

# From data to insights

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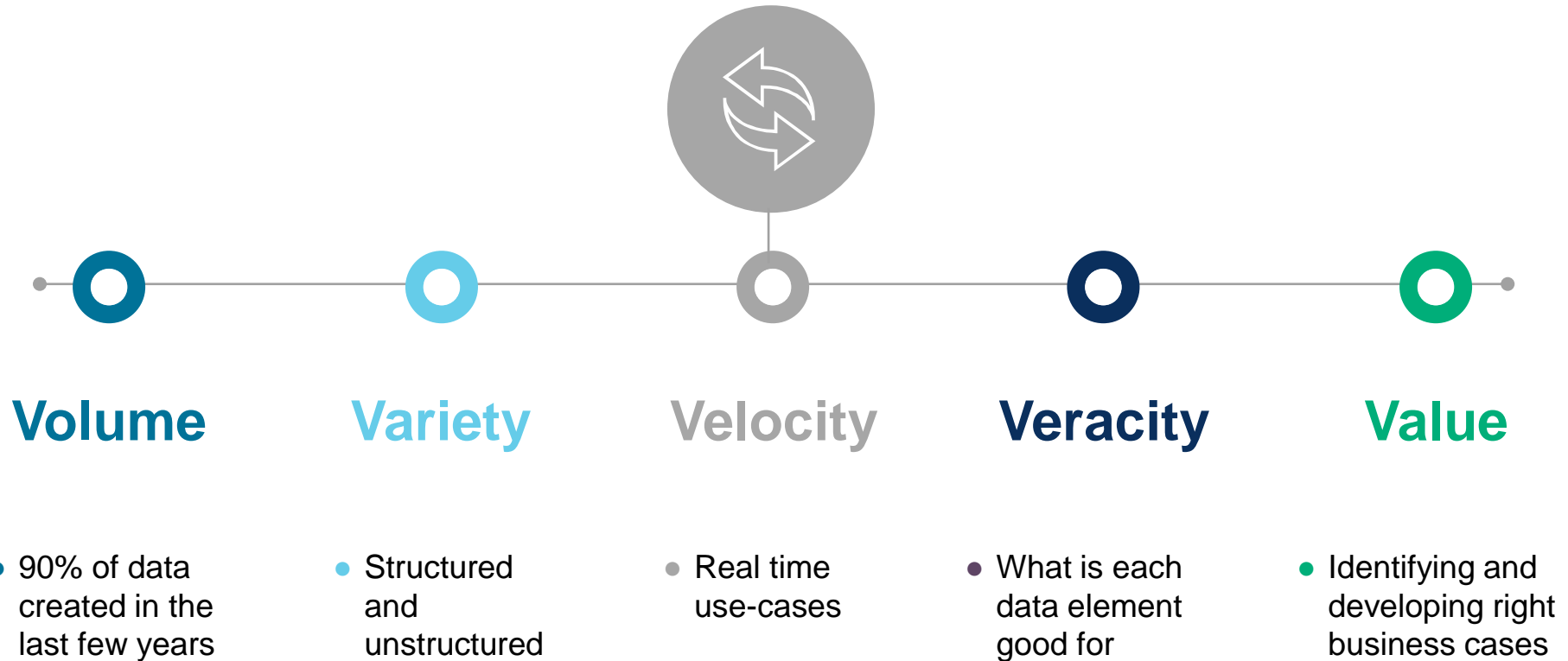
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# Big data attributes

