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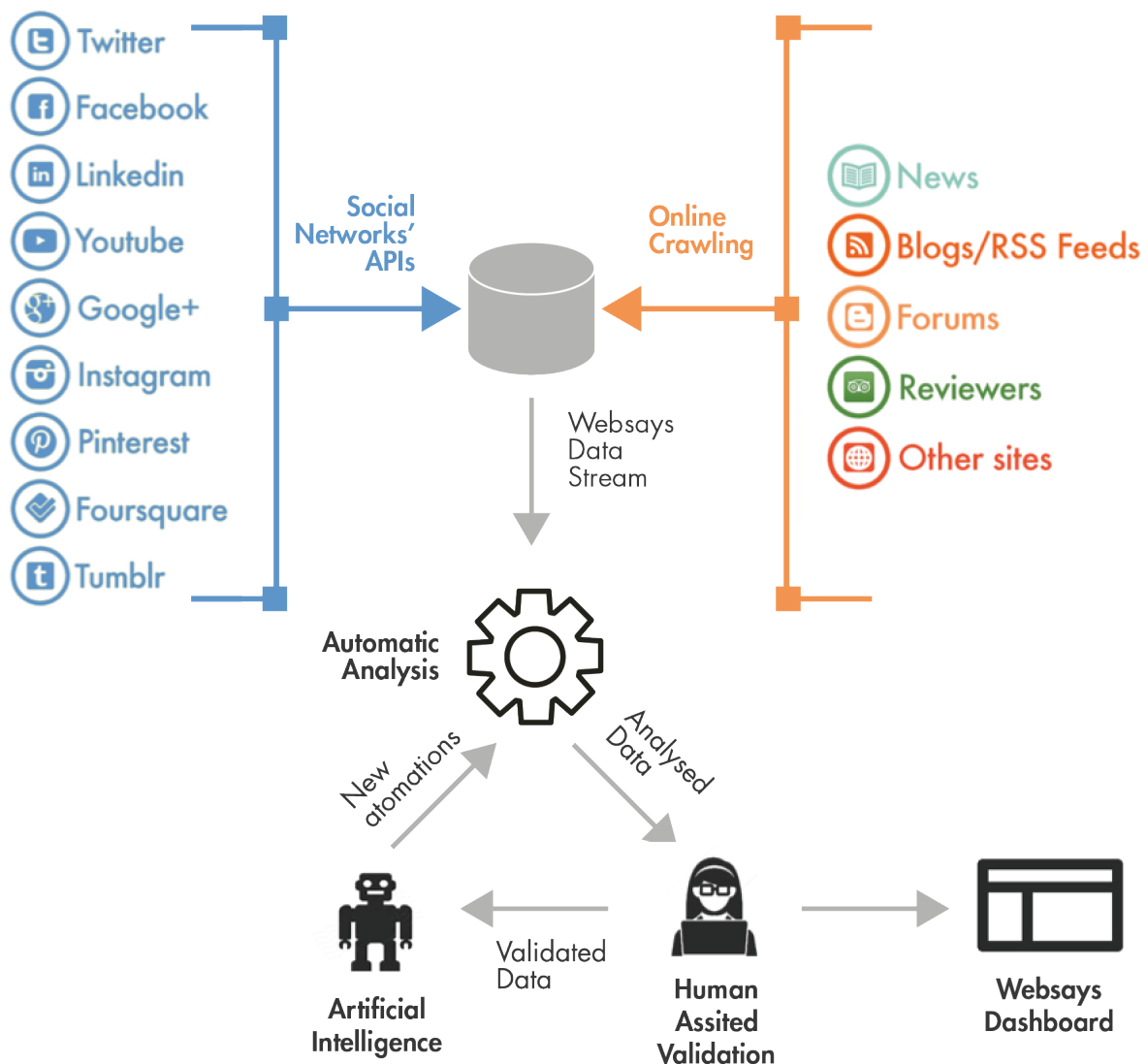
ABOUT WEBSAYS

Established in 2011, Websays is an online listening and analytics platform that is dedicated to listening, analysing and engaging with information being shared publicly online.

The platform is the brainchild of Dr. Hugo Zaragoza, who carved his career in lead research roles at both Yahoo! and Microsoft, where he helped develop its search engine, Bing.

Websays essentially helps individuals and businesses manage their reputations, handle and prevent issues effectively, maximise opportunities that come from 'big data' such as analysing trends or monitoring the competition as well as curating content to share online.

And all this with Proprietary Technology and a unique method that combines human curation and machine learning to provide the best data quality in the market at no extra cost.



PRODUCTS



websays clippings

Mentions in real time and lots of filters to find the needle in the haystack



websays reports

One-click full reports with all the insights you need to understand your reputation



websays comparisons

Compare your brand to your competitors and generate full benchmarking studies easily



websays apis

All the insights provided via API so you can create your customized dashboard



websays custom services

Add social intelligence to your CRM, improve your text analytics, machine learning, ...



websays alerts

Real time alerts on your email/phone about crisis, campaigns or unexpected behaviours



websays publisher

Curate social content and publish it in your site or generate private reports instantly



websays spots

Geolocate opinions about a physical spot on social networks and reviewers



websays city intelligence

Smart topics to help cities become smart by using citizens as sensors



websays streams

Real-time social conversations and insights for panels and screens

FOUNDER



Dr. Hugo Zaragoza has been a researcher at the frontier of Natural Language Processing, Machine Learning and Search (or Information Retrieval) since 1997.

At Yahoo! Research Barcelona, Hugo led the Natural Language Retrieval group from 2006 to 2011. His research dealt mainly with applications of natural language processing to web search applications, in particular relevance ranking and algorithms for search over large and heavily annotated collections (our version of “semantic search”).

Some examples of the work of his group can be seen in the public demos *Correlator*, *Quest* and *Time Explorer*.

From 2001 to 2006 Hugo worked at Microsoft Research (Cambridge, UK) with Stephen Robertson, where he explored applications of machine learning (ML) and natural language processing (NLP) for information retrieval (IR), in particular for corporate and web search, but also on document classification, expert finding, relevance feedback and dialogue generation for games. While at Microsoft Research Hugo also spent a considerable amount of time collaborating with Microsoft product groups such as MSN-Search and SharePoint Portal Server.

Before Cambridge Hugo taught Computer Science and completed a Ph.D. at the LIP6 (U. Paris 6), under the supervision Patrick Gallinari, on the application of dynamic probabilistic models to a wide range of Information Access problems.

For more information, visit his blog at <http://unorganizedmachines.wordpress.com>

CUSTOMERS



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