

*“Hyper-connected and
Hyper-delivered –
delivering the change
from last mile to last
metre’*

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COMMERCIAL OFFICER



Who are we?



Customers

M&S

EST. 1884

8 Billion Rows of data available to 9000 Users



Integrate data from 70 different sources nightly,
500 Users, 2 billion Rows of data



Assimilate and analyse data from web analytics,
social media and programmatic systems



Automated extraction & ingestion of complex XML
data sources and integrating 3rd party data for
analysis



Connected Vaping Device with 20 sensors and
near-time series data analysis, R&D Data
Platform

informa

Analysis of AIS data for Vessel tracking,
prediction & route analysis



Initial Deployment of a Smart City Network in
Milton Keynes, UK (with BT)

Awards



BUSINESS IT INNOVATION
OF THE YEAR



BIG DATA ANALYTICS PROJECT
OF THE YEAR



National Technology Awards 2018

WINNER
BEST CLOUD PRODUCT
OF THE YEAR



UK ENTREPRENEURSHIP
& INNOVATION AWARD



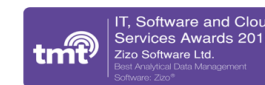
BIG DATA
ANALYTICS SOLUTION



TECHNOLOGY INNOVATION
OF THE YEAR



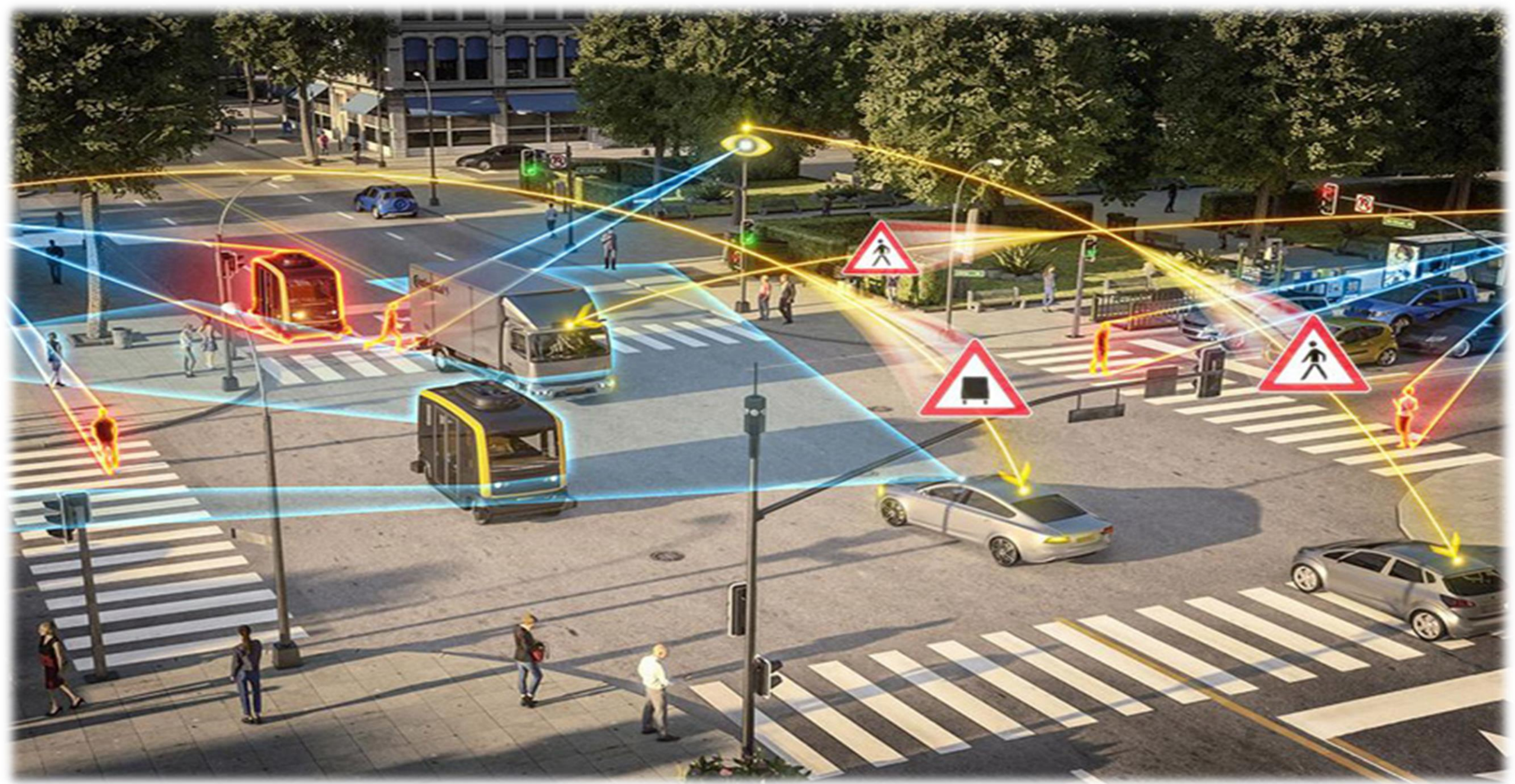
BEST CLOUD
ANALYTICS PLATFORM



BEST ANALYTICAL DATA
MANAGEMENT SOFTWARE



BEST ANALYTICS PRODUCT
OF THE YEAR

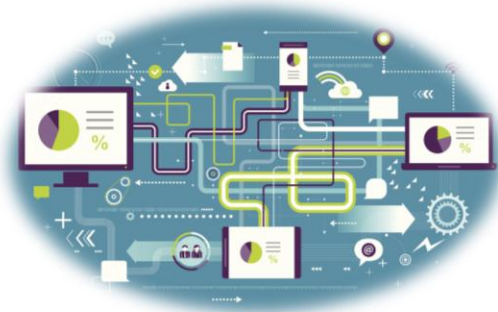


Exciting times ahead!



