

# DATA

## Relevance and Challenges

2022@Asseco PST

**João Gonçalves**  
Head of Data & Analytics Asseco PST



# Who We ARE

Specialists in the development of Banking Software and  
a leader in the markets in which we operate.

# Who WE ARE | Our journey



**1988**

**PROMOSOFT was born, in  
Portugal  
1st Banka**



**2000**

**Entering a new Continent: Asia, East  
Timor**



**2007**

**Banif Malta 1st Non-lusophone customer  
Core banking in English, with implementation  
and technical support in English**



**2012 a 2013**

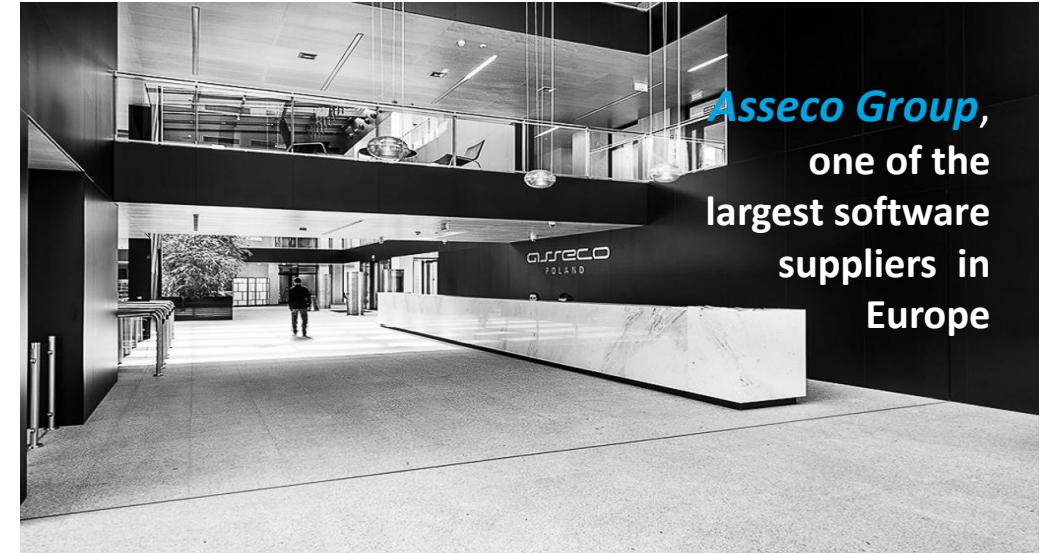
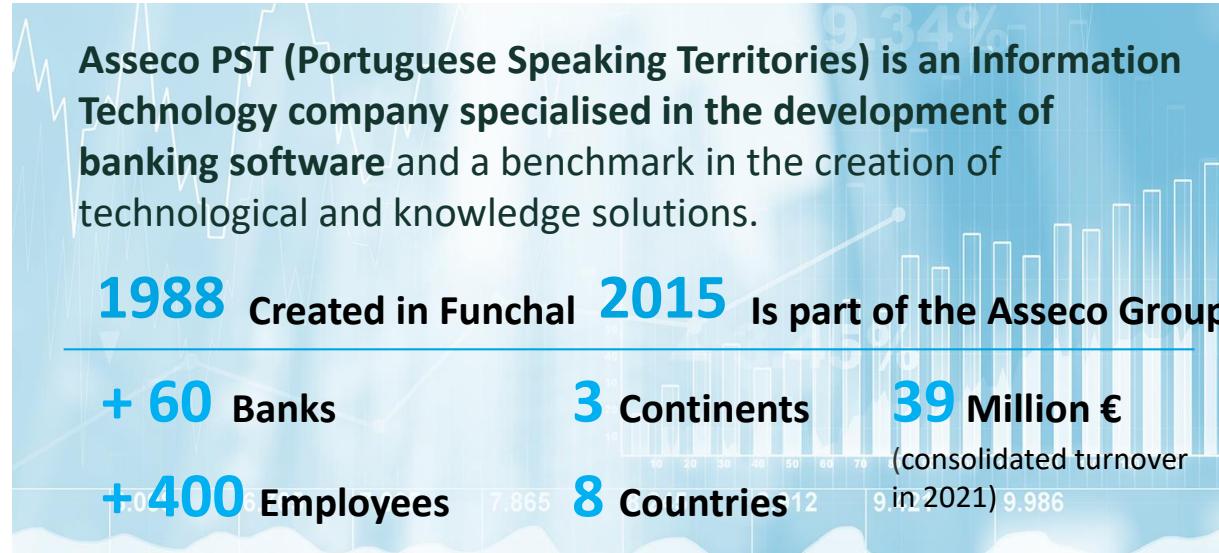
**1st Customers Namibia**



