5
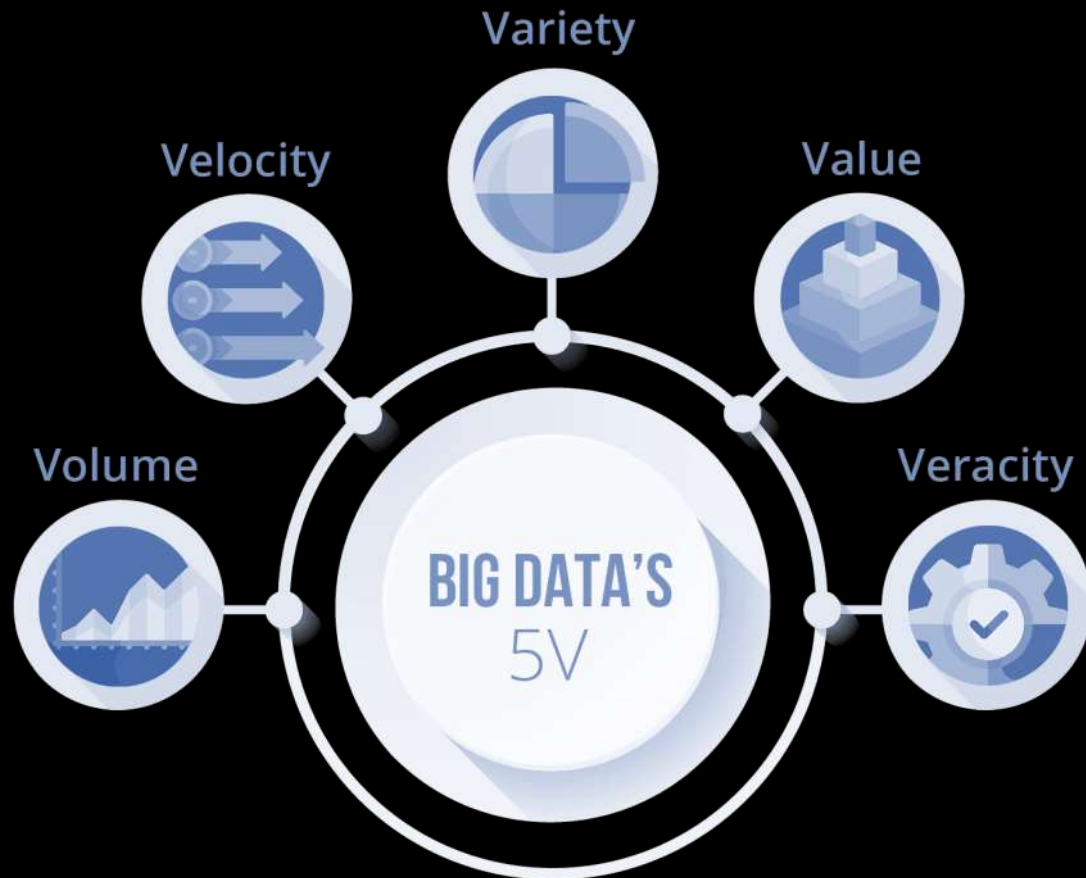
Key drivers of AI & Cloud
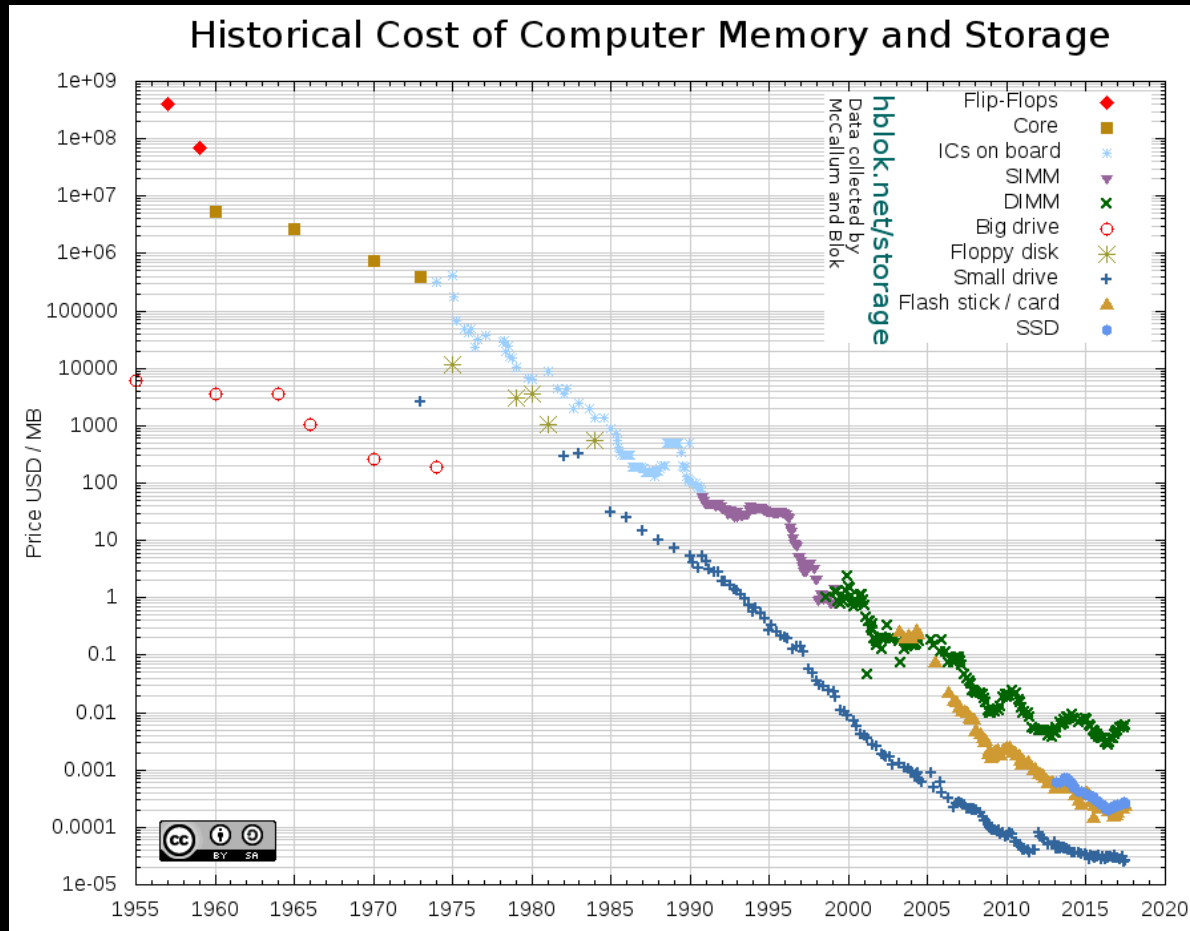
