

MarkLogic Briefing

Providing Customer Value Through
Data-Led Services

The Data Revolution and its
Consequences

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What is Big Data?

- Data collections that are difficult to handle and search in conventional terms because of their size.
- Is that all? What does it mean?
- The exhaust fumes of the networked society?
The dandruff of bureaucracy?

The Lexis Risk Management Case Study

Size? Experian, Choicepoint and the US Government

Target? The US insurance industry

Result? Users contribute their data, scheme becomes industry intensive, and begins to exhibit compliance/due diligence characteristics

Astra Zeneca Case Study

Prescription information/medical-claims data + clinical evidence = ?

- Evidence-based focus
- Partnership with customers (WellPoint/HealthCore Feb 2011)
- Which diagnostics make sense and which don't?
- Which medical devices and which drugs?
- What tends to errors and/or high readmission rates?
- What are the local as well as the systemic issues?

Sentiment Analysis

- Xaxis (WPP - a "data and marketing services company")
- Initial target - the buying decisions of 500 million people in Europe, the USA and Australasia - including all UK citizens
- “Xaxis streamlines and improves advertisers ability to directly target specific audiences, at scale and at lower cost than any other audience -buying solution”
- Also note the data alliance of SAP and Google

Evidential Research

- The Nature/Signalling Gateway experiment
- Replacing the article with the evidence
- Searching science in 3D - abstract, article, evidence
- Multiple media evidence - and the importance of taxonomy, ontology and semantic discovery

B2B plays everywhere

- Environmental Risk - from EDR to Landmark at DMGT
- Oil Exploration - Elsevier, IHS and Wood Mackenzie collaborate at GeoFacets
- Engineering - Globalspec file 10m design briefs
- Aviation Ascend - All the parts that are fit to fly

Financial Services

- Machine readability
- News and the Celerity environment
- Cross file search necessity - DataExplorers
- Thomson Reuters - Open Calais/ClearForest

All of the tools are at your disposal

- Hadoop/HortonWorks/Cloudera/HCCP (Lexis)
- Most of the lessons were learnt in Google, Yahoo!, Facebook
- How do you stitch it all together? MarkLogic
- How do you participate - by taking an additional revenue contribution from your data content?
- Or by becoming a hub in a virtual data connection designed to create new answers in a field where you have authority, customers, distribution, or a new vision of the unanswered questions...

Thanks for listening!

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