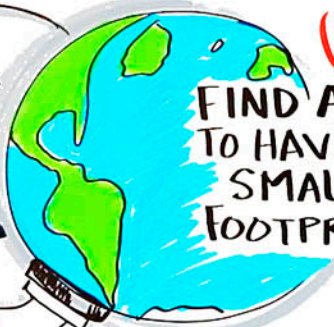


# SCALABLE

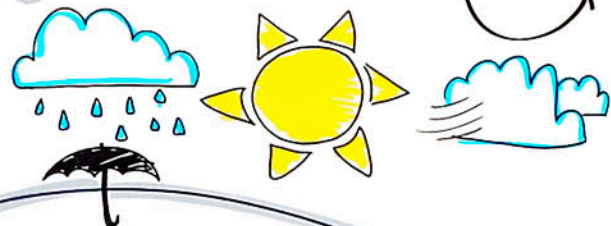


FIND A WAY TO HAVE A SMALLER FOOTPRINT



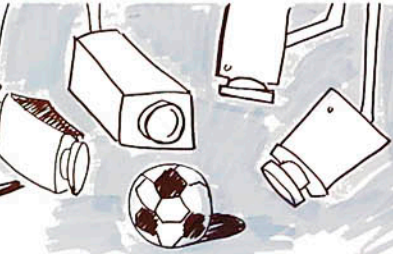
HORIZONTAL

IT'S A BIG PLUS!



1 MILLION CONCURRENT USERS  
BIG DATA ALLOWS US TO ENGAGE WITHOUT CUSTOMERS

DOZENS OF VIDEO CAMERAS CONSTANTLY RECORDING



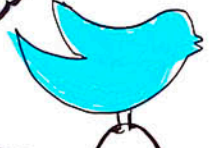
GENERATING BILLIONS OF BITS OF INFO EVERY MATCH

WE'RE DROWNING IN DATA



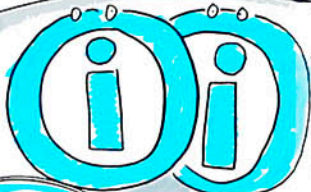
SOMETIMES, THE DATA COMES TOO FAST

"WE DELIVER VALUE BY FIXING THE THINGS WE BROKE!"



MODERATOR TOM STILWELL  
GARY O'CONNOR, CHIEF ARCHITECT, BBC  
JOHN O'DONOVAN, DIR. & TECHNOLOGY, PRESS ASSOCIATION  
ANDY YATES, ENGINEERING FELLOW, INTELLIGENCE AND INFORMATION SYSTEMS, RAYTHEON COMPANY  
ANA-MARIA CUCULEA, DIGITAL MEDIA SOLUTIONS ARCHITECT, WOLFE-ERB

## CUSTOMER PANEL



INFORMATION NEEDS TO TALK TO EACH OTHER

### EXPLOIT METADATA

MARK LOGIC IS MAKING IT TOO EASY!

