

Enterprise scale Location Intelligence

Mattias Fahlin

October 16, 2016



Impact page with text 36pt in size with multiple .9 line spacing. Text can move to the center of the page.



Welcome to
NOBODY CARES
population: 6 billion

©hugh

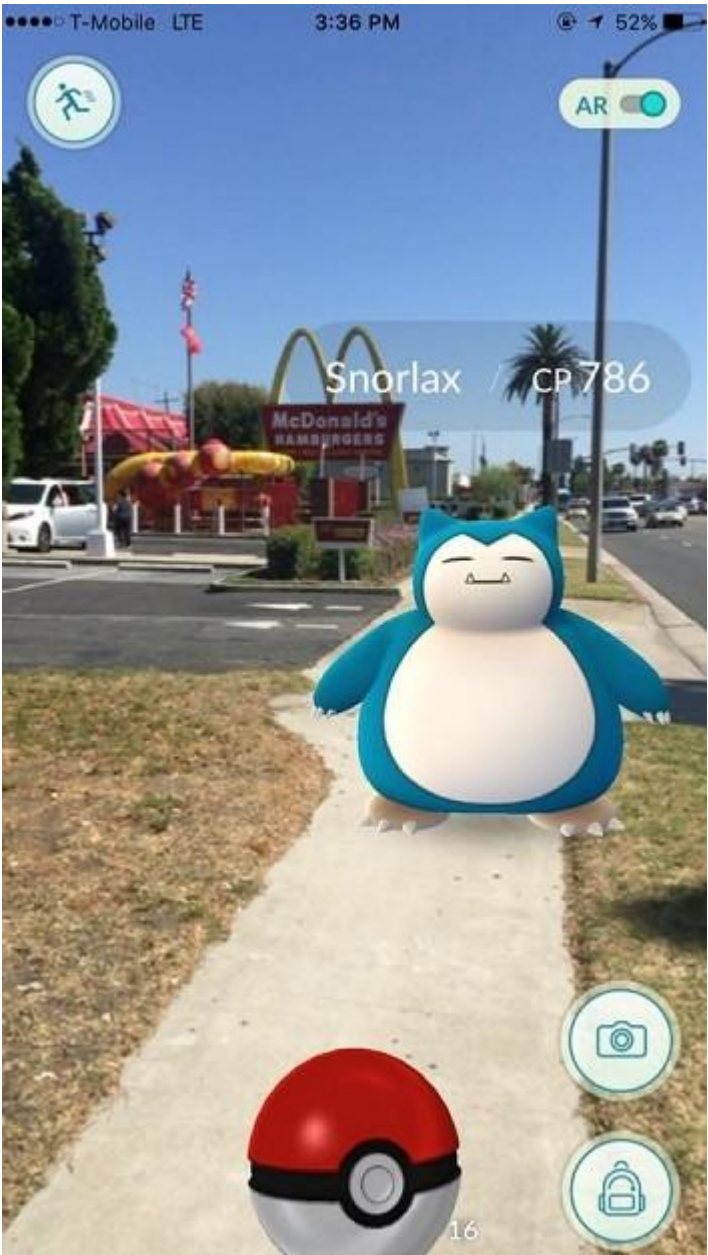
...about
GIS

Everybody cares about Location Intelligence





Pitney Bowes | October 16, 2016



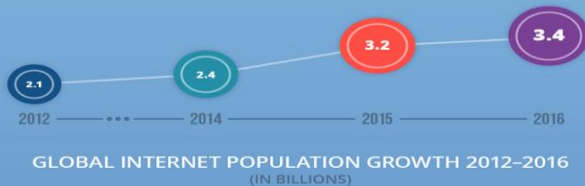
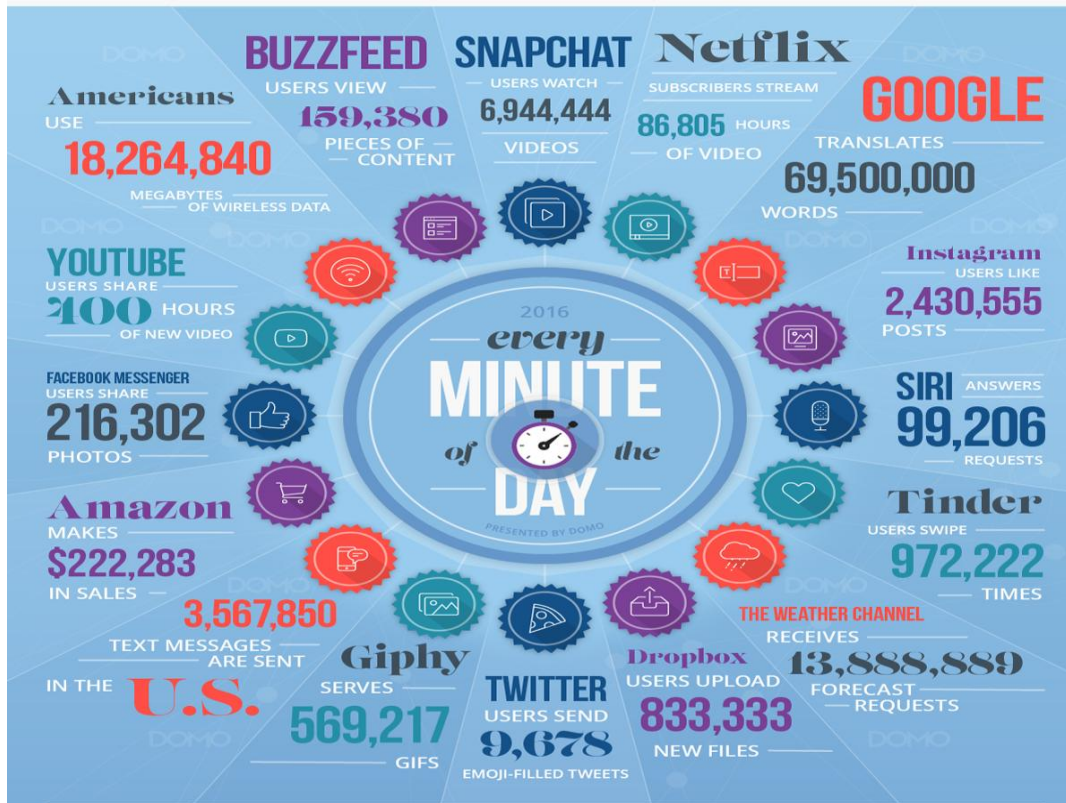
80 % of your
data has a
Location
component

Speaking of data...



DATA NEVER SLEEPS 4.0

How much data is generated every minute? In the fourth annual edition of Data Never Sleeps, newcomers like Giphy and Facebook Messenger illustrate the rise of our multimedia messaging obsession, while veterans like Youtube and Snapchat highlight our insatiable appetite for video. Just how many GIFs, videos, and emoji-filled Tweets flood the internet every minute? See for yourself below.



Data has become the new enterprise currency. The ability to collect, analyze, and leverage it effectively will distinguish the best from the rest. Domo helps you stay ahead by bringing your data and people together in the cloud, where everyone in your organization can easily access the information they need to make faster, better-informed decisions and optimize business performance.

Learn more at www.domo.com



SOURCES: SNAPCHAT, NETFLIX, GOOGLE, INSTAGRAM, TINDER, THE WEATHER COMPANY, DROPBOX, GITHUB, GIPHY, YOUTUBE, BUZZFEED, AMAZON, CTIA, MARY MEEKER'S 2016 INTERNET TRENDS REPORT, USA TODAY, GLOBAL WEB INDEX

A lot
of
data

You
could
even
say...



can
We
Leverage
that?



