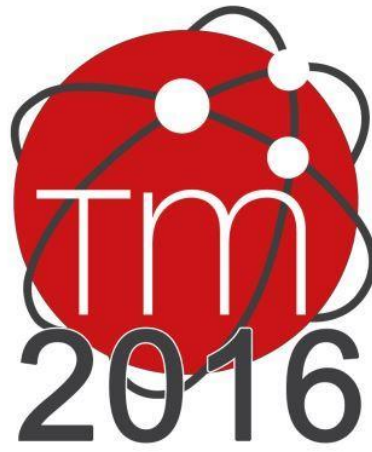




The Three Pigs and the Wolf

Miguel Borrás

CEO

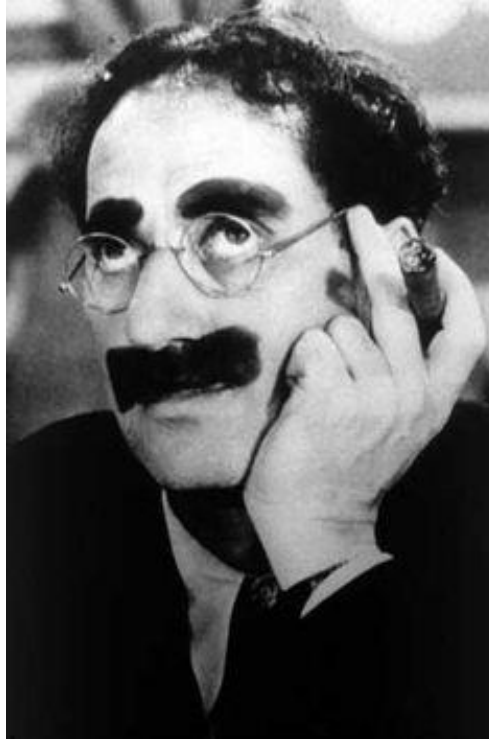
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Oh, you have a web site...



