



Z ZNANJEM V PRIHODNOST

IZTOK SITAR, EMC



EMC²

Pivotal

RSA



virtustream

vmware

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OUR WORLD IS RAPIDLY BECOMING DIGITAL



THERMOSTAT THAT
KNOWS YOU'RE AWAY



CAR THAT CAN
DRIVE ITSELF



CONTACT LENS THAT
CONTROLS BLOOD SUGAR



FITNESS BAND THAT
MEASURES ACTIVITY LEVEL



DRONES THAT DELIVER
OUR GROCERIES



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BABY BOOMERS
BORN: PRE-1965

GENERATION X
BORN: 1965-1981

MILLENNIALS
BORN: 1981-2000

GEN-Z/POST-MILLENNIALS
BORN: 2000+



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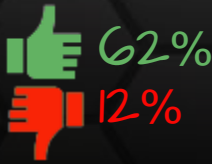
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PREDICTIVELY
SPOT NEW
OPPORTUNITIES



DELIVER
PERSONAL
EXPERIENCES



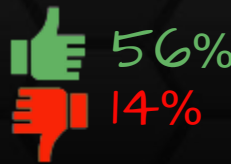
INNOVATE
IN AN
AGILE WAY



OPERATE IN
REAL-TIME



DEMONSTRATE
TRANSPARENCY
AND TRUST



THE EMC² FEDERATION OF COMPANIES

Pivotal

OPEN CLOUD DEVELOPMENT PLATFORM
BIG DATA SUITE
AGILE APPLICATION DEVELOPMENT

vmware

SOFTWARE-DEFINED DATA CENTER
HYBRID CLOUD
END USER COMPUTING

EMC II

INFORMATION STORAGE & PROTECTION
INFORMATION INTELLIGENCE



CONVERGED
INFRASTRUCTURE



IDENTITY,
SECURITY
ANALYTICS,
GRC

virtustream

ENTERPRISE
CLASS
CLOUD



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BUSINESS DATA LAKE

Analyze All Your Data
& Deliver **Greater Insight In Real Time**

CLOUD FOUNDRY DEV PLATFORM

Build On An Open Cloud
Development Platform

SECURITY ANALYTICS

Intelligence Driven
Security



Microsoft

ORACLE

ENTERPRISE HYBRID CLOUD

Drive Efficiency & Agility With
Software-Defined Infrastructure



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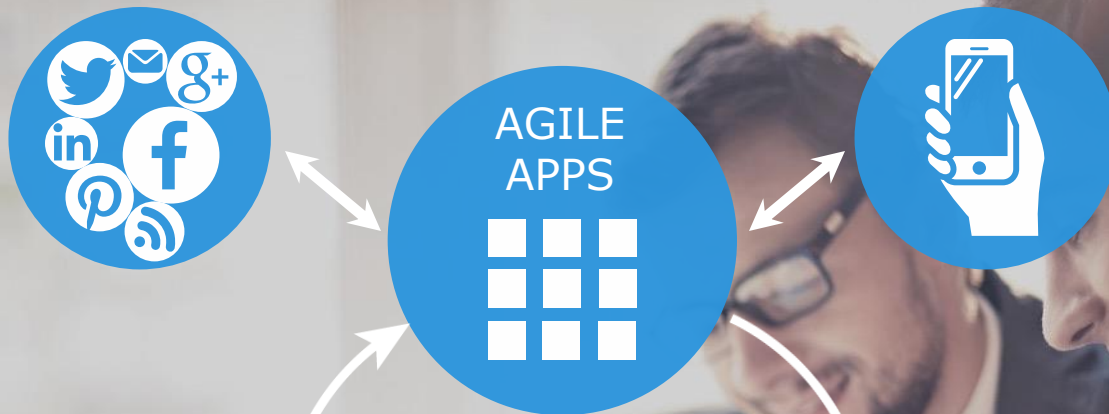
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TRANSFORMATION