Some
will
always
say



Enough

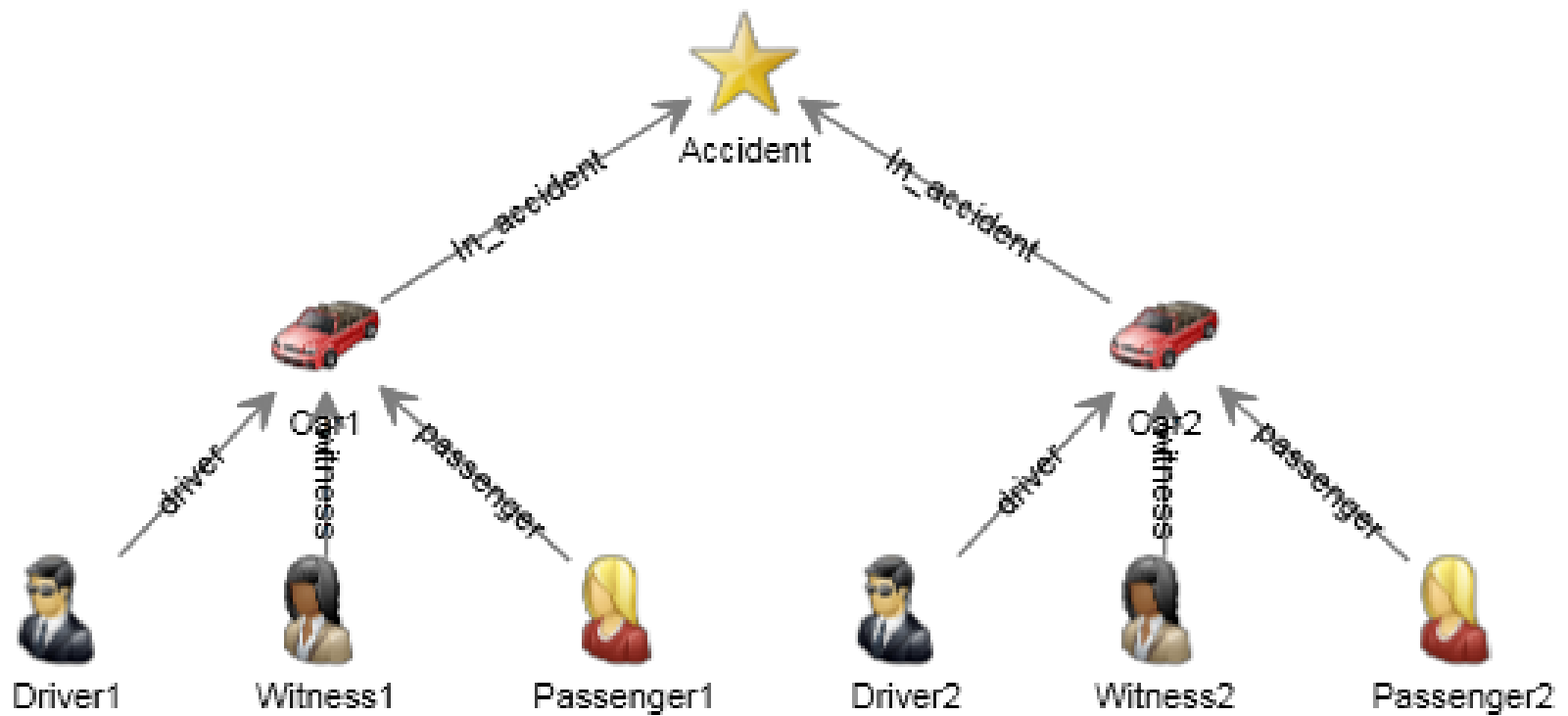




A minimalist, modern interior space with three elevator doors. The floor is highly reflective, mirroring the doors and the ceiling. The walls are a light, neutral color. The overall atmosphere is clean and architectural.

