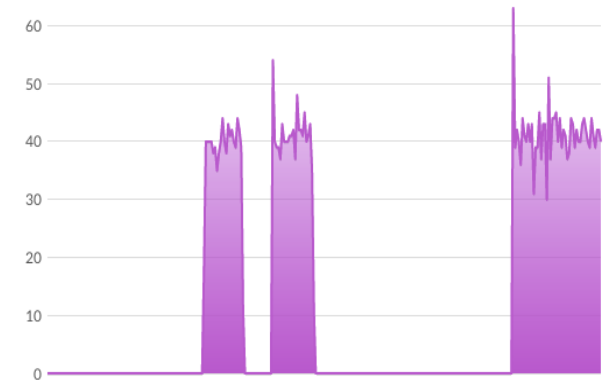
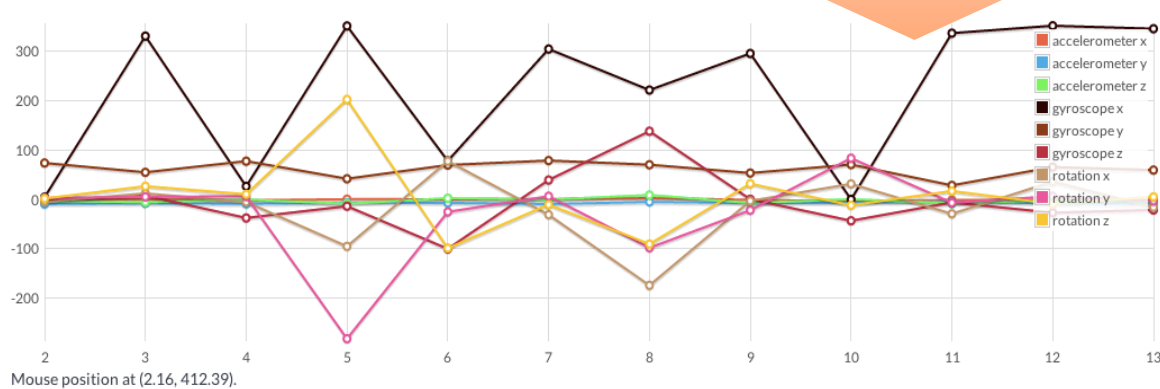




Disrupting The Market: Predictive Analytics As A Service



8.7 Billion Connected Devices<sup>1</sup>  
Growing 25% Annually



**What Does This Data Tell Us About Sensor Use?**

<sup>1</sup>Study conducted by Cisco

Algorithms.io enables customers to easily build and deploy machine learning data models that classify raw data streams as discrete actions or events.

“We Make Sense of Sensor Data”

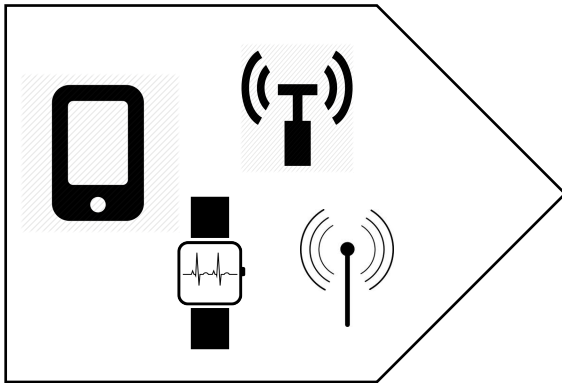
### With Classified Data Our Customers Can:

- Understand What Users Are Doing With A Device
- Apply Prescriptive Analytics (i.e. recommendations)
- Automate Business Decisions And Machine Actions
- Identify And Act On Anomalies

