

Somax – Social Media Analytics

SUPPLIER BY
BICC

July 03, 2021



بوزوير العالمية لانظمة الكمبيوتر والاتصالات
Buzwair International for Computer
& Communication Systems



Table of Contents

1	SOLUTION OVERVIEW.....	5
2	KEY FEATURES.....	5
3	HIGH-LEVEL ARCHITECTURE	5
4	PROJECT EXECUTION TIMELINE.....	6
5	PRE-REQUISITES	7
6	COMPANY INFORMATION.....	7



Statement of Confidentiality and Purpose

© Copyright 2020 BICC All rights reserved. This document and the information contained therein are confidential and remain the property of BICC. The document may not be reproduced, or the contents transmitted to any third party without the express consent of BICC. In the absence of any specific provision, this document has consultative status only. It does not constitute a contract between BICC and any other party. Furthermore, any form of reproduction, dissemination, copying, disclosure, modification, distribution, and or publication of this material is strictly prohibited.

1 Solution Overview

Social media analytics entails collecting data such as tweets from media platforms and analyse data fetched from platform such as Twitter. Social media analytics is commonly used as a medium for accessing the feelings of your clients towards a particular product or service. This method known as sentiment analysis uses advanced methods of algorithms to evaluate a client's comment about the brand and report the feeling detected.

Although social media analytics is critically important, many businesses are still failing to take advantage of these platforms, using only native tools that provide shallow performance metrics for each of their channels in isolation. These businesses miss out on a multitude of more in-depth metrics in addition to all the data points and insights that are derived from contextualizing social media data across channels and across industries.

For companies which are willing to reap to benefits of social media analytics, we offer a Microsoft Azure enabled state of the art solution called Somax for collecting data from social media platforms, automatically process textual data, analyze data based on a wide range of KPIs and visualizing results in a highly comprehensive dashboard.

Somax is an AI-powered solution that helps companies to monitor major social media platforms and discover what customers, service consumers are saying about them. It also extracts insights such as sentiment and opinions about services.

2 Key Features of Somax

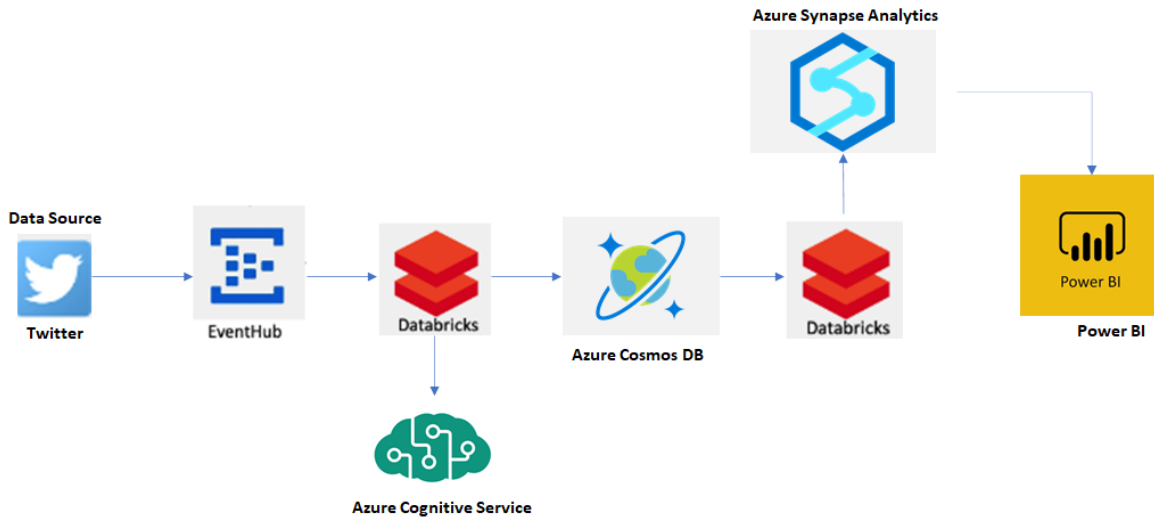
Somax has different versions. Some of the salient features of Somax version 1.0 are listed below:

- **Real-time Data Ingestion**
 - Somax data ingestion engine collect data from Twitter in real-time and ingest in processing engine.
- **Near Real-time Data Processing**
 - Somax data processing engine process data in real-time. It performs the following tasks
 - Filter data to keep relevant tweets
 - Transform unstructured tweets into structured format
 - Cleaning data
- **Data Analysis KPIs**
 - Somax Version 1.0 offers analysis results over the following KPIs:
 - Evolution of tweets over time
 - Key Phrase Analysis
 - Entity Analysis
 - Top mentions
 - Top Audience
 - Audience by location
 - Sentiment analysis
 - User Engagements
 - Total Number of Tweets
 - Total Number of Users
 - Total Number of Likes
 - Total score of positive sentiment
 - Total score of negative sentiment

- Total score of neutral sentiment
 - **Note:** The advanced version of Somax offers custom KPIs based on user's use cases
- **Comprehensive Dashboard**
 - Develop visuals for the KPIs mentioned in the above

3 High-level Architecture of Somax

We use the reference architecture prescribed by Microsoft for building a social media analytics solution. Figure 1 shows the high-level architecture of our social media analytics.