Insurance Fraud

Crash for Cash

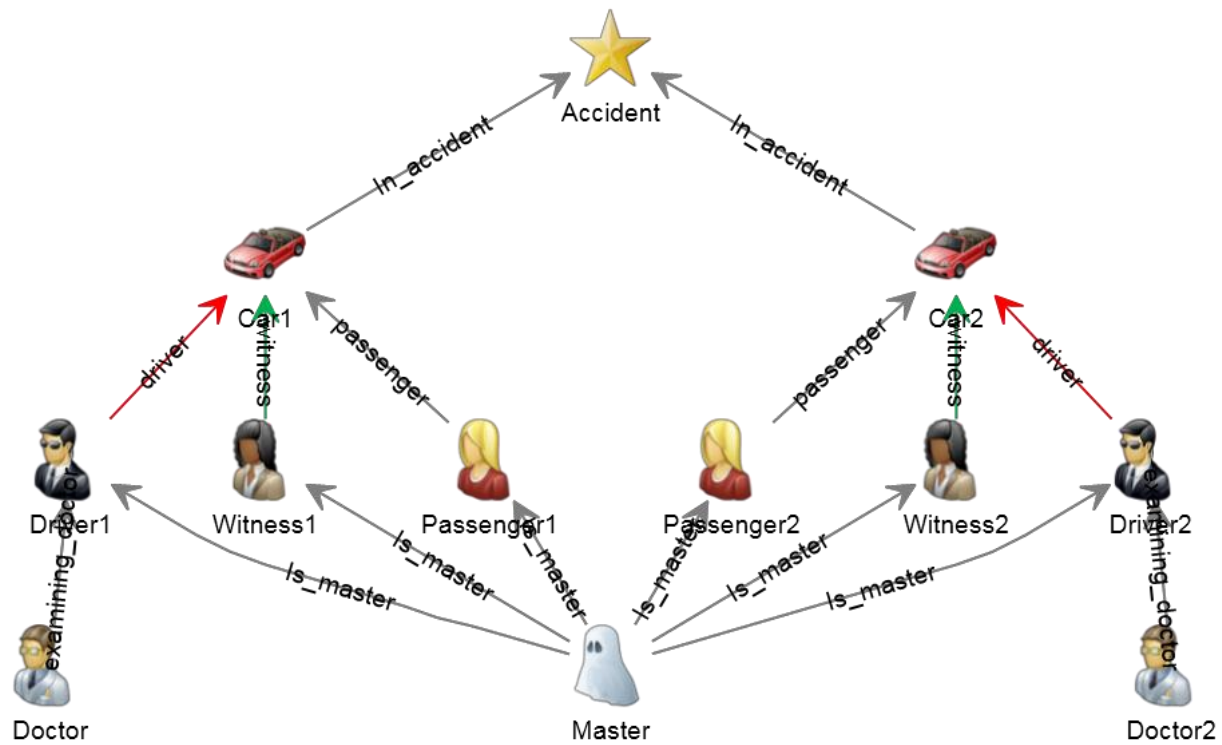


Drivers, Witness and Passengers

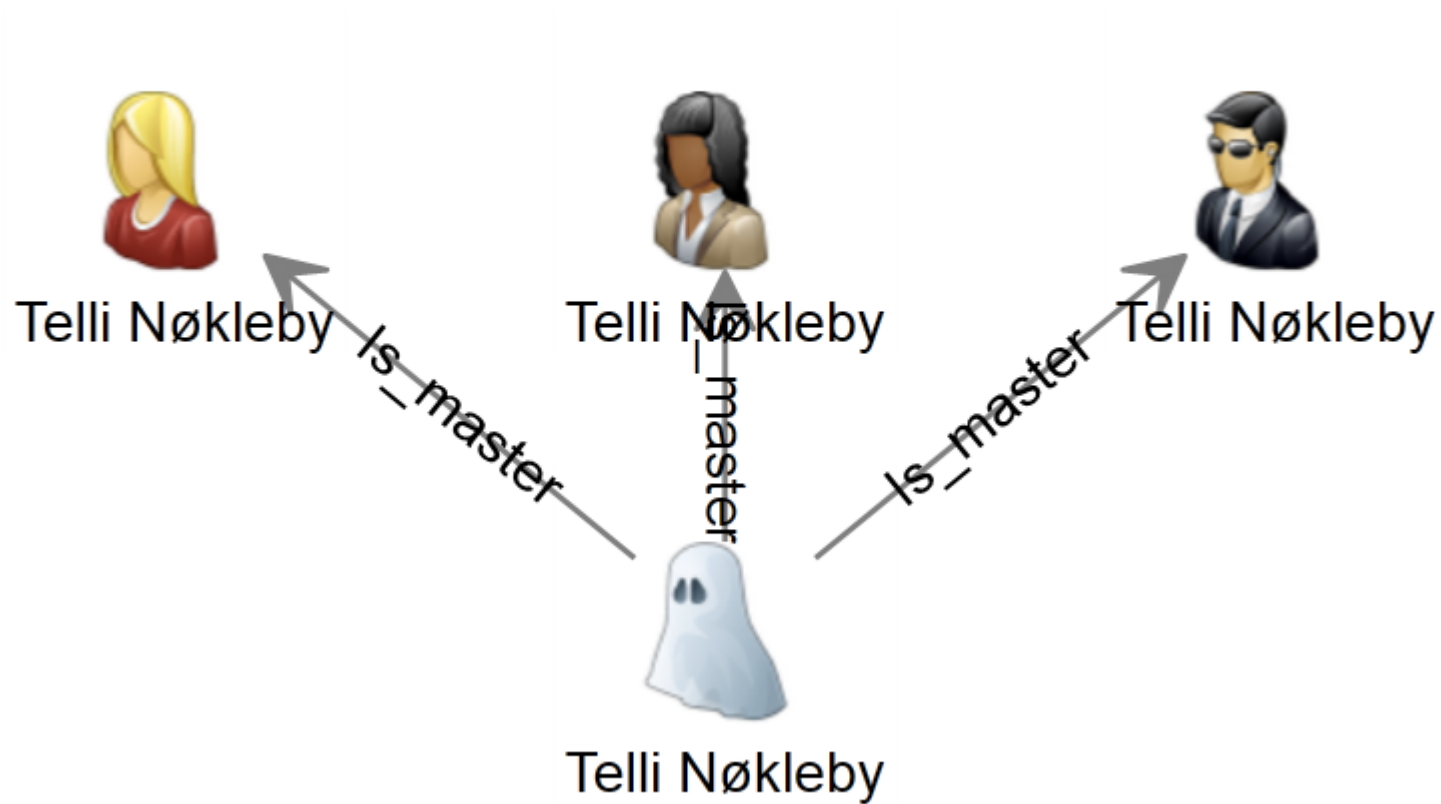


Passengers appears in several accidents? Doesn't have to be anything wrong but...
Enter "Master Person"

Final model



Look at Ms. Nøkleby...



A minimalist, modern interior space with a highly reflective floor. Three glass elevators are visible, each with a small black square above it. The floor reflects the elevators and the light from the windows. The overall atmosphere is clean and futuristic.

Financial Crime

- Detecting anomalies in purchase pattern
 - Mattias suddenly purchases a rug in Alanya Turkey when I normally never leave Vällingby

A minimalist, modern interior space with three elevator doors. The walls are a light, neutral color, and the floor is a dark, highly reflective material that mirrors the doors and the text. The lighting is soft and even, creating a clean, architectural feel. The text 'Telecom Coverage Mapping' is overlaid on the right side of the image in a white, sans-serif font.

