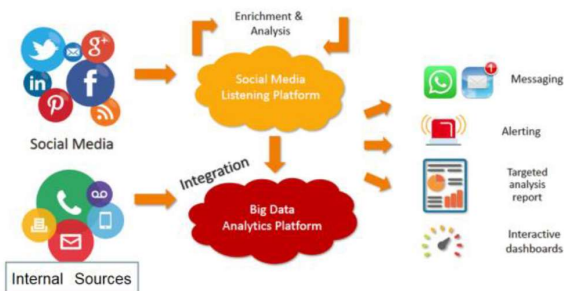# Data Media Room

The evolution of corporate communication cannot ignore the considerations that emerge in discussions within social networks, especially for those companies that provide public utility services. Companies are increasingly careful in monitoring the communications that emerge from the network in order to improve the service or anticipate the needs that users of their service highlight. Therefore, the need arises for continuous monitoring of the brand, services and contact persons of the company. The Data Media Room project started in 2016 after the first phase based on the co-design method whose purpose is to build a common agreement that introduces elements of innovation using a collaborative approach. As results, the objectives to be achieved using the Data Media Room were defined:

- Collect and enrich social data to support operating theaters and communication with traffic information and real-time data from the network
- Prevent and anticipate weak and strong network signals with automatic alerting and immediate insight systems
- Take action, listen to the network, to solve critical problems in near real time

The internal data sources, currently available in a disaggregated way, and the information coming from external channels, are collected, analyzed and enriched using AI tools in order to make them available in a clear and immediately usable way to the various company data for immediate activation of actions.
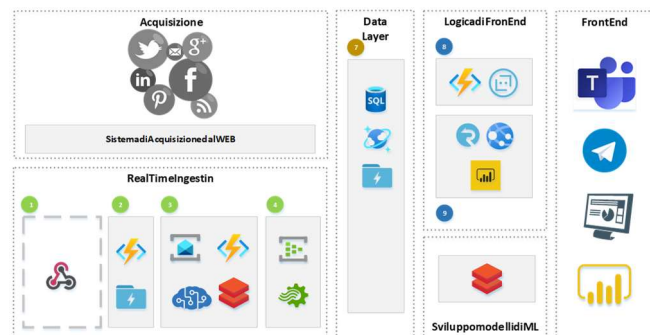
Azure services are the components used to design and develop the Data Media Room.
Optional items are:

- Recognition of images with relative recognition of the information present.
- Integration of platform loyalty management

Sopra Steria Group Italy has developed a big data analysis platform based on services on MS Azure to collect and analyze social network data to provide and enrich information regarding reputation, brand awareness, sentiment and all social information regarding personality and business of companies. Grouped information (posts, tweets, messages ...) in Data Media Room are aggregated to create interactive dashboards, alerts plus messages using WhatsApp or SMS channel.