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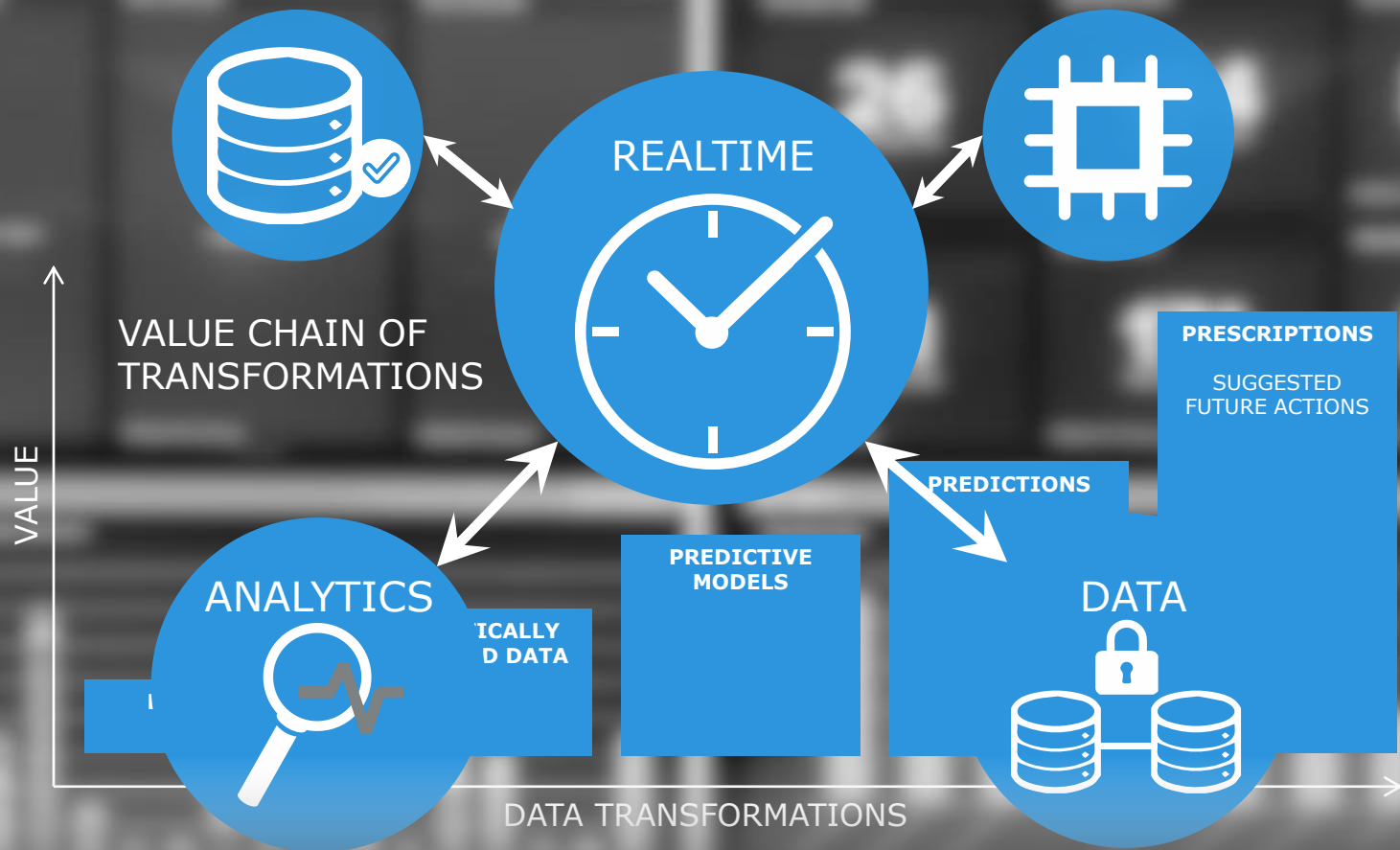
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BARRIERS

