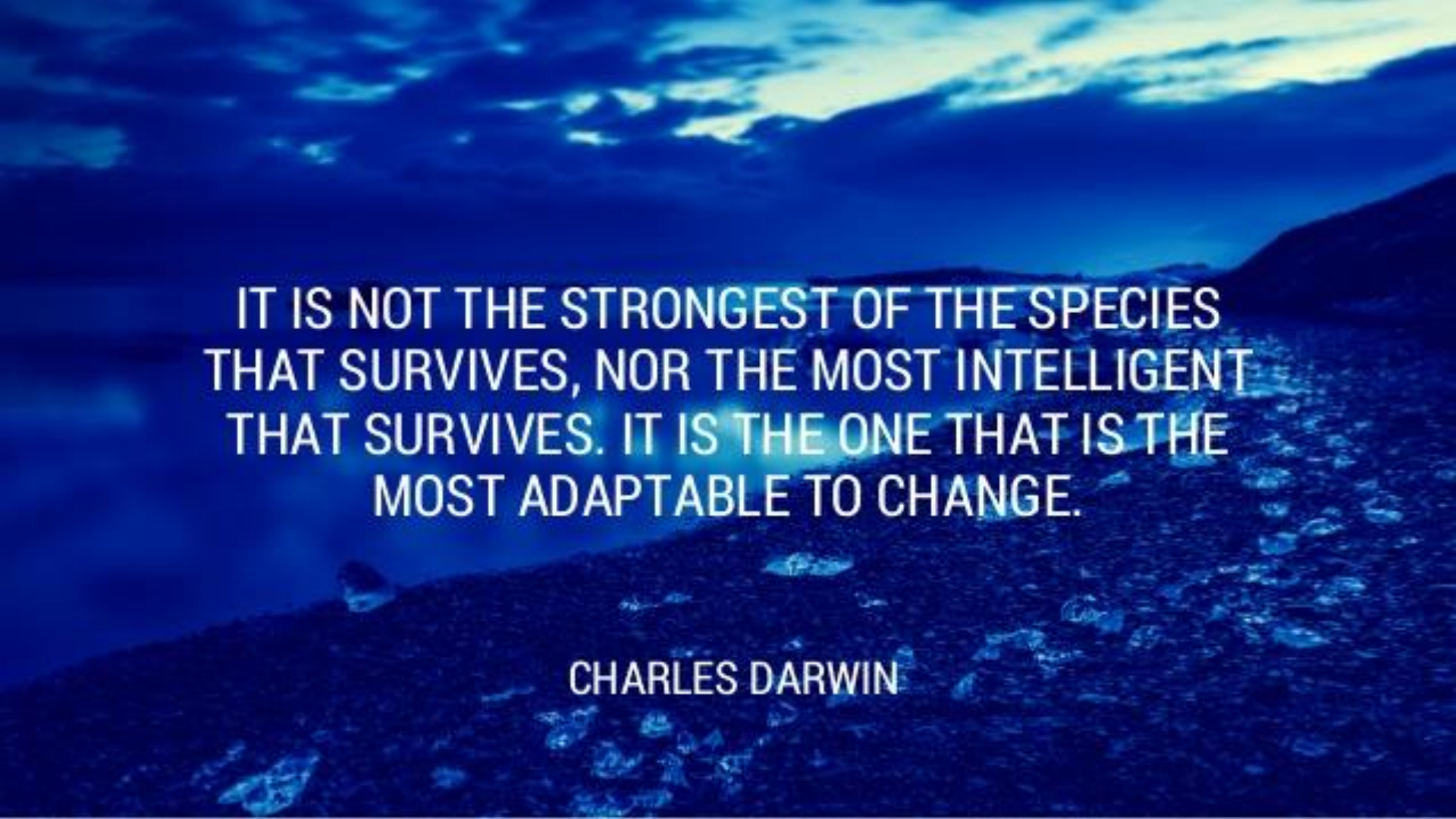
Humanizing Data

FUSIONEX® experience.excellence
Microsoft Partner Network WINNER Business Intelligence GLOBAL PARTNER OF THE YEAR
SiTF AWARDS BEST EMERGING TECHNOLOGY BEST GENERAL APPLICATION
BIGDATA WORLD ASIA Data Analytics & Innovation Award
ASOCIO WINNER OUTSTANDING ICT COMPANY 2015 · 2016
APICTA AWARDS WINNER Best of Applications Tools / Platform
WTEC 世界旅游经济大会 Most Innovative Award 2017
PIKOM ICT LEADERSHIP AWARDS 2016 EXCELLENCE AWARD
amazon web services Technology Partner 2016
Alibaba Cloud STRATEGIC ALLIANCE PARTNER
MSC-Status Company
cloudera STRATEGIC PARTNER
XBRL eXtensible Business Reporting Language
CMMI
ISO 27001 INFORMATION SECURITY
ISO 9001 QUALITY ASSURANCE


