



Redefining Industry Leadership with **Big Data & Analytics**

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Why BIG Data Matters

You can Monetize It

\$48.3B by 2018 @ 40.5% CAGR

IT'S NOT ABOUT THE DATA

Industries Reinventing Themselves



Analytics



Access to World Data



**DO YOU KNOW WHAT
CYBER ATTACKERS
LOOK LIKE?**

They're in your data. We'll show you where.

- Combating terrorism
- Prosecuting crimes
- Fighting fraud
- Eliminating waste



Real-time Information Discovery and Delivery

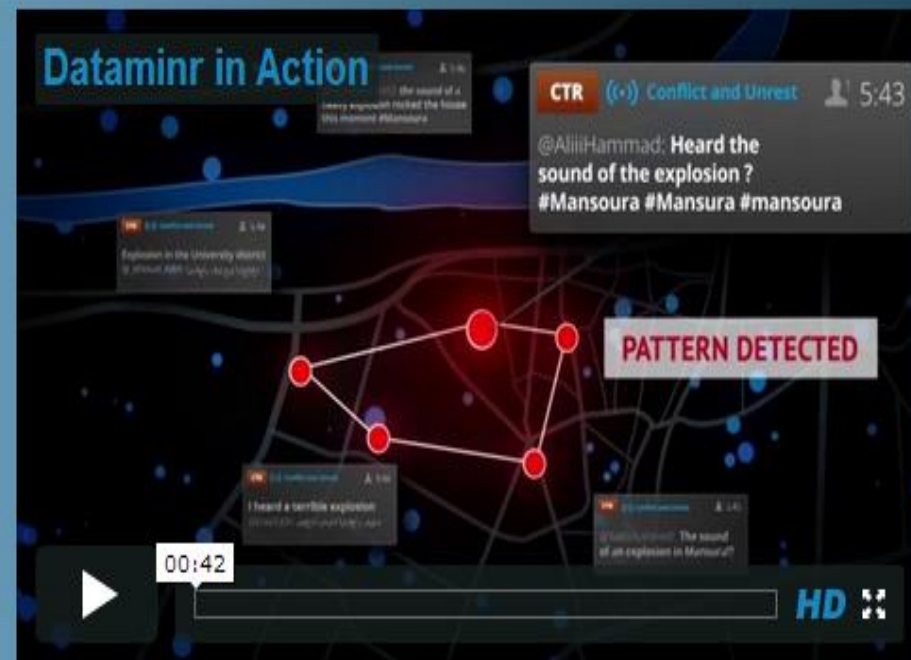
Dataminr transforms the Twitter stream into **actionable alerts** the most relevant information in real-time for clients in Finance, News

most relevant information in real-time

Using powerful, proprietary algorithms, Dataminr

powerful, proprietary algorithms
earliest warning for breaking news, real-world events, off-the-radar content and emerging trends.

Dataminr alerts you to information first, so you stay one step ahead.



- Finance
- News
- Public Sector



PEPSICO



Tropicana



INSIGHTS

Identifying consumer demand in revolutionary ways. Freely sharing data with each other. It's what drives us. It's what drives smiles.

LEARN MORE ▾



PEPSICO

Driving Sustainable Growth



INSIGHTS

YOU'RE HERE



INNOVATION



IN-STORE

- Bringing Delight to the Lives of Shoppers

Business Value through Analytics at Intel

Increase Revenue



Improve TTM



Reduce Operational Cost



SMART

Sales & Marketing Account Recommendation Tool



Who?

Prioritize reseller engagement by propensity to buy using advanced analysis of customer profiles

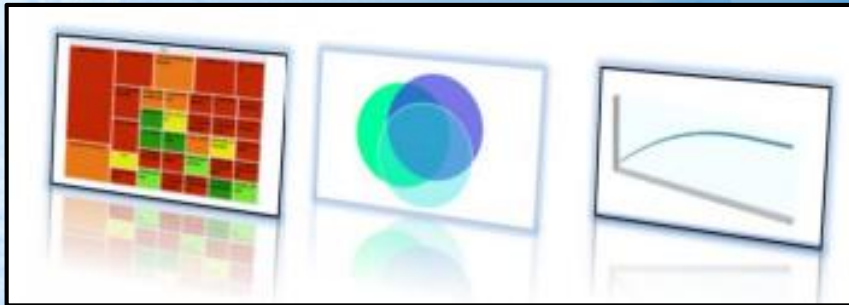


What?

