

Fizz: App's An Introduction

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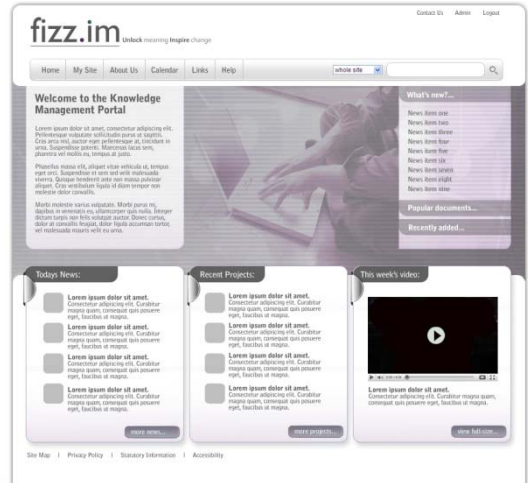


Improve Knowledge Management for a better return on investment

“Better knowledge management is one of the last bastions of global competitive opportunity. On average, the typical blue chip stands to gain an estimated 29% uplift in business performance through improved knowledge practices.”
Cappgemini, Research 2009

Fizz enables you to custom manage ALL your organisation’s data, reports and information streams from BOTH internal and external sources, through ONE custom web portal. Our experienced Client Consultants/Trainers, IT Experts and Web Designers design, deliver, train and roll-out your custom Library plus the optional Apps you want.

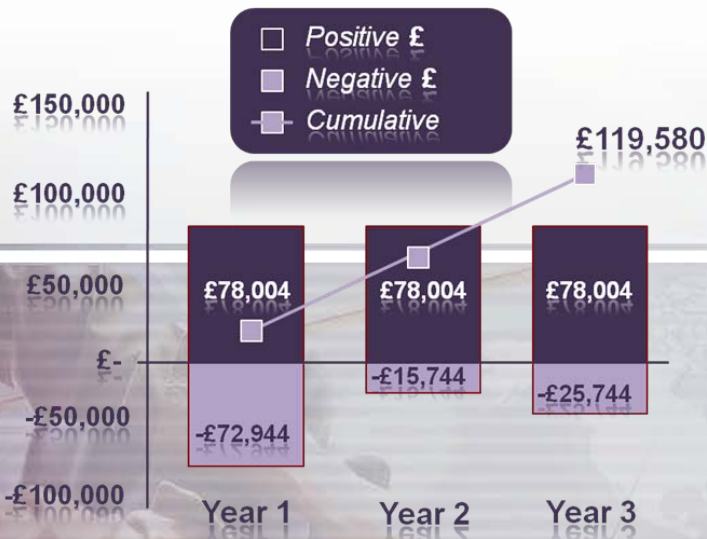
Your initial Fizz capabilities and design can also easily be changed/expanded later if you want. Plus the initial scale of use in your organisation is flexible, so start local, national or global.



Fizz’s other main benefits include:

- Increases the sharing, penetration and use of information, including data from internal and external sources
- Provides a new, informed, strategic user view of all of your information assets
- Enables everyone in your organisation to more efficiently and effectively receive, share, analyze and apply key information to all their decisions

ROI Case Study - £120k+ efficiency savings by year 3 of implementation

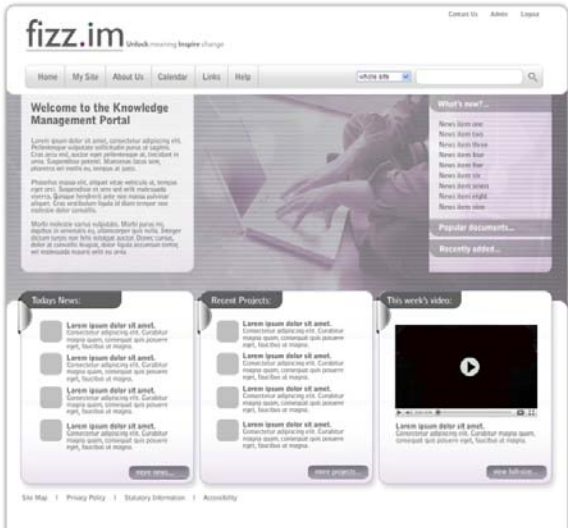


“The system has revolutionised the way we work. It has given us a central resource for information, and the insight the system offers us now dictates the information we provide to our business.”