IT IS NOT THE STRONGEST OF THE SPECIES
THAT SURVIVES, NOR THE MOST INTELLIGENT
THAT SURVIVES. IT IS THE ONE THAT IS THE
MOST ADAPTABLE TO CHANGE.
CHARLES DARWIN

BIG DATA & AI LANDSCAPE 2018

© Matt Turck (@mattturck), Demilade Obayomi (@demi_obayomi), & FirstMark (@firstmarkcap)

Volume
SCALE OF DATA

40 ZETTABYTES
[43 TRILLION GIGABYTES]
of data will be created by 2020, an increase of 300 times from 2005

It's estimated that
2.5 QUINTILLION BYTES
[2.3 TRILLION GIGABYTES]
of data are created each day

6 BILLION PEOPLE
have cell phones

WORLD POPULATION: 7 BILLION

Most companies in the U.S. have at least
100 TERABYTES
[100,000 GIGABYTES]
of data stored

Velocity
ANALYSIS OF STREAMING DATA

The New York Stock Exchange captures
1 TB OF TRADE INFORMATION
during each trading session

Modern cars have close to
100 SENSORS
that monitor items such as fuel level and tire pressure

By 2016, it is projected there will be
18.9 BILLION NETWORK CONNECTIONS
– almost 2.5 connections per person on earth

Variety
DIFFERENT FORMS OF DATA

As of 2011, the global size of data in healthcare was estimated to be
150 EXABYTES
[161 BILLION GIGABYTES]

By 2014, it's anticipated there will be
420 MILLION WEARABLE, WIRELESS HEALTH MONITORS

