

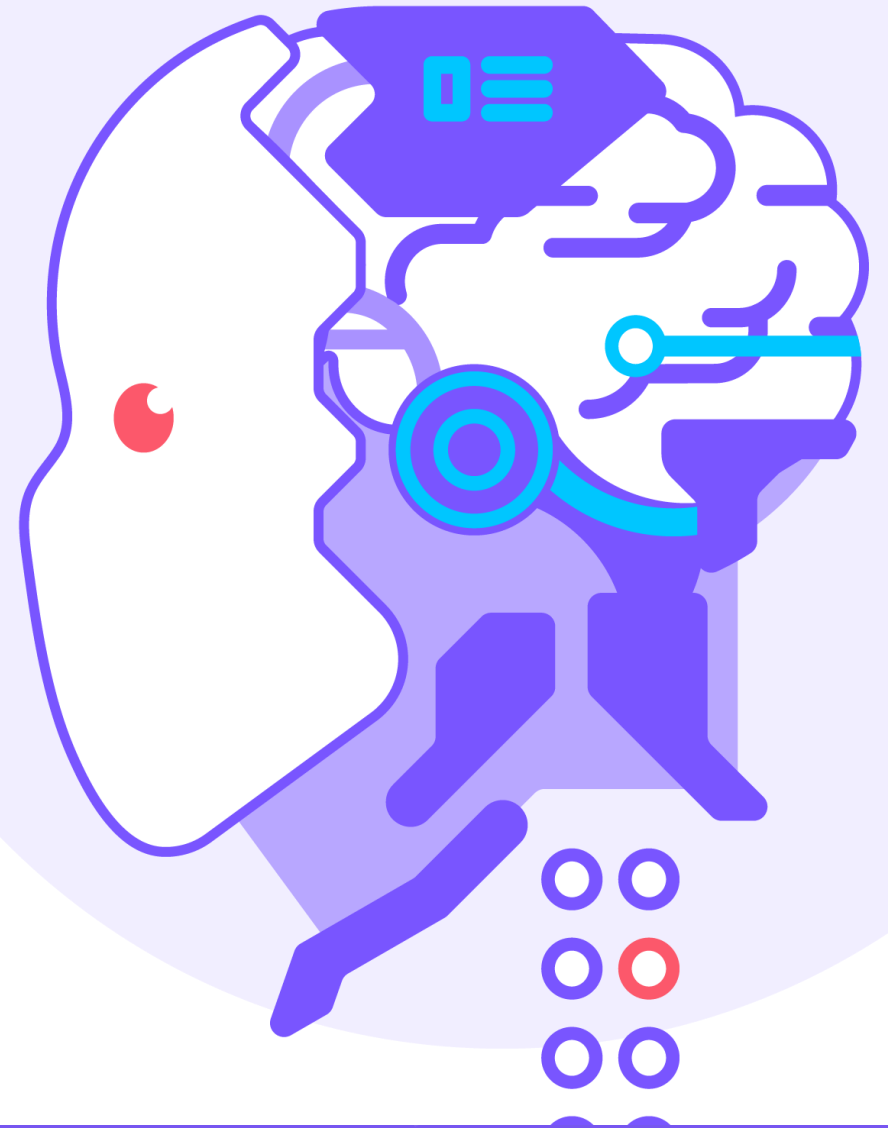


PLATFORM
OF TRUST

WHY IT'S TIME TO START USING THAT DATA YOU HAVE BEEN COLLECTING?

Toni Luhti

Chief Executive Officer



IMPACT OF USING DATA



Sales and marketing operations have been changed or impacted fundamentally by data (in all business domains). *



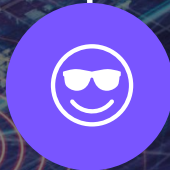
R&D is taking benefit of data almost in every industry. *



High-technology, healthcare and energy domains are utilizing data in almost every business practices. *



Cities and buildings has huge amount of data collection points and data available to be utilized.



