

How to go from Adding Data to Adding Value

David R Worlock
European Association of
Search and Database
Publishing (EASDP)
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Towards a Data Revolution

“Its not the data you own which is important – it’s the value that users get out of your data when you expose it to them in the context of all other available data that makes the value difference”

Quote from a market leader in risk management

The Data Revolution I

- Content as Data
- Search as an end in itself
- The apogee of the Age of Research
- The primacy of proprietary data
- The triumph of the relational database
- The culmination of keyword search software

The Data Revolution II

- From relational to NoSQL databases
- Semantic web science – triple stores, RDF, inference rules
- Entity extraction – adding value to words in context
- Advanced taxonomies find their real place
- The Age of Ontology and Data Architecture
- The Age of Collaboration – data from clients, third parties and even competitors

Data Ready? Steady – Go!

- Data Analytics
- Predictive Analytics
- Visualization
- Reputation Management

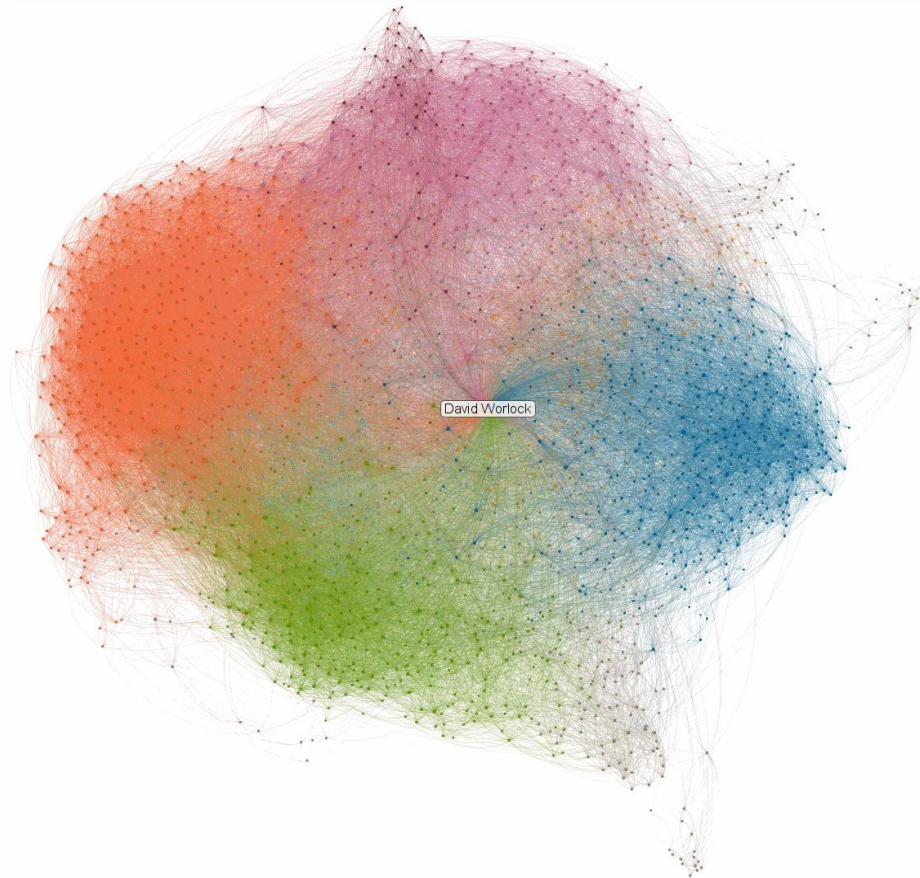
Your data must out-perform the sum of its parts! And produce Solutions – not just more Questions

The Veggie Burger Thesis



Visualization is Everything

LinkedIn Maps David Worlock's Professional Network
as of May 17, 2013

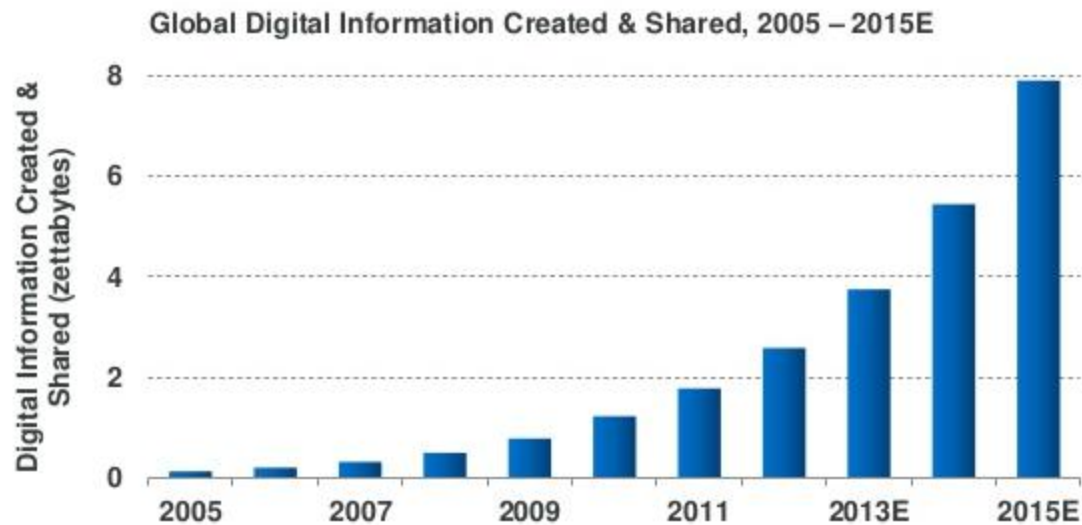


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We are the publishers now!