4 BILLION+ HOURS OF VIDEO
are watched on YouTube each month

30 BILLION PIECES OF CONTENT
are shared on Facebook every month

400 MILLION TWEETS
are sent per day by about 200 million monthly active users

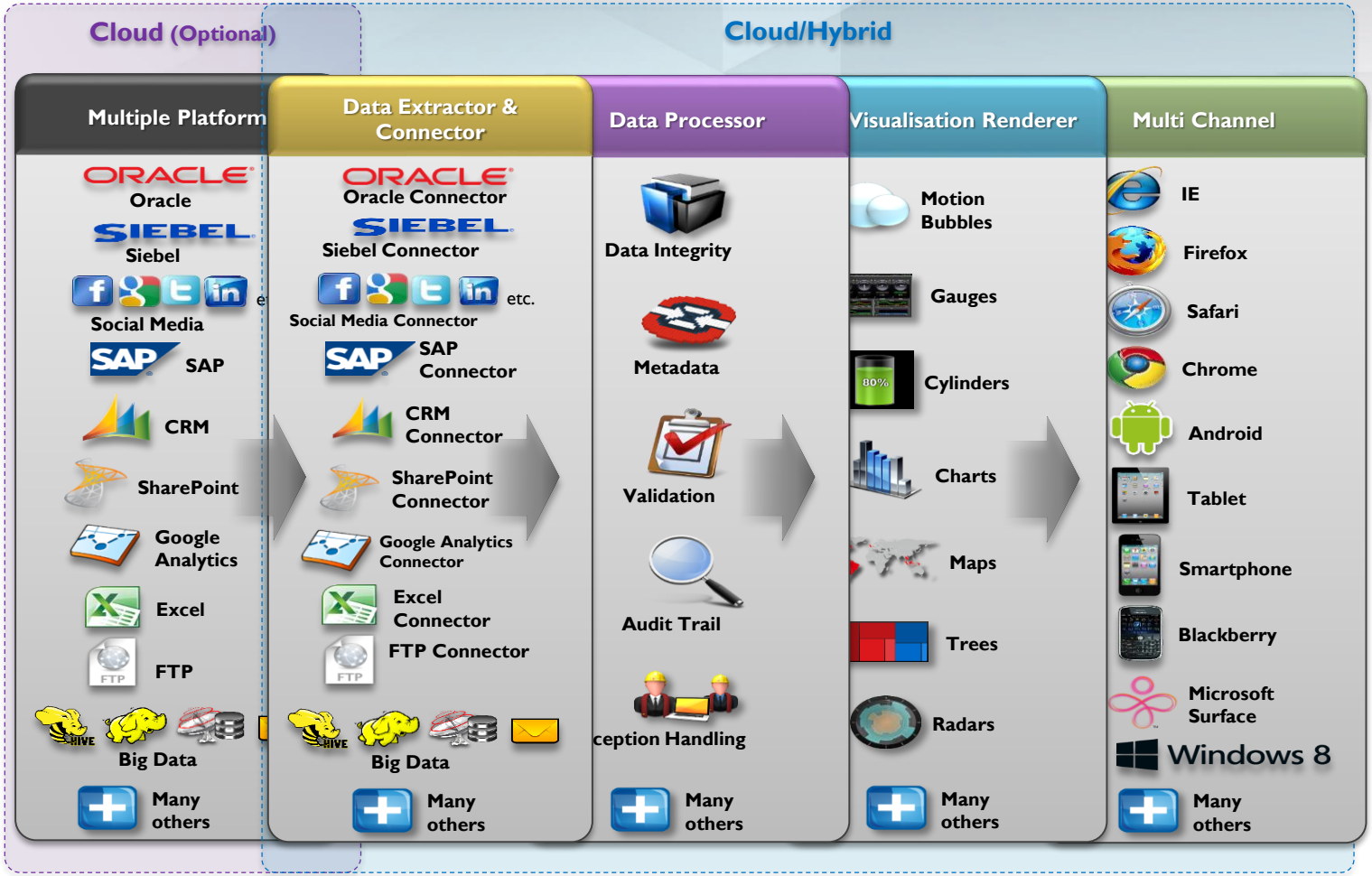
Veracity
UNCERTAINTY OF DATA

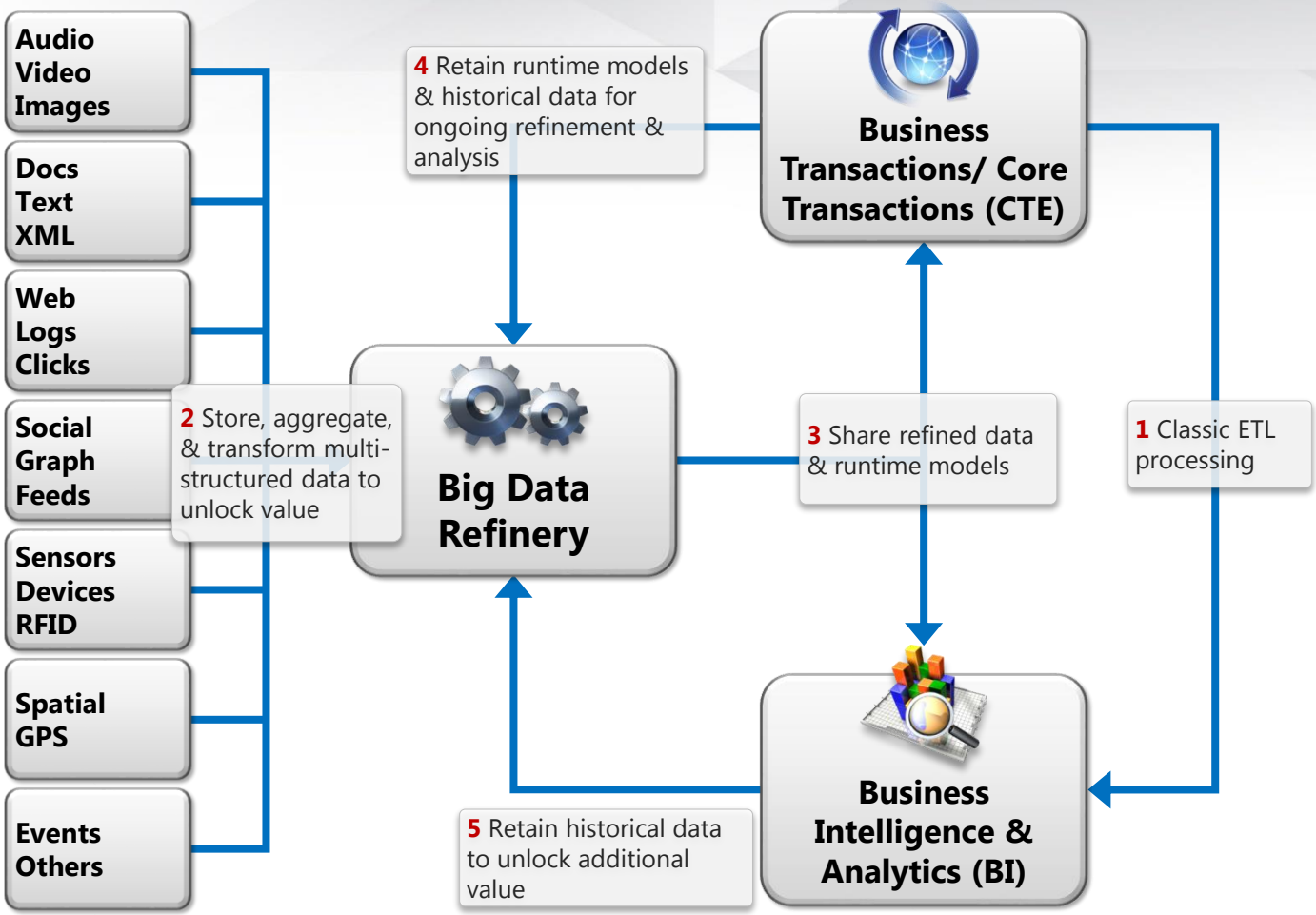
1 IN 3 BUSINESS LEADERS
don't trust the information they use to make decisions

in one survey were unsure of how much of their data was inaccurate

Poor data quality costs the US economy around
$3.1 TRILLION A YEAR

How can we make it happen?
Prescriptive Analytics
What will happen?
Predictive Analytics
Why did it happen?
Diagnostic Analytics
What happened?
Descriptive Analytics
Optimization
Foresight
Insight
Information
Hindsight
Value
Difficulty
Gartner