All direct and indirect factors cannot be taken into account when operating in silos.

WHERE YOUR DATA IS?

- In multiple solutions like CRM, ERP, property management, energy management, etc.
- In multiple locations like databases, excel-sheets, emails, etc.
- In 3rd party services like external contractors and in their systems.
- Available through thousands of hardware sensors, applications or interactions.

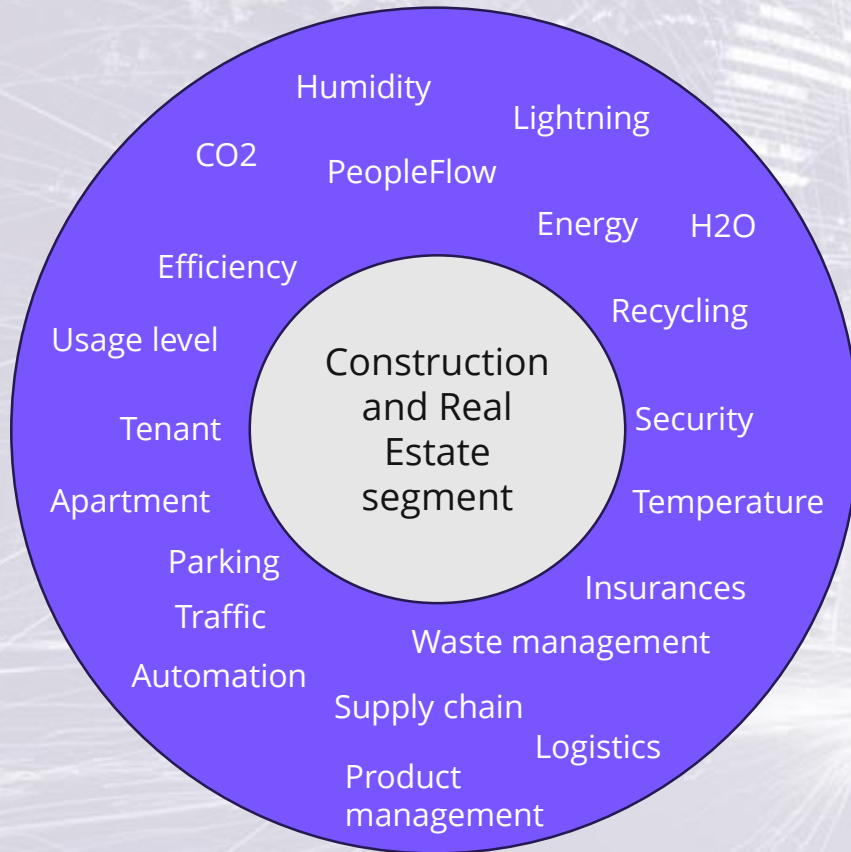
You actually need to work in order be able to use your data.

HOW DO YOU USE IT?

