

What Analysts are Saying About Social Analytics



ABC Named by Gartner as a “Cool Vendor” in Content and Social Analytics, 2014

“Finding insights across multistructured data is a huge opportunity for business leaders to derive value from analytics. The vendors in this report offer unique approaches to preparing data and finding hidden insights and making them available to a wide range of business users.

Source: Gartner Cool Vendors in Content and Social Analytics 2014, Rita L. Sallam, Carol Rozwell, Adib Carl Ghubril, Jenny Sussin, 28 April 2014. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.