Cloud (Optional)
Cloud/Hybrid
Multiple Platform
Oracle
Siebel
Social Media
SAP
CRM
SharePoint
Google Analytics
Excel
FTP
Big Data
Many others
Data Extractor & Connector
Oracle Connector
Siebel Connector
Social Media Connector
etc.
SAP Connector
CRM Connector
SharePoint Connector
Google Analytics Connector
Excel Connector
FTP Connector
Big Data
Many others
Data Processor
Data Integrity
Metadata
Validation
Audit Trail
ception Handling
Many others
Visualisation Renderer
Motion Bubbles
Gauges
80%
Cylinders
Charts
Maps
Trees
Radars
Many others
Multi Channel
IE
Firefox
Safari
Chrome
Android
Tablet
Smartphone
Blackberry
Microsoft Surface
Windows 8
Many others


Audio
Video
Images
Docs
Text
XML
Web
Logs
Clicks
Social
Graph
Feeds
Sensors
Devices
RFID
Spatial
GPS
Events
Others
2 Store, aggregate, & transform multi-structured data to unlock value
Big Data Refinery
4 Retain runtime models & historical data for ongoing refinement & analysis
Business Transactions/ Core Transactions (CTE)
3 Share refined data & runtime models
1 Classic ETL processing
Business Intelligence & Analytics (BI)
5 Retain historical data to unlock additional value

How's our world looks like today...
GREENLAND
(Denmark)
CANADA
RUSSIA
BRAZIL
AUSTRALIA
INDIA

JAN 2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.593 BILLION	**4.021 BILLION**	**3.196 BILLION**	**5.135 BILLION**	**2.958 BILLION**
URBANISATION: **55%**	PENETRATION: **53%**	PENETRATION: **42%**	PENETRATION: **68%**	PENETRATION: **39%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

Hootsuite™ we are social

APR 2018

GLOBAL ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS

+7%

SINCE APR 2017

+276 MILLION

ACTIVE SOCIAL MEDIA USERS

+13%

SINCE APR 2017

+390 MILLION

UNIQUE MOBILE USERS

+2%

SINCE APR 2017

+100 MILLION

ACTIVE MOBILE SOCIAL USERS

+14%

SINCE APR 2017

+389 MILLION

6

SOURCES: **POPULATION:** UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MEDIASTMEDIA; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TENCENT; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **GROWTH DATA:** WE ARE SOCIAL & HOOTSUITE'S "Q2 2017 DIGITAL STATSHOT"

