysis of the interaction between the company and users on major social networks and blogs can adapt their sales & marketing strategies, production and R & D quickly and efficiently.

Porini 365 Social allows you to monitor user interactions with the company in a simple and immediate manner. The company can access the contents of different Social Network quickly, so the employees can view the reactions of its users to any marketing campaigns or new product releases thus becoming proactive and not passive to the "Digital and social World".



Porini 365 Social allows the users to correlate in a single environment the sales trend to interactions on social enterprise.



Through the use of reporting generated by Porini 365 Social integrated in the world of Marketing (CRM), you can quickly assess in real time the effectiveness of a specific marketing campaign.



Porini 365 Social collect all informations related to products and services sold or promoted by the company reaping the feedback and the sentiment of Social users.



Through Image Vision and Cognitive Services integrate in the Platform it's possible to analyze user feedback and their interactions with your shared images



Post & Interactions Analysis form all Social Media



Integration with Sales & CRM Data



Clustering & Sentiment Analysis modules available

THE CHALLENGE

Today the "Social world" has become one of the focal point of our society. Monitoring and analyzing the huge traffic of information generated or shared by users is very complex. Since socials are information channel with a very wide catchment basin the company should be able to skim and manage information to retrieve those useful to the company.

OUR SOLUTION

Thanks to the integration of the social world with the business information Porini 365 Social can bring benefits to all business levels: starting with those most affected such as marketing and sales to those indirectly involved as a production and R & D.

PORINI

Established in Como in 1968 as a company specialized in ERP solutions and consulting services specific to fashion, clothing, textiles and retail companies, over the years Porini expanded its expertise becoming a Microsoft Global ISV expanding its portfolio solutions with Social CRM, Business Analytics, Artificial Intelligence, Machine Learning, IoT, Performance Management, Collaboration and Knowledge Management targeted to medium to large companies in many other industry sectors.

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