Tell me again about
how Great is the Big Data

Through 2018,

80% of data lakes will be
inefficient

70% of Hadoop deployments
will fail

This is not about Big Data

This is about Big Content

Anania_Epos.xls

Sheet1

100%

Help

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

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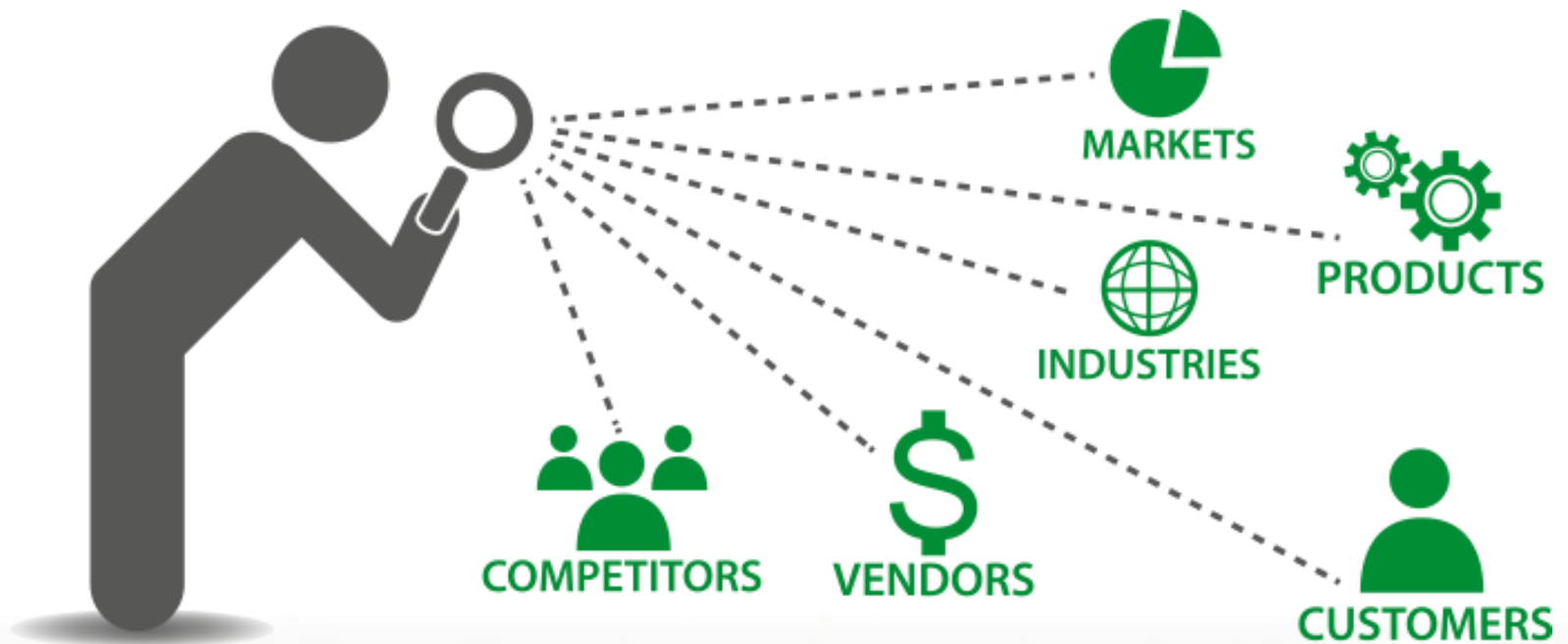
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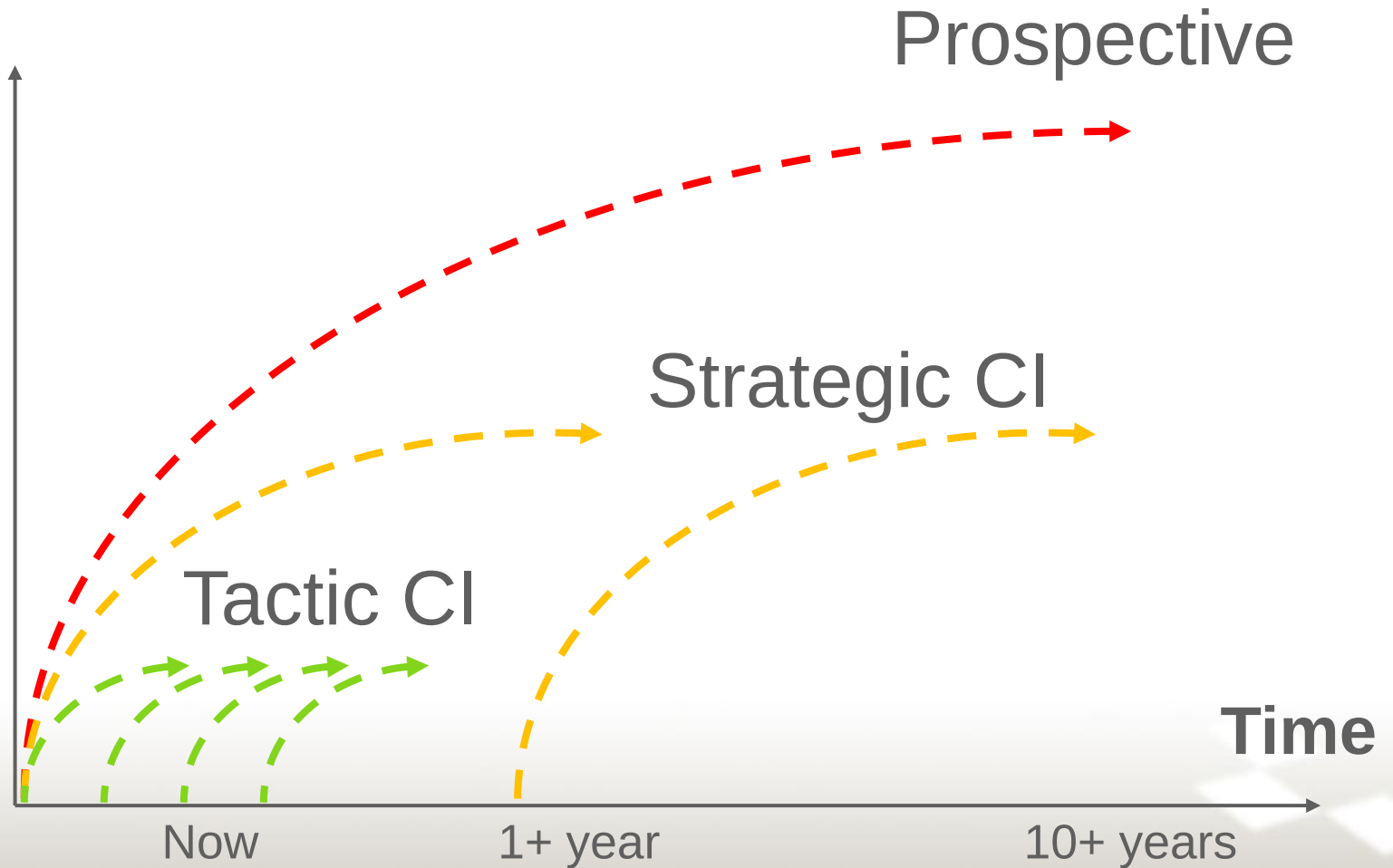