Provide a personalized product recommendation to enable a data driven sales conversation

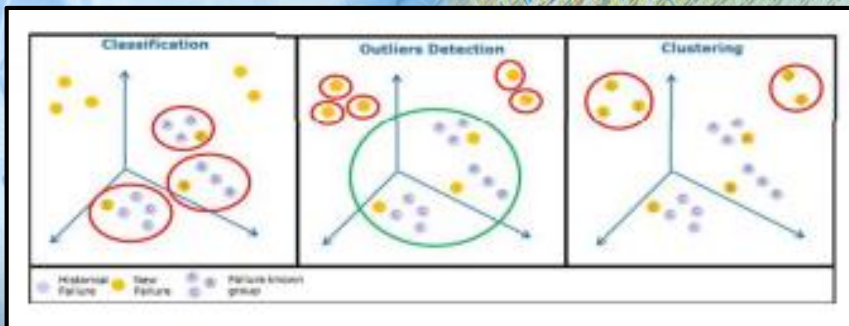
\$35M+ Value Delivered

Post Silicon Validation



Coverage Analysis

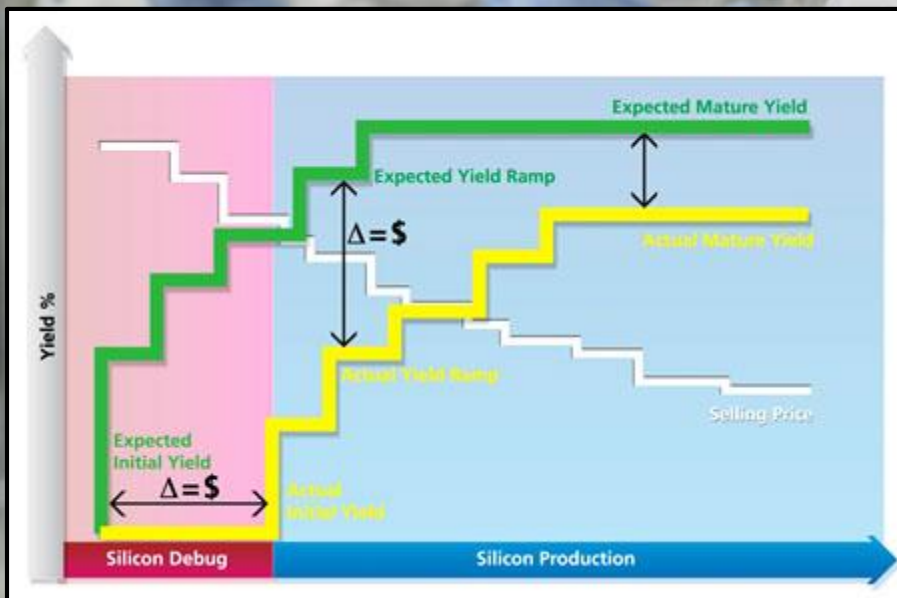
- 98% content reduction for core validation
- 20% increase in bad unit detection