INFRASTRUCTURE

TRUST

SKILLS



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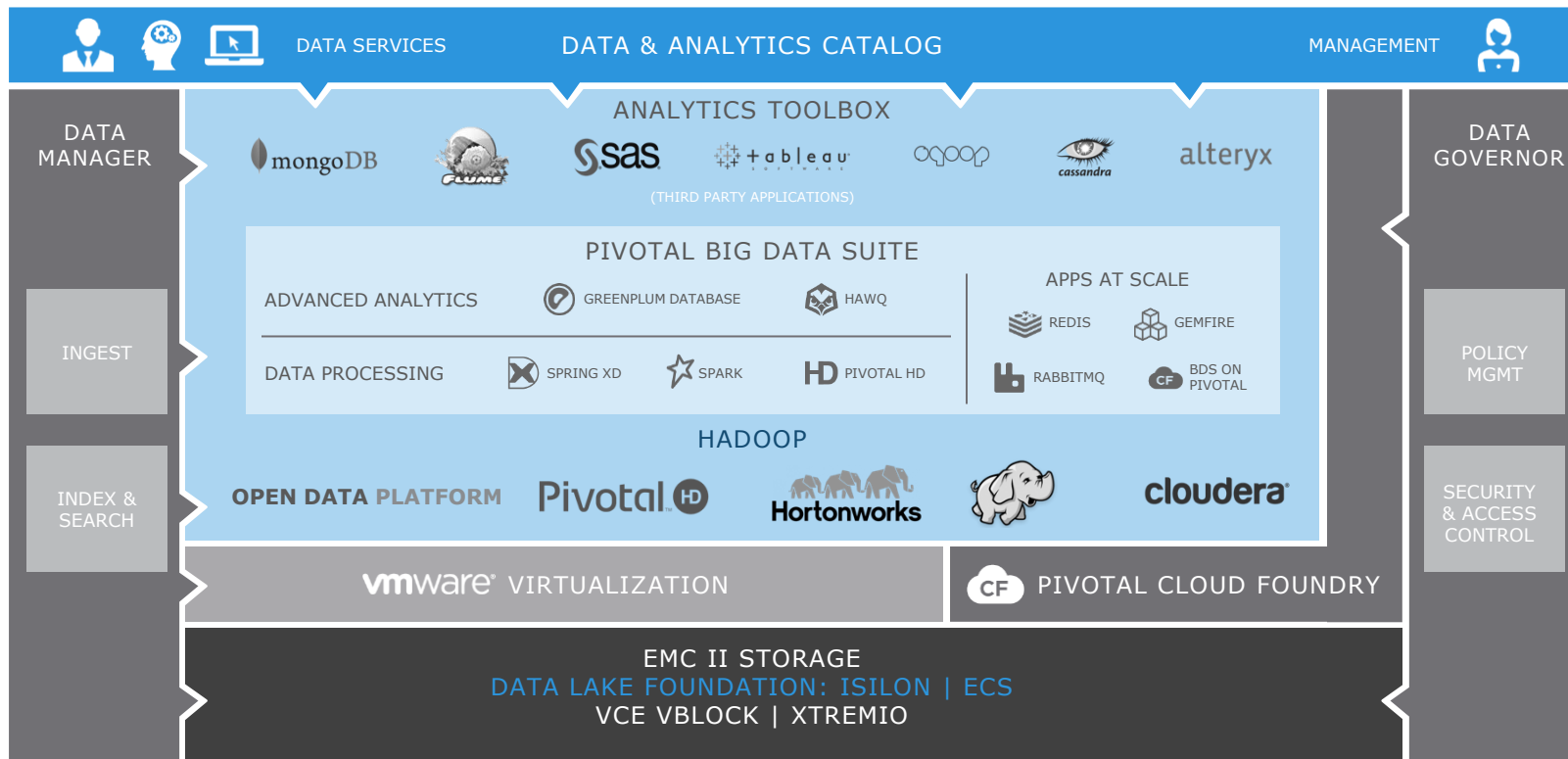
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THE BUSINESS DATA LAKE PLATFORM



IOT INFINITE: TESTBED FOR STARTUPS

- SOLUTION

State-of-the-art innovation platform designed to promote industrial Internet of Things.

- BENEFITS

Platform enables innovation, insights, and business opportunities and reduces the cost and time of IoT development.



