

EVERYONE IS TALKING ABOUT

Big - Da-ta

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THERE ARE

7 BILLION PEOPLE IN THE WORLD



5.1 BILLION OF THEM

OWN A CELL PHONE

EACH DAY

WE SEND OVER 1 BILLION TEXT MESSAGES

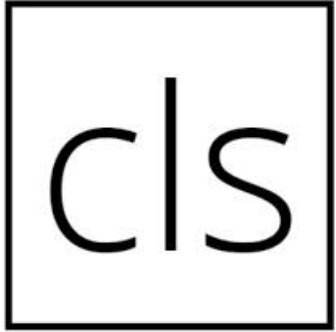
We Watch

2.8 BILLION YOUTUBE VIDEOS

AND PERFORM ALMOST
5.0 BILLION GOOGLE SEARCHES

SO WHAT IS

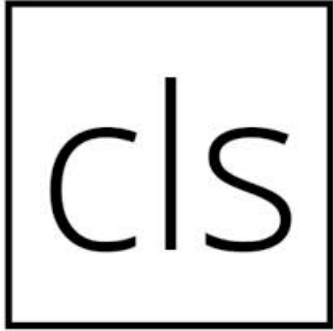
BIG DATA



BIG DATA CLASSICAL DEFINITION



Big Data is the realization of greater business intelligence by storing, processing, and analyzing data that was previously ignored due to the limitations of traditional data management technologies

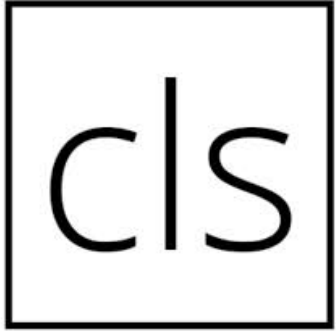


BIG DATA STREET DEFINITION



Big Data is Like Teenage Sex:

- Everyone talks about it
- Nobody really knows how to do it
- Everyone thinks everyone else is doing it
- So everyone claims they are doing it



WHAT DRIVES BIG DATA?



- **The SMAC Stack - Data Agents – You and Me –**
- **The Internet of Things (IoT) – M2M Connected Devices**



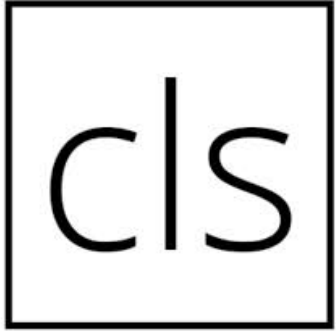
THE SMAC STACK - Social



WE:

- send more than 145 billion Email messages per day.
- send more than 340 million Twitter tweets a day.
- share more than 684,000 bits of content a day on Facebook.
- upload 72 hours of new video to YouTube per minute.
- download around 47,000 apps a minute.





THE SMAC STACK - Mobile



- 67% of mobile users are consuming media while lying in bed
- 47% of mobile users are engaged with their device while waiting for something
- 39% of mobile users are on their device while watching television
- 25% of mobile users are on their device while commuting
- 19% of mobile users are in the bathroom



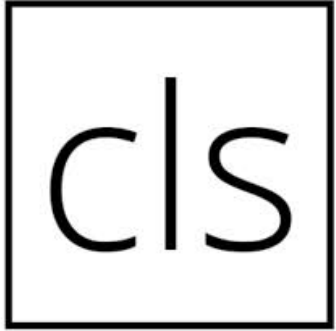
THE INTERNET OF THINGS



- 9 key Service Sectors and over 600 different device types
- Mobile carriers' connections for devices other than phones, laptops and tablets will rise to 250 million this year
- The Internet of Things will balloon to 50 billion devices by 2020
- IoT will result in \$1.9 trillion in global economic "value-add"