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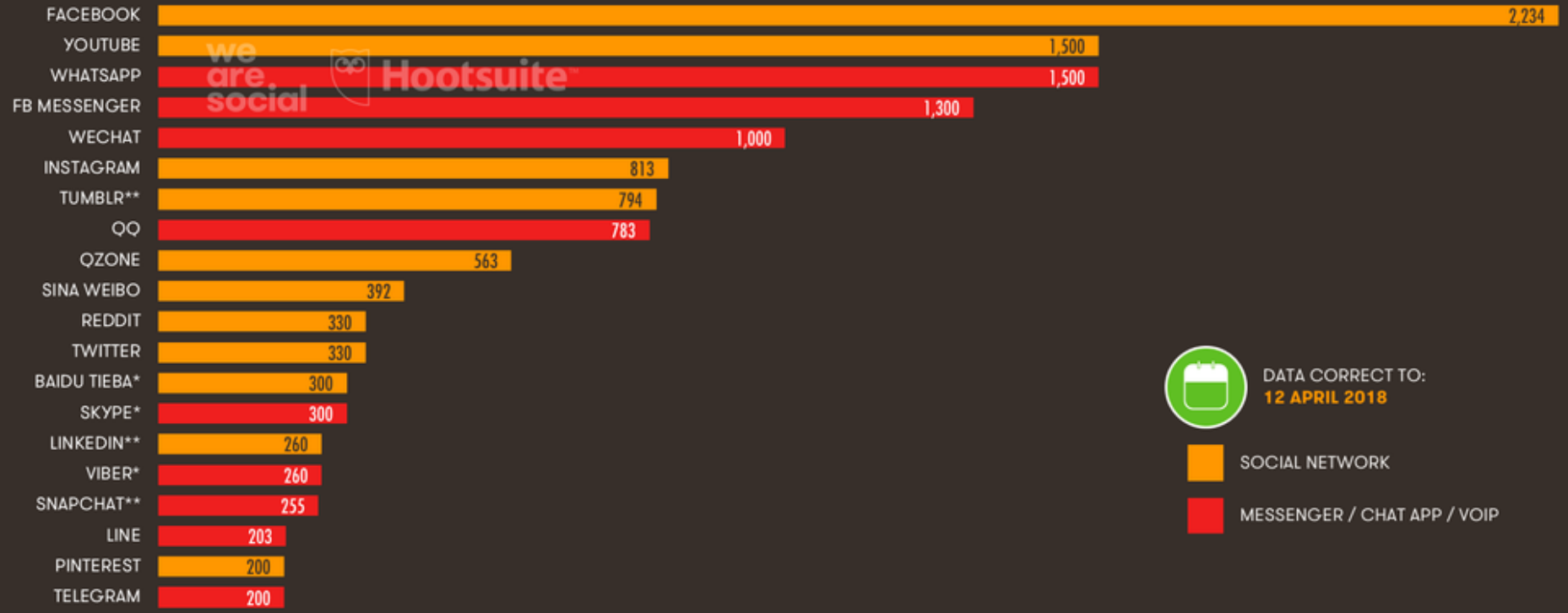
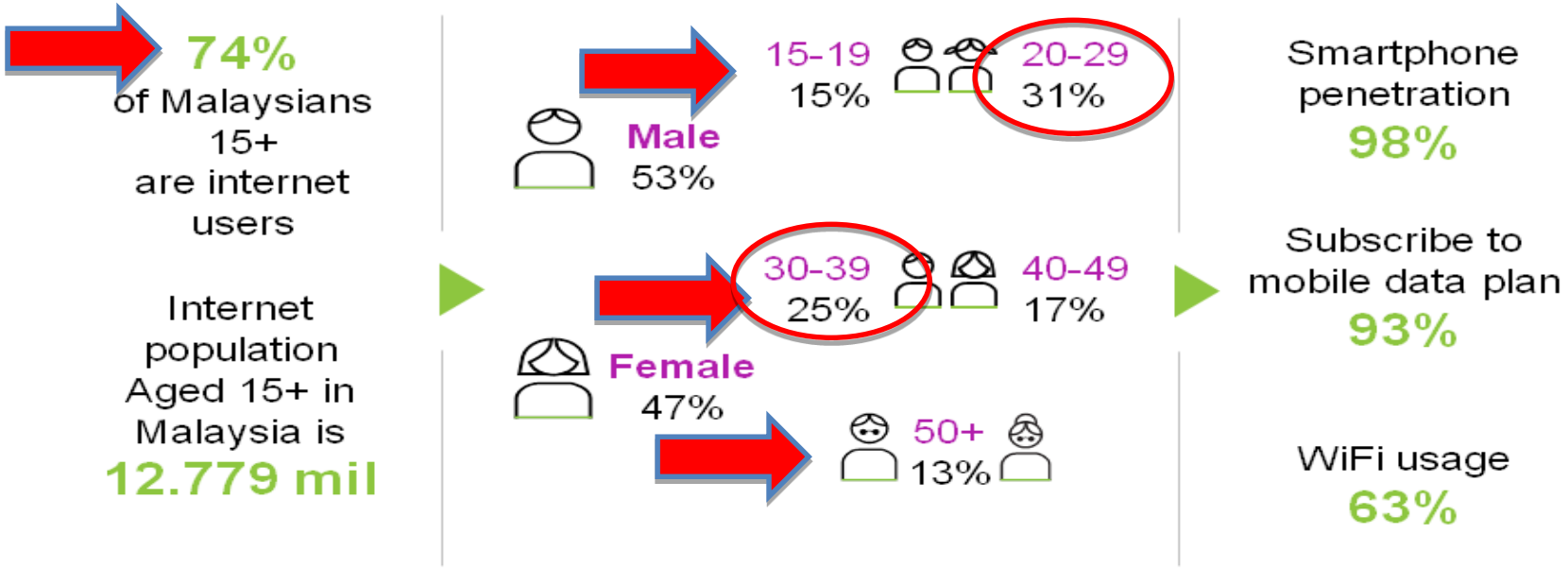
ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



SOURCES: KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF APRIL 2018. ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. TUMBLR FIGURE IS FOR MONTHLY UNIQUE VISITORS IN DEC 2017, VIA SIMILARWEB. SNAPCHAT FIGURE VIA TECHCRUNCH, JUN 2017. LINKEDIN DATA VIA FORTUNE / APPTOPIA, APR 2017.

MALAYSIAN INTERNET USERS – WHO ARE THEY?



