



Aegis Social Media Services

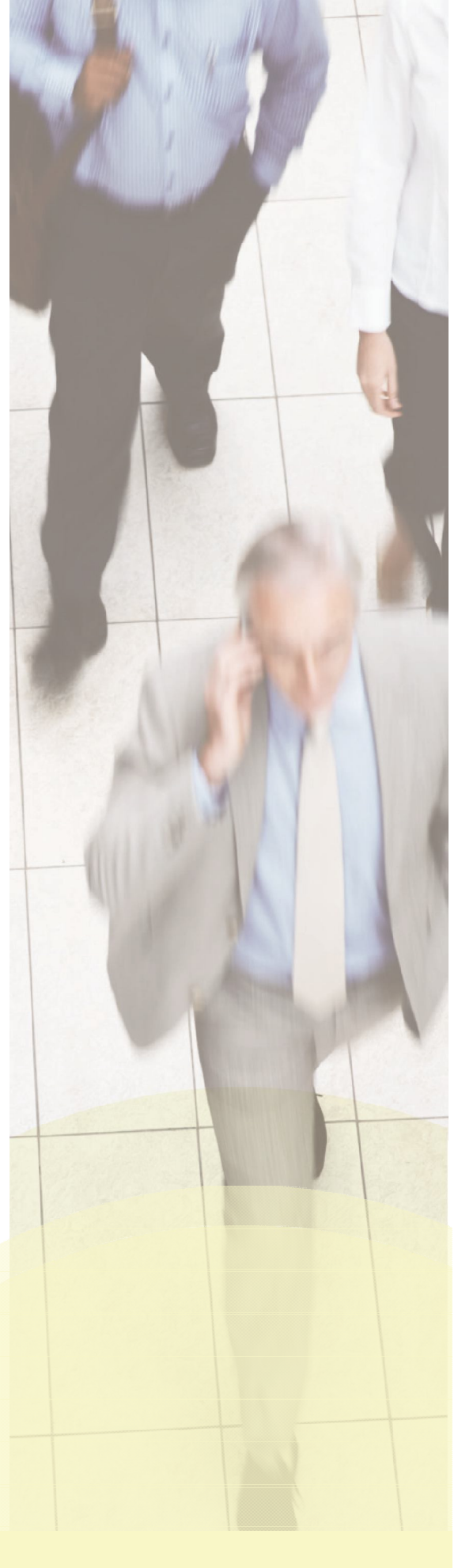
**Vendor Assessment
Report Abstract**

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10 pages

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Who Is This Vendor Assessment For?

NelsonHall's social media profile on Aegis is a comprehensive assessment of Aegis social media offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Aegis offerings and capabilities in social media services. Aegis is one of a number of social media services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Aegis began its social media services during 2011 through simple monitoring, analytics and interaction services.

Aegis has developed its own social media platform called AegisLISA which is a cloud based platform with functionality that includes: listening, interaction, and brand management.

Aegis provides granular reporting of root cause of brand sentiment in varied formats including delivery to mobile devices.

Current social media clients include:

- Philippines airline
- Auto manufacturer
- South African Telecoms Company
- Services organization
- Australian football club
- Retail organization
- Indian Telecoms Company.

Scope of the Report

The report provides a comprehensive and objective analysis of Aegis's social media services, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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Report Length

10 pages

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Social Media Services Vendor Assessments Also Available for:

Firstsource

Xerox

Genpact

HP Enterprise Services

Wipro

Capita

WNS

Dell

Sitel.