 **STARSHIP**





Changing Expectations



Access to data and information



The Hyper Connected Human



Personalised experiences



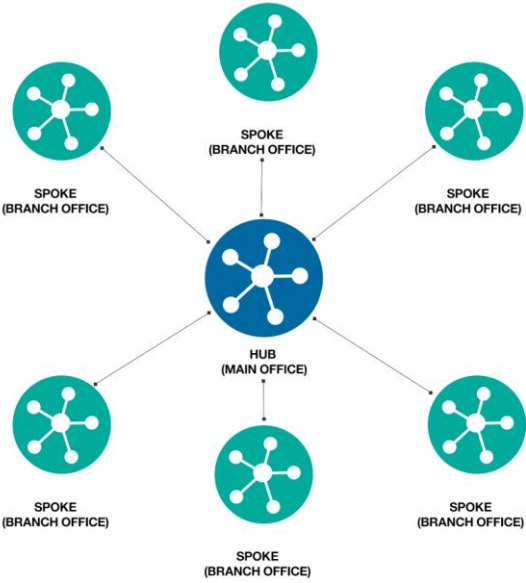
Sustainability & growth challenges

How do we get to the last metre?

Hub & Spoke architecture isn't best suited to meet these needs...



From a logistics perspective....

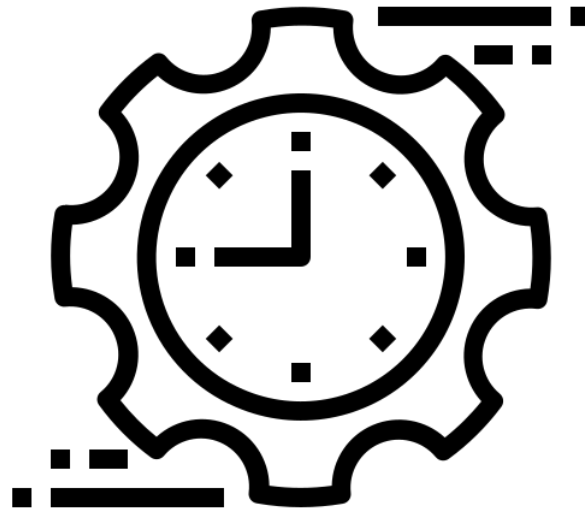


Or a data one!

Both need to move to a localised infrastructure, based on Real time demand:

Provides on demand information
about truly local availability


Empowers automated systems
such as AI to deliver analytics



Delivers accurate information
about delivery schedules

Provides suitable data back to
centralised HQ to improve
overall performance

Data Privacy remains a challenge



Gen Z
Born: 1995 - 2015
Age: 6 - 26 years

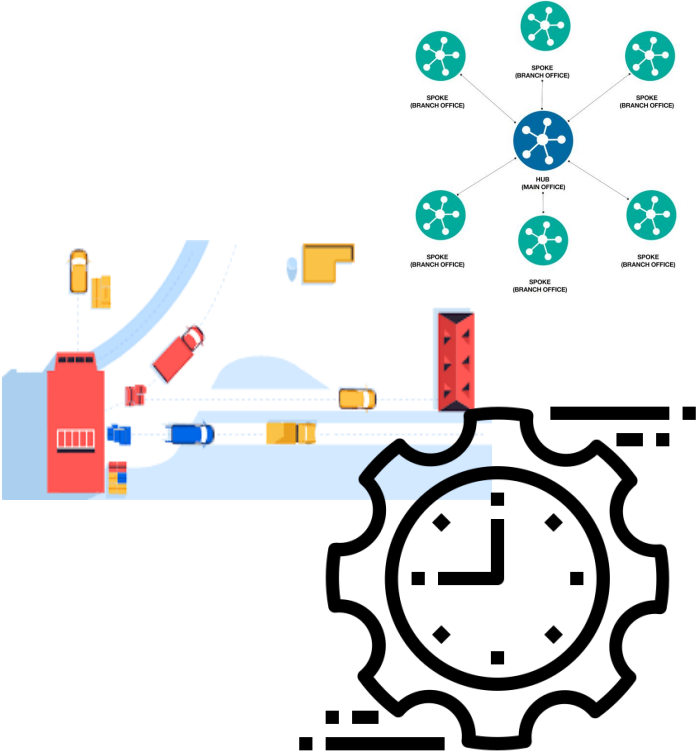
Millennial
Born: 1980 - 1994
Age: 27 - 41 years

Gen X
Born: 1965 - 1979
Age: 42 - 56 years

Baby Boomer
Born: 1944 - 1964
Age: 57 - 77 years

Different feelings about privacy

=



Different architectures and business models

Final Thoughts...

The world is changing....

Consumer expectations...

Everything is becoming connected...

Small changes can have a huge impact...

More automation...

Who can react the fastest to changing situations?