WE'VE FLIPPED THE CONE OVER



### ACCURACY CONSISTENCY SPEED

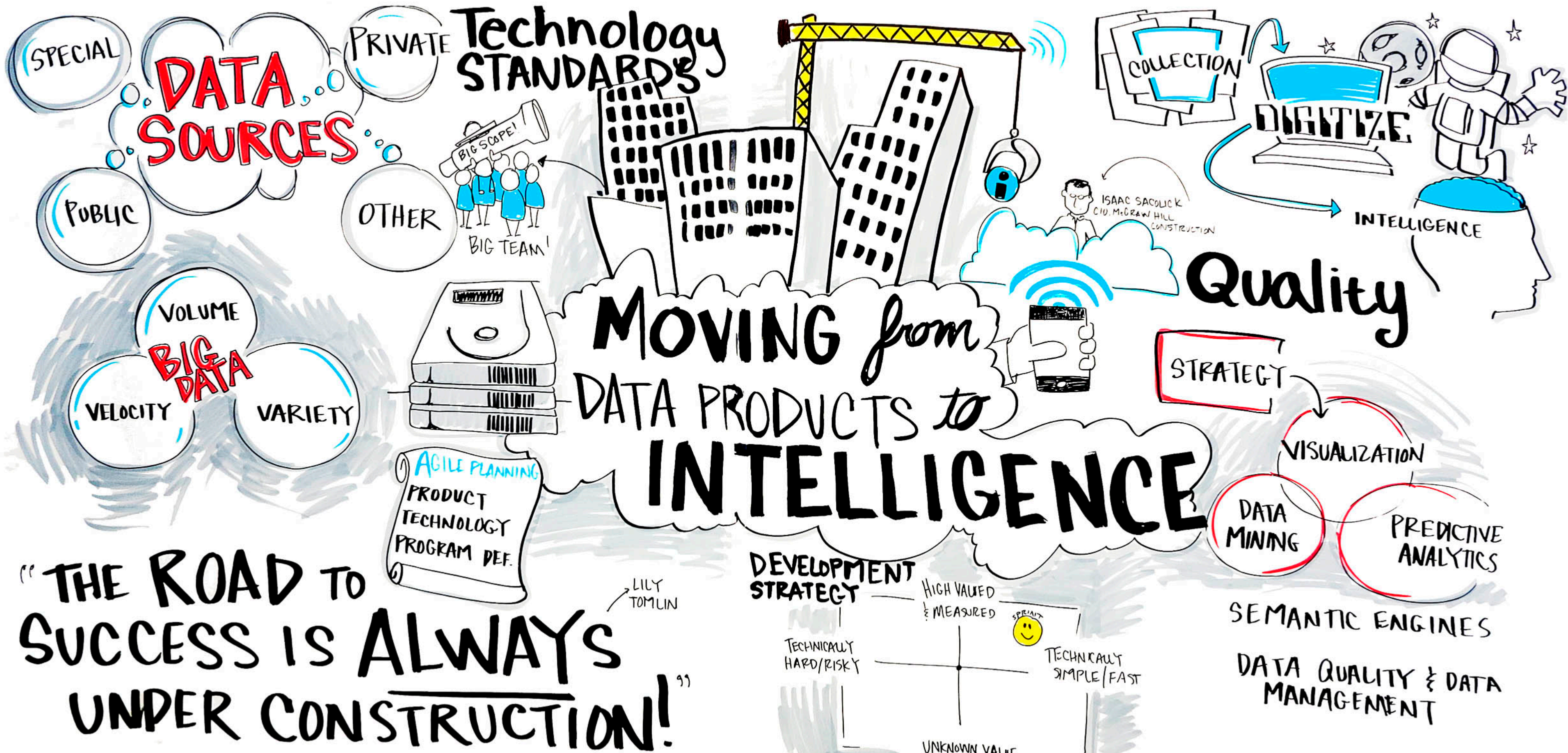
### THE FUTURE

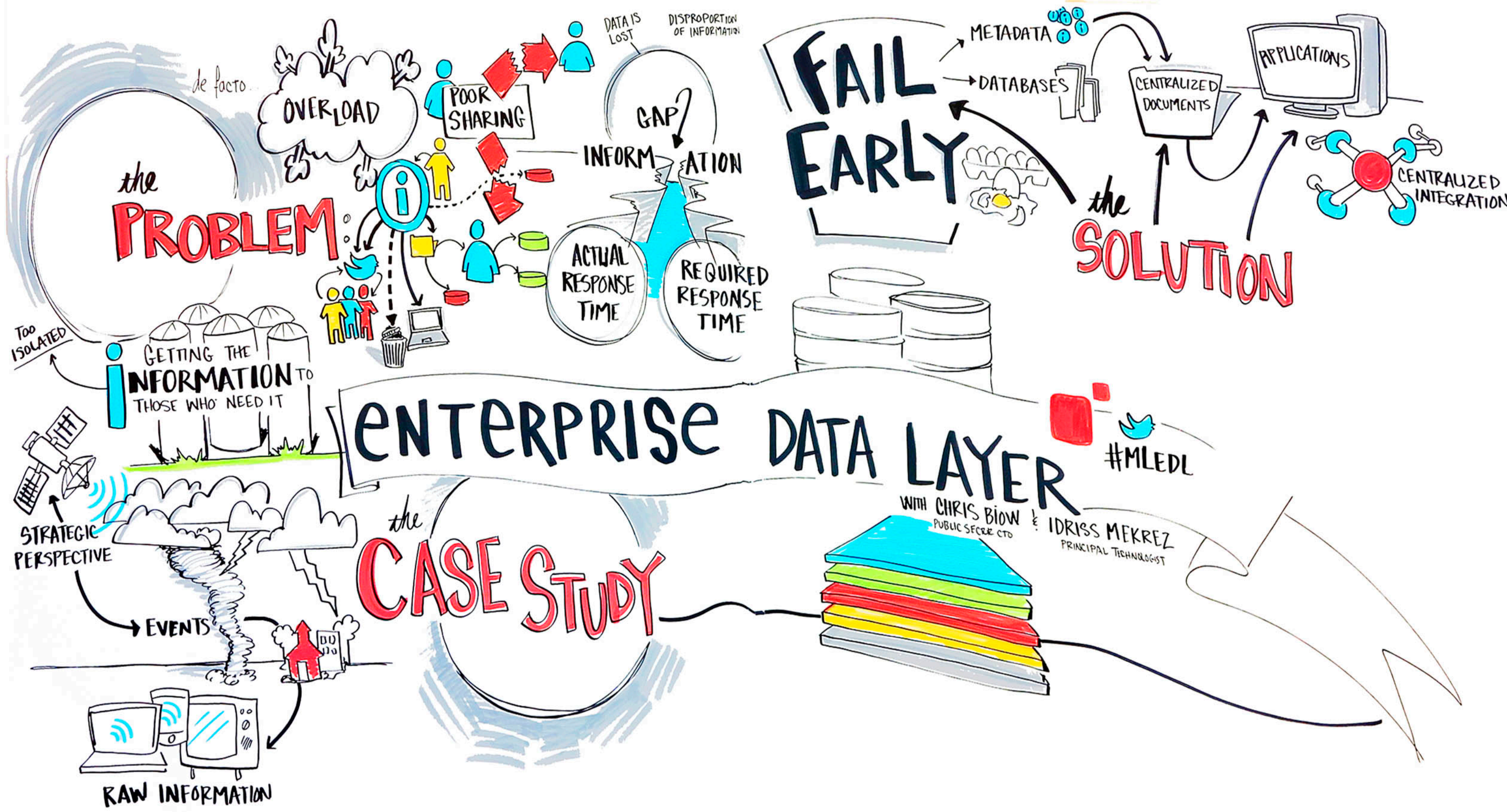


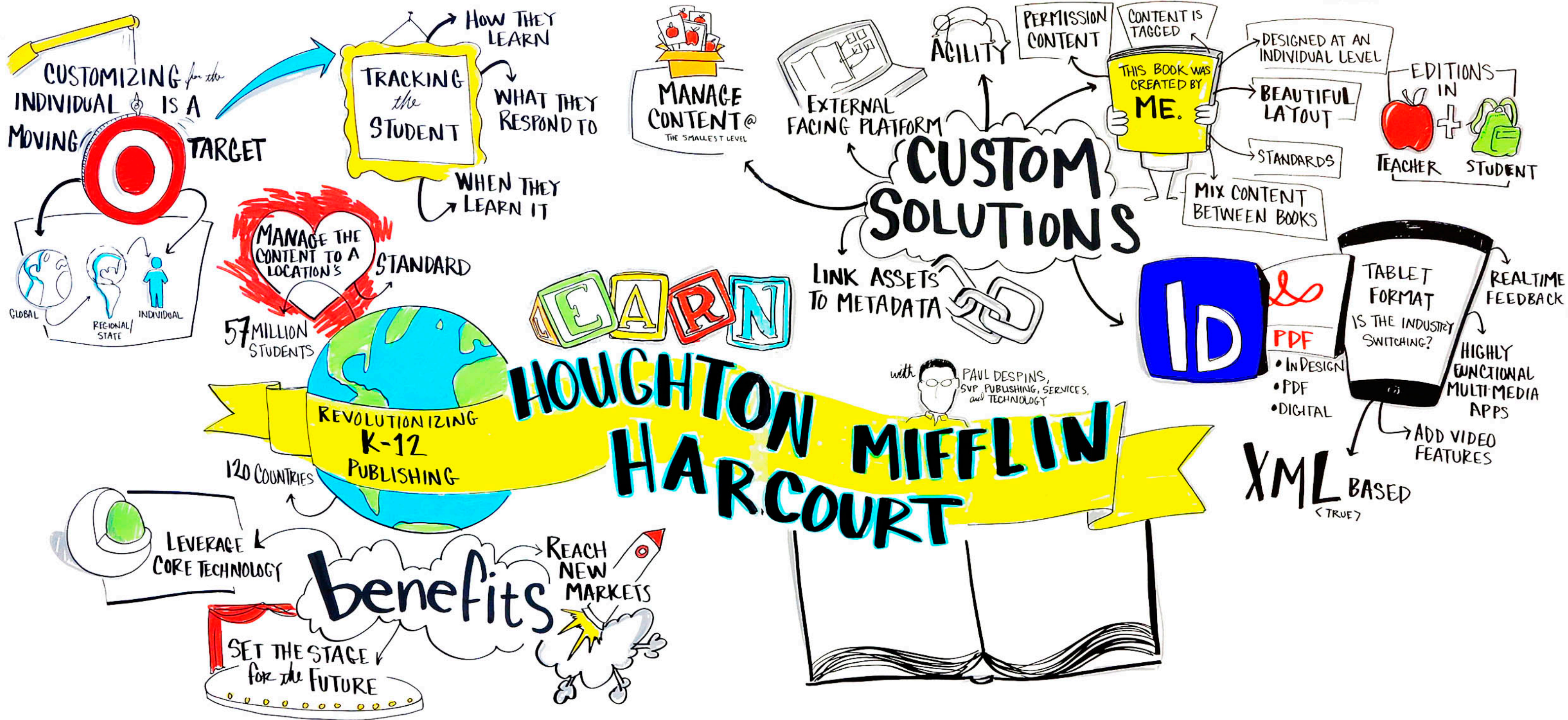
### the HOLY GRATE

### SPOT THE FIRST TRENDS

NOT JUST THE BIG ONES







EVERYTHING THAT CAN BE INVENTED, HAS BEEN INVENTED!

WE ARE IN A DATA REVOLUTION!

WORD OF THE YEAR 200 YEARS

CONNECTIONS