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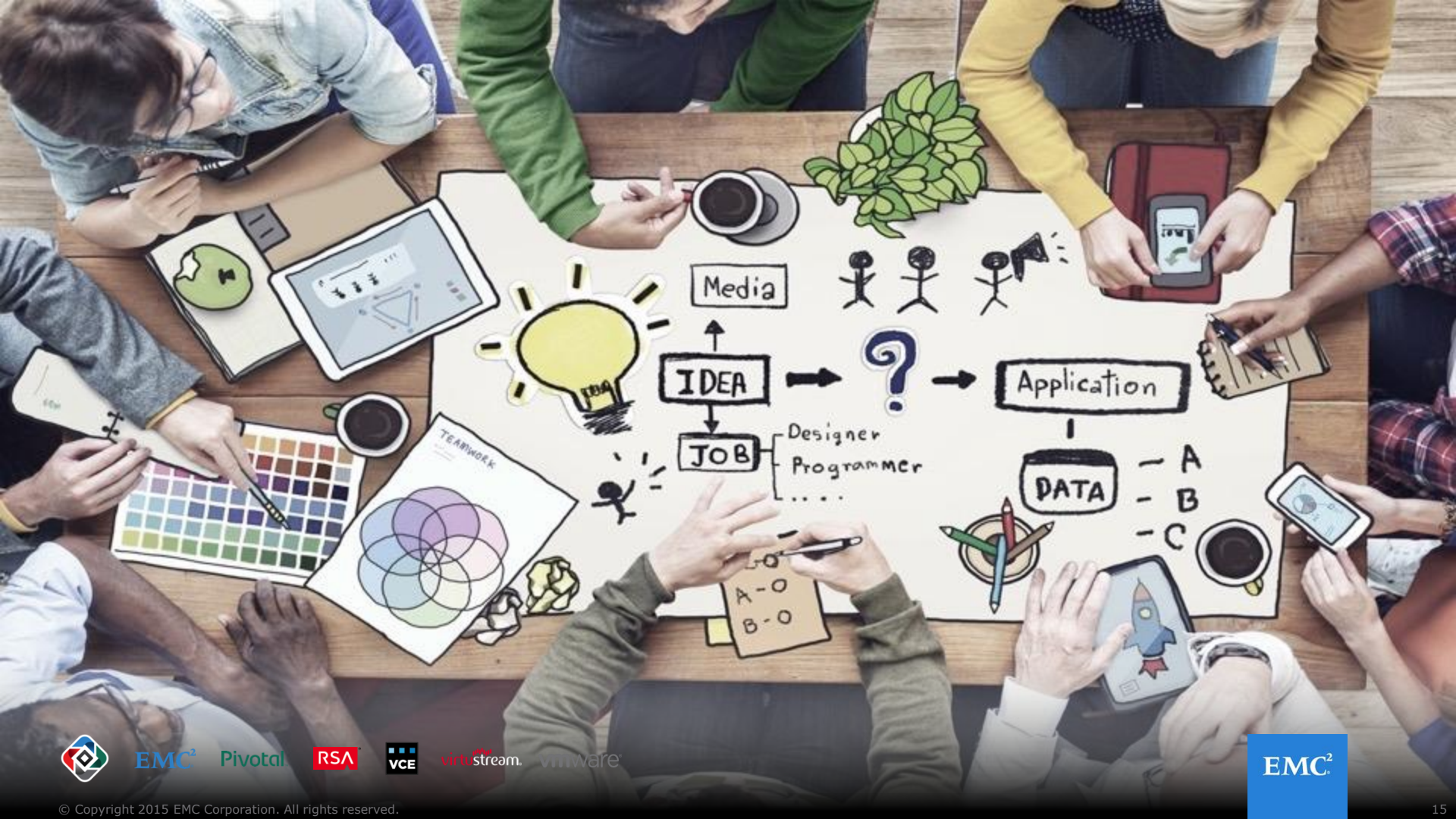
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BIG DATA VISION WORKSHOP KEY DELIVERABLES

- 1 Big Data Business Opportunities
- 2 Business Value and Feasibility Assessment
- 3 Advanced Analytic Illustrations
- 4 User Experience Mockups
- 5 Business Opportunities Prioritization

Opportunity	Description	Gaps								
1 Replenishment of Frame Board Based on Patient Demographics	Provide keener insight into the buying behavior of this demographic pool and allow them to change their frame boards in order to more closely align to their customer needs, thereby	<ul style="list-style-type: none"> Physician Consent for consumer data 3rd party data Claims data detail 								
Industry Frame Catalog	Recommendation	<table border="1" style="width: 100%; text-align: center;"> <tr> <th>Improve predictive models</th> <th>Ease of data Acquisition</th> <th>Cost of Acquisition</th> <th>Data Management / Preparation</th> </tr> <tr> <td>●</td> <td>●</td> <td>●</td> <td>●</td> </tr> </table>	Improve predictive models	Ease of data Acquisition	Cost of Acquisition	Data Management / Preparation	●	●	●	●
Improve predictive models	Ease of data Acquisition	Cost of Acquisition	Data Management / Preparation							
●	●	●	●							
Analytics as a Service to Clients	Digitalized Work Orders	●								
Promotion Modeling	Machine vibration data	●								
	Manufacturer Performance	●								
	Omega machine maintenance d	●								
	Other providers maintenance d	●								
	Location-based data	●								

3 **Customer 214 Transaction Behavior - Airlines**

Decomposition of additive time series

- For Customer 214, there are average 183 flights per year (2011, 2012).
- Base on the time series decomposing, there average 4 trips per every 5 work days.
- On second and forth weeks in a month, Cardmember 214 has 3 days + weekend without airline traveling. Those days are Day 10-14 and Day 25-28 within that month.
- Trips cover 35 out of 50 states in a year.