How?

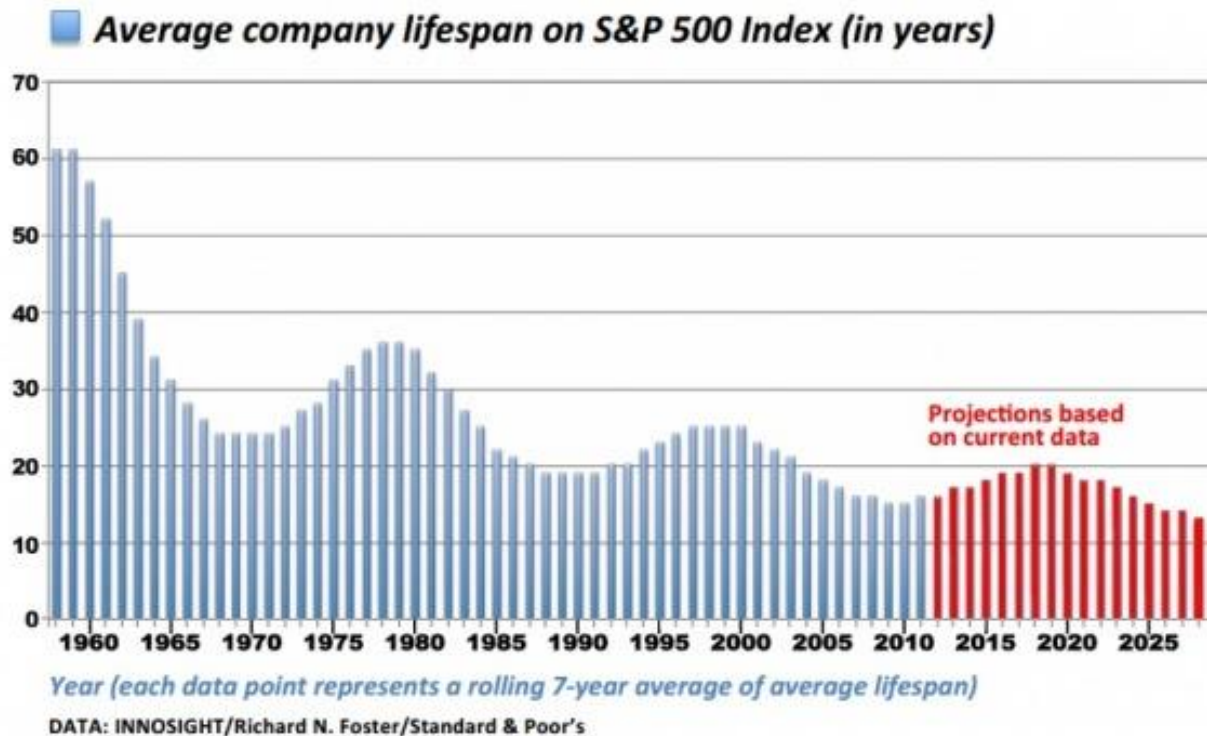


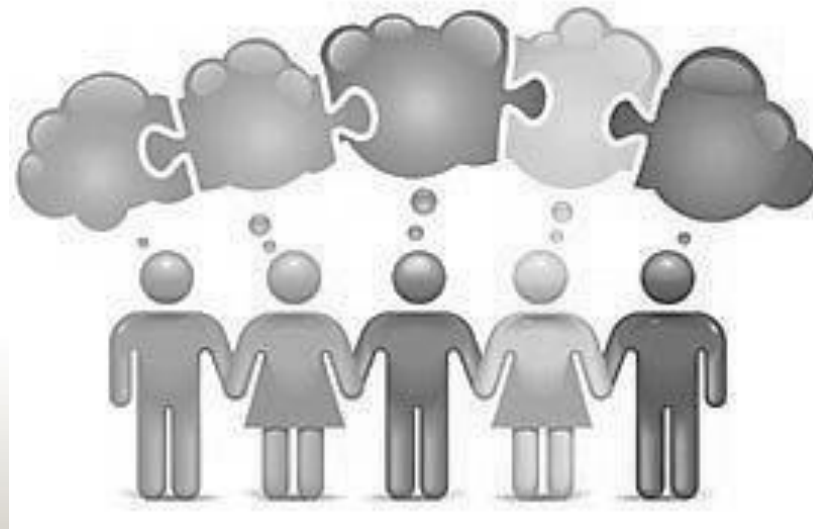