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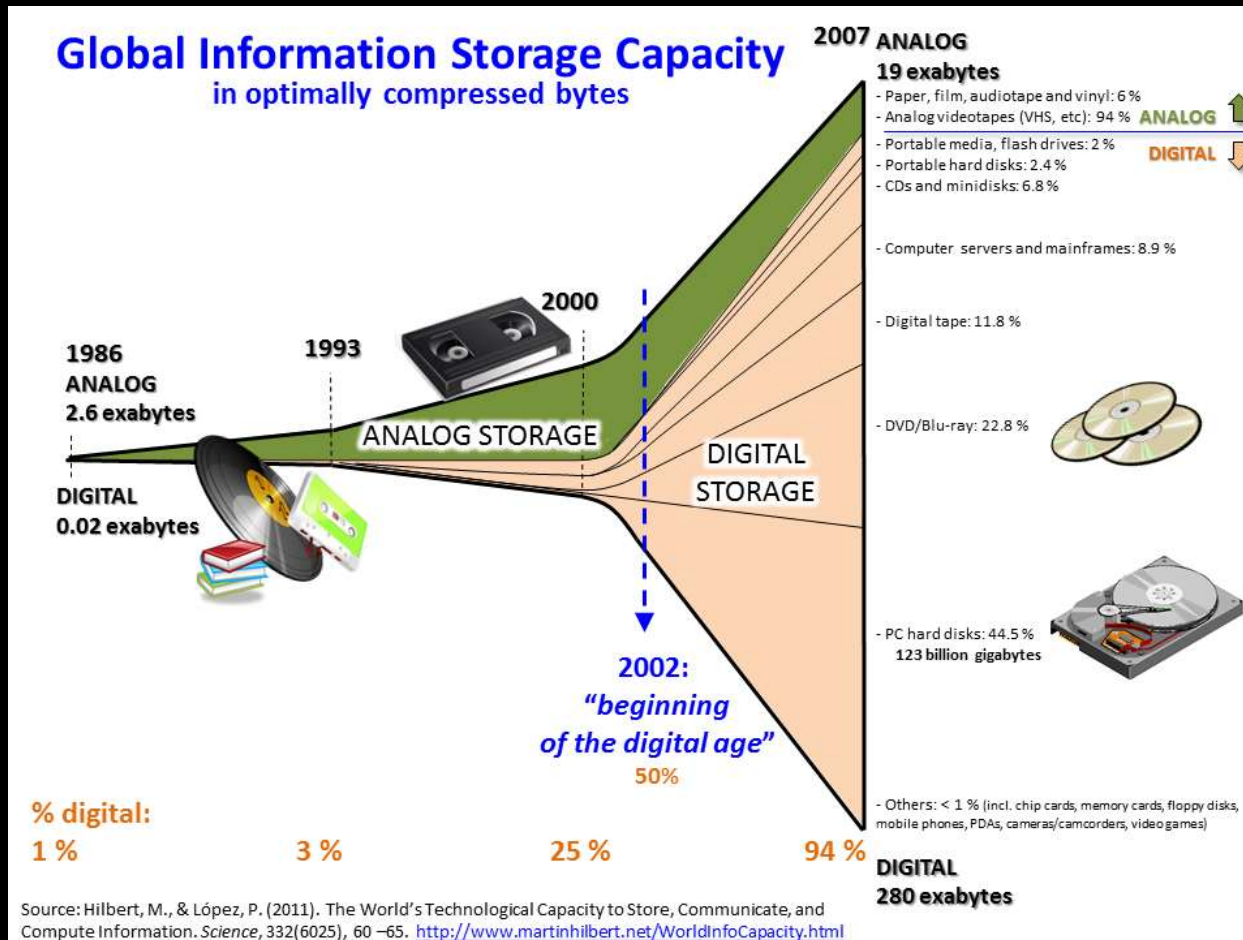# 1. Big data