Nielsen Consumer & Media View(CMV), Jul'16-Jun'17
Base: All 15+, accessed Internet past month (12.779 MM)

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WORLD POPULATIONS

1.CHINA

2.INDIA

3.FACEBOOK

4.TENCENT

5.WHATSAPP

6.UNITED STATES

7.GOOGLE+

8.INDONESIA

9.LINKEDIN

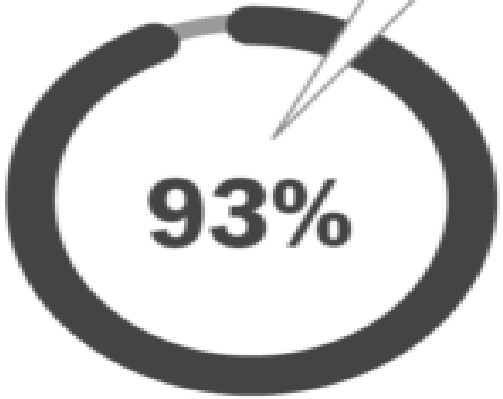
10.TWITTER

Compiled by
https://twitter.com/Celframe
https://twitter.com/Browsify

Marrying the customer and employee experience is instrumental in firms' preparedness for digital disruption

90% of respondents **agree** or **strongly agree** that digital technologies are **disrupting** the industry to a great or moderate extent.

AND



90% of those with a digital strategy **agree** or **strongly agree** that the objective of their digital strategy is to **enhance** customer experience and engagement.

YET

Only 46% **agree** or **strongly agree** that they are adequately preparing for digital disruption.

SOURCE: MIT Sloan & Deloitte Digital © January 2017 The Financial Brand

89%

of negative customer experiences stem from mistakes by customer service employees

UNDERSTAND THE EMPLOYEE EXPERIENCE...

TO TRANSFORM THE CUSTOMER EXPERIENCE.

Desktop analytics allows companies to focus on areas for improvement in business processes, compliance, training, and application usage as well as support other initiatives such as capturing the customer journey at various touch points within an organization. Here are some ways companies are using desktop analytics to improve the employee and customer experience:

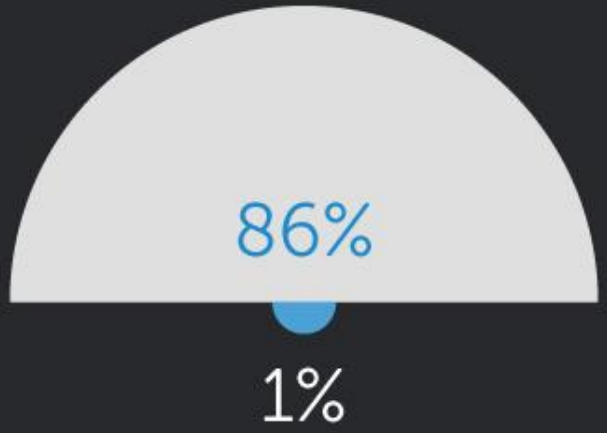
IHMINEN KESKIÖSSÄ

EX + CX = UX

86%

of buyers will pay more
for a better customer experience,

but only 1%
of customers feel
that vendors consistently meet
their expectations.