Katrina Rochowski,
Internal Communications, Orange



What your Fizz web System could look like!



Locate

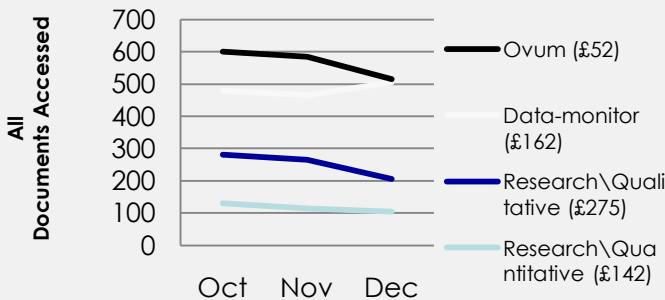
- 1. Powerful Document Search** > Results returned ranked by relevance
- 2. Detailed Results** > Providing succinct and informative summaries for each file
- 3. Intuitive Browsing** > Easy Fizz: Library navigation without the need for specific search terms.
- 4. Latest Assets & Data** > Primary and secondary documents & reports held in a single web location
- 5. Personal Zone™** > Allows one-click access to favourite documents, projects and assets.

Share & Distribute

- 6. Dashboard Reporting** > Go beyond standard report formats and provide access to key reporting data
- 7. Automate Common Reporting** > Let the portal manage your data feeds and export your data into PowerPoint\Excel instantly
- 8. Online Engagement** > Fizz portal forums provide a platform for users to interact with one another
- 9. Editorial Control** > Straight-forward features for controlling site content and giving you the control



Most \ Least popular site areas - 2011



Report

- 10. Return on investment Reporting** > Tie usage directly back to ROI
- 11. Provider Based Reporting** > Look at report utilisation rates for future purchasing decisions
- 12. Future Recommendations** > Predict future requirements based on current search habits
- 13. Market/Department Reports** > Break reports by region\department for more detailed analysis

System Overview:

Fizz: App's



Online Results Dashboard

Delivering value to key stakeholders

Nunwood's Fizz: App's solution provides a powerful reporting tool that enables the simple and efficient provision of dashboard reports within a Fizz: Library solution. The dashboard application can accept data from any supplier and can be used to report across programmes and to deliver reports in your own charting styles and templates direct into Editable Excel and PowerPoint formats.



Integrated Dashboard Apps:

Providing users access to documents, multimedia files and reports through the library system solves half of the problem. A huge mass of data is held in numerical formats or an unstructured way. Dashboards enable this information to be accessed in an actionable way and also dramatically reduce repetitive and manual reporting tasks which are prone to error.

Integrated Programmes:

Fizz Dashboards provides a platform to hold this data, make it searchable and also to format this data in commonly used reporting outputs so users can self serve for data and therefore reduce ad-hoc requests coming into the team

