

Partner Success Story

The power of MPN



Vigiglobe Joins Microsoft Partner Network, Aims to Expand Global Reach

"To achieve success the quickest, most efficient way possible is through the Microsoft Partner Network."

Laurent Dehasse, Head of Sales and Partnership



Vigiglobe is a small ISV that, in a relatively short time, has made a big impact in the still-formative social media analytics space. Armed with true real-time customer and citizen sentiment, Vigiglobe allows businesses and organizations to make the well-informed, impactful decisions.



"Because we have Azure behind us, we know we can scale up with no limit. This validates the business model we planned initially. It makes it real."

Laurent Dehasse, Head of Sales and Partnership

Situation

Born from the public perception that no tool could have predicted the 2012 Arab Spring, Vigiglobe founders set out to create a solution that could do just that. They came up with a unique algorithm that tracks live Twitter sentiment, predicting seismic, previously unforeseeable shifts in political and social spheres.

"People want to know what people are saying about their brand, leaders and events in real-time and constantly," said Head of Sales and Partnership Laurent Dehasse.

Research and development continued in earnest over the next year, culminating in series A funding that captured many investors' attention. By July 2014, Vigiglobe raised \$2M and hired one of its first clients Leendert de Voogd as CEO.

De Voogd's experience in politics and public opinion

polling would frame many of the high-profile wins Vigiglobe has had to date, feeding the triple digit growth rates the company has seen in the last year.

Solution

When Vigiglobe set out to create a one-of-a-kind social media analytics tool, the founders knew it would have to be different from every other metric-aggregating tool on the market. As a result, the founding team developed a machine-learning algorithm that analyzes the semantic nuance of each tweet to determine true sentiment. Now, for the first time, a social media analytics tool can factor irony and sarcasm into its calculus, while accurately gauging public opinion in real-time.

This underlying IP is what supports both Vigiglobe's primary offerings.

Quick Look

Company: Vigiglobe

Industry: Social Media Analytics

Founded: 2012

Employees: 15

Headquarters: Nice, France

Website: vigiglobe.com

WIZR™

Wizr is a fully automated out-of-the-box SaaS solution built largely on Azure. WIZR™ collects and analyzes Twitter and Facebook data in a number of areas such as demographics, brand tracking, and trending topics. Anyone can open an account, begin tracking sentiment, and create reports on any conversation happening on social media in a matter of a few seconds.

On-demand Services.

This offering goes beyond the software capabilities of WIZR™ and delves into the consulting, creative agency space. It not only gives customers next-level analytics across language barriers, but also a channel to push unmatched insights through. This can take the form of a customized app, a unique web widget, or publishable sentiment analysis displays. Vigiglobe's focus on true sentiment and socio-demographics segmentations thanks to AI is its differentiating feature. With real-time sentiment scores, users gain a contextualized approach with which to ensure the accuracy of analytics. These qualitative analytics are what make Vigiglobe special.

High-profile use cases

Despite its geographical limitations and its status as a startup, Vigiglobe has completed several high-profile projects across Europe and the Middle East. In the past year alone, Vigiglobe has powered Eurovision European Elections debates, the Egyptian elections for MBC Al Hadath, Quebec's The Voice, the Scottish Independence Referendum, the FIFA World Cup, the Rugby World Cup and others.

Sky News has also become a key customer for Vigiglobe. In addition to a website widget and an app developed for their journalists, Sky News has repeatedly turned to Vigiglobe for Twitter and Facebook analytics needs during their coverage of the UK General Elections. The high-watermark came earlier this year at the United Kingdom Leaders' Debate, where Vigiglobe was tasked with pushing real-time analysis of viewers' reactions to the Prime Minister's debate. Armed with the sentiment analysis of 1.6 million tweets over 90 minutes debate, Sky News debate moderator was empowered to ask questions and follow up based on live reactions.

"Azure is the brick that gives us all the scalability that our clients require"

Laurent Dehasse, Head of Sales and Partnership

Vigiglobe's fast rise and ability to quickly spin up large-scale projects caught Twitter's attention. The San Francisco-based social media titan hand-selected the French startup to helm a #Ramadan project that

streamed celebratory sentiment throughout Dubai International Airport, the largest airport in the world. Proving Vigiglobe can offer real-time qualitative curation on such a sensitive subject. Vigiglobe

developed the algorithm across nearly 15 languages and stood up a feed onto over one hundred screens in just two weeks.

"It was a crazy and fantastic project," said Dehasse.

11/14 Paris Attacks

Vigiglobe has always prided itself in enabling customers the make decisions based on real sentiment in the shortest time possible. On the night of November 14, 2015 this was tested like never before.

Vigiglobe was hired by German automobile manufacturer Volkswagen to create a fun, social media event during an international soccer exhibition featuring the German and French men's national teams.

During the first half of the game, 3 suicide bombers detonated explosive vests outside and near Stade de France where the match was taking place.

Vigiglobe watched a cavalcade of Twitter data

flood their analyses. Before the soccer broadcast and other news outlets confirmed the attacks, Vigiglobe knew that shooters were attacking Paris.

"This is exactly the power of social media," said Dehasse. "The people in those places weren't only reacting, but proactively commenting on what was happening."

Almost immediately, Vigiglobe notified Volkswagen what they were seeing. Armed with the latest information, the German automobile manufacturer made the decision to complete the project but to end all mentions of the shootings.

As citizens of France and Paris, however, Vigiglobe

separately stood up their own analysis and tracker.

"Of course we wanted understand the evolution of things. We didn't expose the project because we didn't want to exploit the situation," said Dehasse. "Honestly, we were just worried. We want to understand the world right now. The world was in a horrible place, but I wanted to understand what was happening and what people were saying?"

On the Monday that followed, Vigiglobe's separate, private analysis would be used by BFM, a large French media outlet, in its coverage of how social media played a part in the terrorist attacks.

Vigiglobe and Microsoft

Vigiglobe only joined the Microsoft Partner Network (MPN) in the late spring of 2015, but has hit the ground running—presenting at the Worldwide Partner Conference (WPC) this summer.

Despite the early success, Vigiglobe never envisioned Microsoft playing a crucial role in its business plan.

“We were very much from the open-source mindset,” said Dehasse. “To be very transparent, Microsoft wasn’t the most obvious partner.”

Vigiglobe changed its perception of Microsoft for two reasons, observed Dehasse. First, they learned that Azure was a strong enough platform to run their IP. Secondly, there was a unique business

opportunity afforded by the MPN—scalability.

“We believe other partners have the bricks we need to develop our extensive roadmap,” noted Dehasse. “We probably could do it all by ourselves, but it's not the most optimal way to succeed. To achieve success the quickest, most efficient way possible is through the Microsoft Partner Network.”

Vigiglobe has done well with a 15-person team, selling and executing off-the-shelf, fully-serviced projects, but their bandwidth is limited. Dehasse openly admits, Vigiglobe’s strength is its technology. With key partners on the consulting side in various geographies connected via MPN, Vigiglobe could improve its offerings and expand its customer base by untold amounts.

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Software and Services

Microsoft Azure platform

- Microsoft Azure Development Kit
- Microsoft Azure Virtual Machines