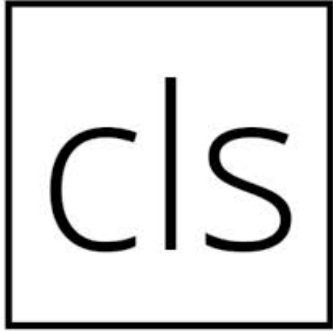
Source: Gartner Group



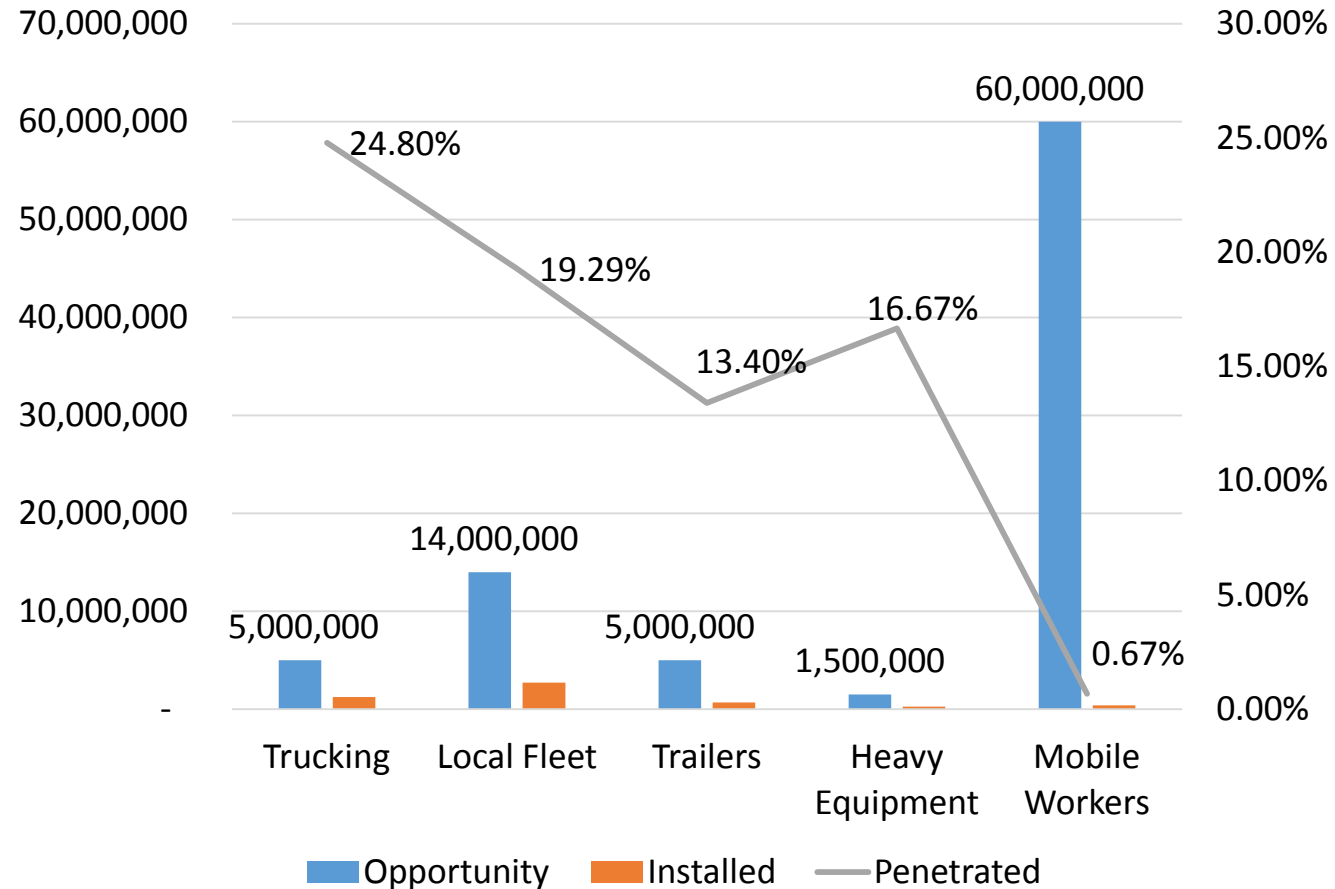
COMMERCIAL TRANSPORTATION

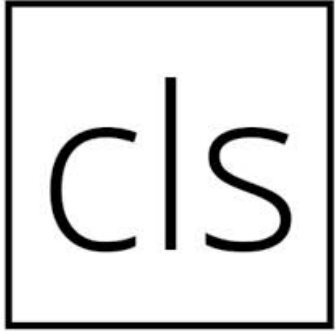


- The average truck will produce nearly one terabyte of data each year
- Sensor data produced by a jet airplane every 30 minutes of flight time yields 10 Terabytes of data
- The next wave in transportation will consist of taking all of the billable services companies use and make them free by monetizing the data from different revenue sources.



FLEET AND MOBILE MARKET OVERVIEW

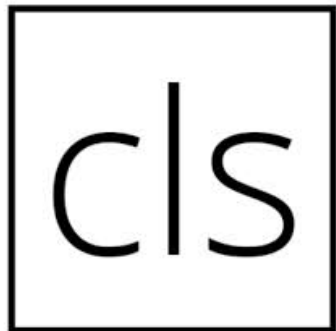




PARTING THOUGHTS



- **We are not just data consumers, we are data creators**
- **Services – Not Sensors**
- **Monetize your offering differently** - The next wave in transportation will consist of taking all of the billable services companies use and make them free by monetizing the data from different revenue sources



Thank You