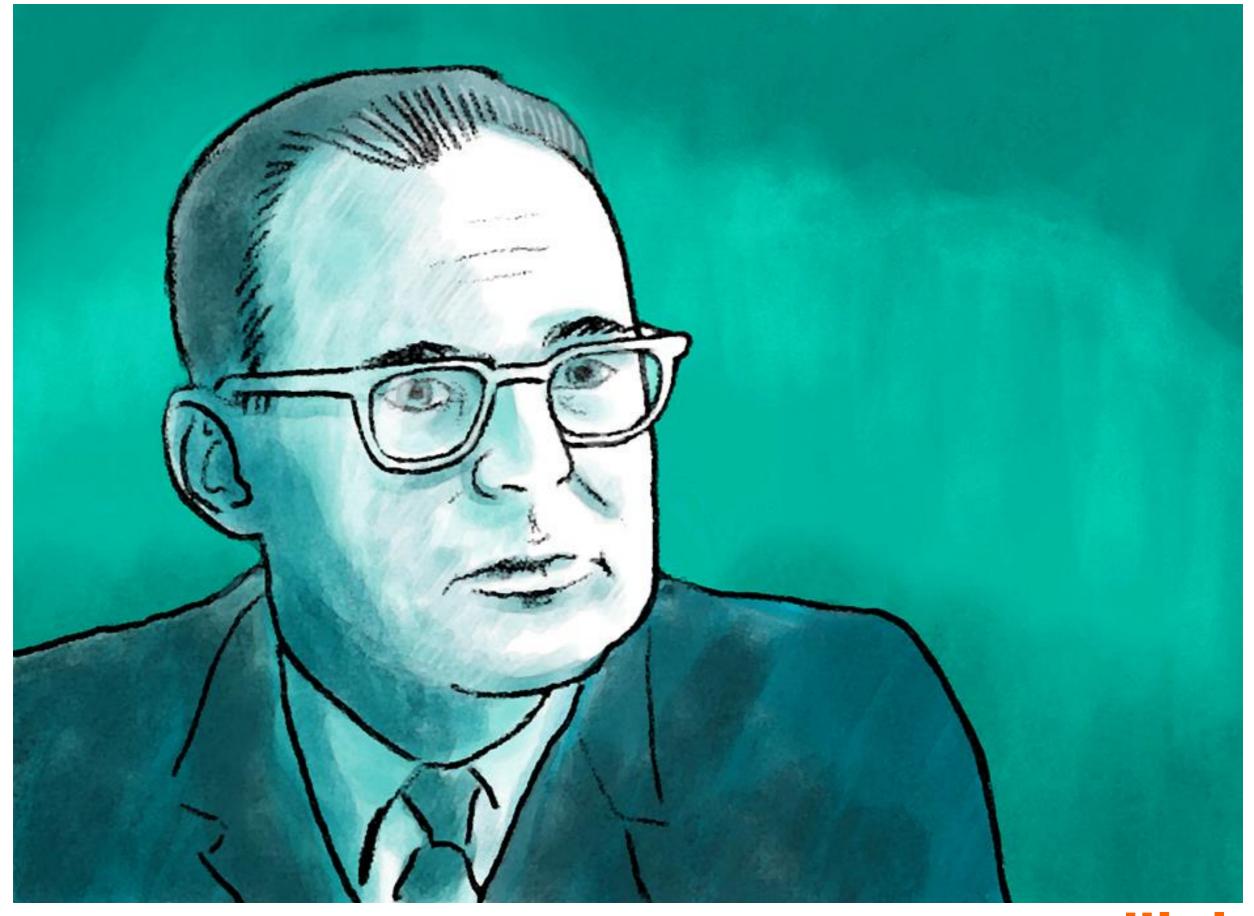


Opportunities through data





itlab



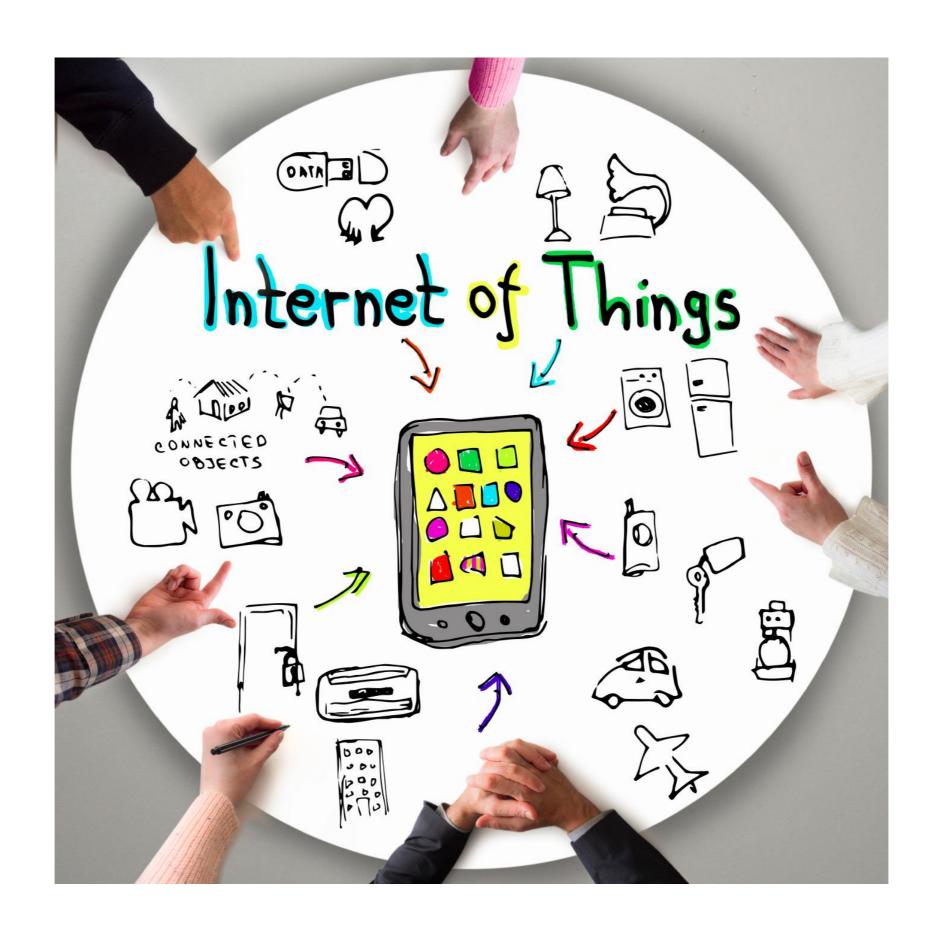
itlab

Two of the biggest buzz words and possibly misused words in tech in 2015



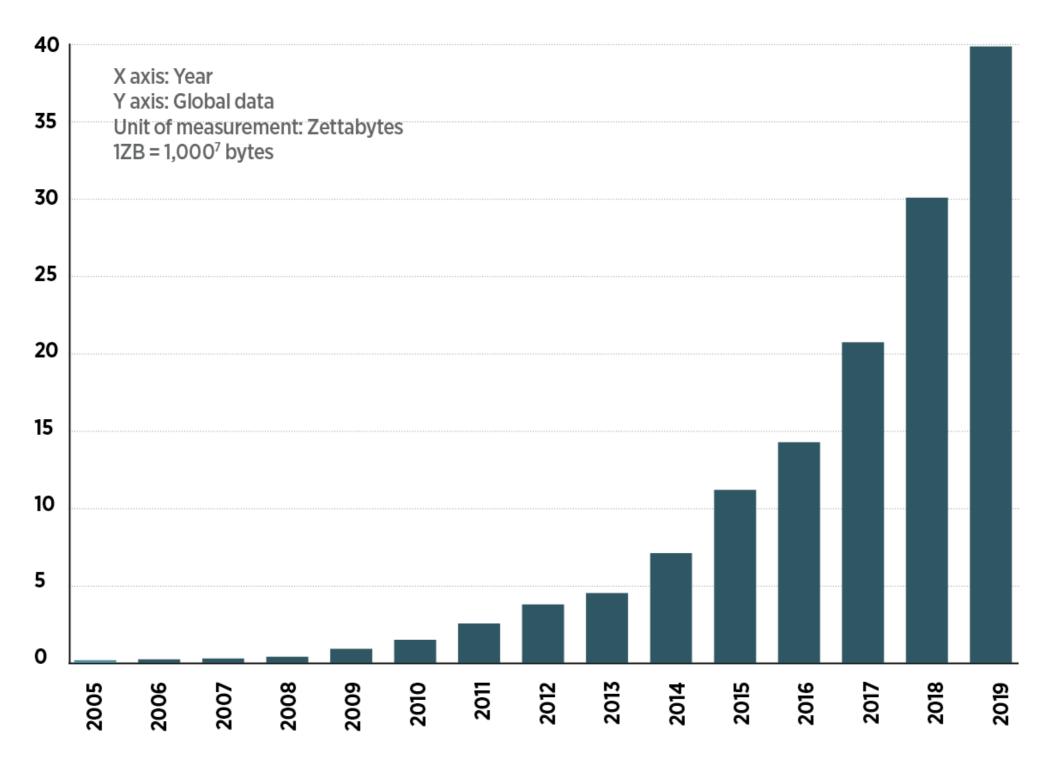


