

NRC advised **Webfluenz**, a Singapore headquartered social media analytics company on its **Strategic Sale** to **Mu Sigma**



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We are pleased to announce that Nine Rivers Capital acted as the sole financial advisor to Webfluenz on its strategic sale to Mu Sigma.

Webfluenz is a Singapore headquartered Social Media analytics company that has created a platform to monitor, analyse and manage social media and the realtime web. The firm has helped customers such as toy retailer Hamleys, Publicis Omnicom Group and Japanese advertising firm Dentsu to track and analyse social media conversations on topics or brands. The platform includes technology such as natural language processing, multi lingual text analytics and advanced algorithms for sentiment mining.

Mu Sigma, which is valued at \$1 billion and counts Microsoft, Pfizer and Dell among its clients, will integrate Webfluenz's technology to create products to mine real-time intelligence from huge chunks of data.

"Webfluenz will add significantly to Mu Sigma's products portfolio in serving our clients' advanced needs going beyond traditional social media monitoring," said Deepinder Dhingra, head of products and strategy at the data analytics company

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webfluenz[™]
What gets measured, gets managed