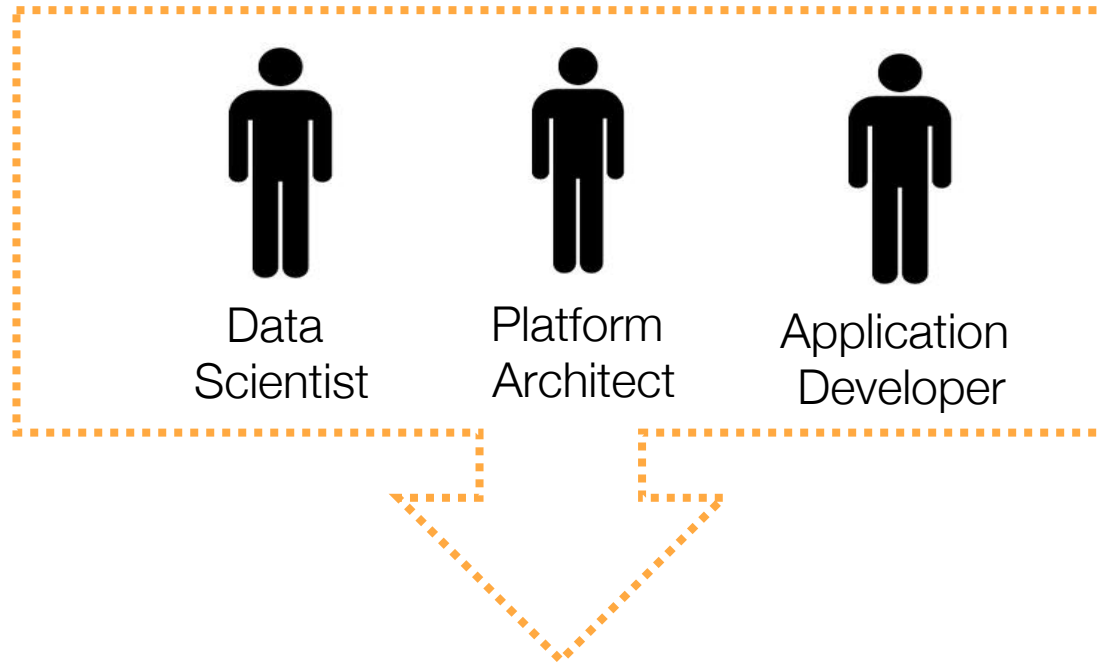
## 1 Minute Demo

[http://ws-clients.algorithms.io/dashboard/  
algosbiodash.html](http://ws-clients.algorithms.io/dashboard/algosbiodash.html)

