



OB|4WAN



FRANK SMIT

Chief Innovation Officer



Co-founder and CEO



OBI4wan

Founded in 2011

Located in Zaandam, Holland

25 employees

Over 700 customers in 8 countries

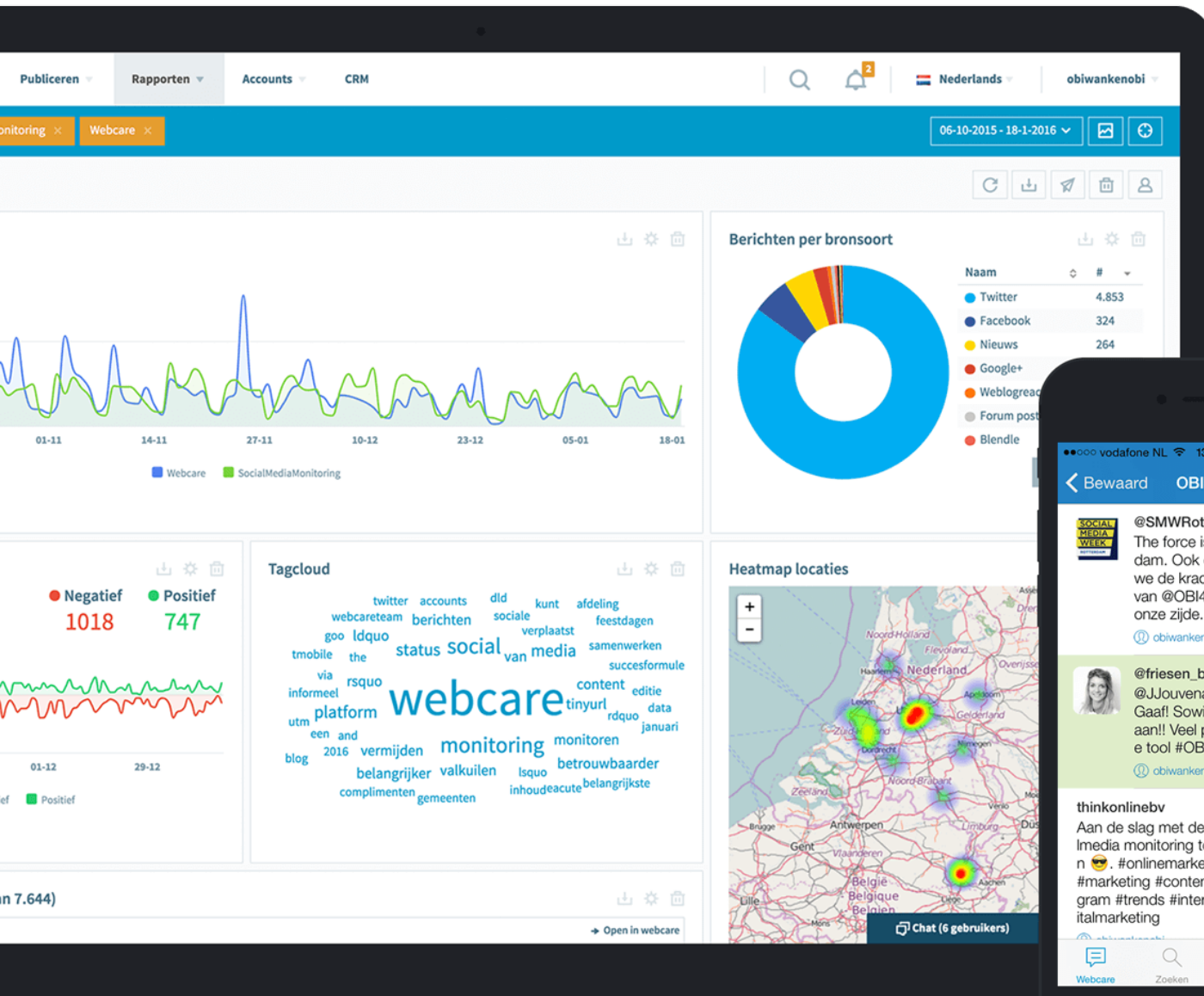




Data

Collect millions of messages
on a daily basis

Twitter, Facebook, Instagram,
Pinterest, LinkedIn, Youtube,
Google+, news sites, blogs and
fora



Online- and offline media monitoring

Online- and offline media monitoring of messages and conversations

Monitor trend development regarding your organisation, market and competitors!