World's Content is Increasingly Findable + Shared + Tagged -
Digital Info Created + Shared up 9x in Five Years

*Amount of global digital information created & shared
– from documents to pictures to tweets –
grew 9x in five years to nearly 2 zettabytes* in 2011, per IDC.*



KPCB

Note: * 1 zettabyte = 1 trillion gigabytes. Source: IDC report "Extracting Value from Chaos" 6/11. 11

Network collaboration

**Win-Win-Win Sharing = Growing Quickly –
You Help Me, I Help You, We Help Others**

Waze

- 48MM Users, +2x Y/Y
- 1B+ Miles Driven per Month w/ Waze Open



KPCB

Jawbone UP

Per Day...

- Billions of Steps
- 700K+ Hours of Sleep
- 5x App Interactions per User



Yelp

- 102MM Users, +43% Y/Y
- 39MM User-Generated Reviews, +42% Y/Y



Source: Company data. 23

Case Studies in Success

- LexisNexis Risk – inventing market leadership without owning the data in every instance
- BBC Sport Olympics 2012 – customizable to everyone
- IHS GlobalSpec – sharing data with data originators
- Springer Verlag – re-inventing the interface

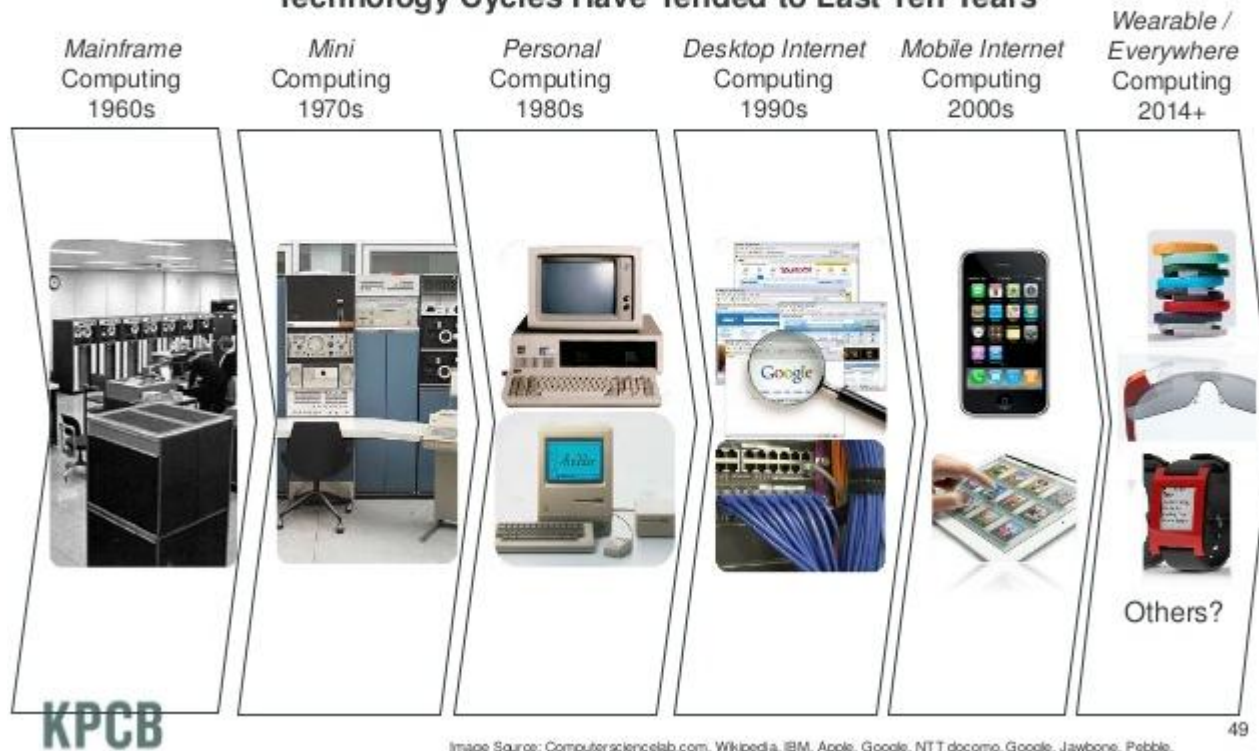
Local is Fundamental

- The Local Solution is under unprecedented pressure
- Advertising has to be re-targeted in solutions terms
- Community remains the key focus, in all of its data forms
- Global data subsumes Local

Ready for wearable?

Technology Cycles – Still Early Cycle on Smartphones + Tablets, Now Wearables Coming on Strong, Faster than Typical 10-Year Cycle

Technology Cycles Have Tended to Last Ten Years



Thanks for listening!

Contact David Worlock at
david@davidworlock.com

Tel: +44 (0)7836 361873

On Twitter at @dworlock

And come to www.davidworlock.com