Given below is the list of technologies used in this PoC:

- **EventHub:** It is a big data streaming platform and event ingestion service. It can receive and process millions of events per second. Data sent to an event hub can be transformed and stored by using any real-time analytics provider or batching/storage adapters. Event Hub is used in our social media analytics to collect tweets in real-time.
- **Azure Databricks:** Azure Databricks provides an interactive workspace that enables collaboration between data engineers, data scientists, and machine learning engineers. In our solution, data bricks is used for processing data and pushed processed data into Azure Cosmos DB and Synapse Analytics.
- **Azure Cognitive Service:** Azure Cognitive Services are cloud-based services with REST APIs and client library SDKs available to help you build cognitive intelligence into your applications. Cognitive service is used in our solution is used in extracting key phrases, entities, sentiment analysis and opinion mining.
- **Azure Cosmos DB:** Azure Cosmos DB is a fully managed NoSQL database for modern app development. Single-digit millisecond response times, and automatic and instant scalability, guarantee speed at any scale. Cosmos DB is used to store data after performing processing and analysis.
- **Azure Synapse Analytics (Optional):** Azure Synapse Analytics is a limitless analytics service that brings together data integration, enterprise data warehousing, and big data analytics. We use synapse analytics for warehousing data that to be queried by PowerBI
- **PowerBI:** Power BI unifies data from many sources to create interactive, immersive dashboards and reports that provide actionable insights and drive business results. Power BI is used in our solution for developing dashboard for executives and performing visual queries.

4 Somax Deployment Timeline

The table below shows the timeline of deploying Somax version 1.0 at client's site.

Tasks	Duration
Tasks 1: Resource Configuration	1 Day
Tasks 2: Deployment	1 Day
Tasks 3: Dashboard Configuration	3 Days

5 Pre-requisites

- Azure resources should be configured before starting the project.
- The client should grant proper access to BICC team members.

6 Company Information



is a subsidiary of ICC Group specialized in IT and IT Security Solutions.

Our Role at BICC is to transform next-generation technologies into innovative business solutions. Working in partnership with industry-leading technology vendors, we combine solutions, sales, and implementation excellence to provide advanced infrastructure solutions that span the IT lifecycle with maximum reliability, security, and scalability.

Solutions are created from our extensive portfolio, they include:

- Complete Software-defined data center (SDDC) design and implementation
- Desktop and Application Virtualization
- Back-up, recovery, and archiving
- Complete Information Security Solutions:
 - Network Protection & Incident Response
 - Data Protection
 - End Point Protection
 - Compliance & security services
- Data Center Hardware Infrastructure: Hyper-converged, Servers, Storage, Networking, and Wireless LAN solutions.
- Microsoft Services: CSP Cloud Services Provider.
- Professional Services: Design and Implementation of infrastructure on-premises and on the Cloud.
- Oracle: Engineered Systems and SPARC, Field Delivery Services (FDP)



ICC was established in 1984 and is now one of the leading Information Technology Providers in Lebanon and the region expanding from 12 employees in 2004 to more than 250 professionals in 2020 operating in multiple branches: Lebanon (5 branches), Qatar, Oman, KSA, Erbil, and UAE.

ICC Group is a member of Issa Holding, a Lebanese organization that owns and manages subsidiaries operating in the Middle East with a yearly turn of more than 250M USD.

ICC is a Total IT Solution Provider offering solutions serving small, medium, and enterprise businesses. ICC specializes in Business Solutions, Data Center Solutions, Infrastructure Solutions, Network & Security, Software, and Personal Systems.

ICC Group has leading Partnership with key business, professional services, and technology providers that support and complement our services offering, among which are: Microsoft Gold, HP Gold, McAfee Elite, and Symantec Silver, VMware Enterprise, Citrix Gold Partner, Cisco Premier, Fujitsu Scanners Elite Imaging Reseller and others.

The group seeks continuous international standards improvement strategies to enhance the quality of our services to ensure customer satisfaction, meet their requirements, and boost their return on investments.



بوزوير العالمية لانظمة الكمبيوتر والاتصالات
Buzwair International for Computer
& Communication Systems

ICC follows International standards and holds Certificate NO: FS 562316 and operates a Quality Management System which complies with the requirements of ISO 9001:2008.