



Sigmoid Social Bot on Azure

www.sigmoid.com



Being a Trusted Data & AI Partner of Fortune 500 Clients

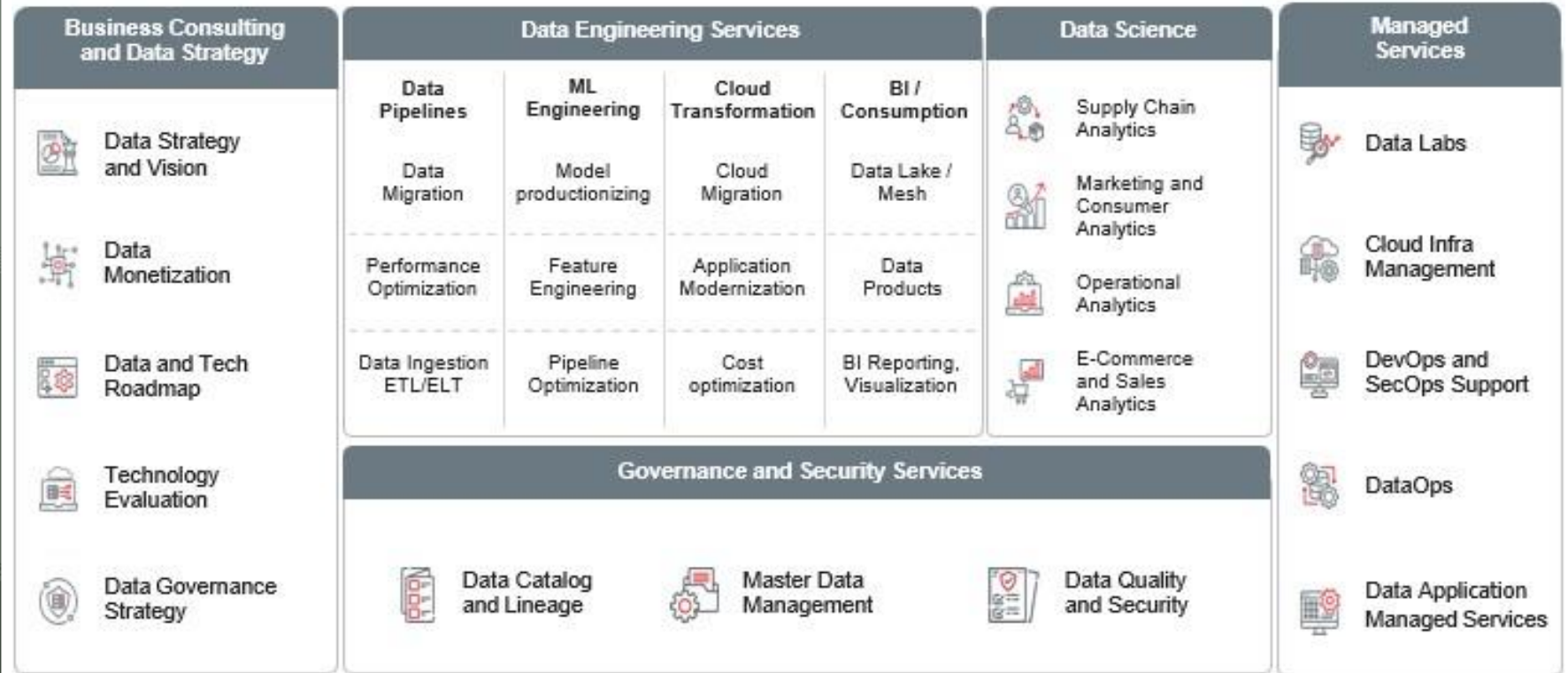
Head of Global Logistics, Imperial Brands

Sigmoid has developed an AI tool which is dynamic in a way that will look at the data and allow us to predict what the best solution is, depending on trends within the market. These tools that we've implemented in Germany have been **hugely successful** and will likely be **deployed in other regions** across our supply chain network.

IT&D Sr Mgr- Data Engineering, Reckitt

Sigmoid has been a vital part of our success story. They are **highly skilled** and knowledgeable in **managing data in multi-cloud environments**. With their expertise we've been able to achieve cloud cost visibility at an appropriate level across our cloud infrastructure.