**2018**

**Rebranding as Asseco PST  
(Portuguese Speaking Territories)  
New office  
in Lisbon**

# Who WE ARE | Asseco PST, Finantech and Asseco Group



# Our CUSTOMERS



PORUGAL

ANGOLA

MOZAMBIQUE

CAPE VERDE

SÃO TOMÉ AND  
PRÍNCIPE

MALTA

EAST TIMOR

NAMÍBIA



# Our GLOBAL OFFER

Promosoft Financial Suite, a solution that addresses the challenges of a next generation banking.



The **Promosoft Financial Suite** software platform aggregates several components which respond to the challenges of a modern Bank, in any geography.



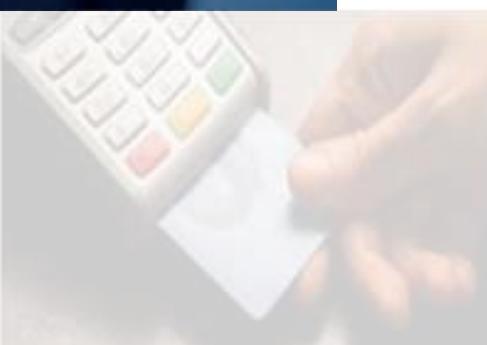
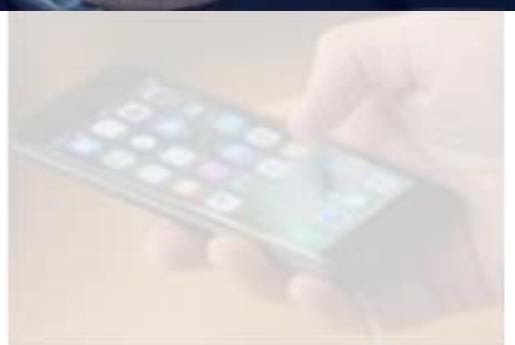
While Asseco PST's core is in the banking area, **Finantech's core is the capital market, where we have a star product, Sifox**, which responds to all needs related to stock markets.