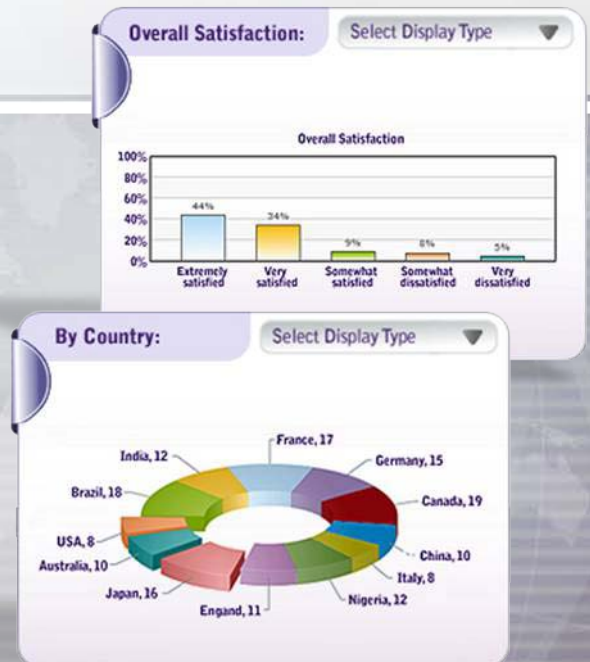
Wider audience:

Although there are always concerns with data enabling the wider user base, clear messaging is always included with the dashboard outputs and the capability to edit and amend outputs is at the discretion of the team

Accuracy and turn-around times:

Automated dashboards deliver huge improvements in process and accuracy, as automated solutions include automated checks and verifications on the data which are far more effective than manual techniques.

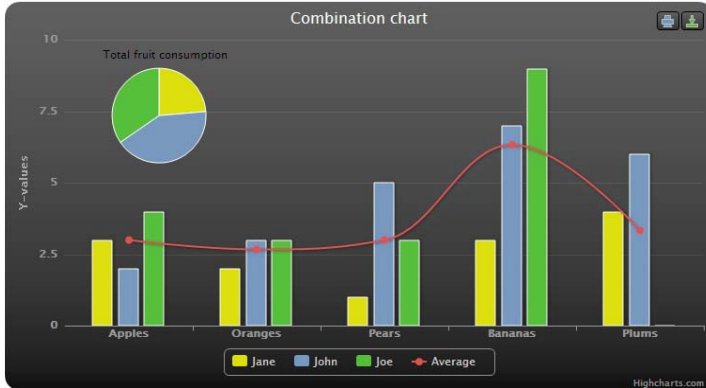
These checks and the very nature of automation means that dashboard reporting can be delivered in a fraction of the time, even when the data that feeds in is delivered from different suppliers and systems and is in a varying array of formats.



Online Dashboards

Options available

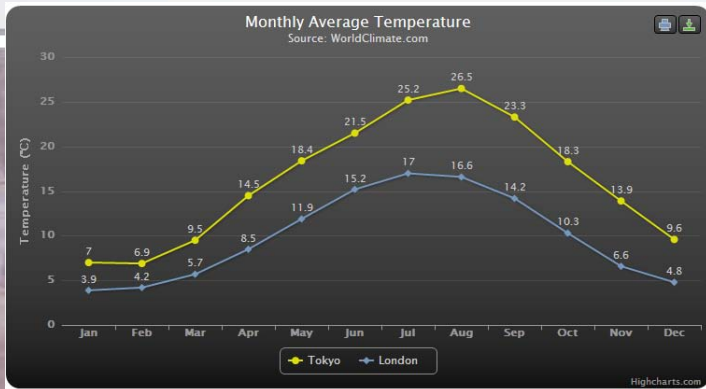
Online Dashboards are available in four versions: our pre-defined Bronze, Silver and Gold Packs for CEM or Brand tracking – which allow us to integrate your branding but content and size of dashboard is set, or as a completely bespoke dashboard for: marketing, business intelligence, sales, call centres, operations, customer insight, HR, logistics or manufacturing.



This is a chart in one of the styles available on our dashboards, as an example only.

Bespoke Dashboards:

If our pre-defined packs don't fit your needs as is, or with one or two minor changes, **we are happy to work closely with you to design a completely bespoke dashboard to fit your needs.** For example, if you want your Brand and CEM tracking results on one dashboard, or need something that pulls in sales figures and call centre KPI's on the same tool.



This is a chart in one of the styles available on our dashboards, as an example only.