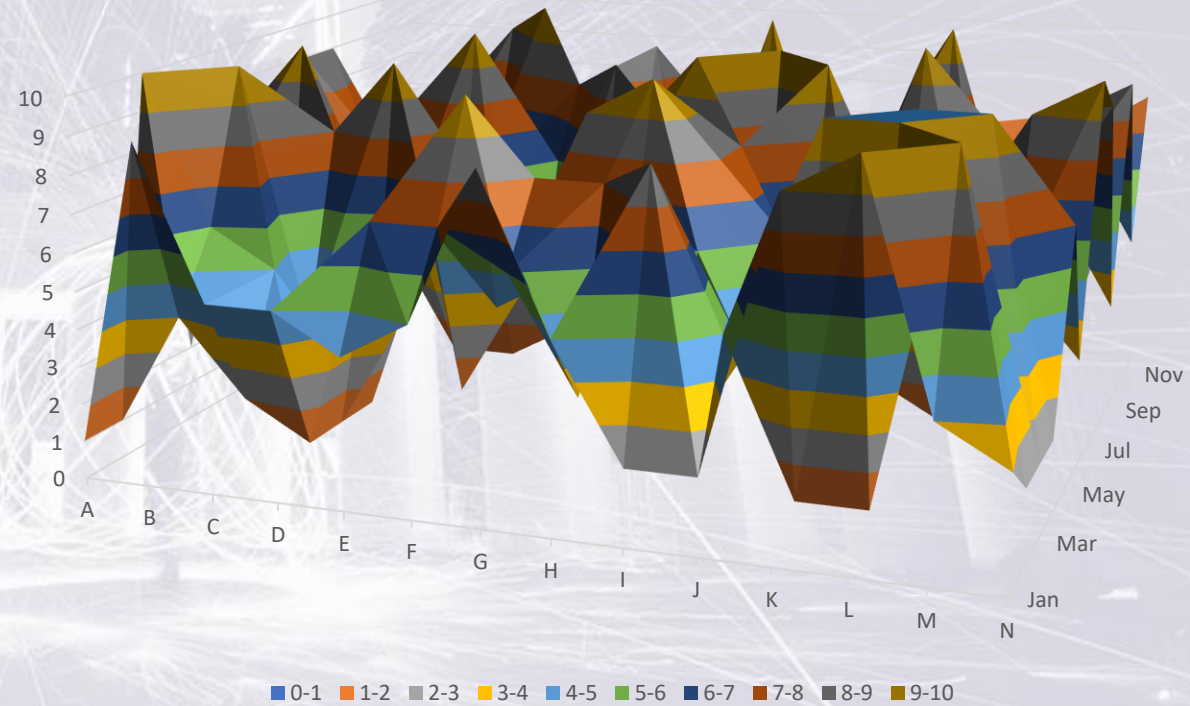
- Reporting (static view to the past)
- Ad-hoc reporting (how often, when and where)
- Locate the problem or bottle-neck
- Alerts and cautions
- To justify and validate actions.

Everyone (you and your competitors) are doing these.