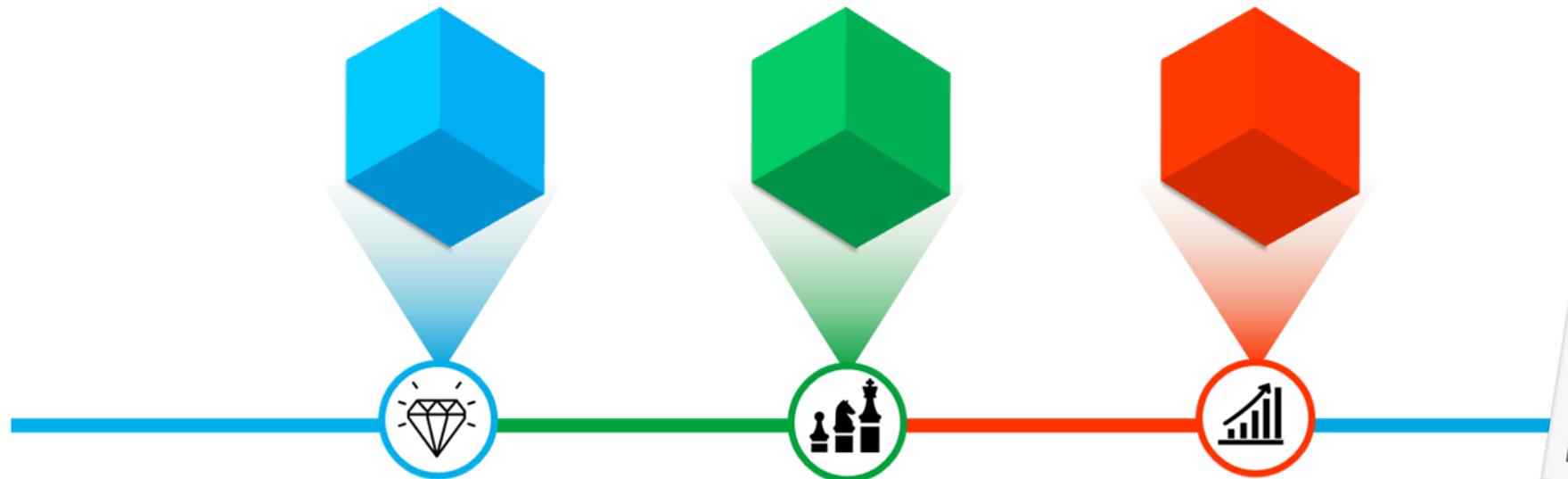
# DATA Relevance and Challenges





Whether we like it or not, everything we do digitally **leaves a fingerprint in our technological world**. These data are a self-reflection ready to be used.





**They are an asset in monitoring organizations' activities.**

**Essential in the business decision-making process.**

**Provide improved customer service.**



*“...Information is the oil of the 21st century, and analytics is the combustion engine”*

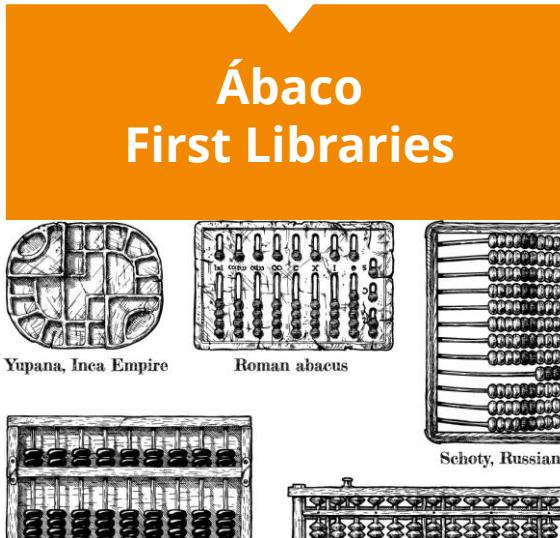
Peter Sondergaard  
Senior Vice President, Gartner