itlab





DATA GROWTH

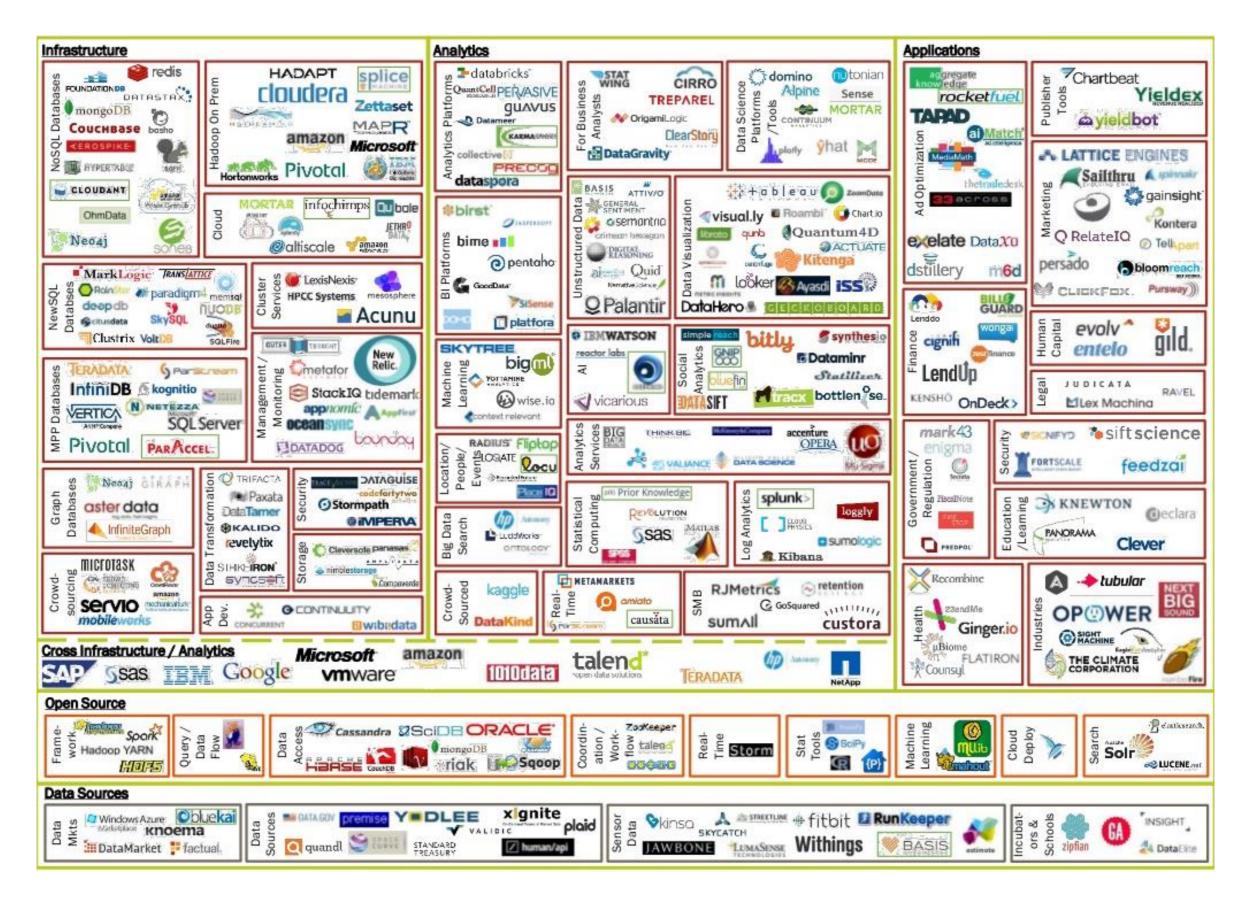


Note: Post-2013 figures are predicted. Source: UNECE



Sources	<u>Type</u>	Activity
Operational system data	Structured Data	Efficiency savings
Web, App and Social Media	Unstructured Data	Targeted real time marketing
Sensors, smart meters, IoT	Geo-Spatial Data	Sentiment analysis
Mobile Network data		Opportunity analysis
Open data		Real time risk analysis
Conversational data		Real time fraud detection