WhatsApp and Facebook Messenger

Communicate with your customers via the integrated WhatsApp and Facebook messenger solution.

Measure customer satisfaction automatically and use the feedback to improve your service!

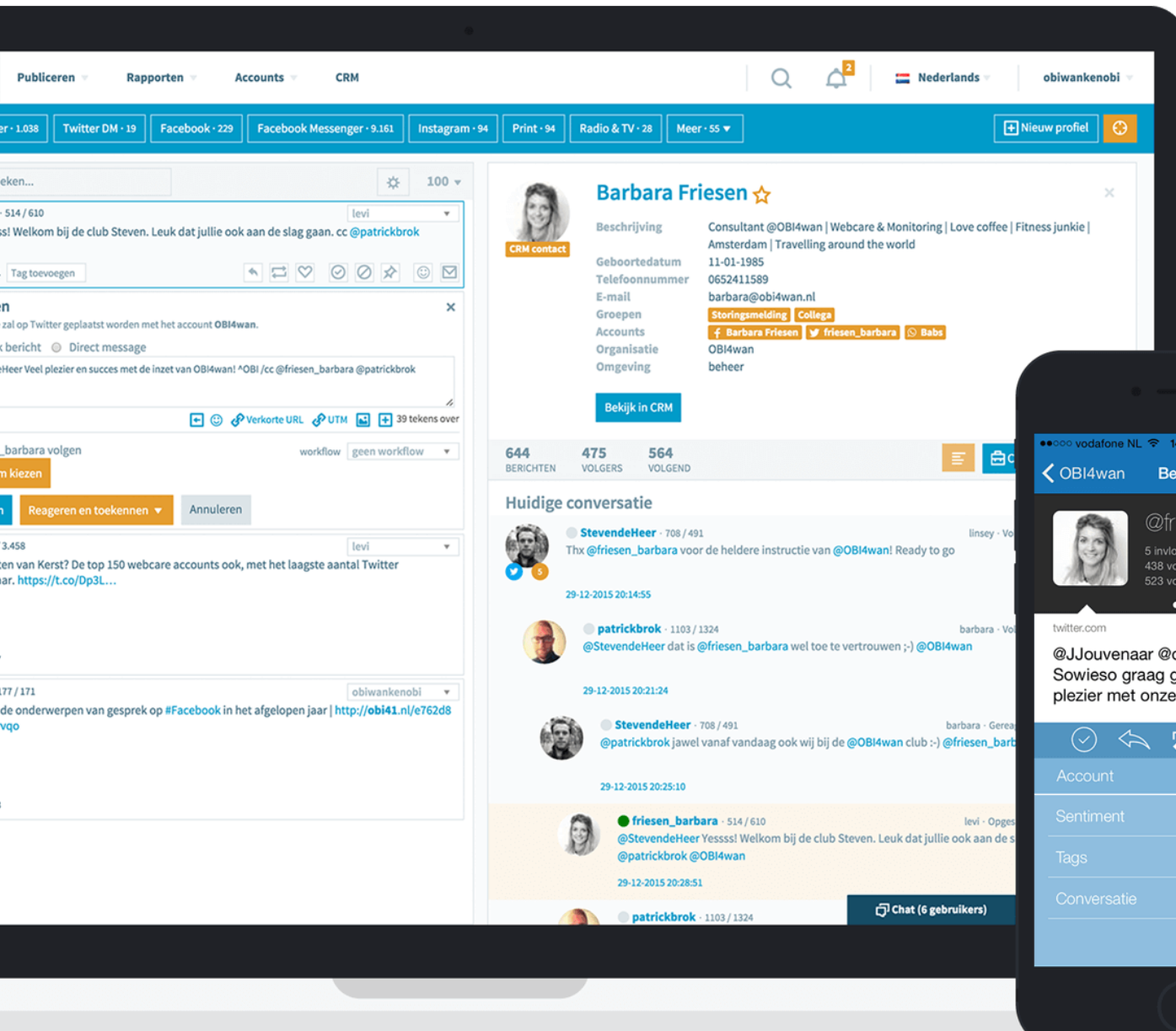
The screenshot displays the OBI4WAN CRM interface. At the top, there are navigation tabs for Webcare, Publish, Reports, Accounts, and CRM. Below this is a search bar and a notification bell. The main interface is divided into two main sections: a chat window on the left and a customer profile on the right.