BUILDING AS A DATA SOURCE



12 months with 14 integer variables from 1 to 10

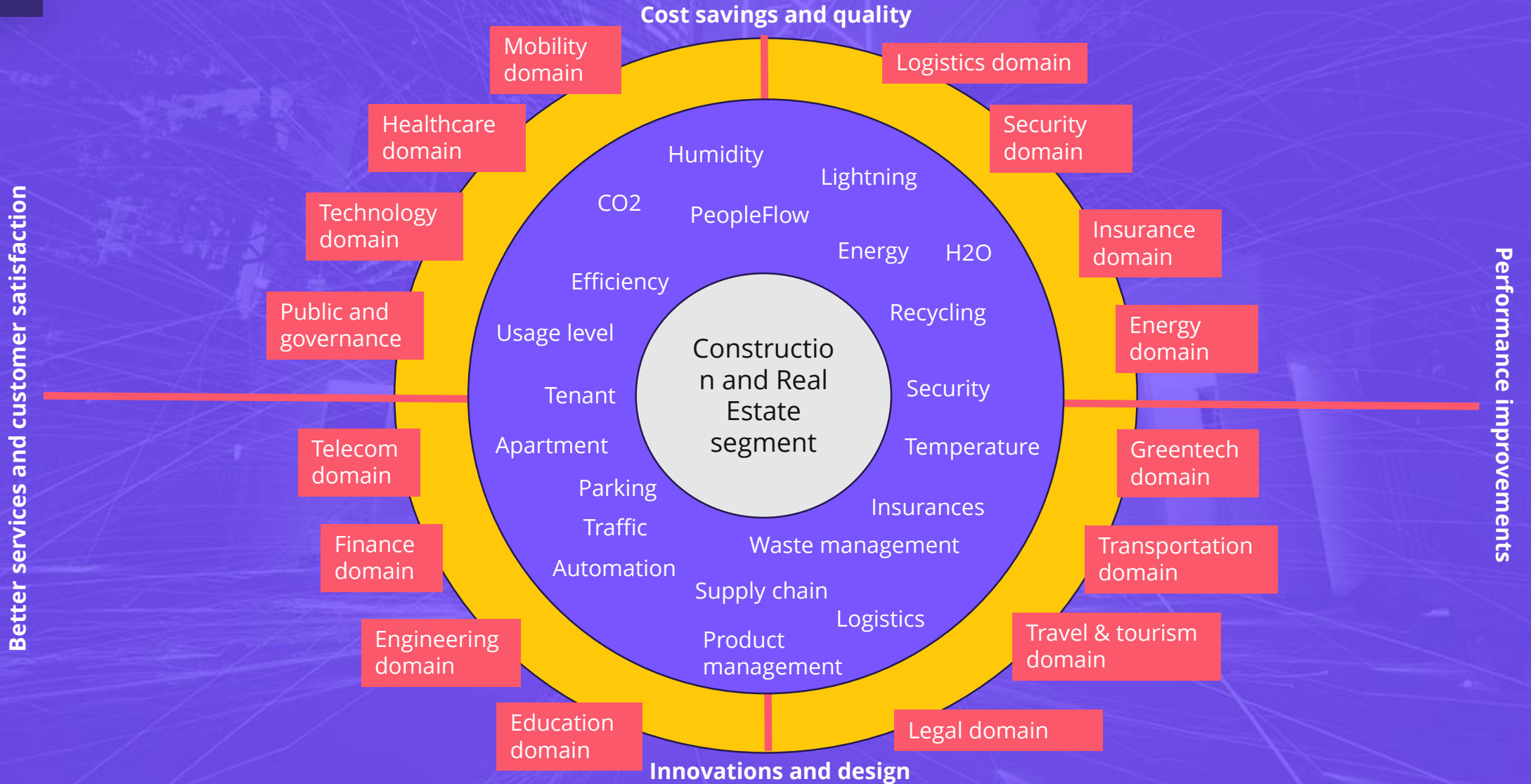


Competitive advantage can be done only if you...