In lieu of a definition

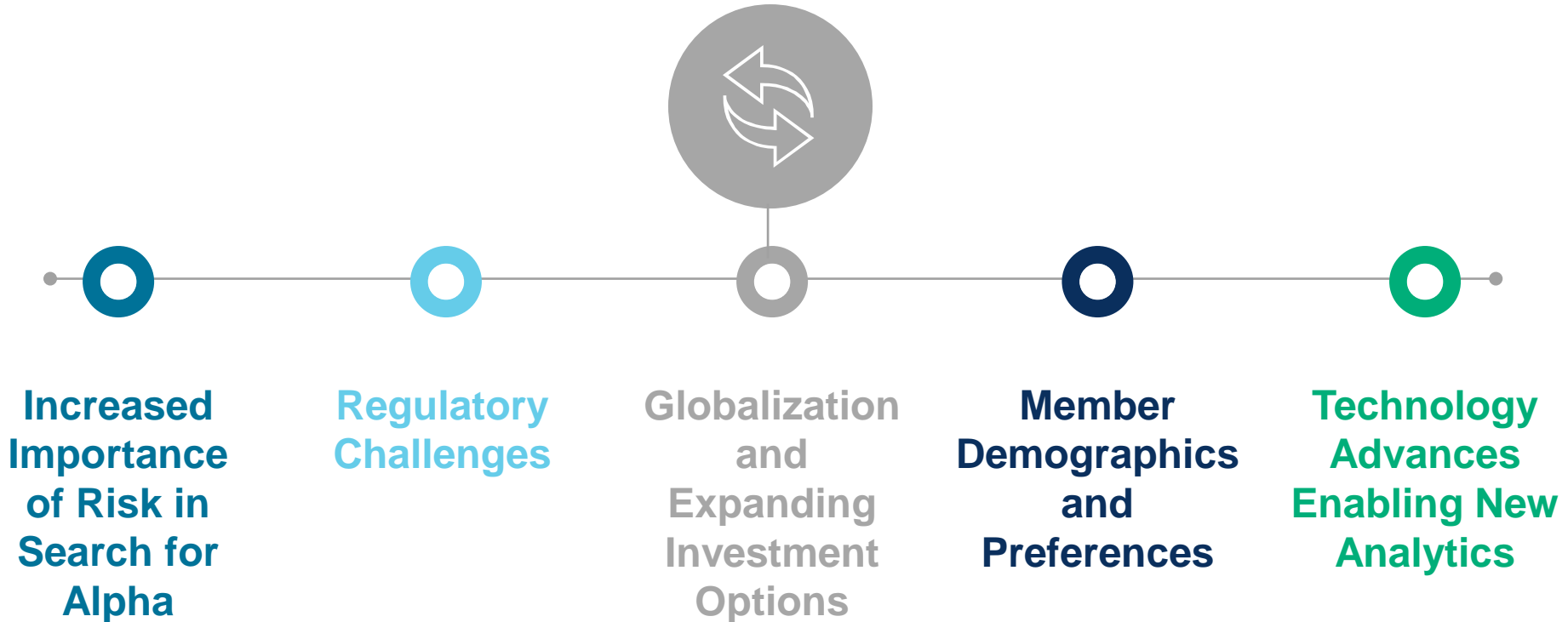


Cloud – Mobility – Social – New data platforms

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# The market is changing rapidly