4 **What If... Deliver Real-time, Personal Offers Integrating Customers' Shopping Propensities And Current Location?**

What are the usage patterns of my most "valuable" card members?

What are the usage patterns that indicate someone may churn?

5 **Monetize Customer Usage Behaviors**

- Churn:** Leverage customer usage data to improve Churn Predictive Model Effectiveness
- Product Performance:** Change network bandwidth based upon customer's usage patterns
- Network Optimization:** Optimize Network investments using customers apps usage patterns
- Standardization:** Standardize tools, processes, analytic models and hiring profiles across teams
- Recommendations:** Create product recommendations based upon usage behaviors
- Monetization:** Leverage/package customer usage data to drive new monetization opportunities

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VISION FOR CITIES OF THE FUTURE

BECOME AN INNOVATIVE CITY



EFFICIENT

Optimized use of city resources



SEAMLESS

Integrated daily life services



SAFE

Anticipate risks and protect people and information



IMPACTFUL

Enriched life and business experiences for all



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IMPLICATIONS TO THE CITY

EMPOWER THE CITY, CITIZENS, VISITORS, AND BUSINESSES

IMPROVE

Quality of urban living



CREATE

Efficient city and transparent government



DEVELOP

Vital economy



REDUCE

Environmental impact



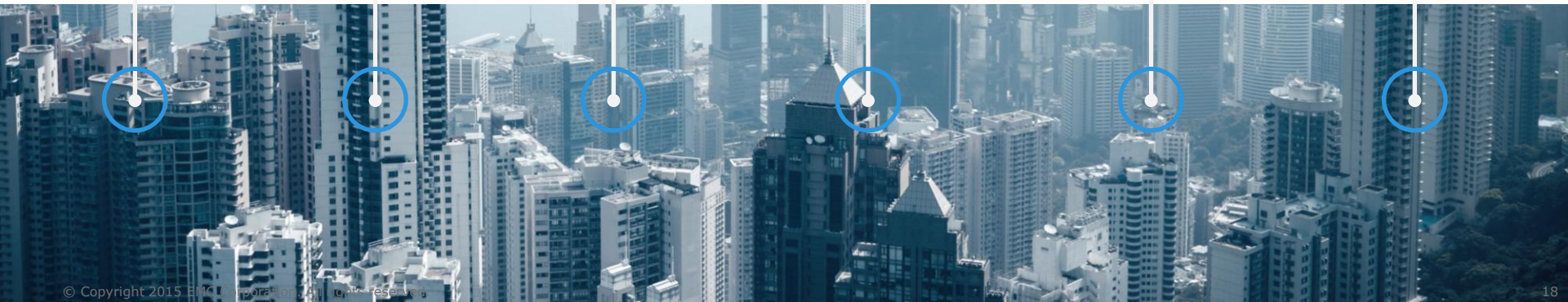
ADDRESS

Infrastructure, buildings and urban planning



IMPROVE

Tourism, recreation, and city image



CUSTOMER PROFILE: THE BENEFITS

City of Rio

Industry: Government

PROBLEM:

The city needs to analyze greater data volumes, integration of a greater variety of data sources and the ability to handle high velocity data in real-time to improve quality of life for city residents and to improve government operations.

EMC IS HELPING ITS CUSTOMERS
BECOME CITIES OF THE FUTURE.

SOLUTION:

Federation Business Data Lake with Pivotal, VMWare, RSA and EMCII. The End-to-End solution meets the city-wide analytics, storage and computing needs, providing a platform-as-a-service that exposes data feeds and API's for Internet-of-Things applications within a smart city context.

RESULTS:

Improved transportation for the citizens, audit capabilities for the city, and reduction in public health risks such as improved dengue fever outbreak management. Makes full use of the edge capability, storage and computing.



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THE PATH TO SUCCESS IS PAVED WITH MISTAKES



SUCCESS



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RSA

VCE

virtustream

Windstream



IT'S NOT TOO LATE

TRANSFORMATION MUST BE

FOCUSED

PURPOSEFUL

COMPANY-
WIDE

AND CATERED TO
INFORMATION GENERATION DEMANDS



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RSA



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RSA™



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