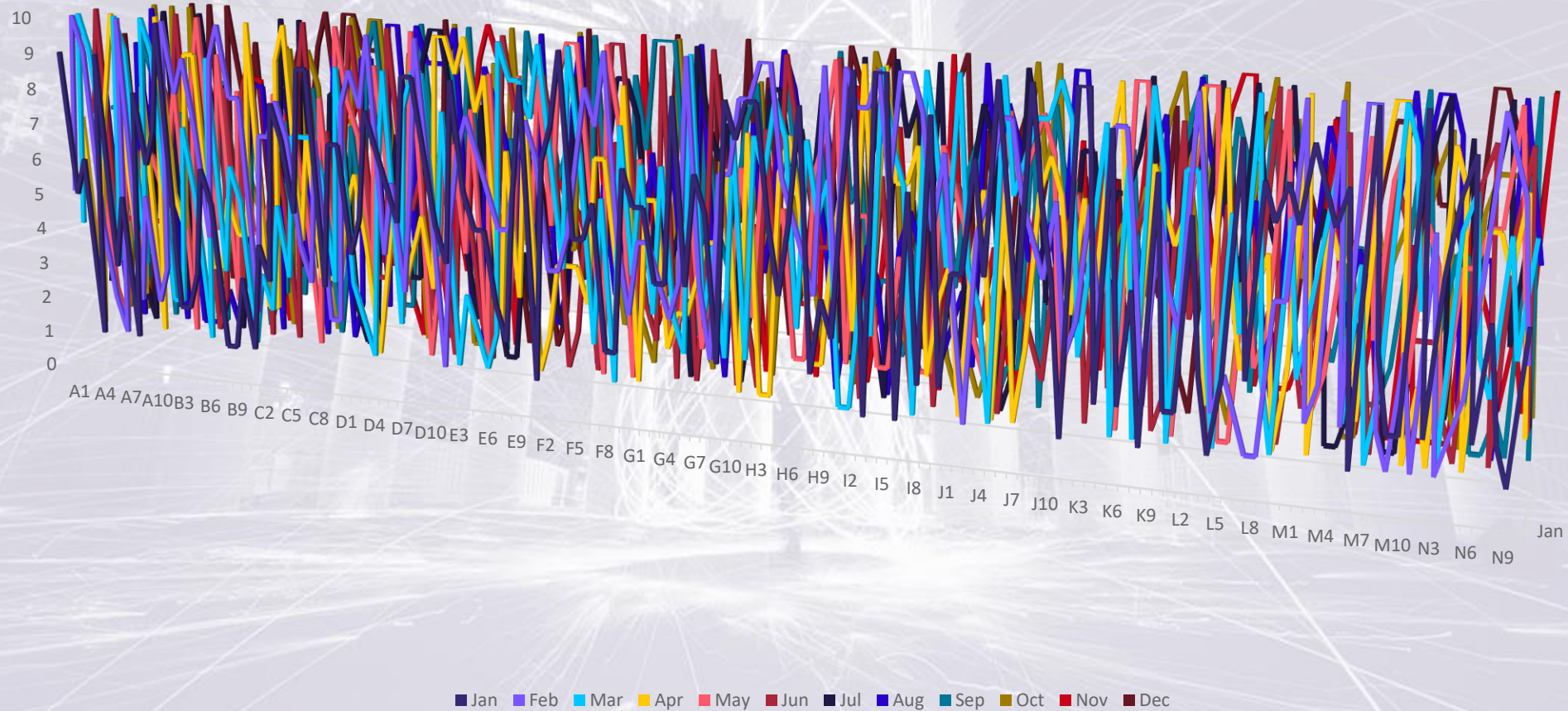
- Make all data available; make sure that your data has excellent quality and remarkable quantity
- Make all your data to machine-readable format
- Focus on things what you don't know (the unknown)
- Focus on the questions what you'll ask from the data
- Find long causal connections between all direct and indirect factors

HOW TO MAKE DIFFER ENCE?