Chat Window: The chat window shows a conversation with Levi Witbaard via WhatsApp. The header includes the contact name, a search icon, and an 'assign to' dropdown. The chat history shows a message from the contact: "Send and receive WhatsApp messages, pictures and video's with OBI4wan!" followed by a timestamp of 30-11-2016 09:40:13. A "Responding" dialog box is open, indicating that the reply will be posted on WhatsApp with the account OBI4wan. The dialog includes a text input field, a "With full access to conversation history, social CRM and more!" note, and buttons for "Respond", "Respond and assign", and "Cancel". Below the dialog, there is a photo of a sunset over a city. Another message from the contact is visible: "This is also possible for Twitter, Facebook, Messenger, Instagram and other media platforms." with a timestamp of 30-11-2016 09:41:11.

Customer Profile: The profile for Levi Witbaard is shown on the right. It includes a profile picture, a "CRM contact" label, and a star icon. The profile details are as follows:

- Description: #MTFBWY | Altijd Ready For Whatever | Marketing Jedi @OBI4wan | Social Media Monitoring | Webcare | Social Business
- First name: Levi
- Last name: Witbaard
- Date of Birth: 08-10-1986
- Telephone number: 31641776272
- Email address: levi@obi4wan.nl
- Last contact: 29-11-2016
- Organisatie: OBI4wan
- Omgeving: beheer
- Groups: 0. Collega, 5. Storingsmelding
- Accounts: Levi Witbaard, leviwitbaard, Levi Witbaard, Levi

At the bottom of the profile, there are buttons for "Cases" and "View in CRM". Below the profile is a "Current conversation" section with a list of messages from OBI4wan, including timestamps and status indicators like "Pending - open in webcare".



Webcare and online customerservice

Directly respond via social media, fora or reviewsites, using one efficient tool.

OBI4wan offers an efficient workflow, casemanagement and integration with several systems for an optimal social service.

Social media publishing And social analytics

Publish, schedule and measure all your different social media campaigns via the convenient content calendar.

Share your story via your different social media accounts to boost traffic, reach and engagement.

The screenshot displays the OBI4wan social media management interface. At the top, there are navigation tabs for 'Webcare', 'Publiceren', 'Rapporten', 'Accounts', and 'CRM'. The main area is divided into two sections: a 'Nieuw bericht' (New message) composer and a 'Geplande berichten' (Scheduled messages) calendar.