Pre-defined Packs:

Bronze Dashboard

- 1 home page with KPI dashboard
- 1 page with table showing answers to all structured questions that use a rating scale
- 1 page with table showing answers to all attitudinal questions
- 1 page showing answers to all open-ended questions
- 1 page with red and green alerts
- Export all of the charts and data to Excel \ PowerPoint editable charts
- Can filter results on all pages by six business types, and by time period covered (quarterly and annual).



Silver Dashboard

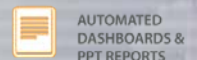
Same as Bronze plus...

- 1 page with 1 Key Driver Analysis and box chart
- 1 page competitor analysis – attribute mapping vs. competitors in study

Gold Dashboard

Same as Silver plus...

- 1 page with 2 Key Driver Analyses and box charts (one done every six months) instead of 1 KDA
- 1 page benchmarking analysis
- 1 page verbatim analysis/text mining possibly with customer profiling (what do “detractors sound like”?)
- 1 page modelling tool



Fizz: App's – flexible online solutions

Summary of other App's and options



Online Analysis:

Fizz's Interactive Dashboard and Automated Reporting tools come with the option of a powerful online data analysis tool. The data tool's features include cross tabulations, statistical analysis, textual analysis and export to editable MS PowerPoint and Excel 2007 documents. The tool also supports data from any source, so metrics from other systems such as sales data and customer data can be overlaid within the tool and pulled into the final PowerPoint report.



Social Media:

Understand what Consumers say about you and their purchase decisions - in their very own words - in many different types of "Social Media." 'Listen' directly through your Fizz portal or 'Fizz for SharePoint' portal for more in-depth research, value-added reports and historical perspectives.

"Social Media" is defined as ALL the available consumer online blogs, message boards, forums, Twitter, Facebook, My Space, YouTube and similar social networks - plus consumer wiki's and major news sources (65,000+). All sources are searchable across territories and nearly 200 languages.



Textual Analytics:

Fizz offers a powerful text analytics solution for your different sources of information - including social media data, collected customer comments and reports\documents – so you can quickly secure sentiment analysis and context around text information.

Fizz's automated textual analytics tool-kit helps you avoid drowning in the sheer volume and complexity of unstructured data. You can cut through the confusion and secure meaningful, timely insights and act on them promptly. Text based analysis can even be linked to Fizz's Interactive Dashboards and Automated Reporting solutions for quick overviews and writing of presentations.



Issue Resolution:

The Issue resolution and feedback applications provide a centralised system to capture feedback for any large project and to audit and report on key issues, from inception through to resolution.

By providing an audit trail on each key issue, the responses can be audited and tracked to ensure that any issues is not repeated on future initiatives - this provides a key method to ensure that previous issues are not repeated on new projects and that the organisation has a process in place to refine their approach to specific projects and provide a clear learning tool to the wider business.



Timings & Logistics:

Fizz: App's provides an on-line centralised hub for managing project logistics and timings, allowing internal stakeholders, external suppliers and project managers to update and distribute documents and critical project information from a single site.

By allowing access to amend key planning documents, update delivery dates and share information globally, the timings and logistics application can provide huge efficiency savings by channeling all users through a central location and providing issue and audit logs on what's happening with all key threads of action for any project.

Activation

"We truly value the input and assistance from Nunwood, from the initial concept right through to the final stages and the ultimate launch of our Insight Portal. We are continually working with Nunwood to adapt the portal to our changing needs, and their flexible, can-do approach is vital to ensure that it goes from strength to strength."