## 1. Stream in Raw Data

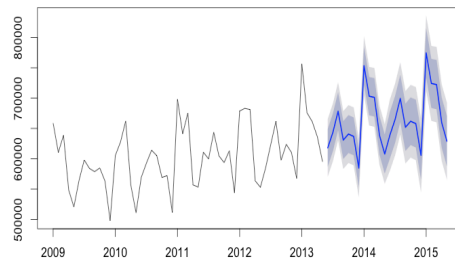


## 2. Classify Data With Machine Learning

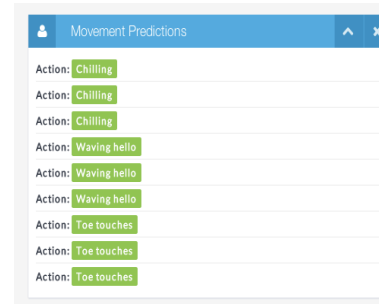


## 3. Return Results To Reports, Dashboards or Apps

### Business Forecasting



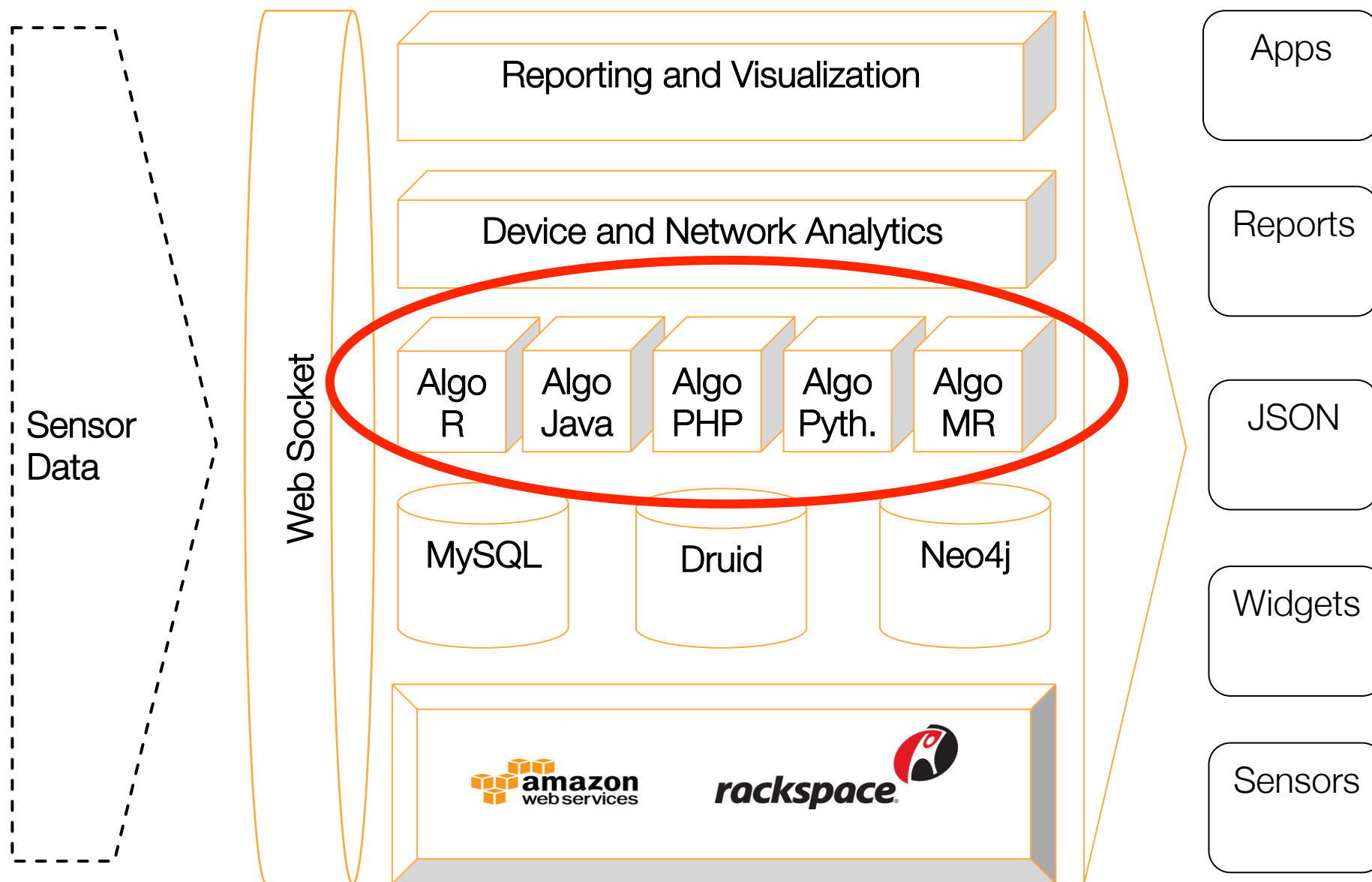
### User Insights



Movement Predictions	
Actions:	Chilling
Actions:	Chilling
Actions:	Chilling
Actions:	Waving hello
Actions:	Waving hello
Actions:	Waving hello
Actions:	Toe touches
Actions:	Toe touches
Actions:	Toe touches