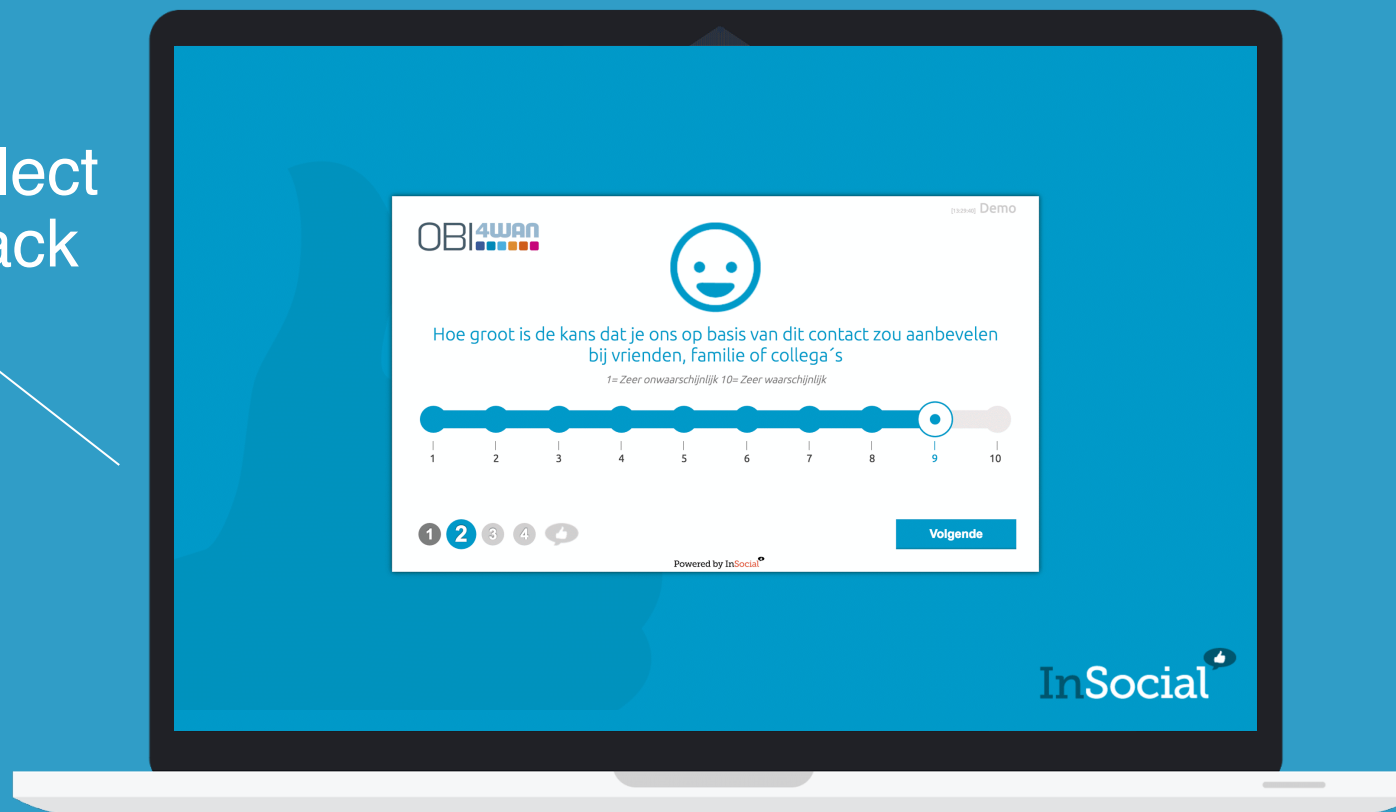
Nieuw bericht (New message) section:

- Includes social media account selection (e.g., OBI4wan, Kies account) and a character count (32 tekens over).
- Has a text input field for the message content.
- Features a 'Publiceer, plan en meet berichten met OBI4wan' button.
- Includes a 'Tag toevoegen' (Add tag) field with a dropdown menu.
- Has a 'Bericht inplannen' (Schedule message) button and a 'Preview' option.
- Includes a 'workflow' dropdown menu.

Geplande berichten (Scheduled messages) section:

- Shows a calendar view from 'vandaag' (today) to '1 mei' (May 1st).
- Messages are organized by day and time slots.
- Each message entry includes a preview of the content, the user's profile picture, and the account name.
- Buttons for 'Tag toevoegen' (Add tag) and 'Event' are visible for each message.