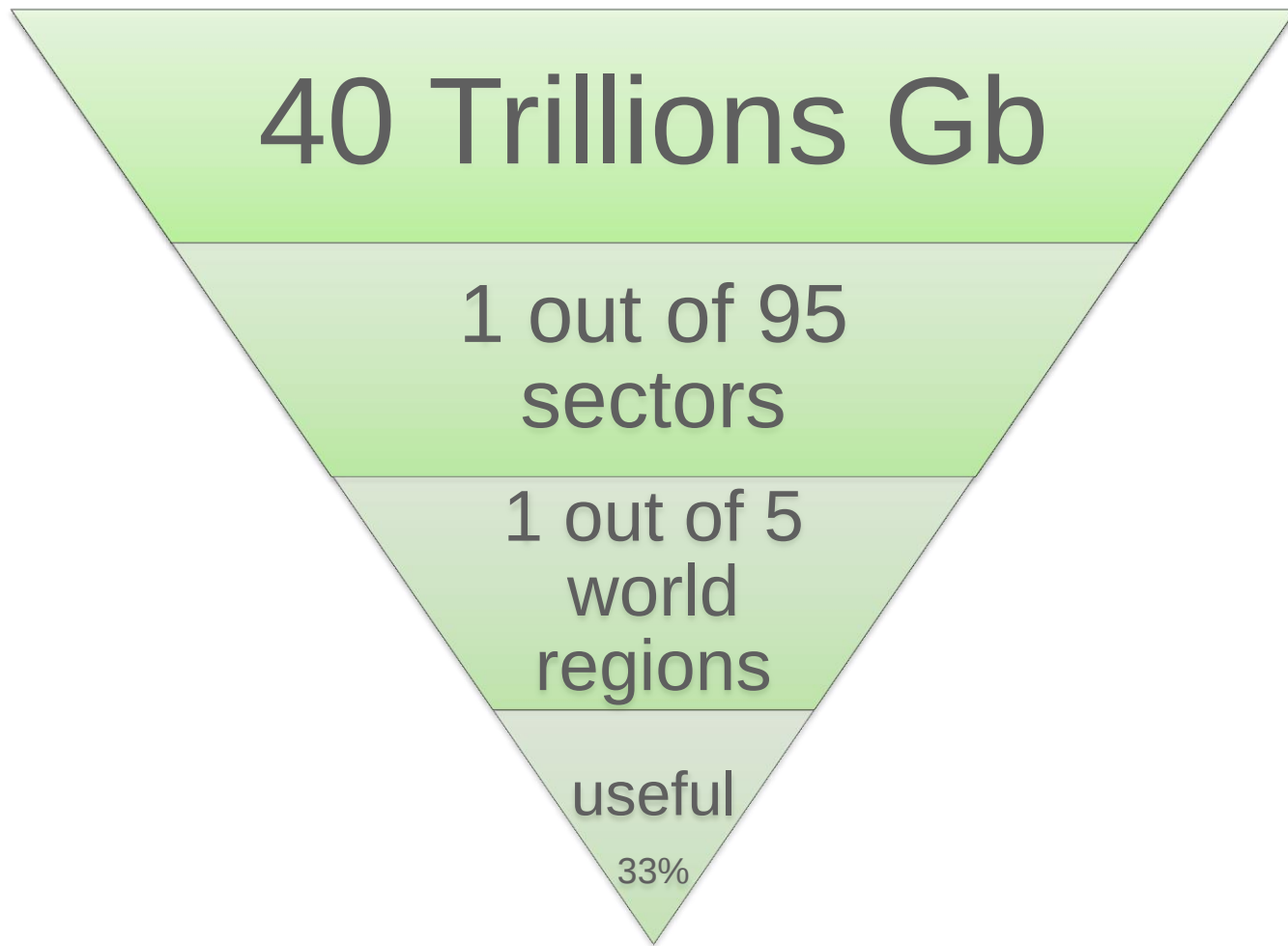
Uncertainty & Value



Why prospective?