### Consumer Apps





### Consumer Wearables



iOS

- ❖ Understand user activity
- ❖ Intelligent response
- ❖ 360 degree analytics

### Energy & Manufacturing



Client - Astra

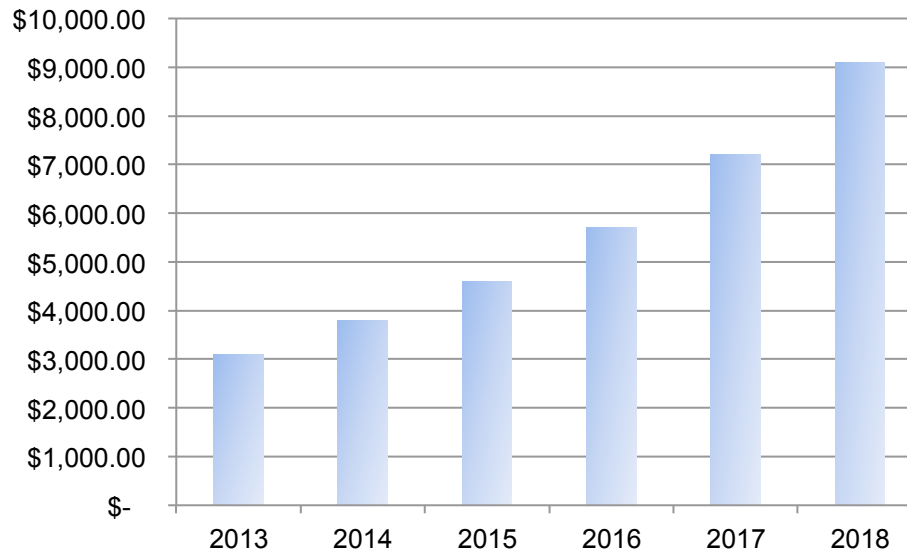
- ❖ Energy usage and forecasting
- ❖ Plant automation
- ❖ Predict failures or deviations

### Healthcare



- ❖ Detect risk conditions
- ❖ Patient monitoring
- ❖ Understand regional trends

## North America Rev. (\$Millions) Cloud Based Analytics Market



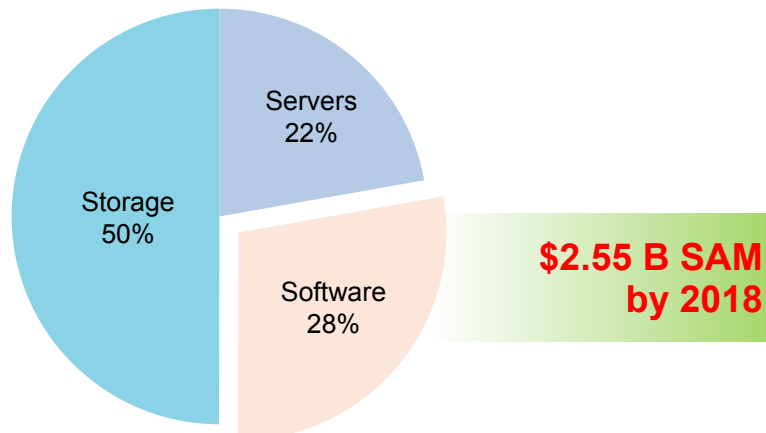
Source: Global Cloud Business Intelligence

North America revenue estimated to grow from \$3.1 billion in 2013 to \$9.1 billion by 2018

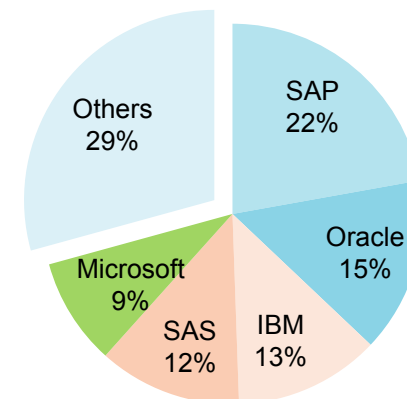
Global revenue estimated to grow from \$5.25 billion in 2013 to \$16.5 billion in 2018 (CAGR ~26%)

