400,000
LAUNCH DAY DOWNLOADS
REAL TIME INTERACTION
SELF SERVICE EVERYTHING
Putting out fires?

Data Anarchy?

Humans Direct Data?

Sifting through data?

Putting out fires?
ENTERPRISE DATA WAREHOUSE—EDW

DATA MART

DATA MART

DATA MART

DATA MART

DATA MART

DATA MART

DATA MART

DATA MART

DATA MART

DATA MART

DATA MART
FIVE STAGES TOWARDS SENTIENT ENTERPRISE
FIVE STAGES

AGILE DATA WAREHOUSE
AGILE DATA WAREHOUSE
LAYERED DATA ARCHITECTURE

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- **Users**
- **Business Analysts**
- **Power Users**
- **Data Scientists**

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AGILE DATA WAREHOUSE

The Agile Data Warehouse **moves** traditional central DW structures to a **balanced decentralized** framework built for **agility**.
FIVE STAGES

BEHAVIORAL DATA PLATFORM

1. 2. 3. 4. 5.
TRANSACTIONAL DATA
BEHAVIORAL DATA

BEHAVIORAL PATTERNS
From **Transactional** to **Behavioral** Data. Value comes from behaviors rather than transactions.
FIVE STAGES

1. EDIT

2. COLLABORATIVE IDEATION PLATFORM

3. 3

4. 4

5. 5
The Compute and Data infrastructure organization Insights Product teams transform data into insights that are based on trustworthy and actionable data, accelerating time to market and inspiring innovation.

Join
FIVE STAGES

COLLABORATIVE IDEATION PLATFORM

LinkedIn for Analytics. From centralized Metadata to Crowd Sourced Collaboration. Social interactions connect the data within the enterprise.
FIVE STAGES

1. INITIAL DATA GATHERING
2. DATA CLEANING AND PREPARATION
3. DATA ANALYSIS AND MODELING
4. INTERPRETATION AND RESULTS
5. APPLICATION AND IMPLEMENTATION

ANALYTICAL APPLICATION PLATFORM

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Google Maps JavaScript API v3

Build highly customizable maps with your own content and imagery

Create rich applications and stunning visualizations of your data, leveraging the comprehensiveness, accuracy, and usability of Google Maps and a modern web platform that scales as you grow.

In only a few lines of JavaScript code, build and style a map to call your own. With plenty of Google libraries and services at your disposal (including Geocoding, Directions, Street View and more) your imagination is truly the limit. With plenty of Google libraries and services at your disposal (including Geocoding, Directions, Street View and more) your imagination is truly the limit.
FIVE STAGES

1. Analytical Apps. From static applications and ETL to agile.
2. Self Service Apps. From Extraction of Data to Enterprise Listening.
3. 
4. 
5. ANALYTICAL APPLICATION PLATFORM

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FIVE STAGES
OF TIME IS SPENT SIFTING THROUGH DATA

90%
90% of time is spent on decision making.
AUTOMATED CARS
AUTOMATED TRADING
A COMPANY AS A SINGLE ORGANISM

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FIVE STAGES

Predictive Technologies and Algorithms. From focusing only 10% of time on decision making and 90% of sifting through data to 90% of decision making with the help of automated algorithms.

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The Agile Data Warehouse moves traditional central DW structures to a balanced decentralized framework built for agility.

**Shifts of the Five Stages**

1. **Behavioral Data Platform**
   - From Transactional to Behavioral Data. Value comes from behaviors rather than transactions.

2. **Analytical Application Platform**
   - Analytical Apps. From static applications and ETL to agile Self Service Apps. From Extraction of Data to Enterprise Listening.

3. **Collaborative Ideation Platform**
   - LinkedIn for Analytics. From centralized Metadata to Crowd Sourced Collaboration. Social interactions connect the data within the enterprise.

4. **Analytical Application Platform**
   - Predictive Technologies and Algorithms. From focusing only 10% of time on decision making and 90% of sifting through data to 90% of decision making with the help of automated algorithms.

5. **Autonomous Decisioning Platform**
   - From static applications and ETL to agile Self Service Apps. From Extraction of Data to Enterprise Listening.