Bank of America

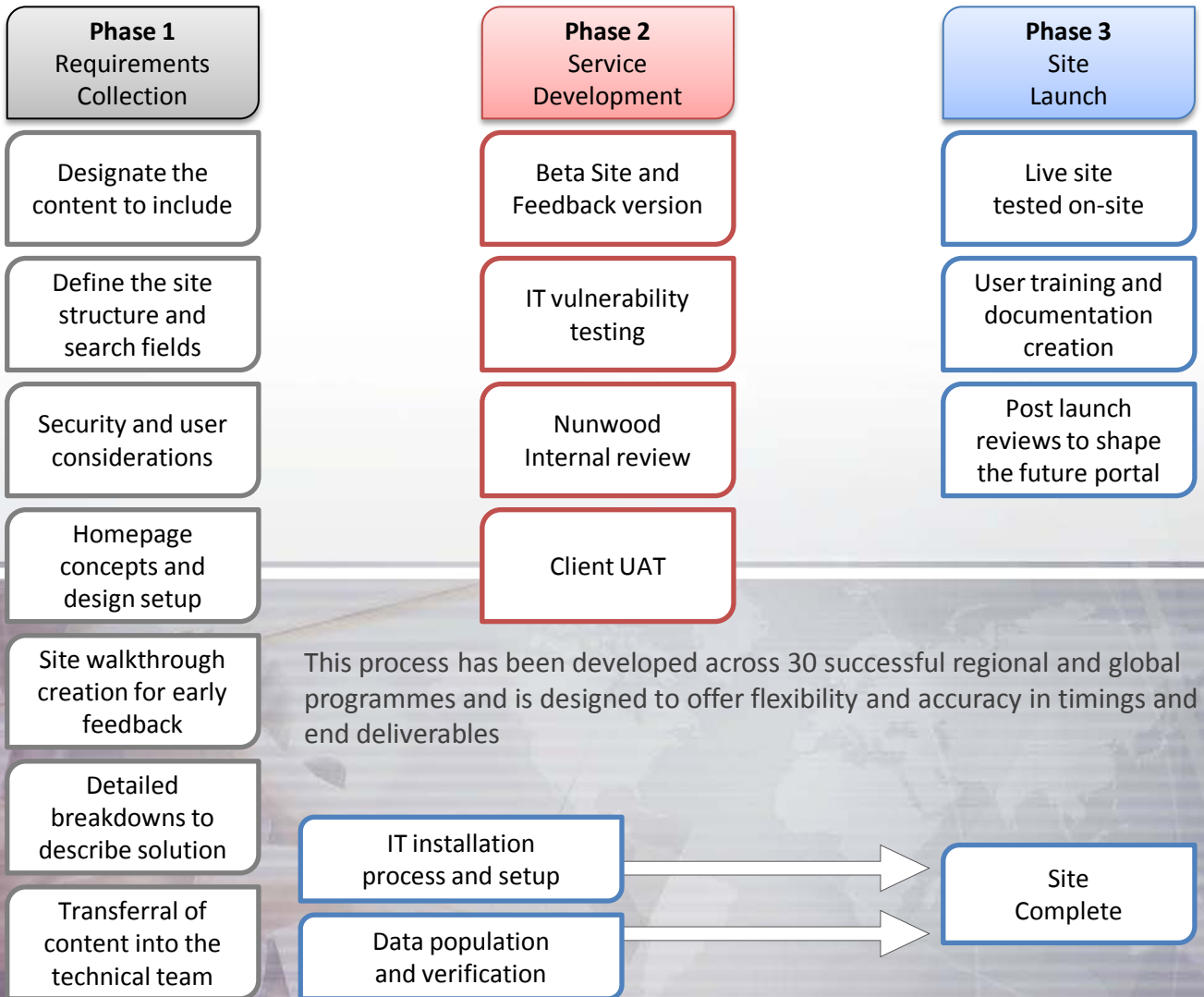


*Peter Arnold,
Senior Insight Manager, Bank of America*

Full end to end process management to deliver a world class end solution

At the start of any Fizz project we engage with all the initial key end stakeholders – typically contacts in the Market Research, Knowledge Management or IT department. The aim is to establish what education about information management is needed and then eventually define exactly what the Fizz Library and Apps should be to meet the organisations specific objectives.