**Highest rate of growth is found in North America followed by APAC**

## Cloud Analytics Market by Tech

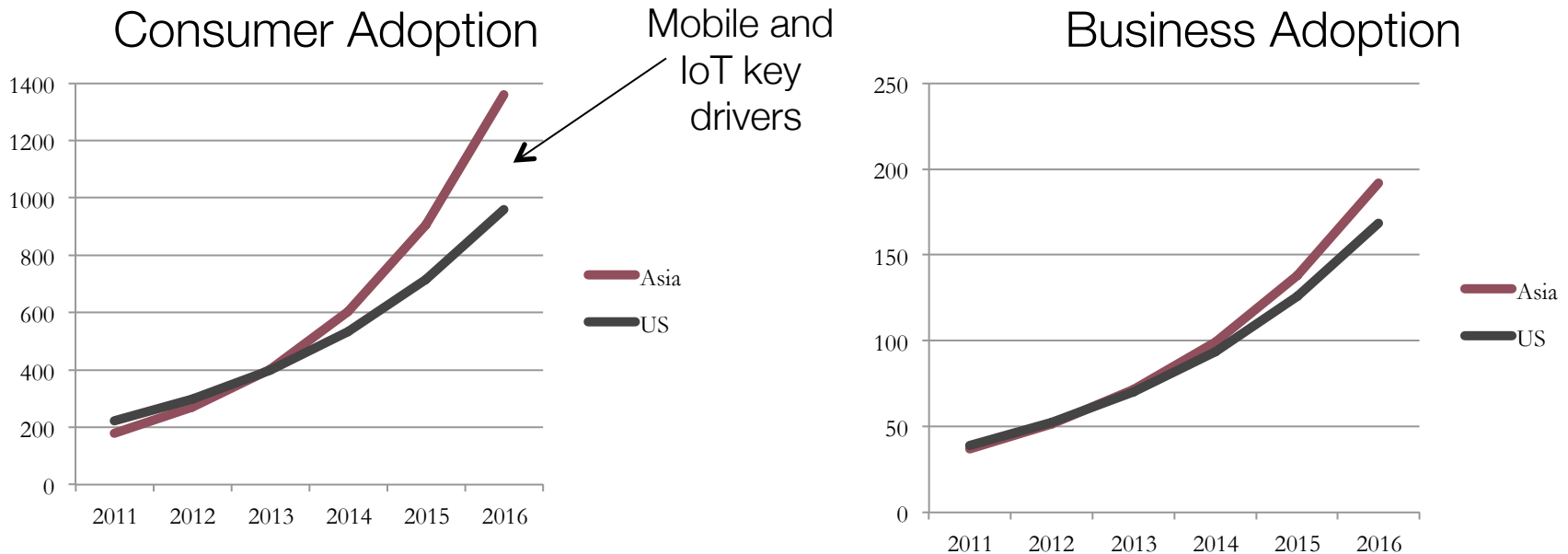


## BI/Analytics Market share by Revenue YR 2012





### Adoption of Cloud in Asia



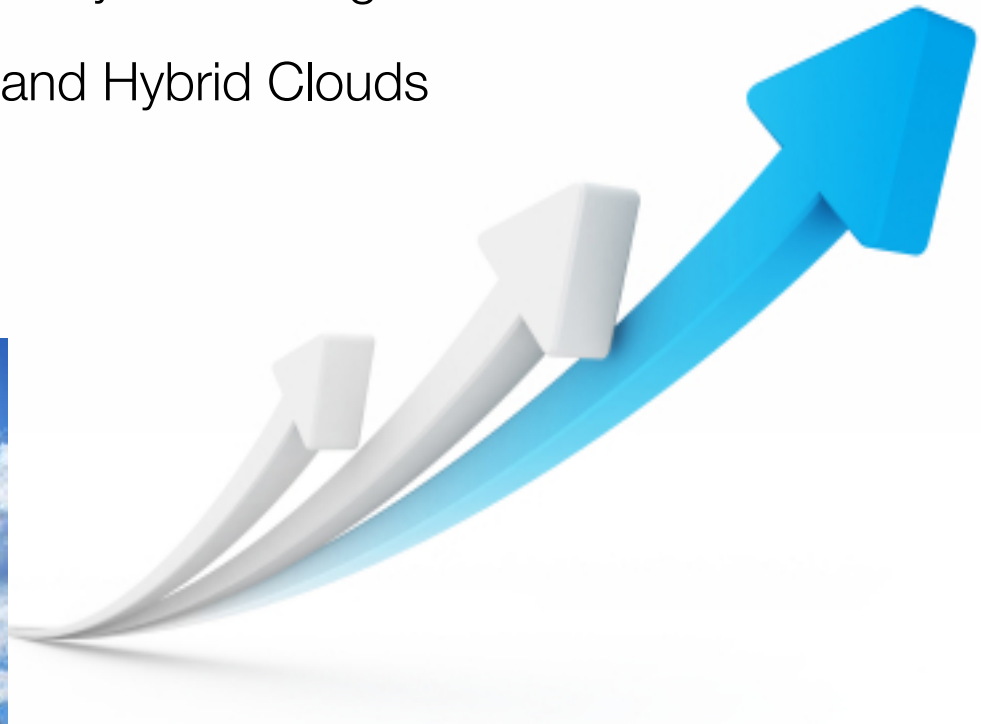
### Economics of Cloud

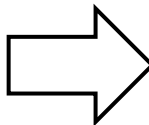
- Amazon has *dropped price 19 times* in the past 5 years