Automatically collect
customer feedback



Integration with
multiple review
platforms

OBI4WAN



bol.com



UNIVÉ
VERZEKERINGEN



Ben[®]



COMMIT project

Collaboration between
OBI4wan, CWI and LDBC

Started in february 2016

One of the goals of the project
is to benchmark different graph
database management
systems

Integrate graph analytics into
the OBI4wan solution



Centrum Wiskunde & Informatica

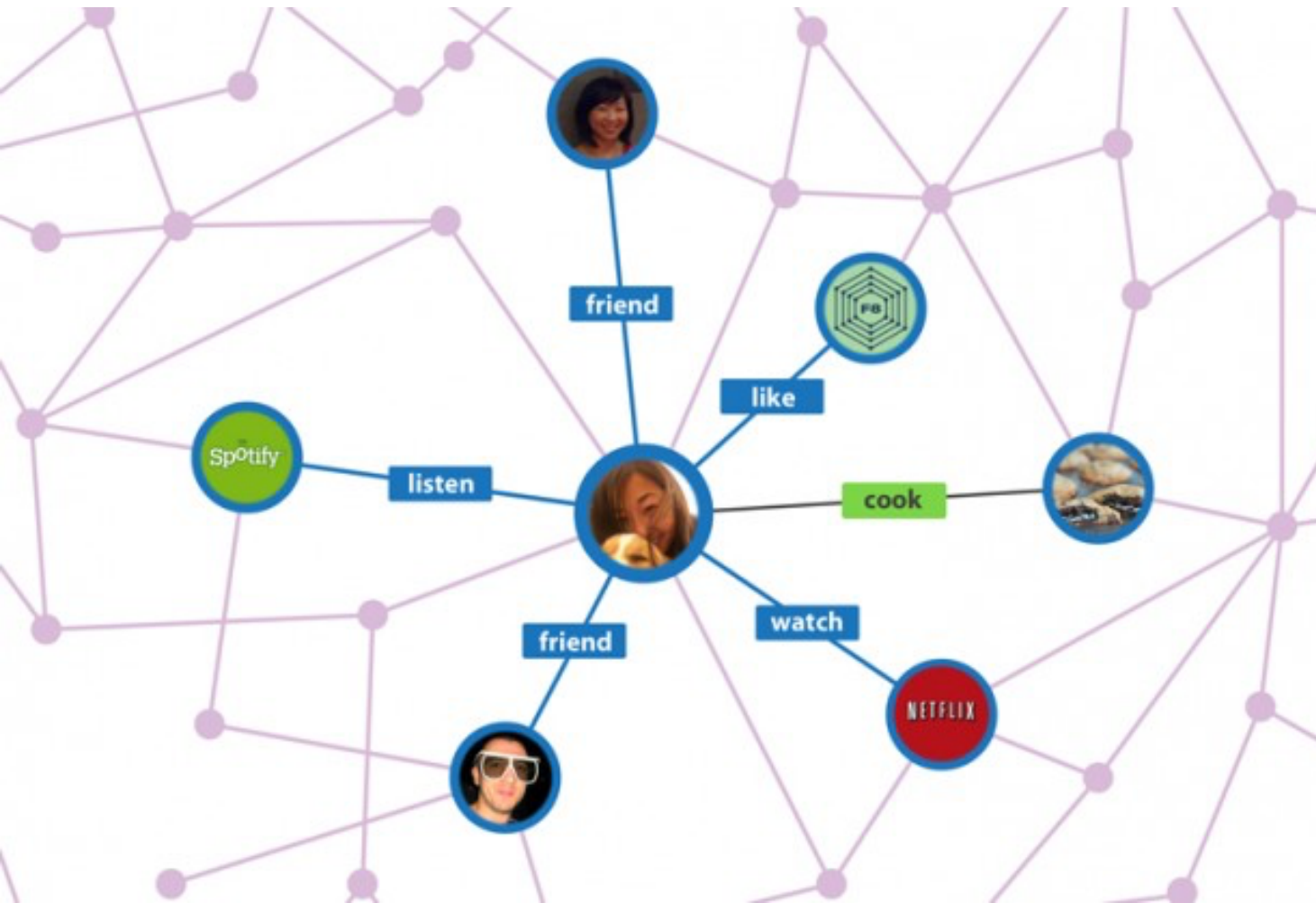


Graphs

Realtime graph analytics and search with fast moving data.