1800 1900 2000 2020

INNOVATION IS ABOUT CREATING VALUE

BAM! THERE'S MY PHONE!

MMM USB TOAST!

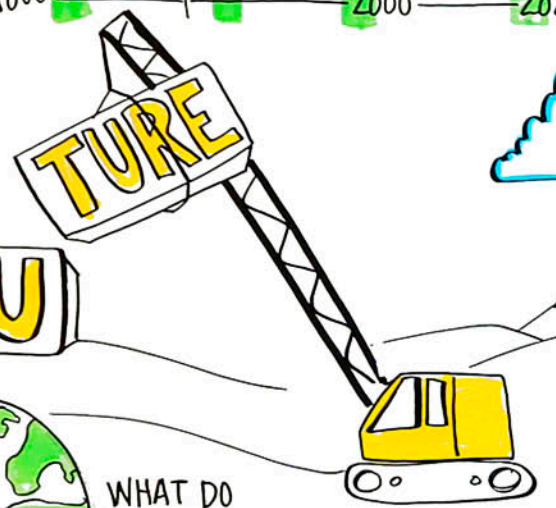
\$3999

LIVING, WORKING and INNOVATING in the AGE OF BIG DATA

big DATA

FU

WILL CHANGE BEHAVIOR



WHAT DO I LOOK LIKE TO YOU?

WHAT HAPPENS WHEN YOU CAN NOT GET OUT OF THE BOX?

ARE YOU LOOKING INSIDE OR OUTSIDE?

BIG DATA KNOWS MORE ABOUT YOU THAN YOU DO!

big DATA ARCHITECTS DISRUPTION



TOM KOULOPOULOS PRESIDENT & FOUNDER OF THE DELPHI GROUP AUTHOR OF NINE BOOKS!

BIG DATA HAS A PATTERN ONLY IF YOU LOOK INSIDE!

UNCERTAINTY

BIG DATA THE ART OF Seduction

LIKE PLAYING CHESS WITH A THREE YEAR OLD

COMPLEXITY

ADAM! GET OFF YOUR DAMN COMPUTER AND WATCH SOME TV!



**ink**  
**factory**  
you talk. we draw. it's awesome.™

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