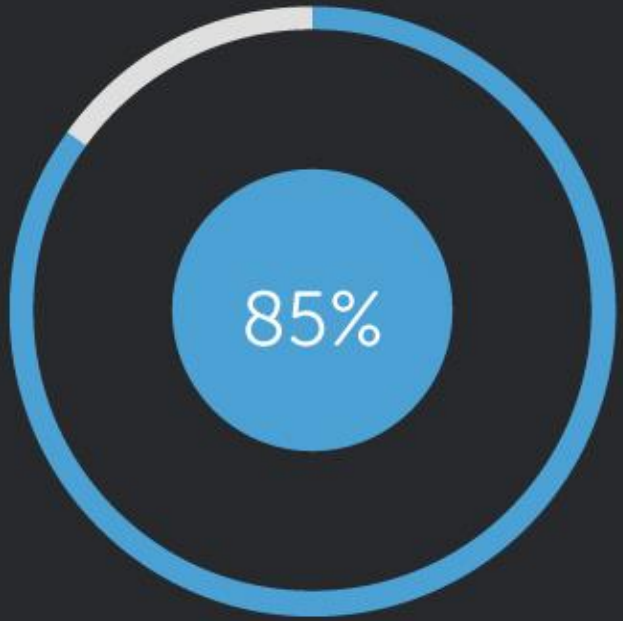


Source: CEI

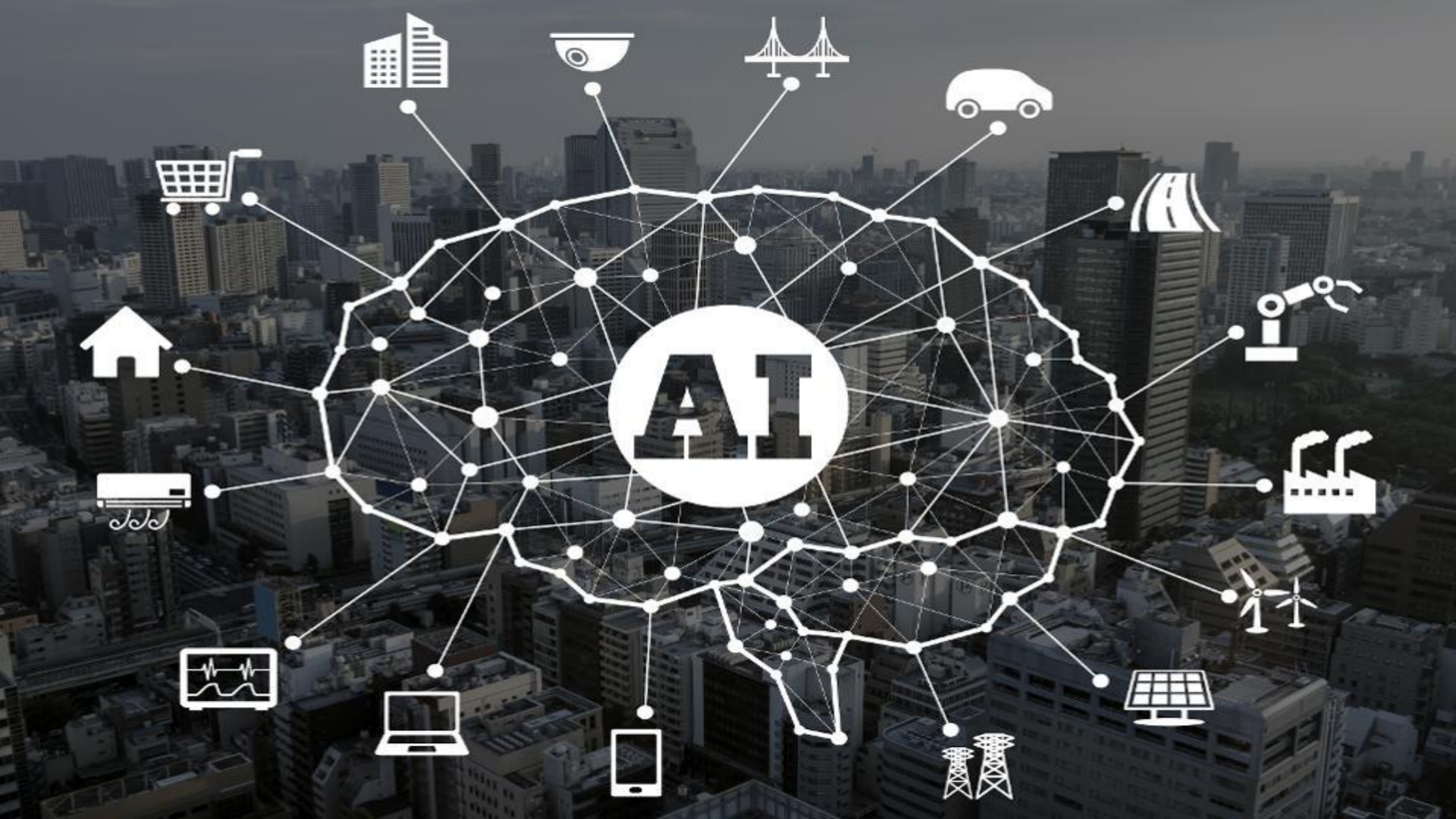
By 2020,
the customer will manage

85%

of its relationship with an enterprise without interacting with a human.



Source: Gartner


AI

The Future Of A.I.

