Reputation. Communication. Design.

A *Supernova* is a more energetic stellar explosion than that one of a nova. Supernovae are very bright and cause a radiation emission that can exceed that of an entire galaxy for short periods. An enormous amount of *energy* is thrown at high speed, flooding the surrounding space and therefore making the most beautiful and largest fireworks in the *Universe* rise.

In the same way our era is characterized by an enormous production of digital *Data*, growing year by year with no similar comparison in history. The progression is not linear but *exponential* and the trend does not seem to stop.

The digital universe is flooded with daily data of all kinds from social networks, web and databases of various origins following the same dynamics of a supernova that explodes and floods the universe with energy.

What we do

Supernova Data offers a customer tailored and customer centered consulting service about Reputation, Communication and Design.

Reputation. A huge amount of online data (Web, Social Network, Deep Web, TV, Radio, Podcast) are identified, collected, refined, processed and interpreted in order to make their meaning better understood by the customer, in a more effective and interesting way. **Supernova Data** performs Sentiment Analysis through three phases - Quantitative Analysis, Qualitative Analysis and Strategic Definition - and determines the *Reputation*.

Communication. *Content Plan* is determined leveraging results from *Sentiment Analysis* and realizing a *Cross Channel Content Matrix*. A *Channel Architecture* is defined for each Channel and then every *TouchPoint* is going to be designed and implemented.

Design. *Design Thinking* approach is used along each step of production in order to reach an innovative and dynamic company management. The Design is also the mantra of **Supernova Data** for the customers' satisfaction in terms of *User Experience* (UX) and *User Interface* (UI).

Who we are

Supernova Data has in its *DNA* the know-how and experience of processing a large amount of data and obtaining *Brand* and *Personal Reputation* thanks to its *Research Center* composed by People who use the most advanced tools on the market.

Supernova Data is able to perform the best *Communication Plan* starting from people's perception and following the *Design Thinking* method beyond the classical digital strategy approach that reaches the best *User Experience* and *User Interface*.

The *Team* consists of Professionals and Top Managers from Consulting and Industry with heterogeneous skills to leverage on synergies among them.

Supernova Data is flexible and dynamic in order to satisfy its customers' needs in terms of the required skills and resources.