# The Importance of Data

**35.000 BC**



**2.400 BC**

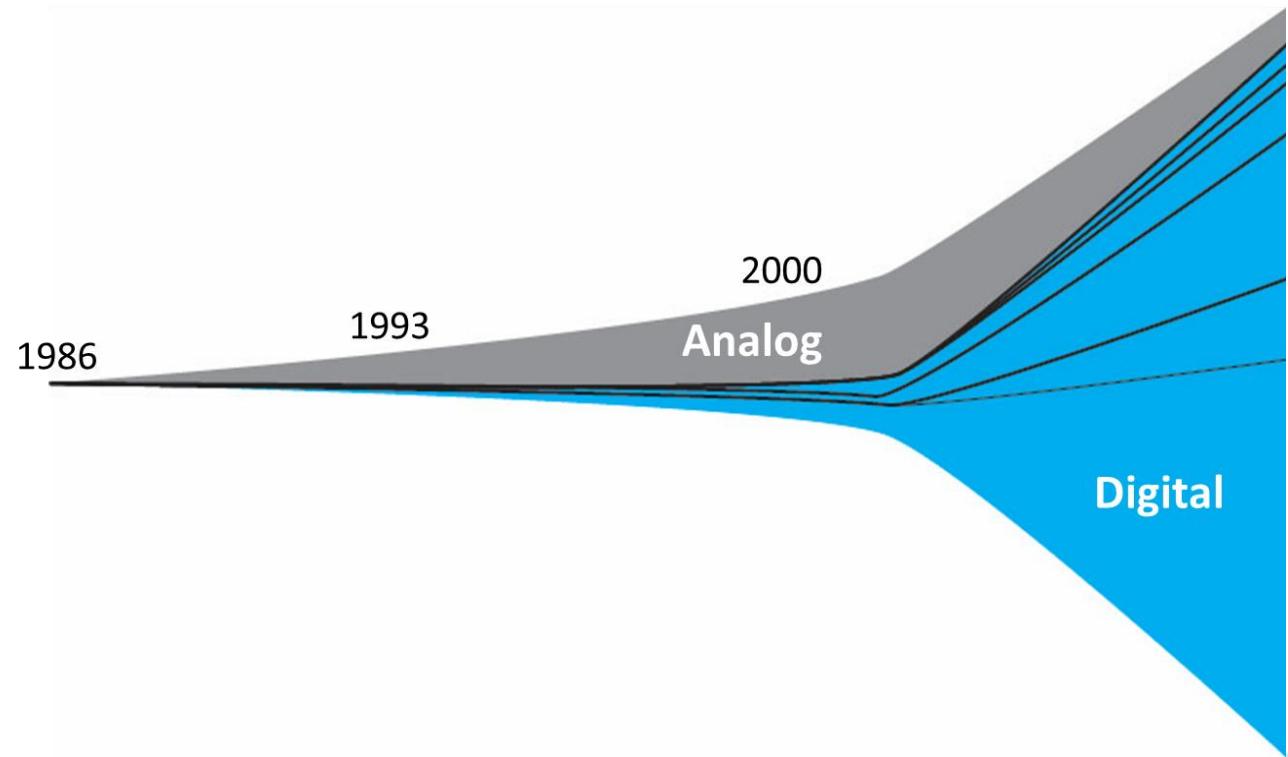


**100 BC-100 AC**



**Séc. XIX**