End-to-end DAAI services for business transformation



Our Credentials

 **1150+** Employees

 **30+** Fortune 500 clients

 **\$300M** Value Delivered

 **300X** ROI for Projects

Industry Recognition

Technology Fast 500™
Awarded by Deloitte LLP
4 times winner from 2020-2023

Digital Case Study Awards 2022
Standout in CPG Industry | ISG

FT | The Americas' Fastest Growing Companies 2021
statista







Inc. 5000
America's Fastest-Growing Private Companies
3 times winner from 2021-2023

Recognized in **FORRESTER**
Now Tech: AI Consultancies,
Q1, 2021 Report

DATA BREAKTHROUGH AWARD 2021

BRITISH DATA AWARDS

Offices

 **USA:** New York
  San Francisco
  Dallas
  Chicago
  Netherlands
  UK
  Canada
  Peru
  Singapore
  **IND:** Bengaluru

Sigmoid Capabilities - Experience in implementing data solutions in Azure

Sigmoid has worked with more than Five large customers to design, build and deploy solutions in Azure

Data Processing & Transformation:

- **Azure Databricks:** Collaborative Apache Spark-based analytics platform to be used for big data processing and machine learning.
- **Azure HDInsight:** Managed cloud service for processing big data using popular open-source frameworks like Hadoop and Spark.

Data Analytics & Visualization:

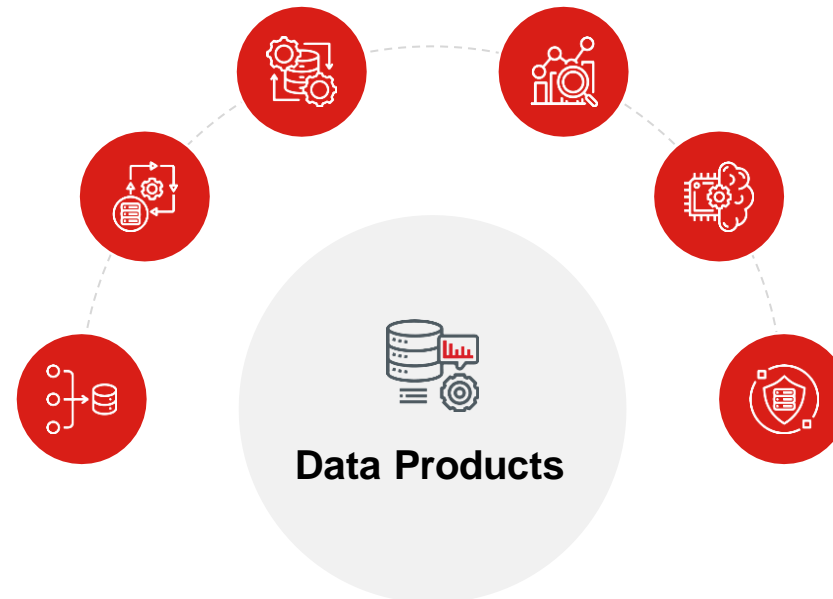
- **Azure Synapse Analytics:** Analytics service which will be used for analyzing large amounts of data using either serverless or provisioned resources.
- **Power BI:** Business intelligence tool to be used for creating interactive visualizations and reports.

Data Storage & Management:

- **Azure Data Lake Storage:** Scalable and secure data lake for storing large amounts of structured and unstructured data would be considered.
- **Azure SQL Database:** Managed relational database service for structured data storage.

Data Ingestion & Integration:

- **Azure Data Factory:** Creating data pipelines to move and transform data from various sources.
- **Azure Event Hubs:** Real-time data ingestion from applications, devices, or any data streams would be done.



Machine Learning & AI:

- **Azure Machine Learning:** End-to-end platform for building, training, and deploying machine learning models.
- **Cognitive Services:** Pre-built AI services for vision, speech, language, and decision-making.

Security & Compliance:

- **Azure Active Directory:** Identity and access management service.
- **Azure Policy & Blueprints:** Tools for implementing governance and compliance across Azure resources.

Sigmoid's implementation of solutions in Azure involves leveraging a combination of services and tools tailored to specific business needs. Sigmoid would collaborate between data engineers, data scientists, business analysts, and other stakeholders as it is essential to align the implementation with business goals and ensure success.