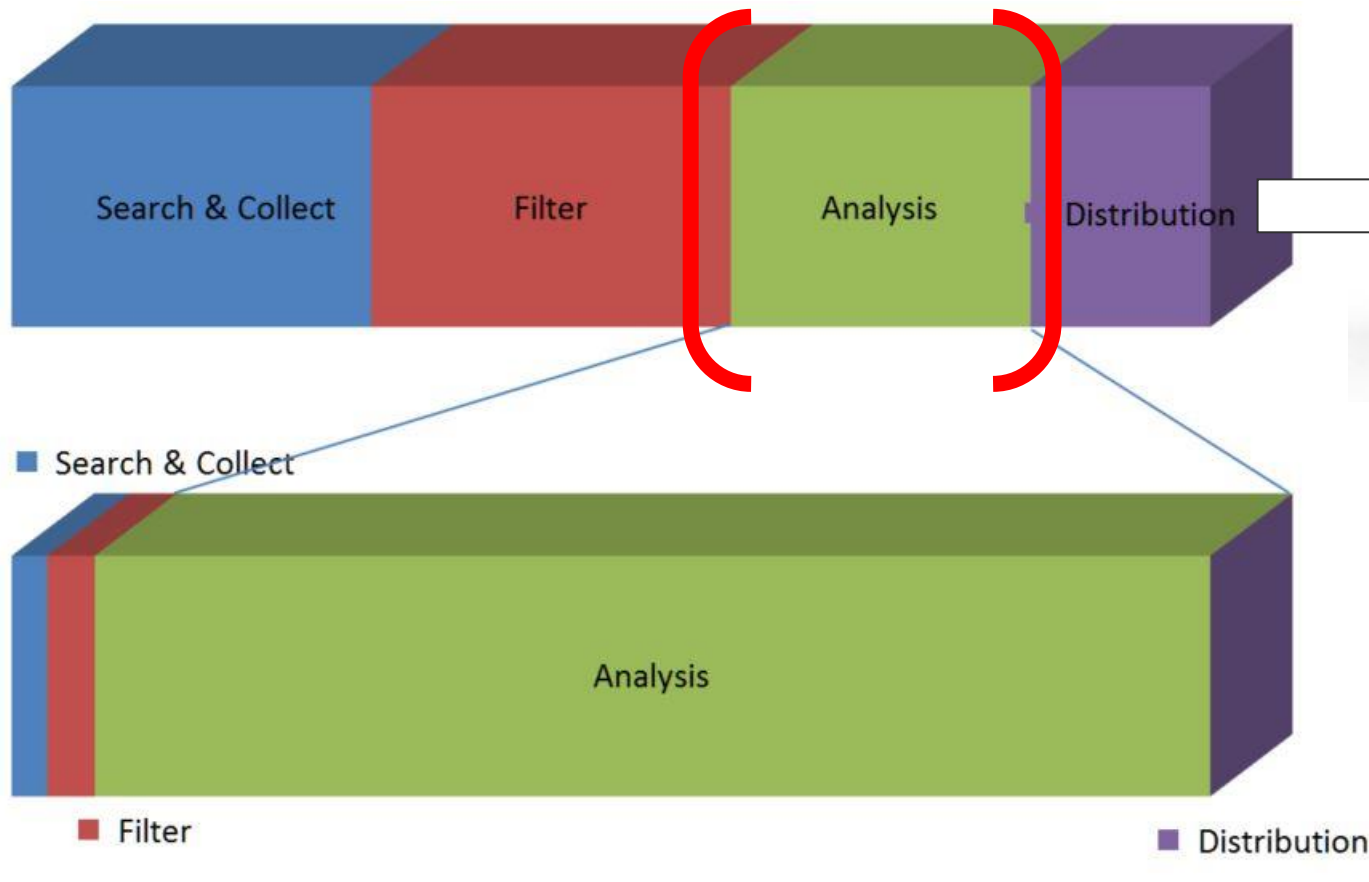




28.000 Billions Gb



Only 25% of standard effort adds Value



**The analysis
does not
reach the
decision
making**

Wow!
Good news for

mussol
see further. grow faster

65%

Of companies

plan to automate

the intelligence







“In the Team we trust”

Personnel 100%
devoted

-7%

Part-time teams

+15%



For the whole company



Current challenges for CEOs

- Support the decision making
- Incorporate the employees' knowledge of market and business
- Assess the capacity of the organisation on threats
- Demonstrate ROI of CI