We then work (in)directly with additional stakeholders as needed – for example, either other marketing based and/or non-marketing based colleagues and senior management. This ensures everyone who either administers and/or uses Fizz has been fully consulted and educated and is part of the buy-in.



Embedding Fizz in to your organisation and culture to maximise ROI

Having developed your Fizz portal we will led the implementation of the Activation phase to ensure user awareness, training and usage. Activation phase is typically 40% of the work for each project. The activities we undertake will vary – the choices depend on the stakeholder group(s) and whether we are trying to “inform” or “coach” as shown on the commitment curve. Below are some examples of the types activation activity we commonly undertake.

Creative Workshops:

To highlight key features and introduce people to your Fizz portal.

Internal Broadcasts:

Promotion via intranet links, company press and departmental newsletters.

Site User Statistics:

Targeted email-outs, based on the user statistics, to encourage users who have not logged in or are infrequent users of the system.

Technical Integration:

It may be possible to provide desktop icons giving users one-click access to the Engine.

Printed / Hardcopy Materials:

Nunwood’s in-house designers can create very impactful communication materials to ensure that a strong understanding of your sight’s capabilities and how to best use it – so you enjoy usage very quickly across all your users.

Videos:

In our experience, the most efficient and effective method of promoting a new service to an organisation is via a short launch video. These films are produced by Nunwood’s in-house video productions team.



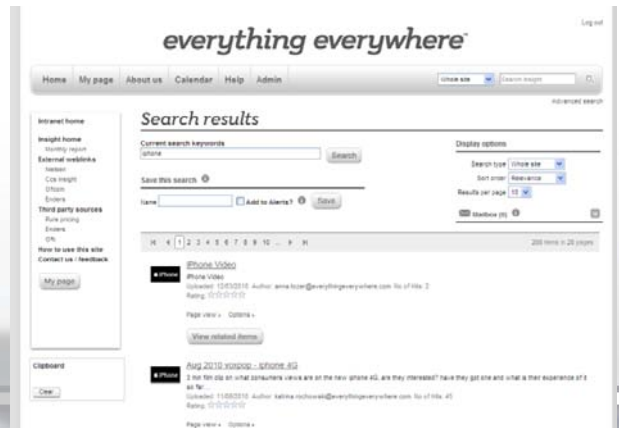
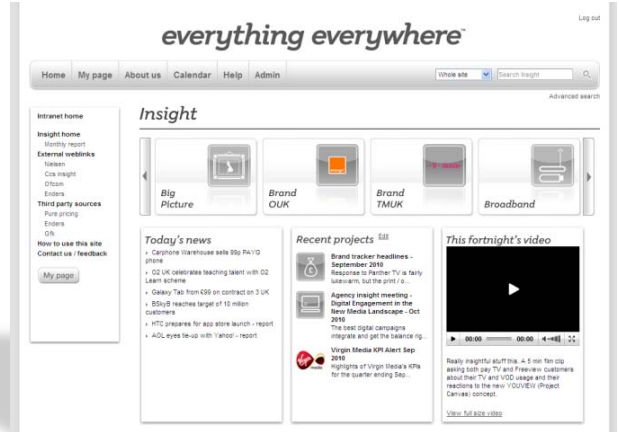
Appendix: Site Gallery



Our Experience
Everything Everywhere

Everything Everywhere:

1. Insight was commissioned in July 2008 and was rolled out in September 2008.
2. Insight contains access to all primary research data for Orange UK, as well as providing news and newsletter access across the entire business
3. Insight also includes the latest search technology, providing paragraph level search capabilities drilling directly into pages\slides of relevance in seconds
4. Insight is currently being re-developed to include additional access features including the ability to access all of your documents on the move via your mobile.
5. Insight will also be updated to the latest 3.5 version which will be released in Jan 2010.



Standard Life

“Fizz: Dashboards has dramatically improved the turn-around of our brand tracking reporting, provided actionable and accurate insights and reduced the ad-hoc requests for data coming into the team by 50%.”