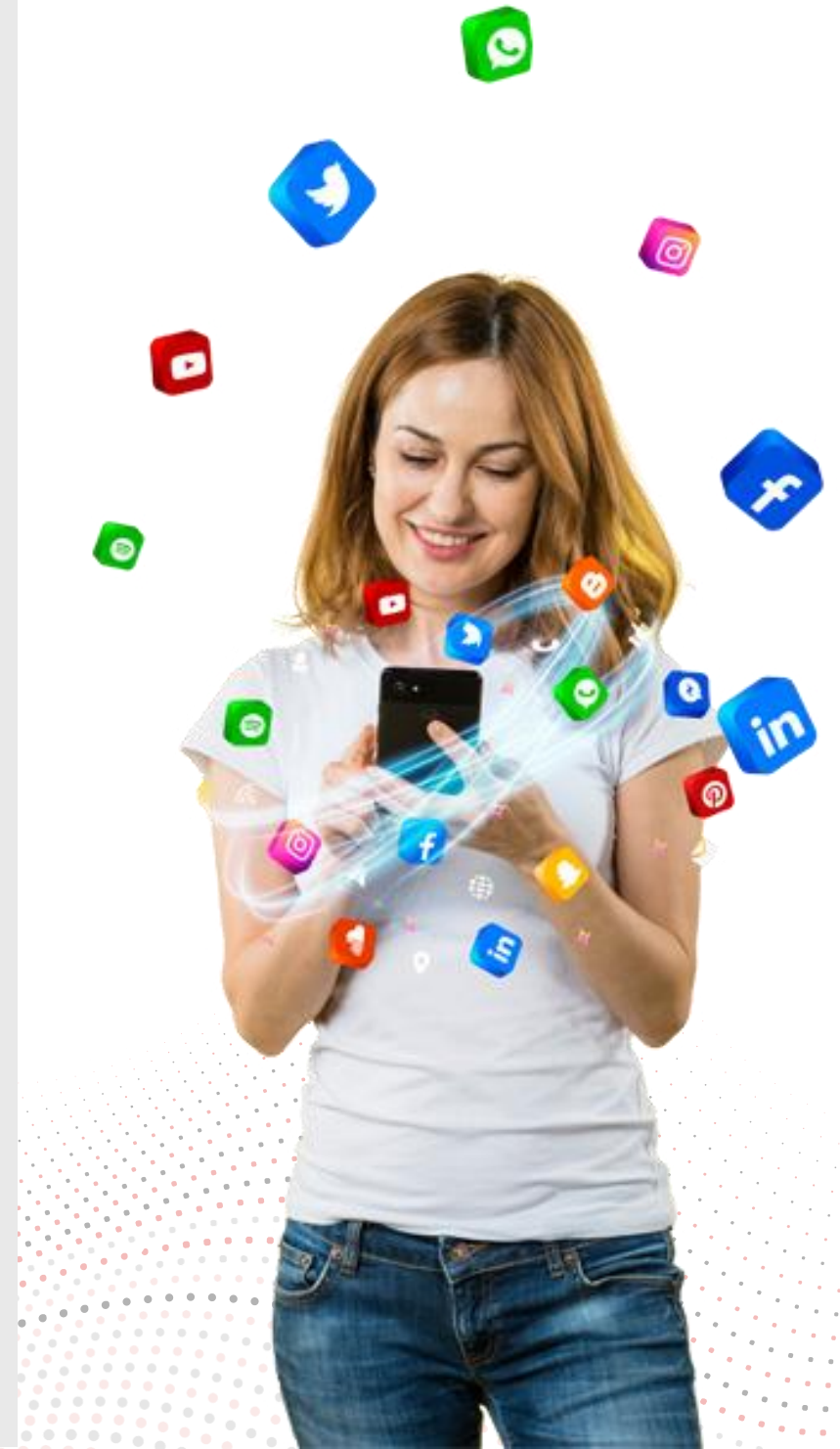


Sigmoid SocialBot

Reading the pulse of conversations

Social media has completely transformed the paradigm of consumer engagement for businesses and revolutionized the way brands connect with their audiences. **84%** of social media marketers say social media will become consumers' preferred channel for customer service in 2023. **Sigmoid SocialBot is your tool to decode the digital chatter, answer crucial questions, and shape marketing strategies.**

Discover and assess what people say on social media about brands, products, or companies.



Features



Enhanced data coverage

Our search scope goes beyond hashtags or mentions. Intelligent extraction ensures keywords, related words, and topics are identified with minimal false positives.



Trend capture and alerting

Detect early warning signs and receive alerts about upcoming trends. Monitor trending topics, their popularity, and social engagement through a dynamic dashboard.