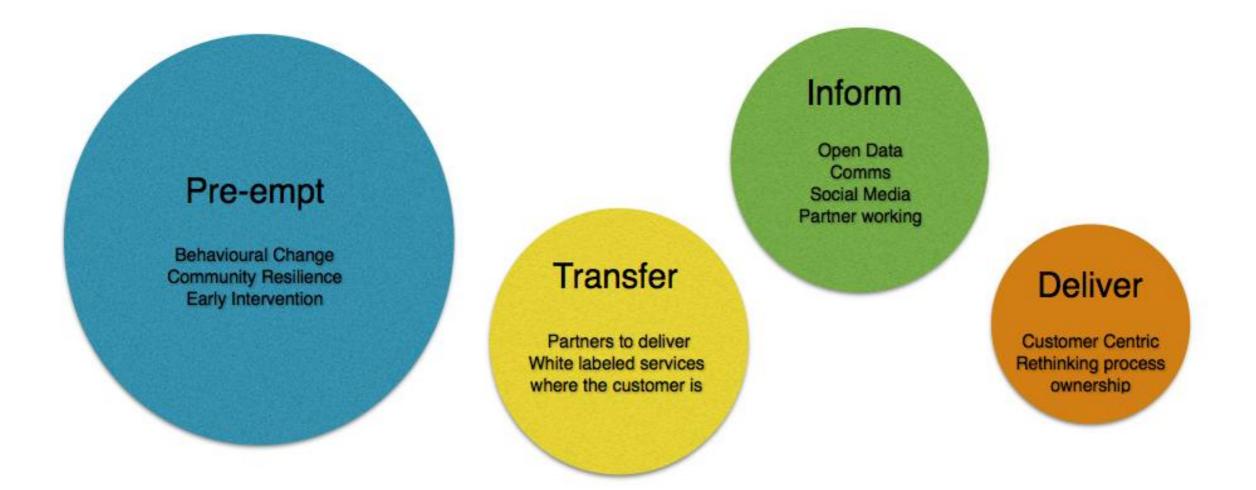








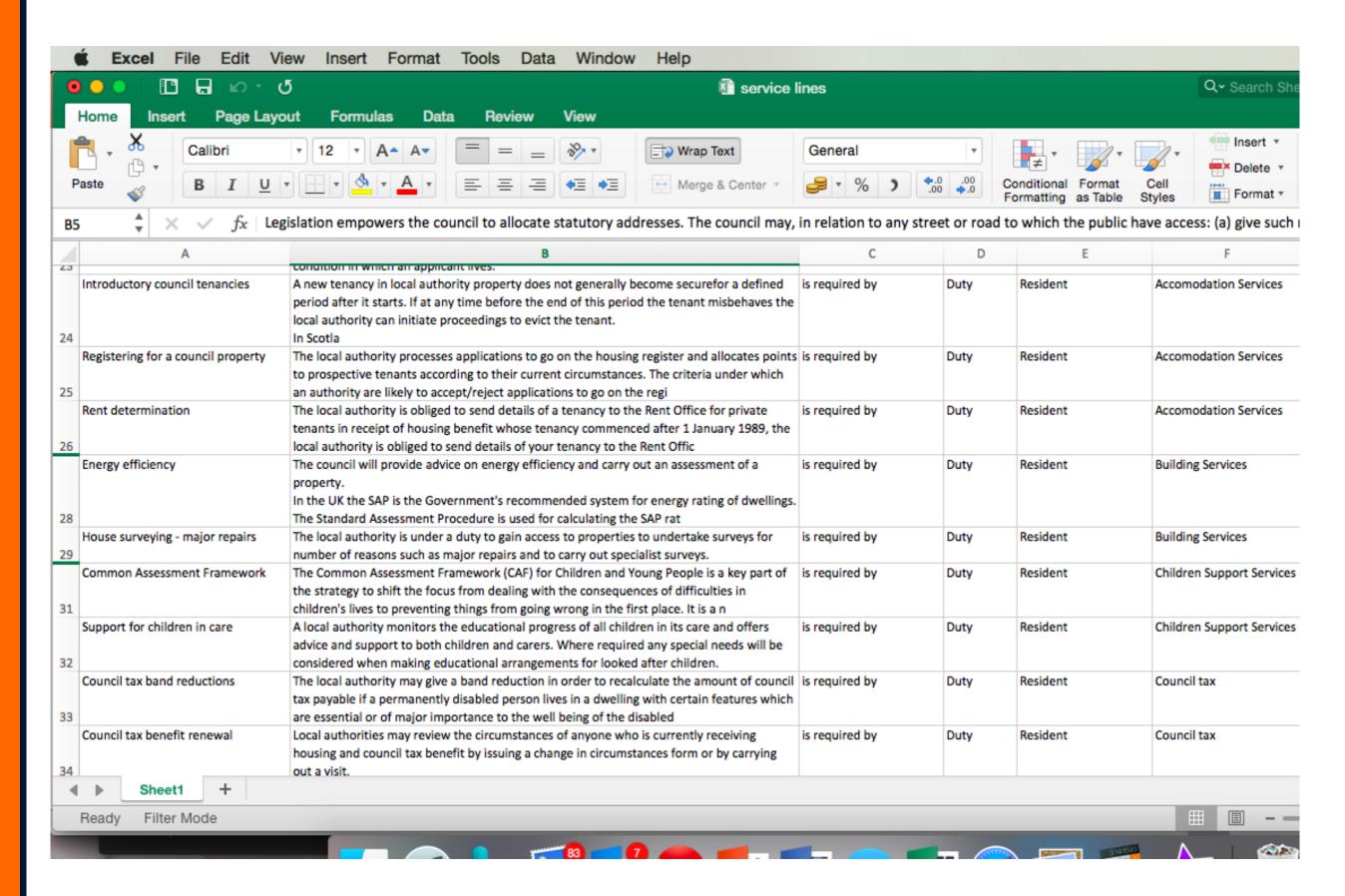




Intelligence











<u>Jean</u>

Care Services

Doctor

Supported Living flat

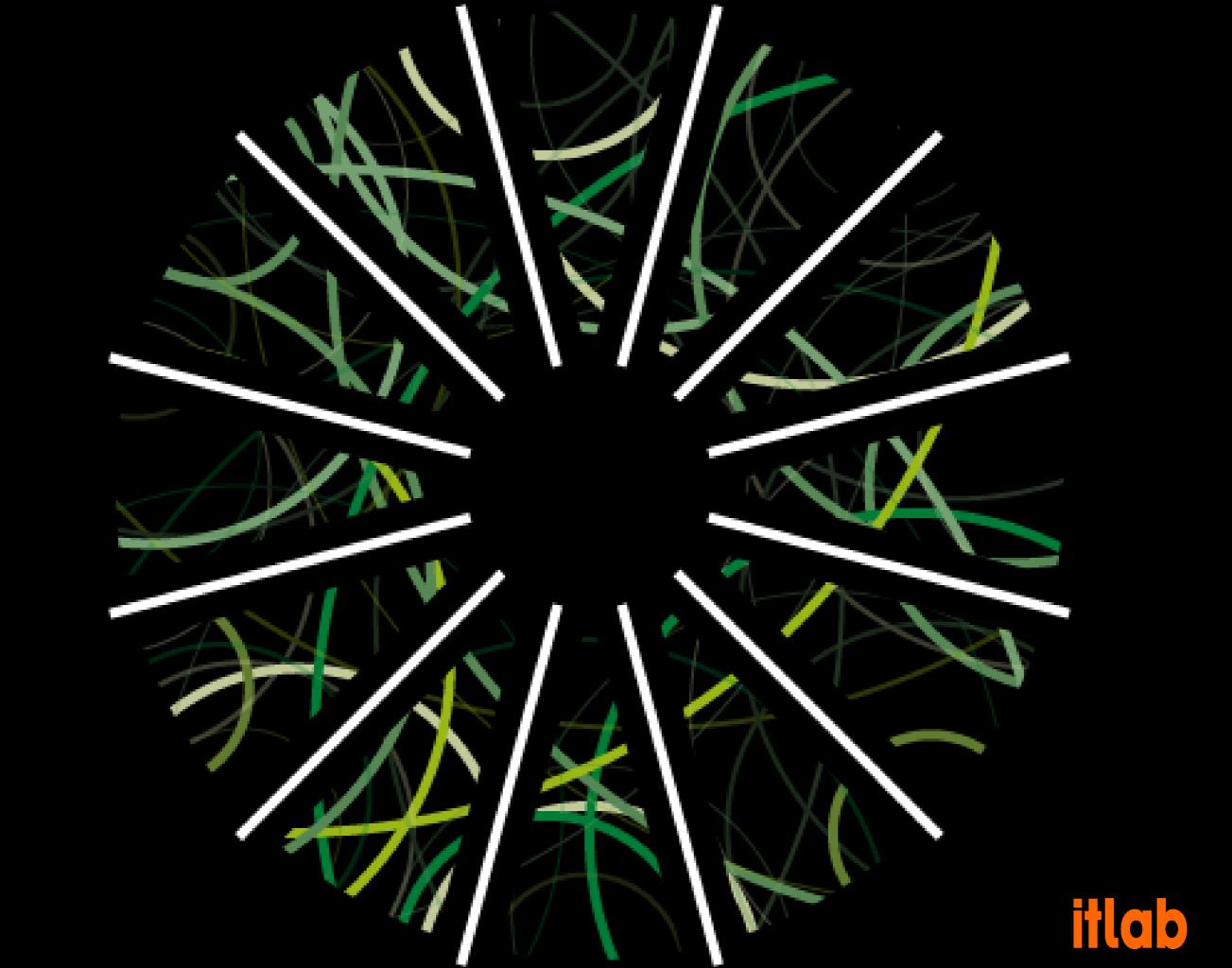
Library

Rural bus routes

Registra