Telecom Coverage Mapping

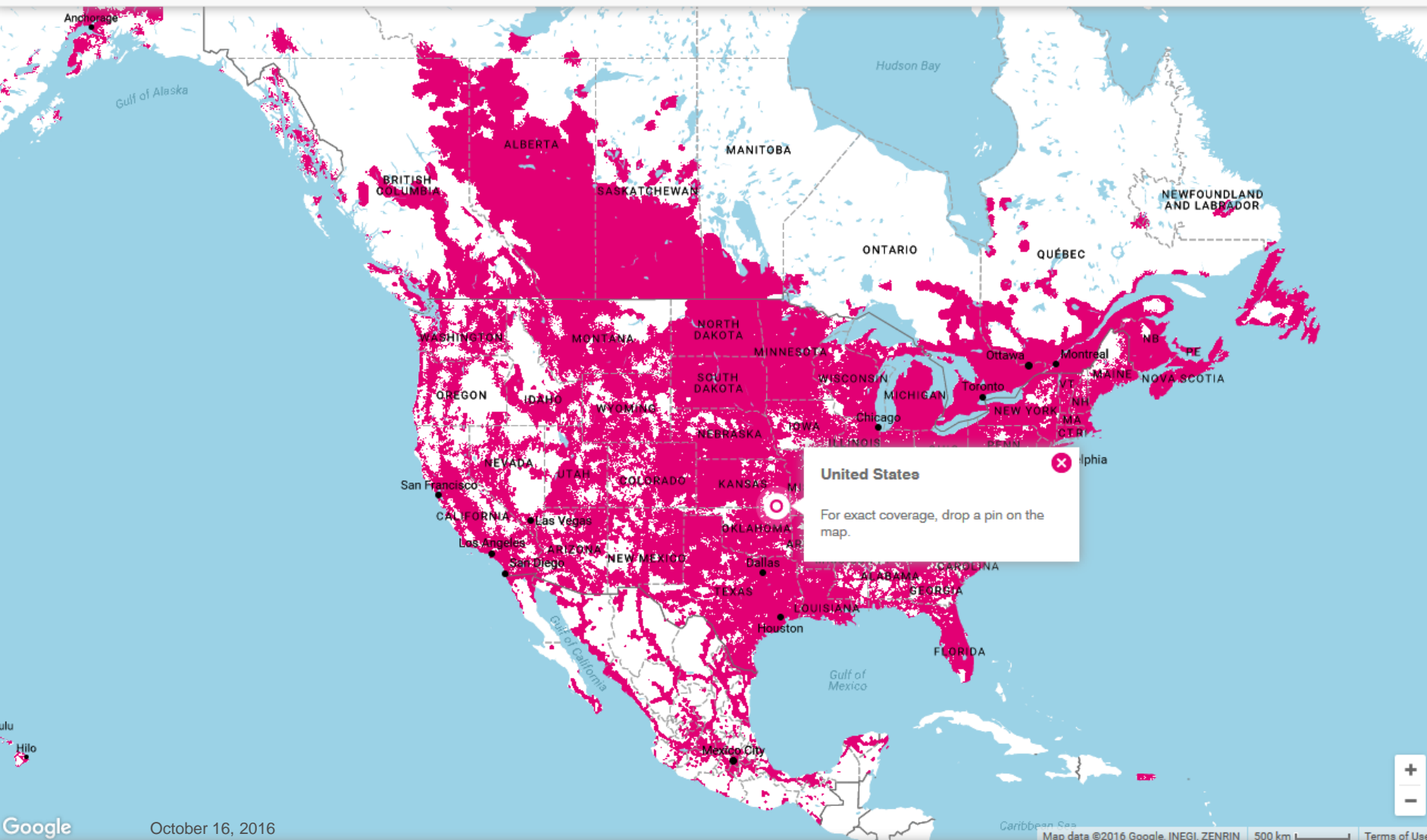
LEGEND

United States

CHECK COVERAGE

MY PLACES

CHOOSE DEVICE



3

Take aways

It's
all
about
data

Location
Intelligence
is
the new
black

You
have
a bright
future ahead

Thank you