- Added over a dozen new “features” over the same time period
  - *Elastic Map Reduce costs 20% more than standard compute*

Cloud adoption figures from Cisco Global Cloud Index  
<http://www.cisco.com/en/US/netsol/>

### New Clouds From Familiar Names

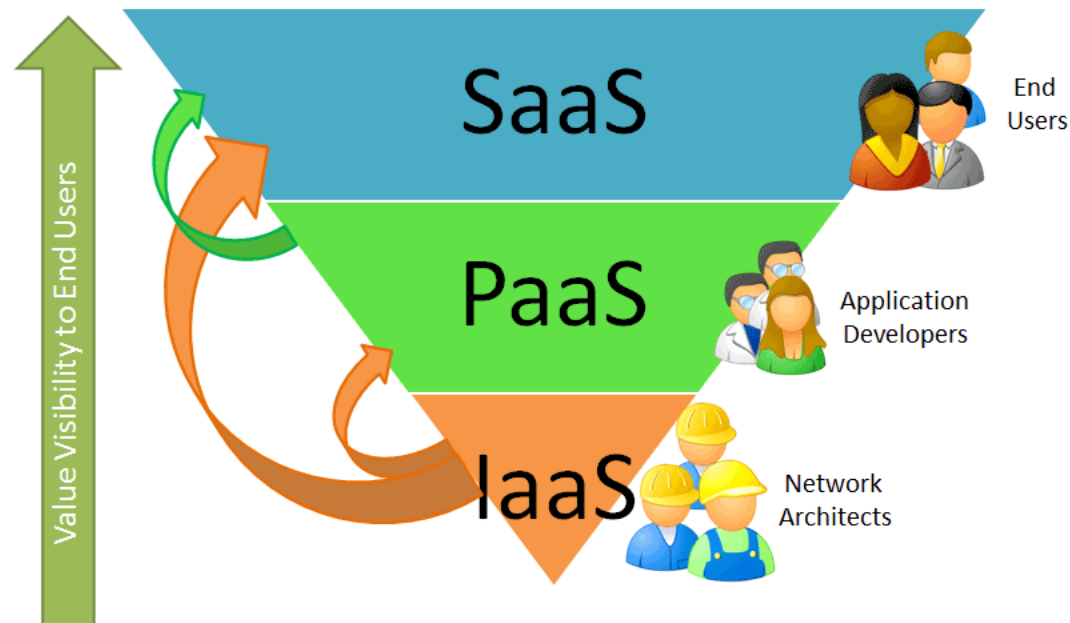
- Will see several new clouds in next 18 months
- Move to cloud is key driver for growth
- Public, Private, and Hybrid Clouds