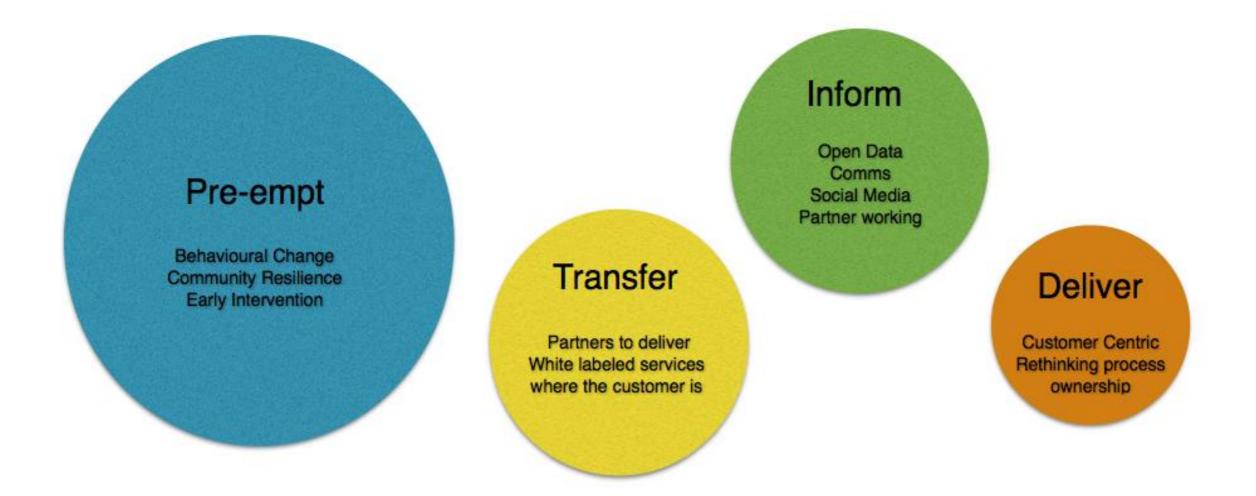






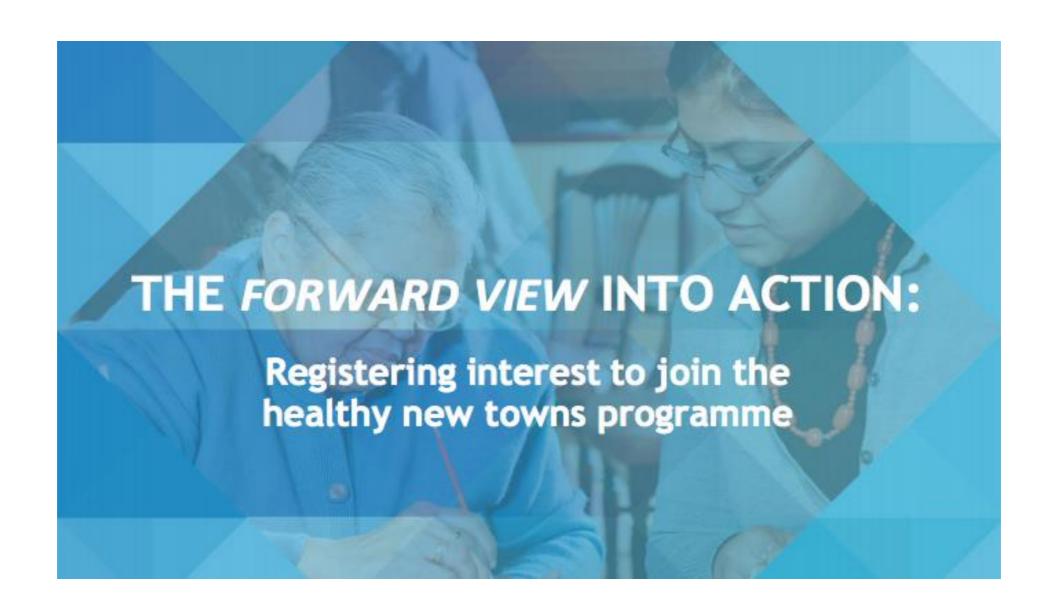
Everything our resident does creates data; and from that data comes the possibility of pre-emptive action to drive efficiencies for us and for public services





Intelligence