Enhanced contextual search

Discover relevant discussion drivers with minimal user feedback. We provide extensive coverage to ensure you never miss out on upcoming trends, regardless of geography or product.



Scalability across geographies and products

Adapt and expand effortlessly. Our system is scalable across multiple brands, products, and geographies. Drill down into specific views for detailed insights.



Continuous monitoring and feedback

We continuously monitor and generate new discussion drivers, capturing the latest trends and insights as they emerge. Our dashboards evolve with changing sentiments.

Technologies used



keyBERT

This is a module developed by using a Bidirectional Encoder Representations from Transformers (BERT)-based language model which is used for the extraction of the keyphrases from the documents.



Pattern Exploiting Training

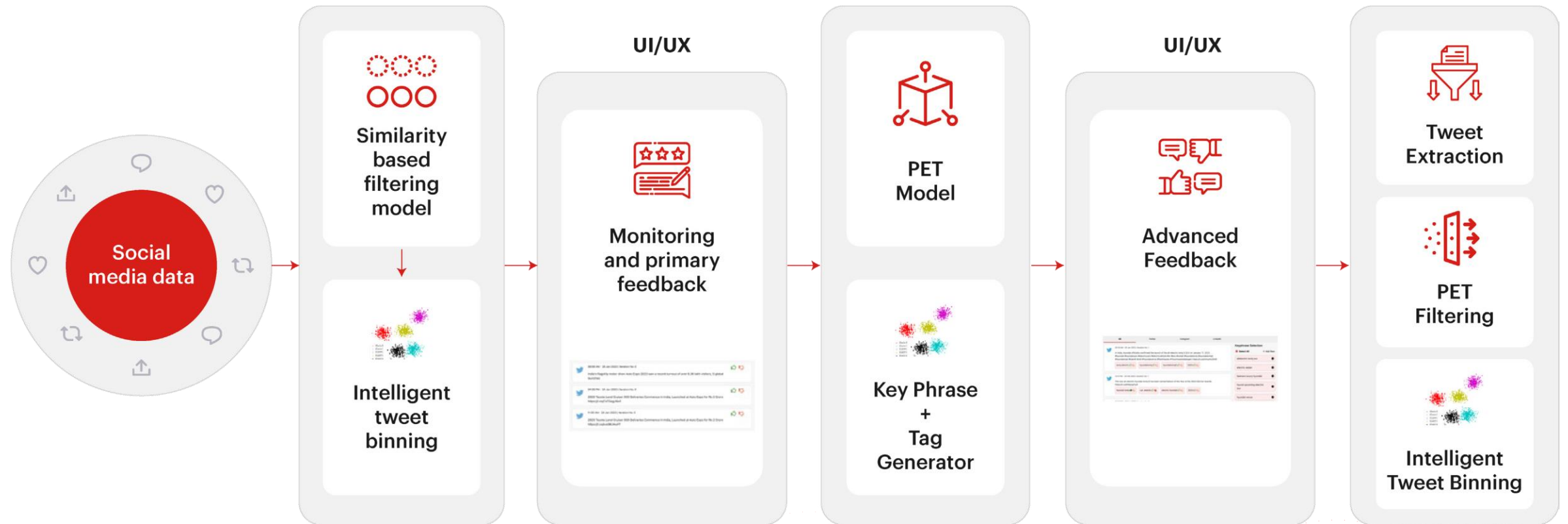
PET is a few shot learning approach to train a language model to enhance its classification capability on documents of similar contexts.



Text-davinci-003

An OpenAI LLM model based on GPT3.5 architecture. For each topic, a subset of documents along with the prompt is passed to this model to generate a name for the topic.

Solution architecture



Business applications



Enhance brand value

Elevate brand recognition and bolster positive brand sentiment through this proficient social media listening tool. Swiftly spot adverse trends in customer sentiment, enabling preemptive action to safeguard brand reputation.



Optimize marketing expenditure

Curtail market research expenses with the precision of data-driven insights. Leverage invaluable data for more efficient product development, ensuring resource allocation matches market needs.



Improve marketing ROI

Craft purpose-driven campaigns that resonate with your target audience, ensuring every dollar spent yields substantial returns. Amplify your marketing impact and boost the overall return on investment for your marketing efforts.



Enhance customer experience

Deliver an exceptional customer journey by promptly identifying and resolving recurring pain points. Acquire a deep understanding of customer preferences, both for your brand and competitors.

Join the Gen AI revolution

[Request demo](#)