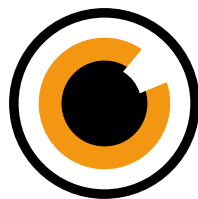


# the digital nerve centre



**amazeone**

Connecting, managing and optimising  
your brand's digital presence

**Digital today is a complex and often unconnected mix of activities** - some you control, others you don't; and this fragmented and fast-moving online world continues to develop both in importance and complexity. Your website and mobile site comprise only a part of your digital estate (there are social networks and communities, apps, RSS feeds...), you also have campaigns, search and so on... all operating in silos.

**AmazeOne is a digital nerve centre that removes these silos and collects all of your digital assets (both those owned by you and those in the public domain) into a single view presented through an intuitive dashboard.**

AmazeOne works by plugging in to both your existing digital technology infrastructure and key social channels. It has been developed to meet the needs of multi-national organisations that have the challenge of managing multiple markets, in multiple languages in a coherent and consistent manner.

### **A New Way of Thinking...**

AmazeOne has been designed to meet the challenges of brands and businesses operating in today's digital society, and is built on 15 years of experience working with clients to produce digital solutions. All features and functionality in AmazeOne are based on marketing and technology insights developed by Amaze strategists.

Born out of knowledge of clients' current requirements and frustrations as well as reacting to future communications challenges, AmazeOne also incorporates strategic insights, providing a single place to understand emergent technologies and marketing trends, and a tool to manage your digital brand presence.

**AmazeOne allows you to fully understand, manage and optimise your brand's digital presence.**



# Key Features - release 1

## Awareness and Publishing

Social monitoring: listening to the social web, identifying influencers, plotting trending topics... all provide invaluable insight into the areas where you have less control of your brand. AmazeOne comes with monitoring capability, or can incorporate your own existing tools, and has connectors to Facebook, Twitter, YouTube, Flickr, Blogger, WordPress plus many other market-specific social networks. Auto-translate functionality provides a real-time global view of your digital brand.

AmazeOne uses spiders and connectors to integrate with your existing web assets, content management tools and internal portals such as Microsoft SharePoint. This integration allows publishing into the social space straight from your CMS. Pre-approved content (text, imagery and video) can be dragged into the publishing window of your dashboard and you can also comment directly into social networks.

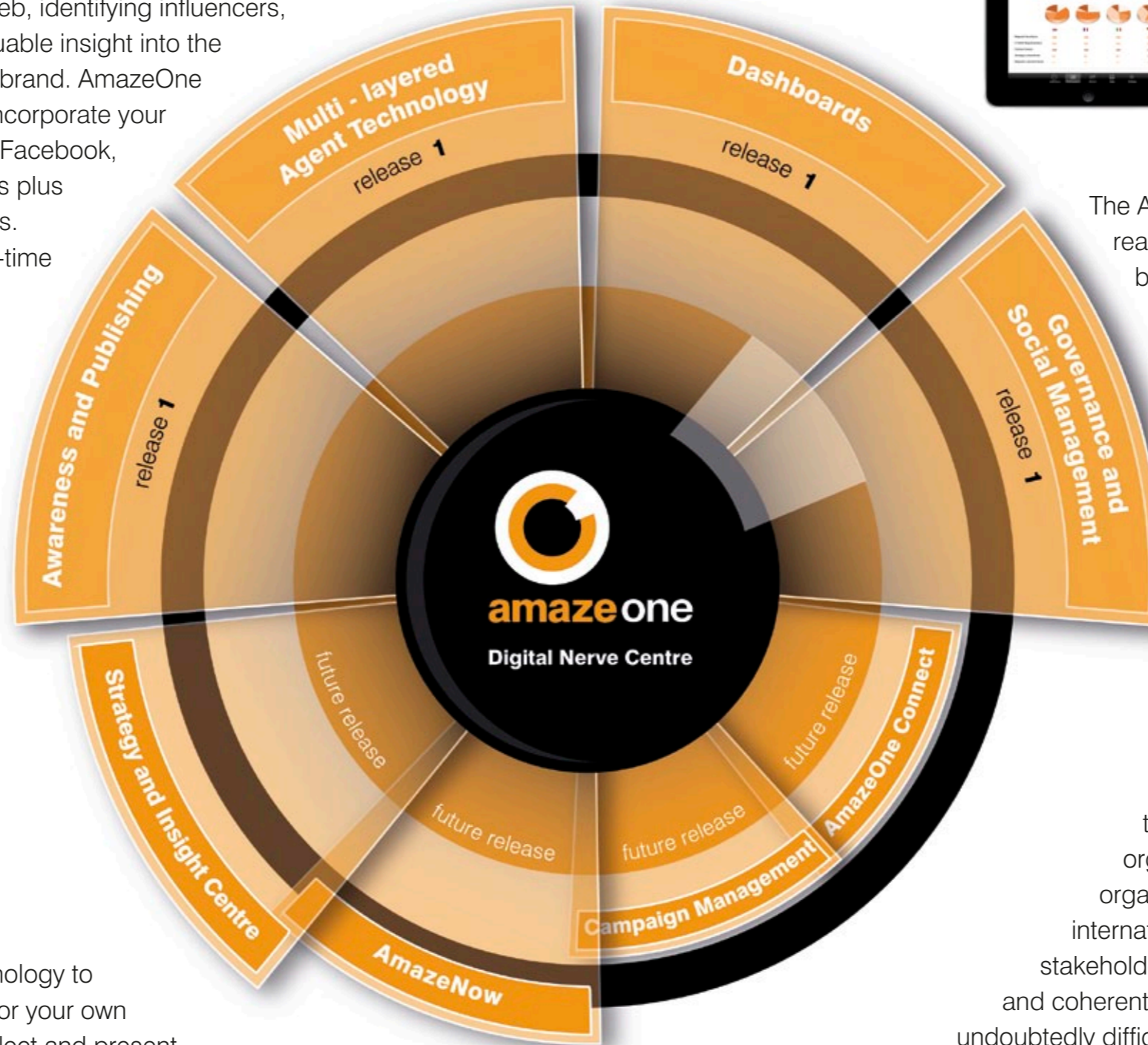
Fully managed workflow and archive capability allows you to keep track of and record what is published and where.

