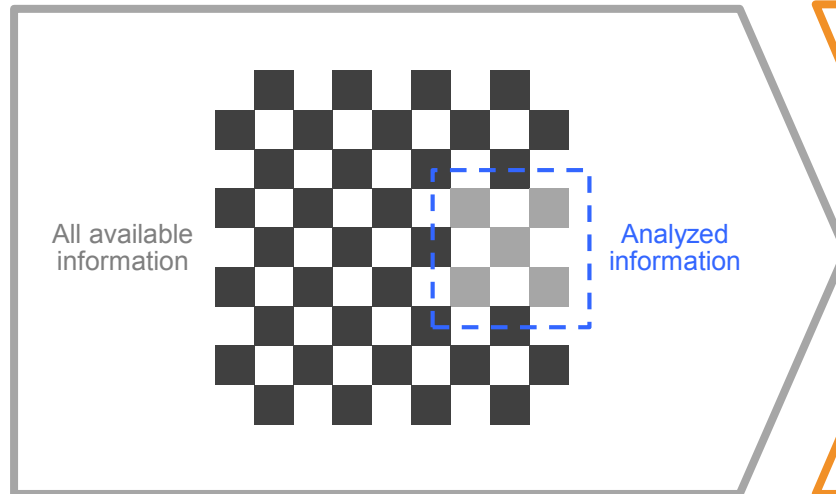# Paradigm shifts enabled by big data
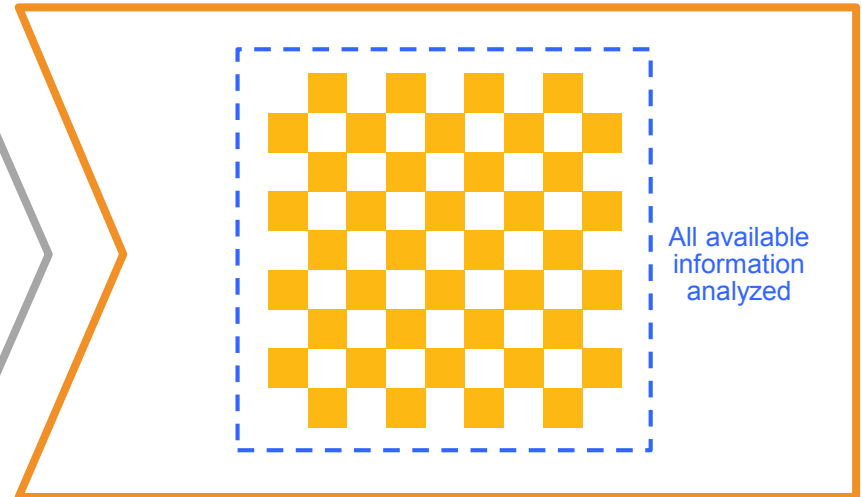## Leverage more of the data being captured

TRADITIONAL APPROACH

All available information

Analyzed information

BIG DATA APPROACH

All available information analyzed

Analyze small subsets
of information

Analyze
all information