SMB average investment in Intelligence

1 %

of turnover



ROI or

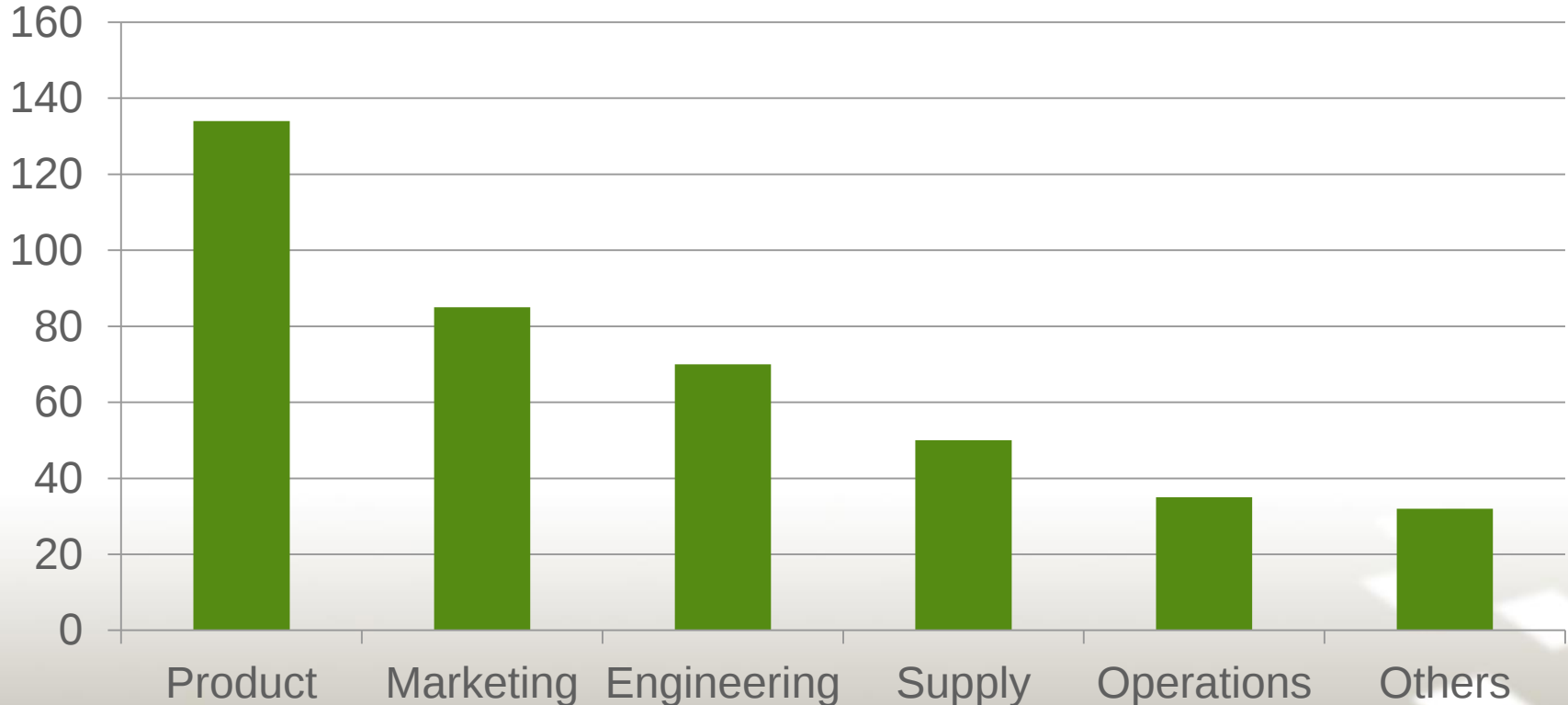


Value for

New or existing projects

Process improvement

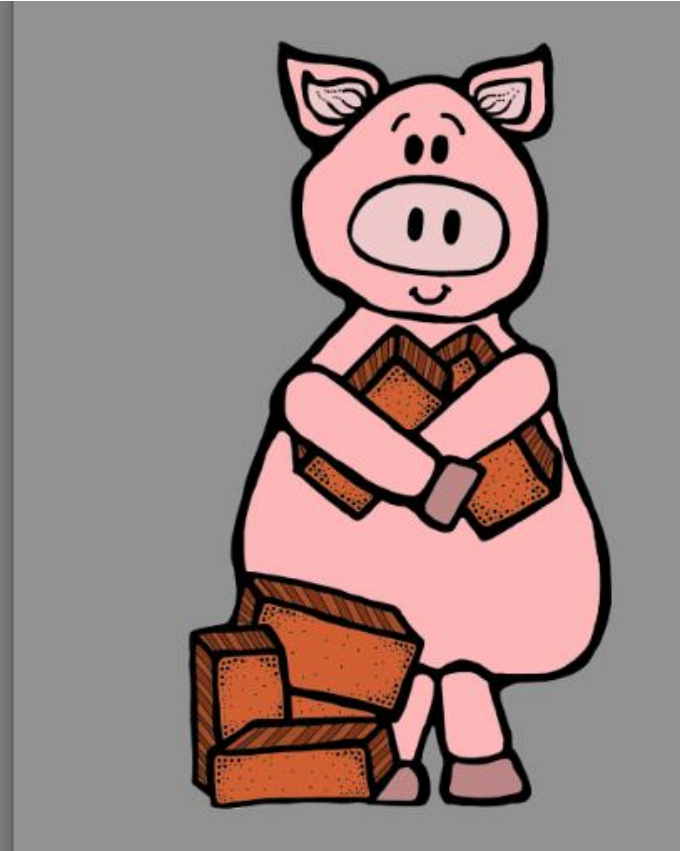
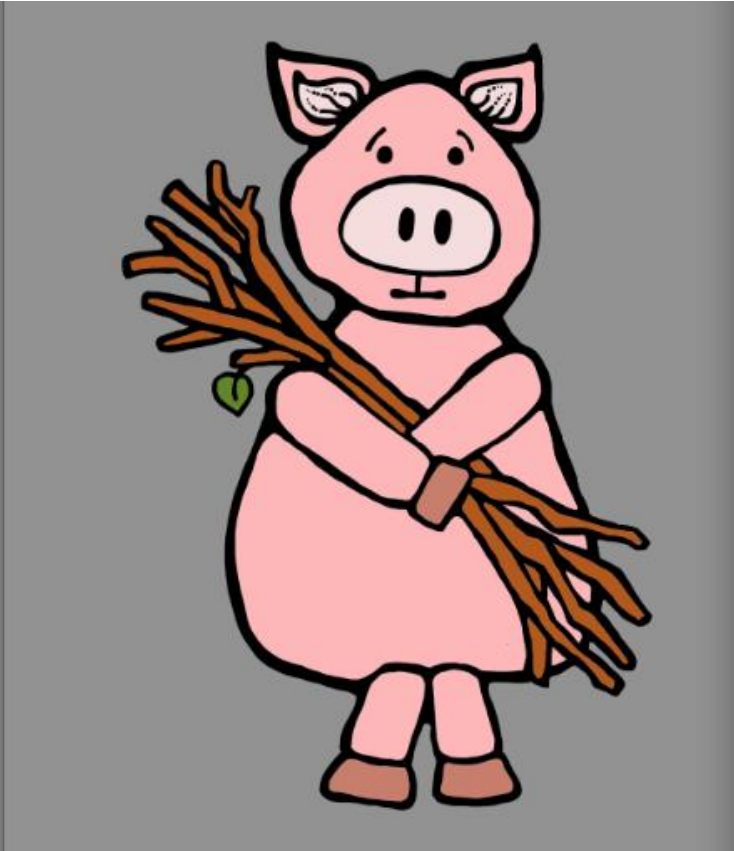