## Agents and Dashboards

AmazeOne uses multi-layered agent technology to extract key social networking intelligence for your own brand or your competitors. The agents collect and present information on:

- Profile and demographic information
- Sentiment
- Participation
- Trends
- Activity
- Geographical Information

The information collected is presented through AmazeOne's digital dashboards.



The AmazeOne awareness dashboard provides a real-time view of what's being said about your brand or product in the social cloud, it also makes you aware what assets and collateral you have in your own business to create a campaign or respond to a social trend or topic that impacts your brand.

AmazeOne also has support for custom dashboards. The Amaze team can work with your organisation, your content and your target audience and configure our agent technology to deliver your own dedicated dashboards.

## Governance and Social Management

As social media's influence continues to grow, a pressing challenge for many organisations is how best to manage and organise their social presence - often across international boundaries and involving numerous stakeholders. Maintaining an appropriate, consistent and coherent multi-national social programme is undoubtedly difficult.

AmazeOne solves the issue of effective social management by enabling you to manage all of your social accounts from one platform. The product provides rigorous workflow processes, and associated permissions allow for differing degrees of central control and local autonomy, dependent upon an organisation's particular requirements. Through AmazeOne you can manage, track and analyse your social presence across multiple markets in real time.

## **AmazeOne: a digital evolution**

As the digital landscape continues to evolve, AmazeOne will develop to meet these challenges.

## **Key features** - future release

### **Campaign Management**

The platform will provide planning and collaboration tools that help you manage your campaigns across multiple territories or regions. The planning tools allow centrally developed messaging, ideas and campaigns to be propagated down to local markets, and for local markets to share their expertise with new territories.

### **AmazeNow**

AmazeNow will allow you to harvest social content from the web and re-publish it onto your own website in a controlled way. Delivering real time social content alongside your own branded content provides a richer experience for your users and enhances the credibility of your brand's corporate web presence.

### **Strategy and Insight Centre**

The Strategy and Insight Centre brings together the latest digital thinking into one place. Papers, videos, leading thinking about emerging trends and the insight that brand owners and marketers need to inform marketing planning.

### **AmazeOne Connect**

AmazeOne Connect is our backbone technology framework that enables our agents, social connectors, search and intelligence technology to be accessed through a common set of APIs. The technology enables AmazeOne to be integrated with existing systems such as CRM platforms, content management tools, digital asset management or other internal tools and databases.

AmazeOne is brought to you by Amaze, a leading pan-European marketing and technology company. We have a 15-year heritage in developing digital thinking and solutions for leading organisations including Bridgestone, Coca-Cola, Dyson, Lexus, Toyota and Unilever.

[www.amaze.com](http://www.amaze.com)



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