Given a campaign, who are the influencers?

Which of our followers ask questions to our competitors?





MULTI NODE

vs

SINGLE NODE



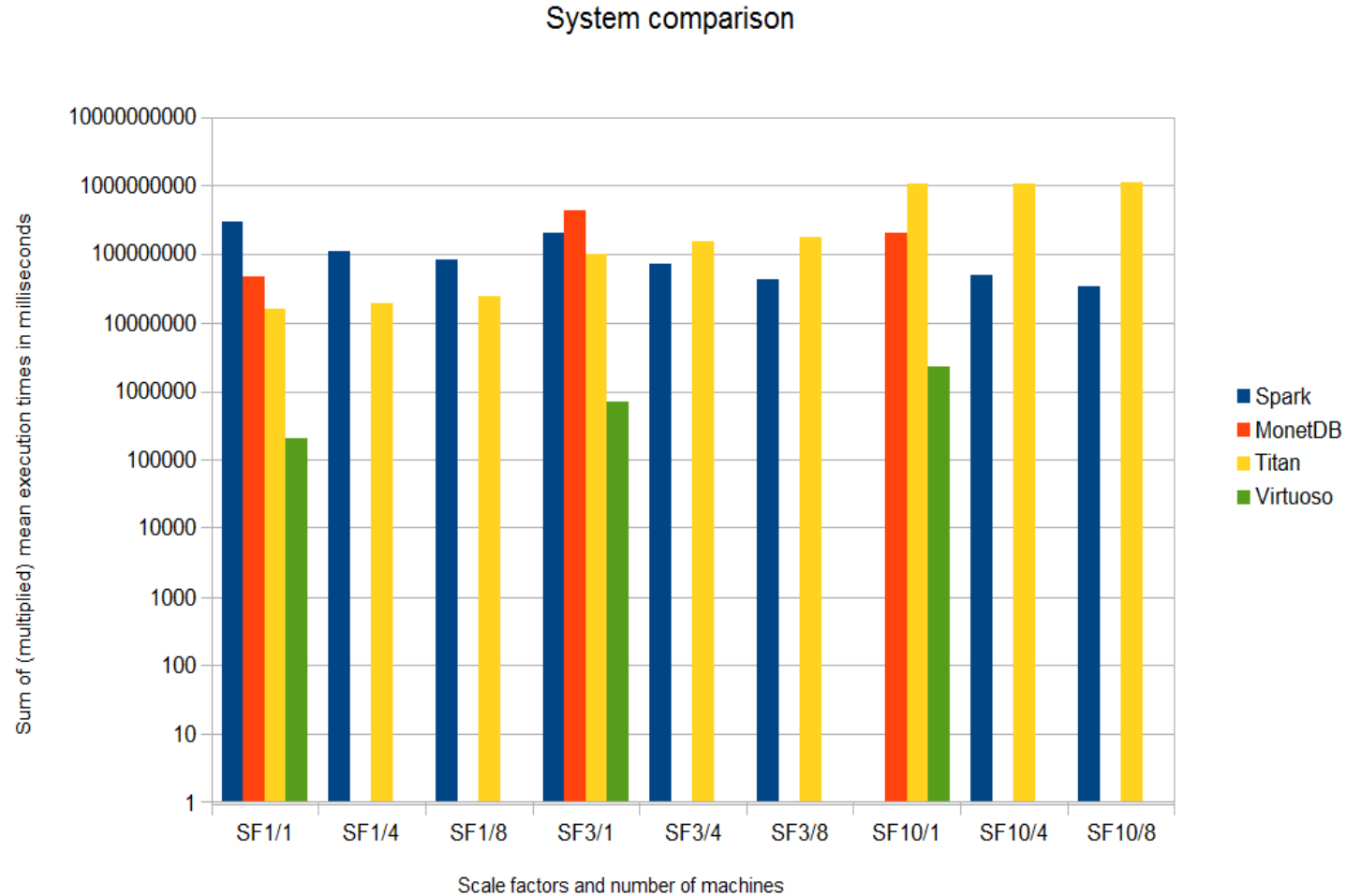
Benchmark results

Titan had trouble loading the data into its graph format

MonetDB had trouble performing the actual graph-like queries

Virtuoso proved to be stable even under high data load.