Have Cloud  Need PaaS

Public Clouds: Have learned from observing cloud market in US

Private Clouds: Need advanced analytics across business units



### Faster, More Customized Pilots:

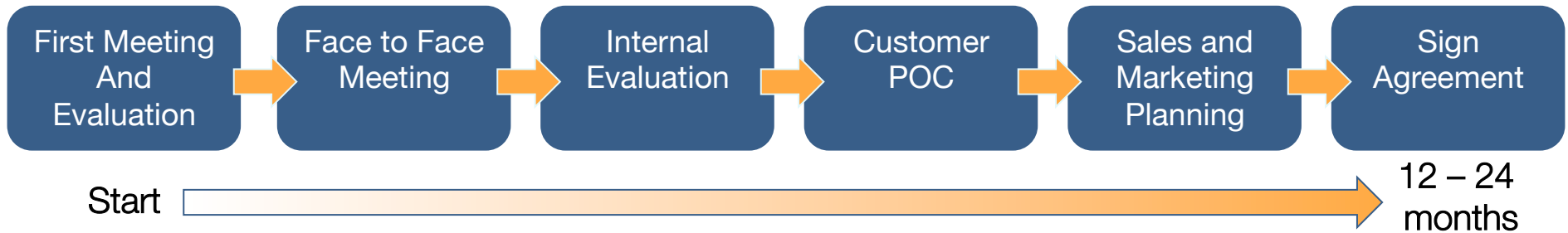
- POC in days vs. weeks/months
- “Instant” results
- External resources for internal drivers



VS.

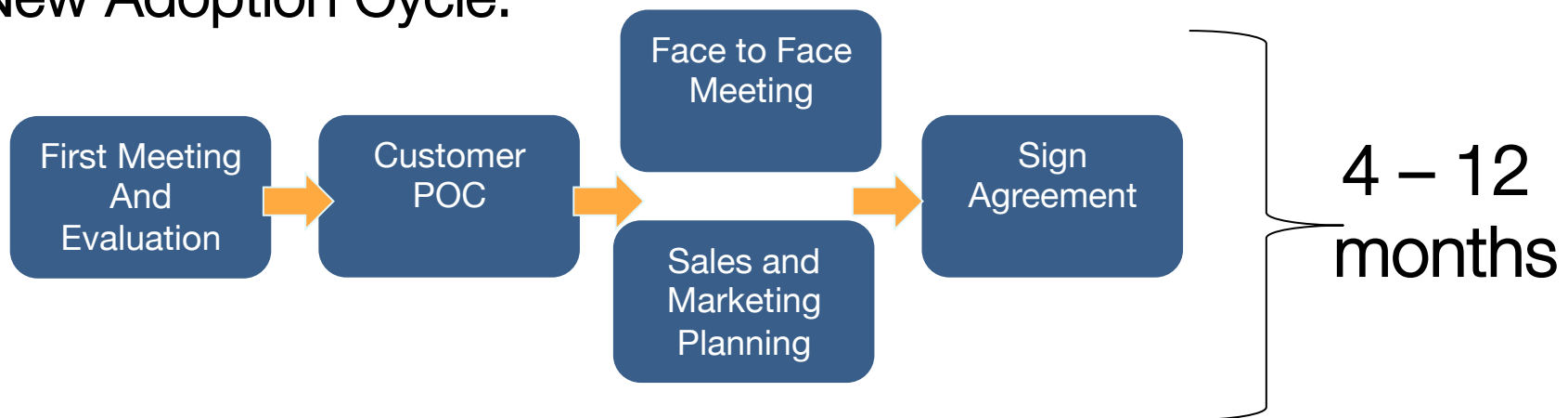


### Current Adoption Cycle:



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### New Adoption Cycle:



# Lifetime Value





# Thank You

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