Analytics is a process of discovering and understanding relevant data patterns

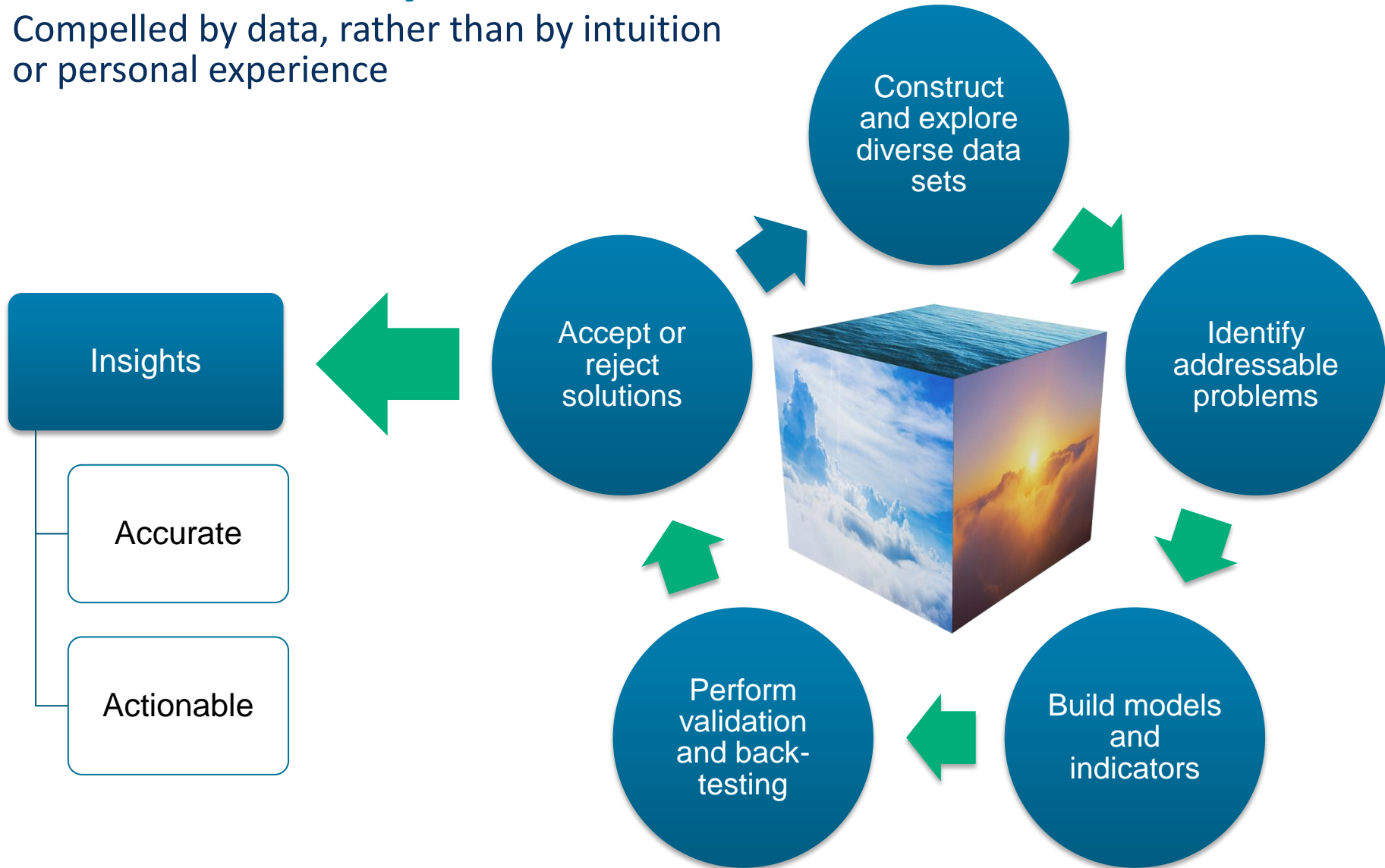


Raising assets – Enhancing performance –  
Managing risk – Lowering cost

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# Data driven analysis

Compelled by data, rather than by intuition or personal experience

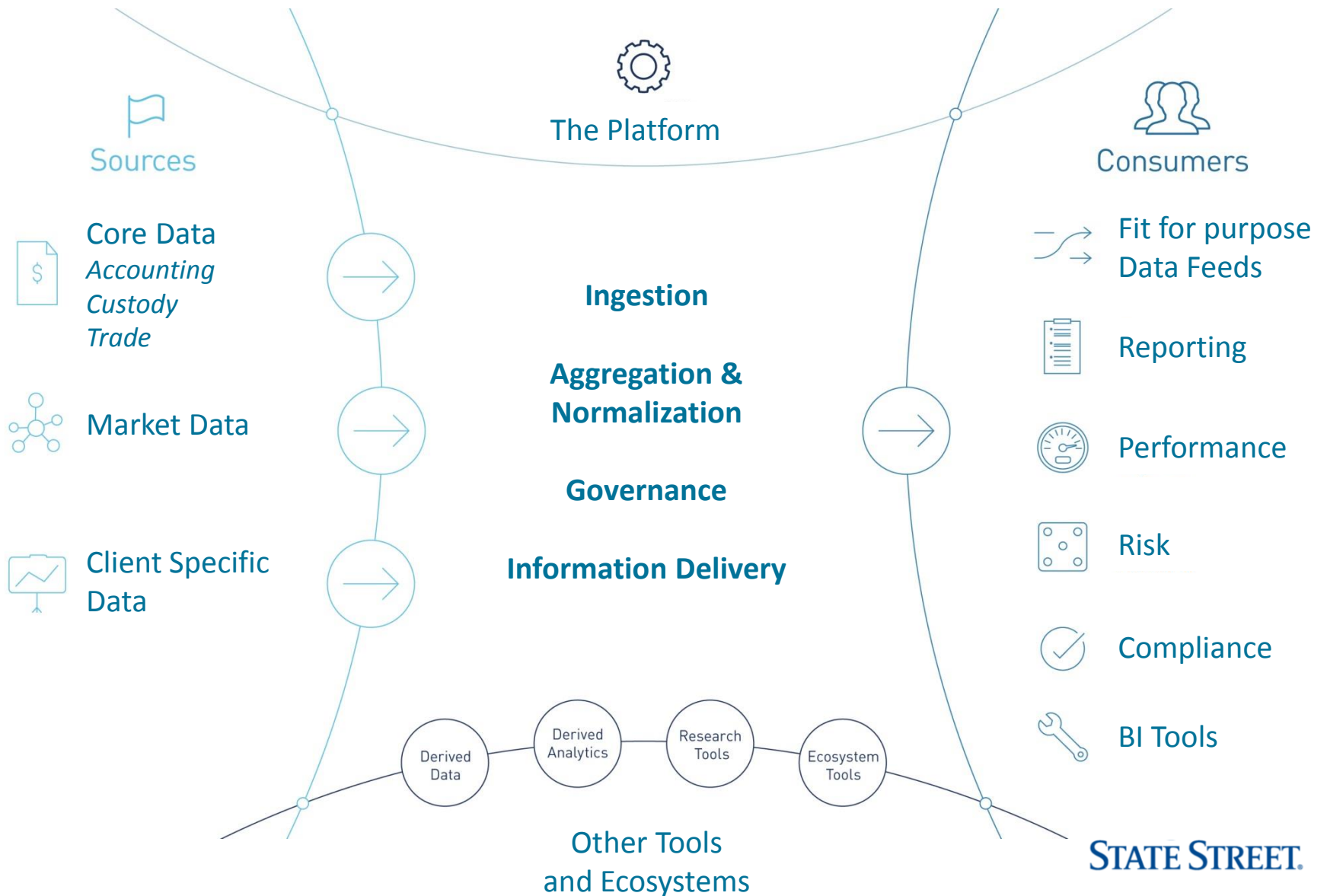


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# Building a scalable solution

Data – advanced technology – managed service



# Role of a service provider

Right-sourcing, scale and efficiency

- Cloud is revolutionary because of its scale and its underlying service model
  - This trend will extend into other aspects of investment management
- Custody of data is a natural extension to custody of assets
- Long term costs of remaining competitive are easy to underestimate
  - Infrastructure and technology investment
  - Intellectual property generation
  - Operations and location strategy
- Winning solutions will deliver custom & differentiating components on top of a commoditized core
- Successful organizations will focus on a segment of the value chain



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