IMPACT OF SMART DATA



BUILDING AS A DATA SOURCE

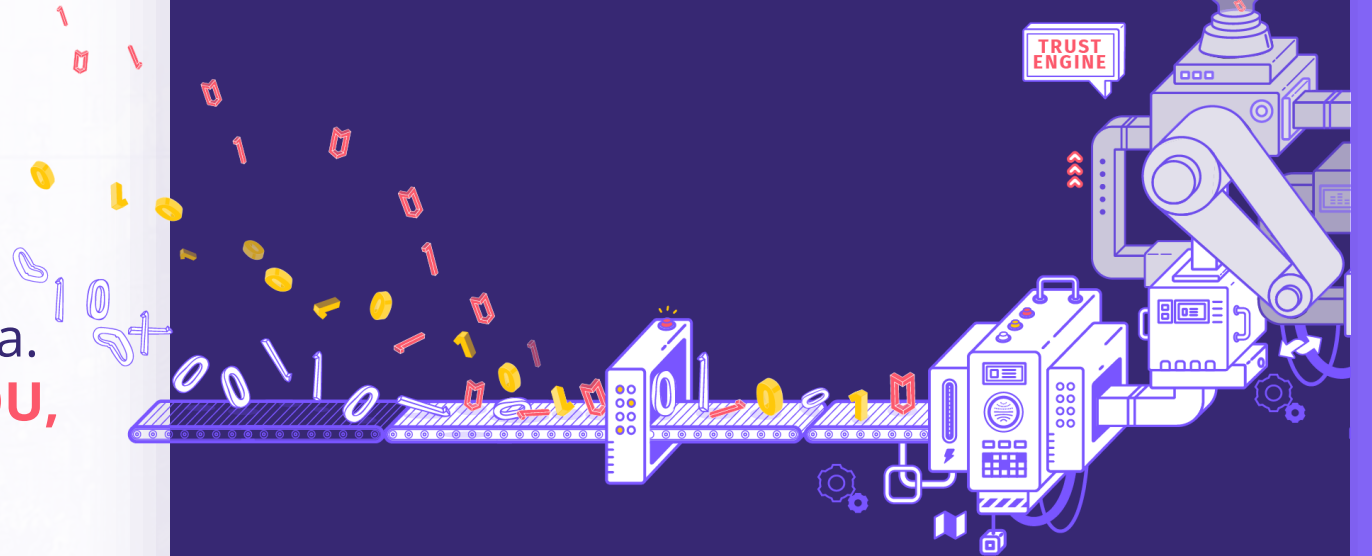
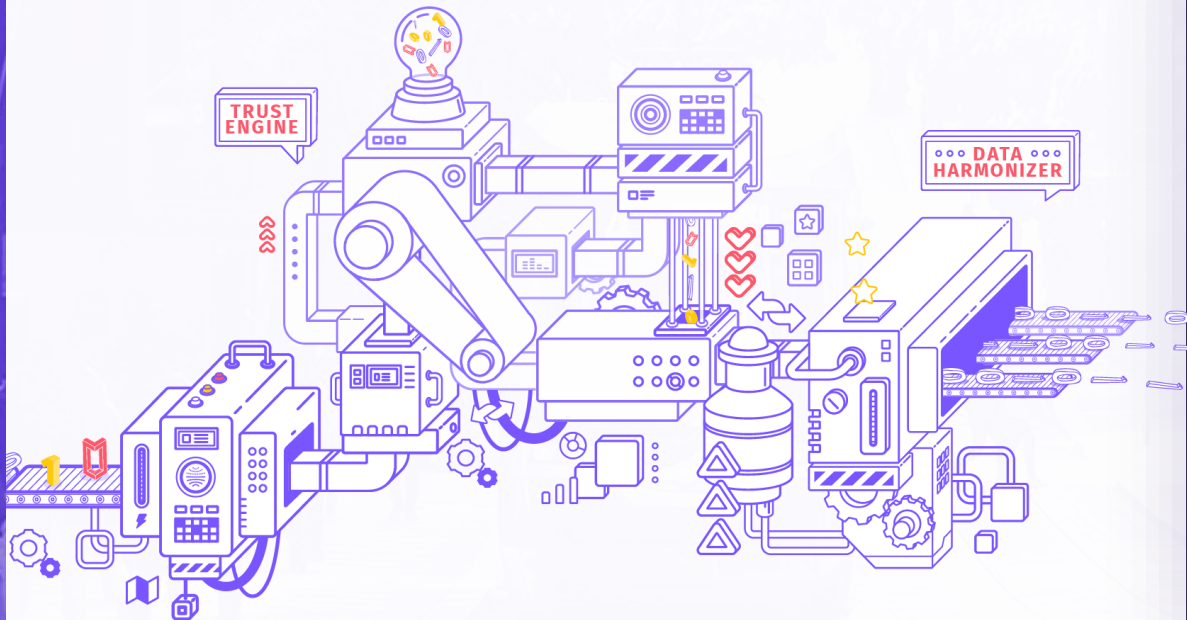


YOUR COMPETITIVE ADVANTAGE COMES FROM YOUR DATA.

1. New insights from indirect factors; Why something is happening? Reasoning and deep causal connections.
2. Simulations and scenarios: Forecasting (what happens if trends remains the same)
3. Predictive modeling (what will happen)
4. Optimization (what we can do to be the best on this matter)
5. Understand the unknown: be ahead of your competitors
6. Monetize your data (and sell it)!

BE AHEAD WITH DATA!

Competitive advantage for tomorrow's business relies on data.
**MAKE YOUR DATA WORK FOR YOU,
NOT THE OTHER WAY AROUND.**



THANK YOU!

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