Carol McCreadie,
UKFS Insight Partner, Standard Life

Our Experience

Vodafone / Aviva

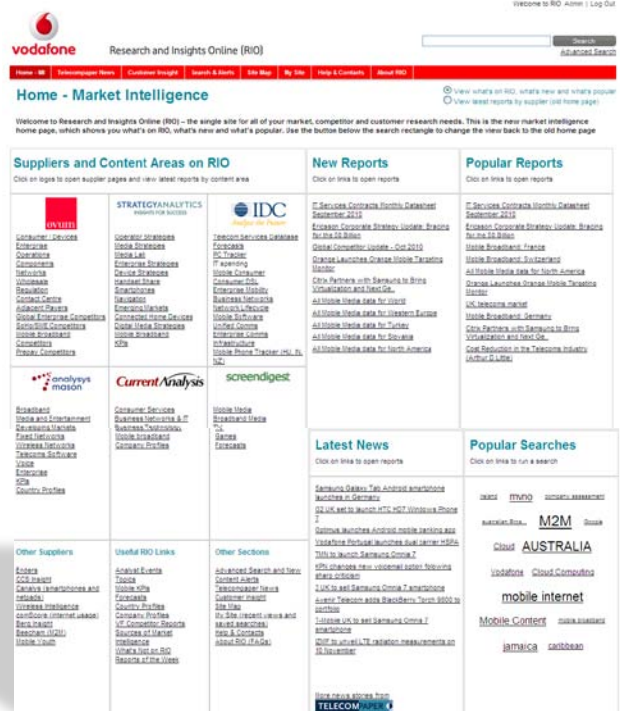
Vodafone:

1. Vodafone RIO launched in December 2006 (Commissioned July 2006) to the entire global business (78,000 users) containing content from 50+ sources.

2. By January 2008, over 50,000 documents had been accessed or downloaded from the resource and there are over 5,000 frequent users (logging in more than once a week and downloading at least 1 element of content).

3. RIO integrates news feeds, secondary reports and information streams as well as creative concepts (assets), spend data and multi-media streaming.

4. RIO is managed in Nunwood's dedicated hosting facility in the UK and includes second site failover, 24x7 technical support and monitoring and a full issue\project management solution.



Aviva:

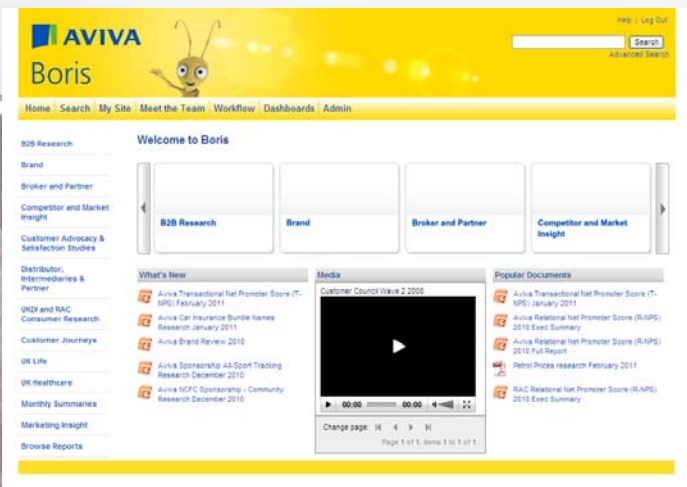
1. BORIS (Bank Of Research and Insight Stuff) was commissioned in June 2008 and the latest version was released in Jan 2011

2. BORIS contains custom build interfaces for the creation of dashboards, workflow\project management as well as document text and paragraph search capabilities.

3. BORIS includes internal data and secondary data sources, including company sources such as Datamonitor and Mintel.

4. There are also plans to include a custom BORIS community aspect to enable better communication between internal stakeholders and users.

5. The BORIS ant icon was built and designed in line with the design teams at NU and provides the site with a distinctive emblem that's easy to remember.



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