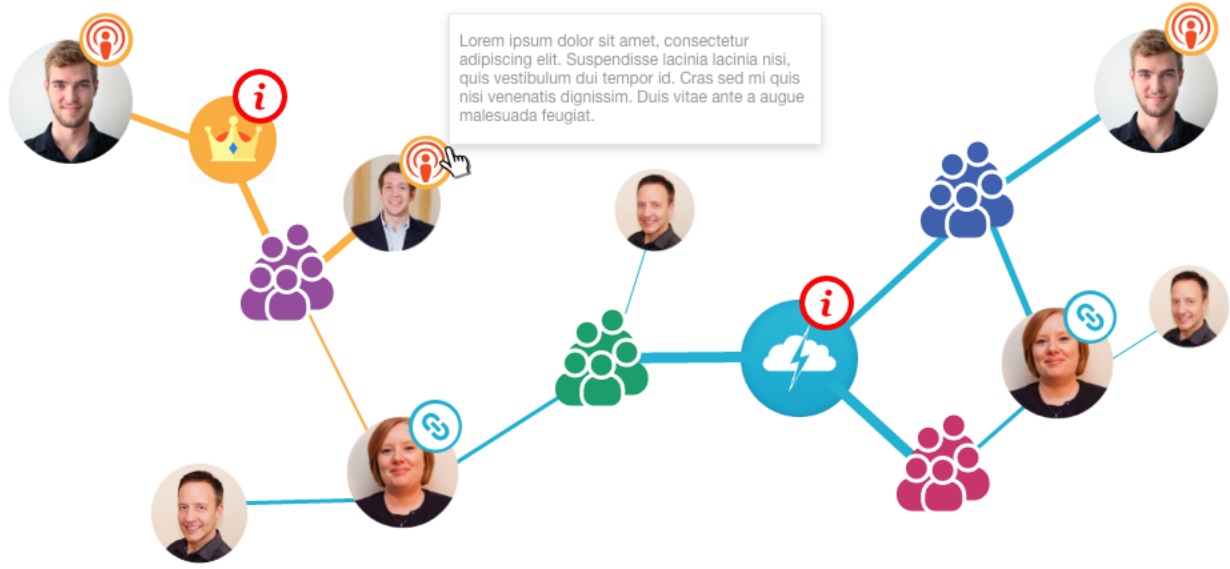
Spark was not always the fastest but scaled very well



Next steps:

1. Building a system for multi-purpose graph analytics using Spark
2. Creating a graph query language for Spark
3. Search and analytics through Spark using the Elasticsearch connector for Spark
4. In the end: Spark only solution

Communication flow



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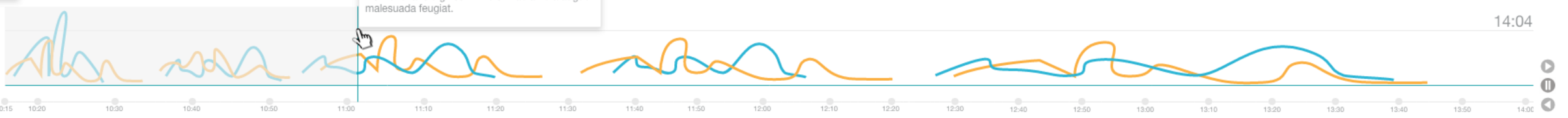
Topics overview

king's day amsterdam king of day burger
 storm festival king's day
 storm bike light storm de film 2017
 storm king's day events
 storm fietsen storm amsterdam

Messages overview

- Search
- Leontiy Lavrenty** Thu, 21 Dec 2000 16:01:07
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam pulvinar mauris in ante accumsan pharetra nec et nisi. In gravida dui rhoncus, gravida lacus id, lobortis ipsum.
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Filters



14:04