# Pinnacle Campfire™

Data collection and aggregation tools that work with the web to grab data from social media, news, blogs, retail sites, and IoT devices have been difficult to implement. Now, you can easily enter search terms of your product, service, business, or even your competition - and Pinnacle Campfire will do the rest.
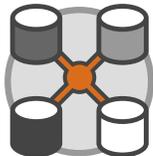
## Deliver These Product and Service Benefits to Your Team

| Intuitive access via desktop or mobile | Integration with analytical applications | Integration across multiple databases | Supports rich media content including images and video | Analysis of brand mentions in social media | Respond to public sentiment | Integrate social data with company data |
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## Collect Web Data

Pinnacle Campfire can be customized to **collect real-time** data from blogs, resale sites, commerce, social media, survey entries, product-use information, sensor data, or any source on the web.

## Easy and Remote Set Up

Pinnacle Campfire delivers a **clean and lightweight web interface** for enabling easy set up of your search collections and categories. Teams on the go can be empowered to remotely set up, modify, or monitor all of the captured data from their computer, laptop, and even their smart phone or mobile device.
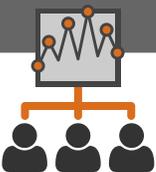
## Automated Aggregation

Customized API development and integration with Pinnacle Campfire can provide **scheduled or event-based** aggregation automatically.

## Cloud Hosted Solution

The implementation of Pinnacle Campfire is **turn-key, hosted in the cloud and managed** with the Pinnacle Shelter service.

## Data Collection, Cleaning and Scrubbing Tools for Any User

**Powerful data aggregation and cleaning** for your team

**Easy-to-use interfaces** for reviewing, ranking, and tagging data from multiple sources

Assess volume of input and score data with **manual or automated options**

**Real time metrics of aggregated data** and integration with other analytical solutions

**A self-serve user interface** that eliminates the need for IT intervention

**Standardize, scrub and maintain data streams** from web or IoT sources

CAMPFIRE

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