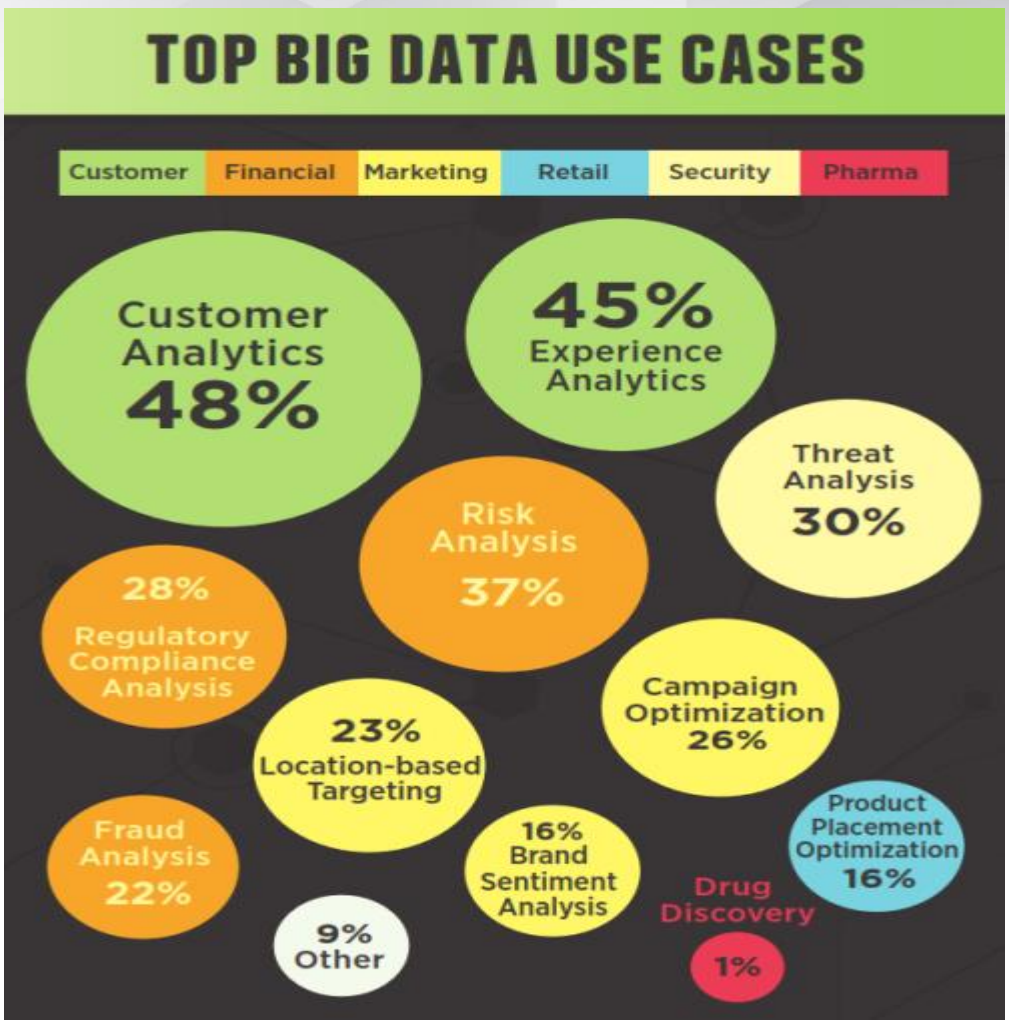
Forecasted cumulative global artificial intelligence revenue 2016-2025, by use case (U.S. dollars)

@StatistaCharts

* From geospatial images

Source: Tractica

statista


TOP BIG DATA USE CASES
Customer
Financial
Marketing
Retail
Security
Pharma
Customer Analytics 48%
45% Experience Analytics
Threat Analysis 30%
Risk Analysis 37%
28% Regulatory Compliance Analysis
Campaign Optimization 26%
23% Location-based Targeting
Product Placement Optimization 16%
Fraud Analysis 22%
16% Brand Sentiment Analysis
Drug Discovery
9% Other
1%

Inbox - stan@convedge.com | Inbox - mgmt@ecentrix.com | (17 unread) - stanlee72@yah | Facebook | The future of big data and AI
https://www.cio.com/article/3307110/big-data/the-future-of-big-dat
Search
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The future of big data and AI boils down to one thing

When it comes to big data, analytics and AI, the value does not come from collecting the data, or even from deriving some insight from it — value comes from just one thing: action.

splunk> Transforming IT Ops with Predictive Analytics
Expand [+]

MORE LIKE THIS ::

AI-powered data analytics: Inside this transformative trend

9:57 PM
9/24/2018

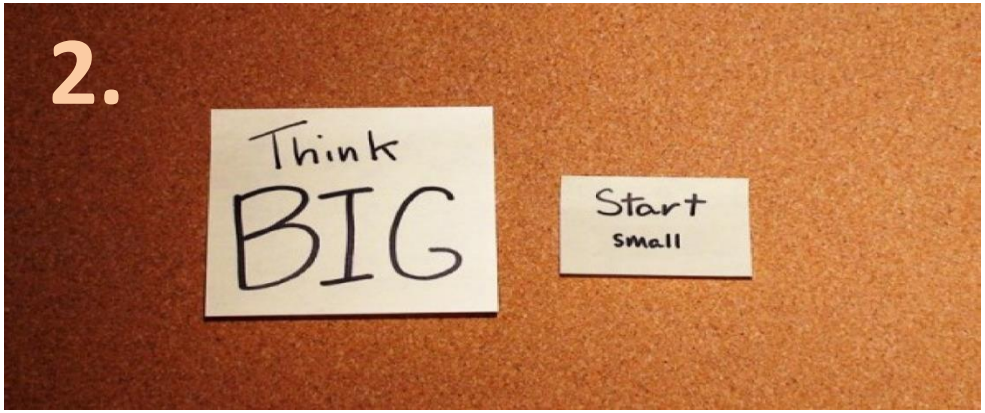
知己知彼，百战不殆

孙子兵法

TAKE HOME POINTS

1.

2.



3.

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Thank You

Stan Lee

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