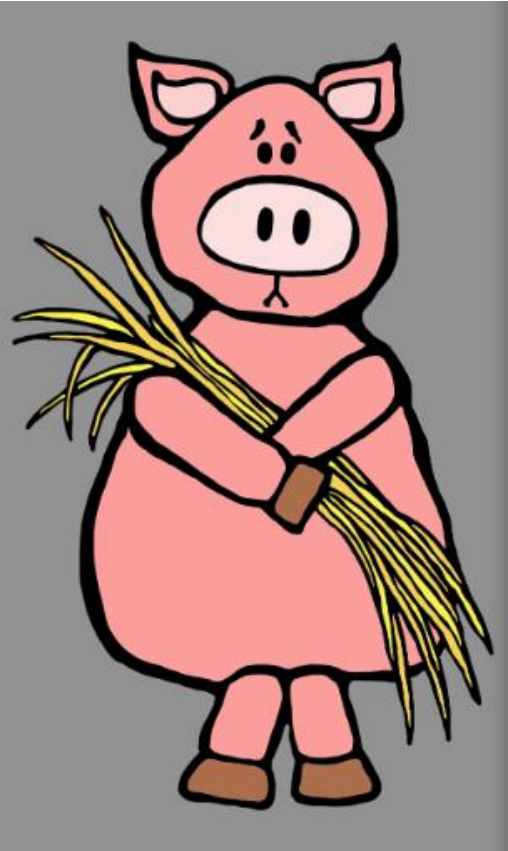
Problem solving



Tactics

Strategy

Prospective



Thank you for listening

musso  *l*
see further. grow faster

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Let's talk



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