Failure Automatic Clustering Engine

- 20% effort reduction
- 90% accuracy in bucket recommendation

Manufacturing Test Time Reduction & Yield Improvements



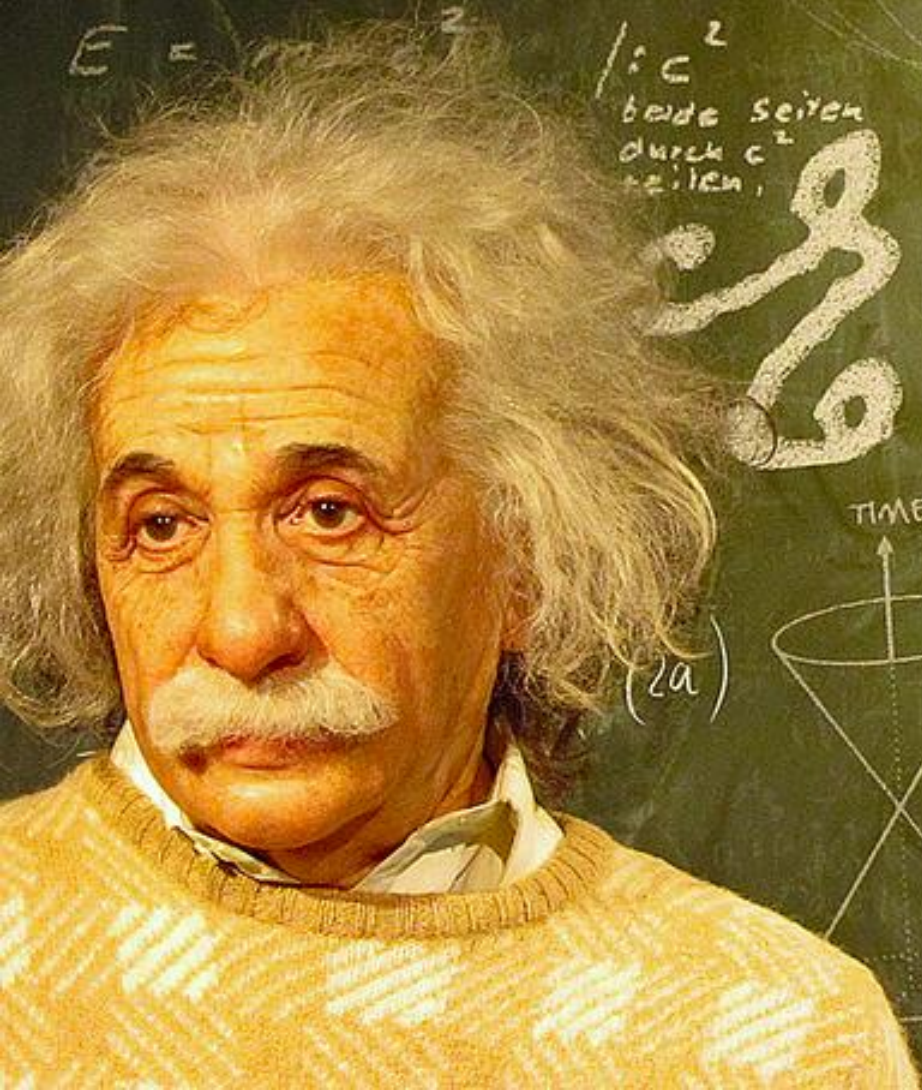
- Predictive model
- Correlation of high volume of current & historical test data

• \$20M+ cost avoidance



Industry leadership will be defined by
Competency in Analytics

“We cannot solve our problems with the same thinking we used when we created them”



$\frac{1}{c^2}$
beide Seiten
durch c^2
teilen,

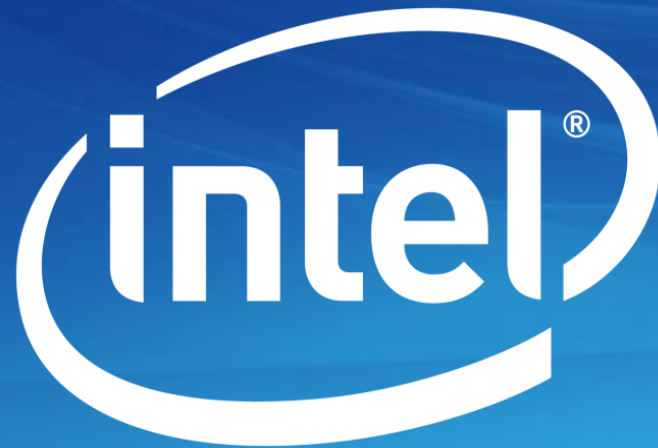
$$\gamma = \frac{1}{\sqrt{1 - \frac{v^2}{c^2}}}$$

(2a)



$$E = mc^2$$
$$\gamma = \frac{1}{\sqrt{1 - \frac{v^2}{c^2}}}$$





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