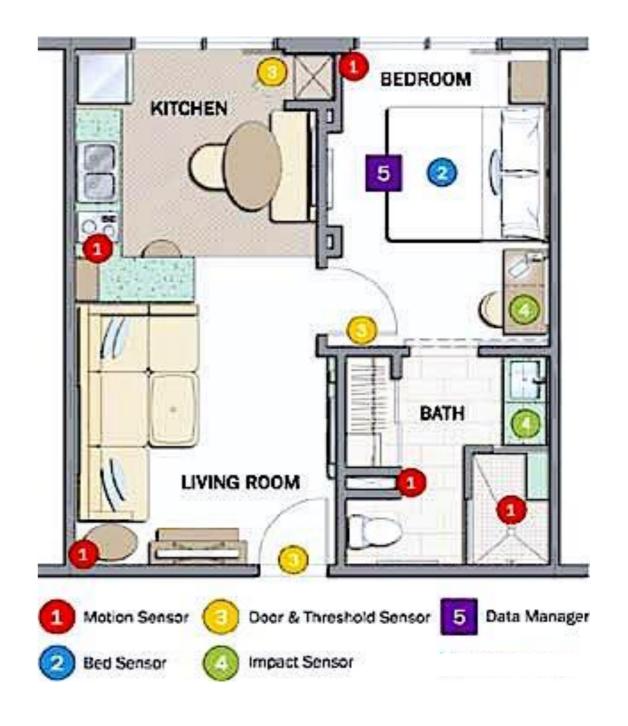






T.E.C.S.

Understanding patterns and behaviours amongst residents that are frightened about their declining health and those that might be having an escalation of care needs.





Key Recommendation

Put data first...

Worry about everything else after that.



Data mapping & structuring Data Architecture Data applications advice

Data Management as a Service IoT implementation

Big Data solutions (Machine Learning, A.I.)



Lucie Glenday : <u>LGlenday@ITlab.com</u>

