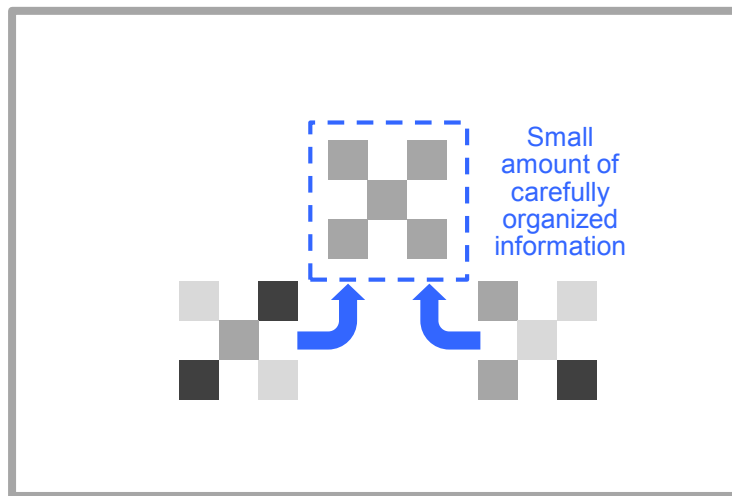


Paradigm shifts enabled by big data

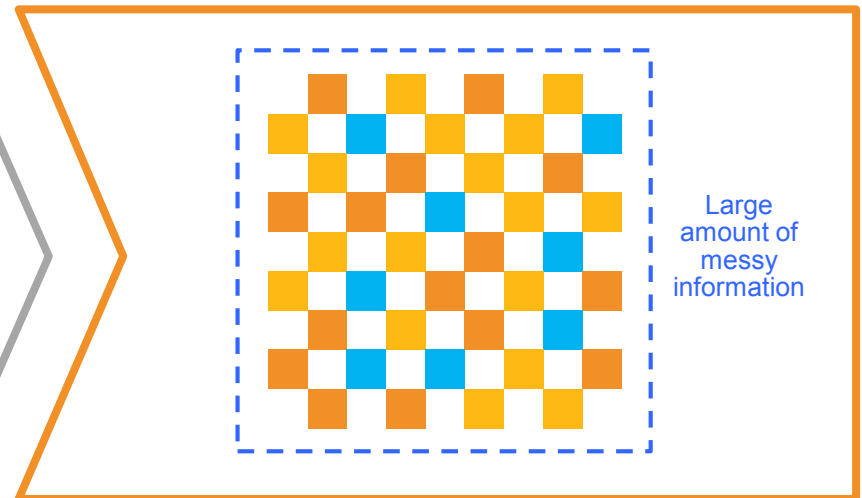
Reduce effort required to leverage data

TRADITIONAL APPROACH



Carefully cleanse information
before any analysis

BIG DATA APPROACH



Analyze information as is,
cleanse as needed