2. Cheap storage (over time)

Historical Cost of Computer Memory and Storage

3. Significantly higher capacity

Global Information Storage Capacity in optimally compressed bytes

Source: Hilbert, M., & López, P. (2011). The World's Technological Capacity to Store, Communicate, and Compute Information. *Science*, 332(6025), 60 –65. http://www.martinhilbert.net/WorldInfoCapacity.html

4. Higher speeds
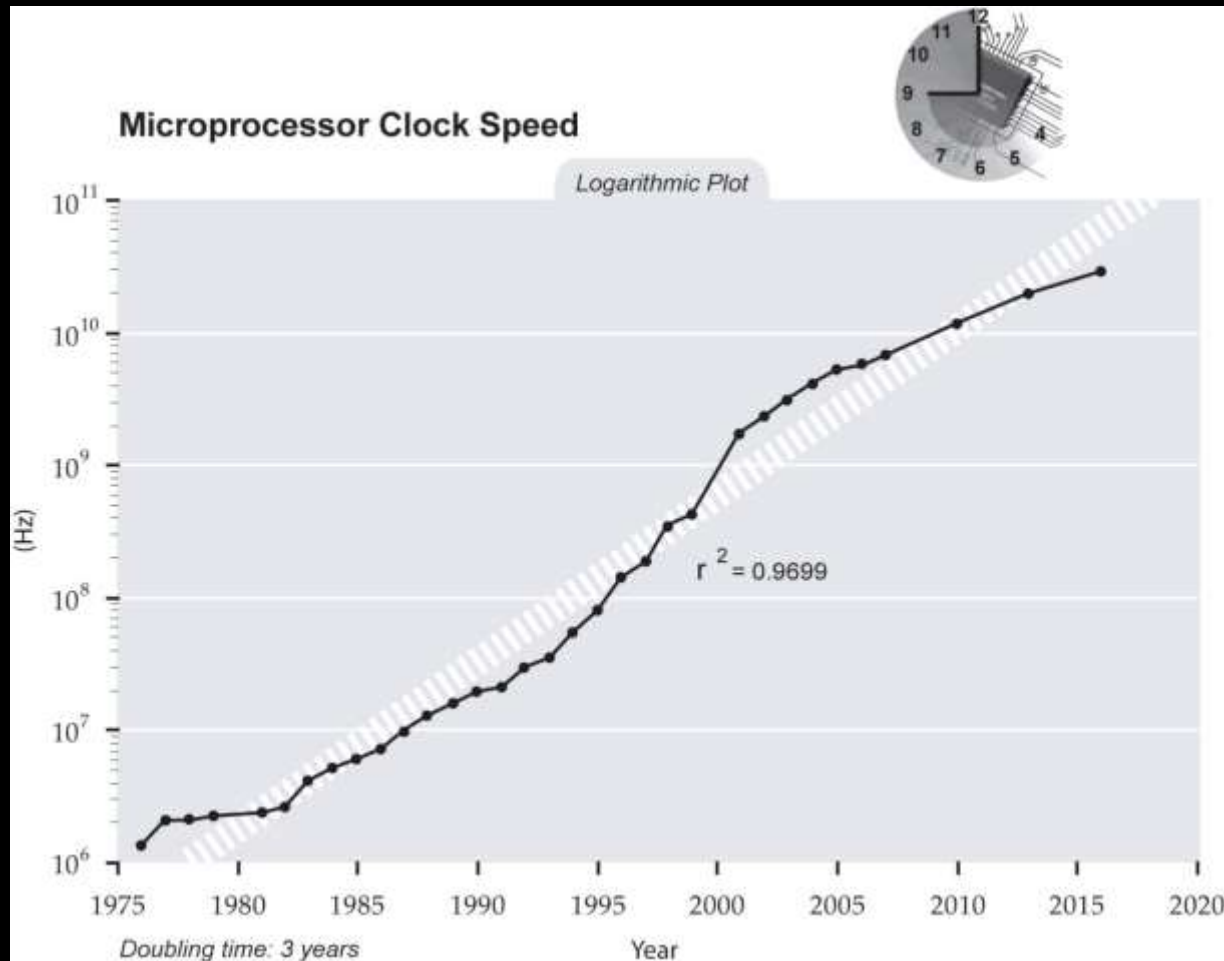
5. Always available connectivity
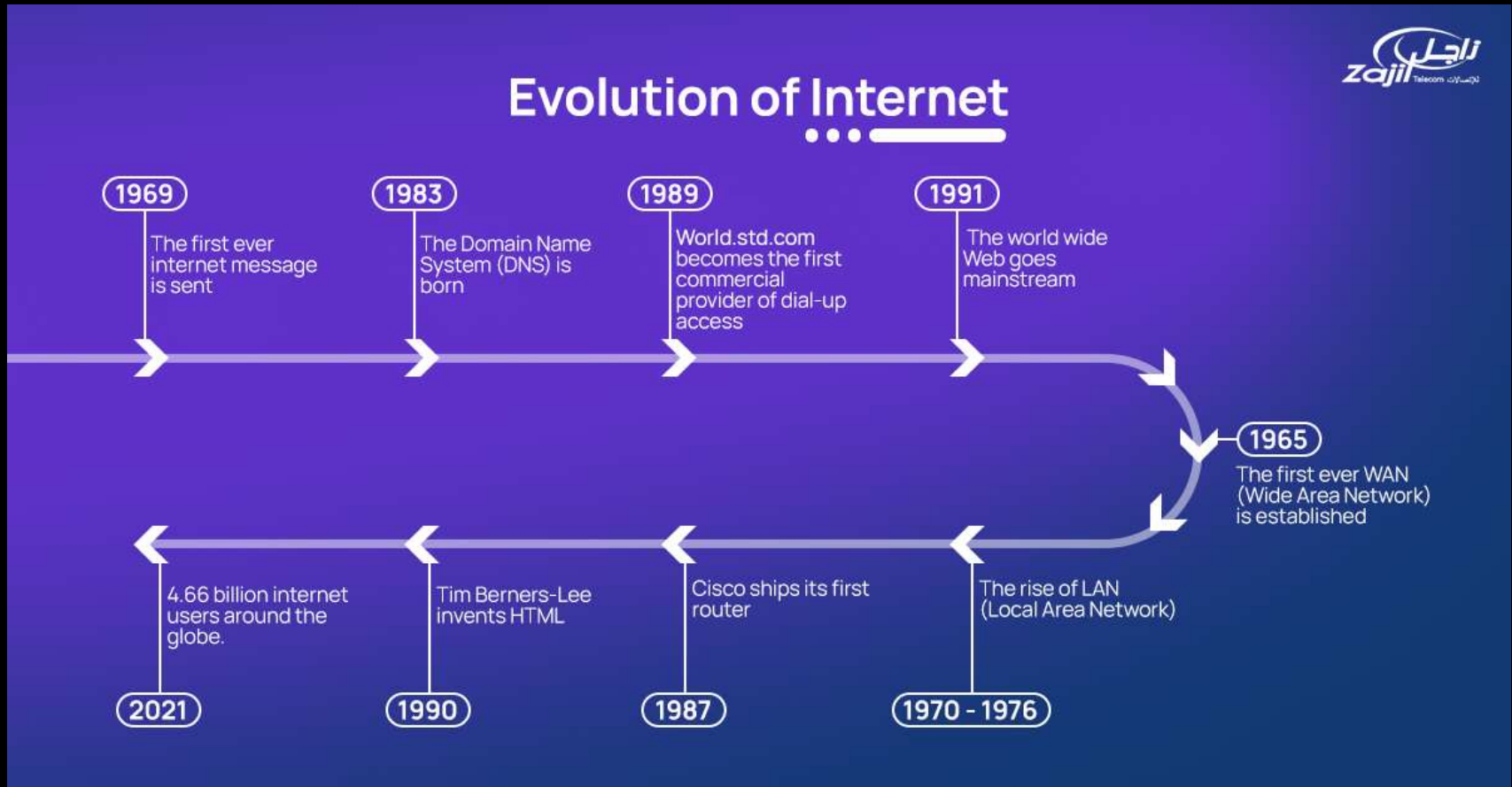
Thank you!

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