

Corporate Fact Sheet – Sysomos Inc

COMPANY PROFILE

Name: Sysomos Inc.
Employees: 10
Founded: 2007
HQ: Toronto, Canada
Website: www.sysomos.com



SENIOR MANAGEMENT TEAM

Nick Koudas, President/CEO
Nilesh Bansal, Chief Technology Officer
Blair Cumming, Director of Business Development
Mark Evans, Director of Communications

CURRENT INVESTORS

GrowthWorks Capital
Ontario Centres of Excellence

MEDIA CONTACT

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WHAT WE DO

Sysomos is redefining social media analytics by providing corporations, marketers, public relations agencies and advertisers with a powerful platform that lets them monitor, measure, understand and engage with the fast-growing social media universe.

THE MARKET

Sysomos is striving to become the leading social media analytics service by providing customers with access to a database of billions of social media conversations collected over the past three years. With more than 500 million people around the world creating user-generated content, there is increasing demand and need for social media analytics to provide customers with insight and intelligence needed to make smarter decisions.

WHAT SYSOMOS FEATURES

Sysomos is bringing business intelligence to social media, providing instant and unlimited access to all social media conversations to quickly see what's happening, why it's happening, and who's driving the conversation.

Through the use of contextual text analytics and data mining technology Sysomos collects billions of social media conversations from blogs, Twitter, social networks, messages boards, news media, wikis and a growing number of major new sources.

OUR PRODUCTS



Media Analysis Platform (MAP), a powerful robust software to conduct in-depth analysis, understand social media conversations, and generate reports featuring valuable insight



Heartbeat, a cost-effective, real-time monitoring, engagement and measurement tool that provides constantly updated snapshots of social media conversations delivered using a variety of user-friendly and customizable graphics.

HISTORY

Sysomos, Greek for "everything together", emerged from an advanced research project started in 2005 at the University of Toronto. The company was founded by Nilesh Bansal and Nick Koudas, and was incorporated in September 2007.

MANAGEMENT

The company is led by Nick Koudas, PhD an authority in data analytics with more than 20 patents, and more than 100 research publications in the areas of database systems, text analytics, and information mining. Nick is also a professor of computer science at the University of Toronto.