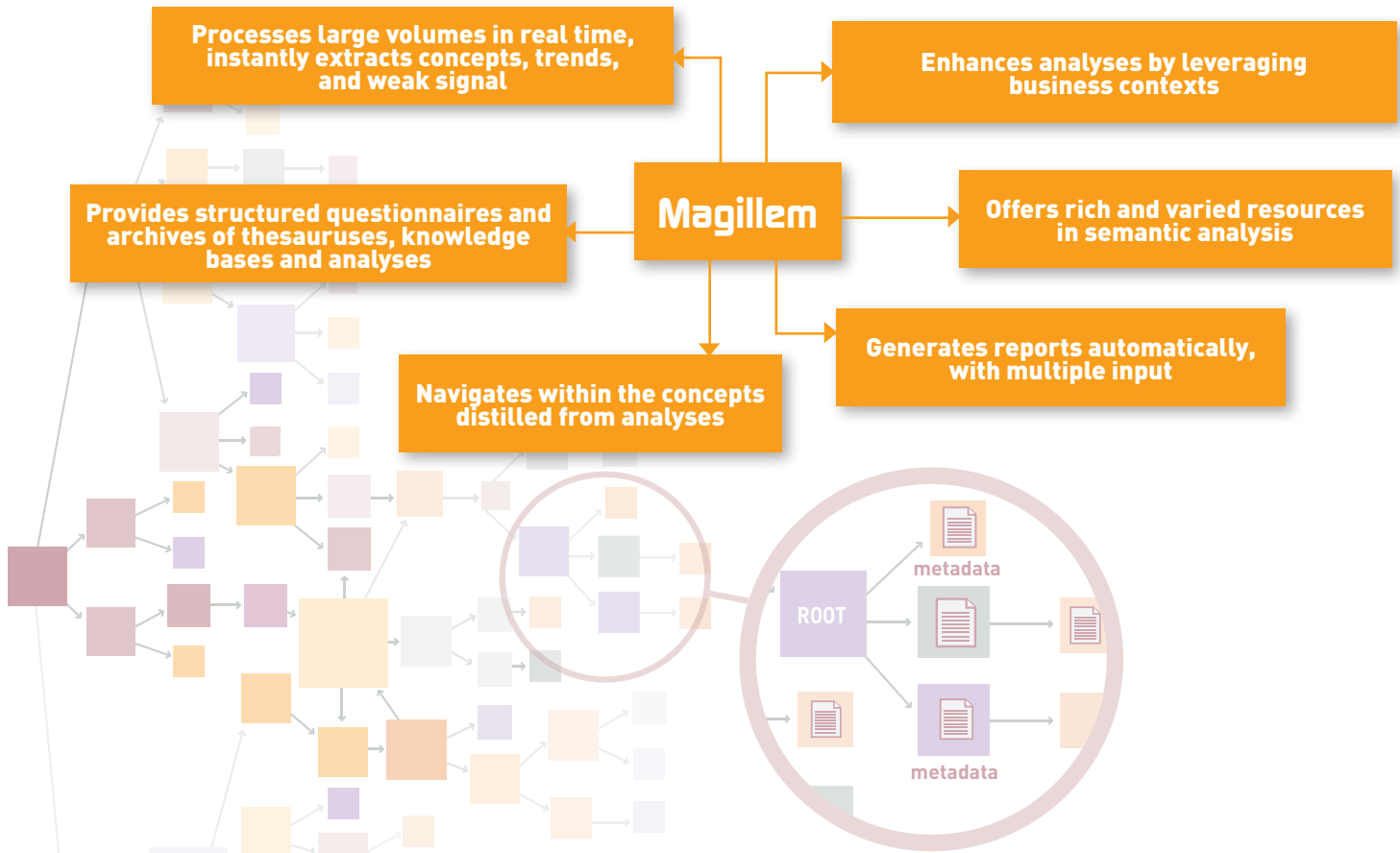


# Collective intelligence:

Automating and enhancing dynamic verbatim analytical processing across multiple channels



**The voice** of your employee, **the voice** of your customer:  
**hear it. understand it. analyze it.**



Software that streamline  
your design and documentation flows



## Magillem Content Platform/MFG

→ Automates your verbatim collection process across multiple sources with a user-friendly tool

→ Provides statistical and semantic analysis using thesauruses and ranking grids

→ Saves questionnaires and history of analyses

→ Incrementally enhances knowledge bases

→ Offers multiple topic views on a corpus of verbatim and measures changing trends

“We now offer our executive customers the ultimate solution to extract the collective intelligence of their employees”

**Antoine D., CEO**

### About SHARE WIZ ME

SWM was recently formed by two marketing veterans with more than 20 years as partners and successful entrepreneurs. They have become recognized players, highly sought after in the field of group management, especially among major retailers.

### Vision

They share the conviction that the greatest source of creativity and progress for companies in the future is the wealth of collective group intelligence and reliance on the wisdom of the greatest number of individuals.

This conviction is now also shared by their customers who are increasingly interested in the collective impact offered through feedback and discussion of field information, whether that information comes from employees or customers.

Their experience is that this mass of information and any analysis done on it has not been delivered in a useable form, since current analytics and ranking solutions have either not proved satisfactory or they are too expensive.

### In the past

Low quality automated processing (e.g., keyword stats) and massive reliance on humans to access advanced high-quality processing has yielded low-performing market solutions that are too costly and unwieldy to implement. Settling for these technologies has meant restricting their use to rich companies management centers while decentralized collection and sharing of this information and intelligence remained off-limits.

### Goals

- Provide accessible, decentralized, collaborative tools to automate verbatim collection and processing, without sacrificing nuances, in order to democratize solutions to access collective intelligence.
- Offer a relevant analysis of this strategic information by contextualizing and archiving the data.

### Solution

Application software built around the MFG (Magillem Focus Group) engine, targeting the following major themes:

- powerfully analytical, real-time processing of large volumes of full free-format text sources,
- enhanced analysis through the simultaneous use of business, customer, situational and historic contexts,
- development of multi-channel collection and analysis modules: on the ground, on the web, during meetings, etc.

### Results

- Provides automatic real-time extraction of concepts, major themes, and trends based on the work of focus groups and company meetings;
- Vastly improves survey quality;
- Leverages a business context and history, stores questionnaires, topic rankings, and successive meetings within one knowledge base, measures changing trends, and creates virtual communities for ongoing collaborative work on selected topics;
- Produces extremely relevant management reports with just one click.