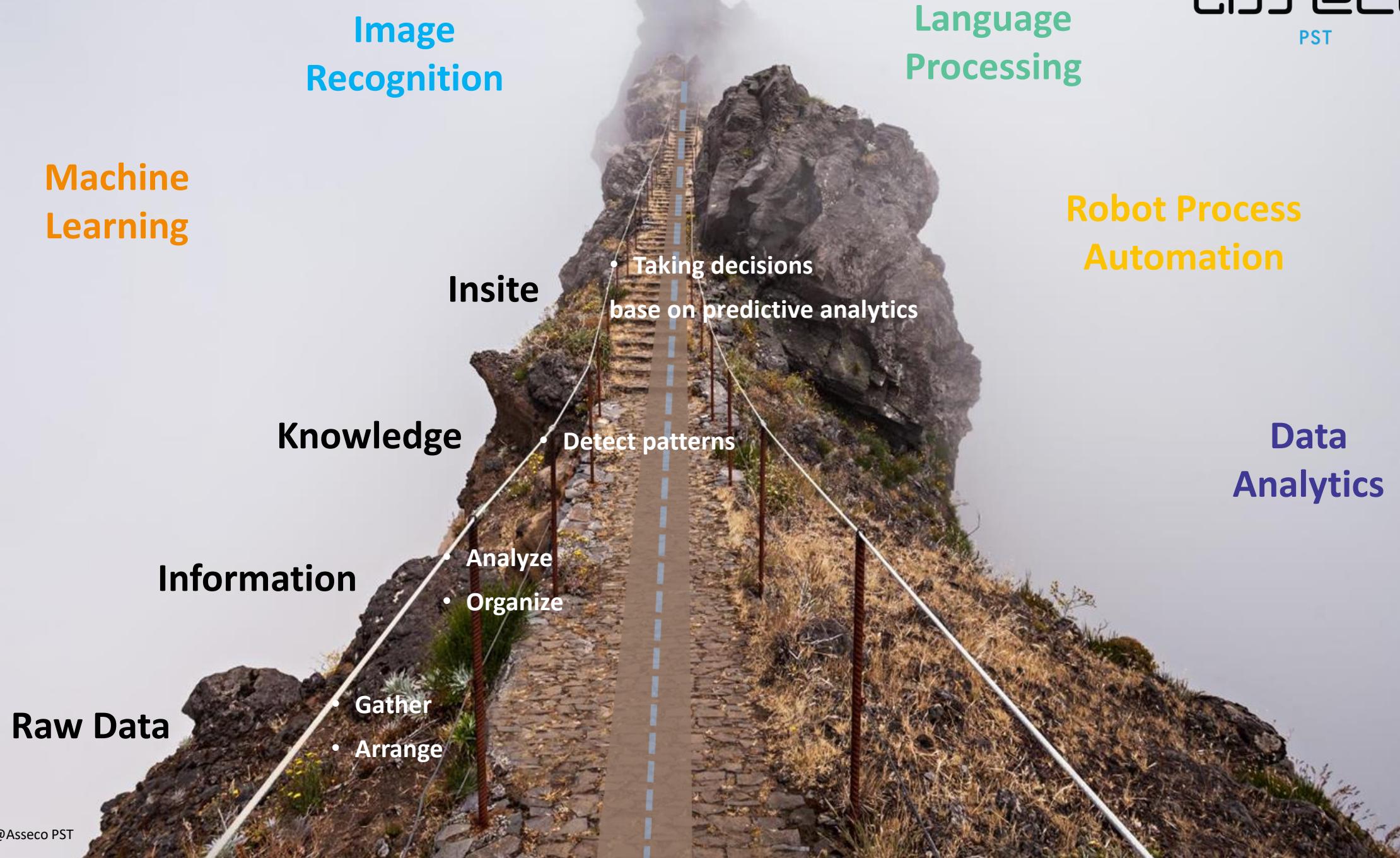
**Internet**

**Social Media**

**Cloud**

**Sensors**

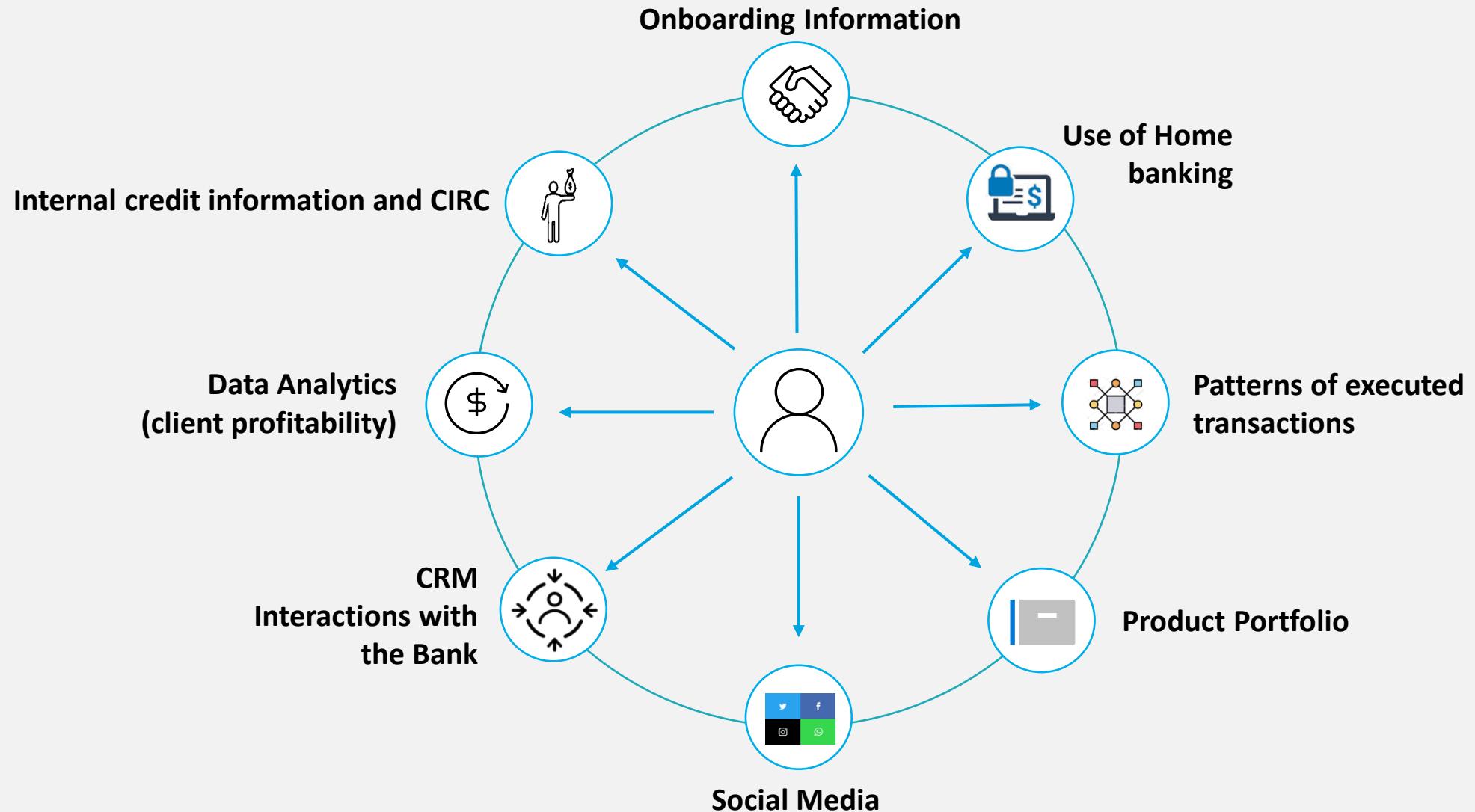
**IoT**



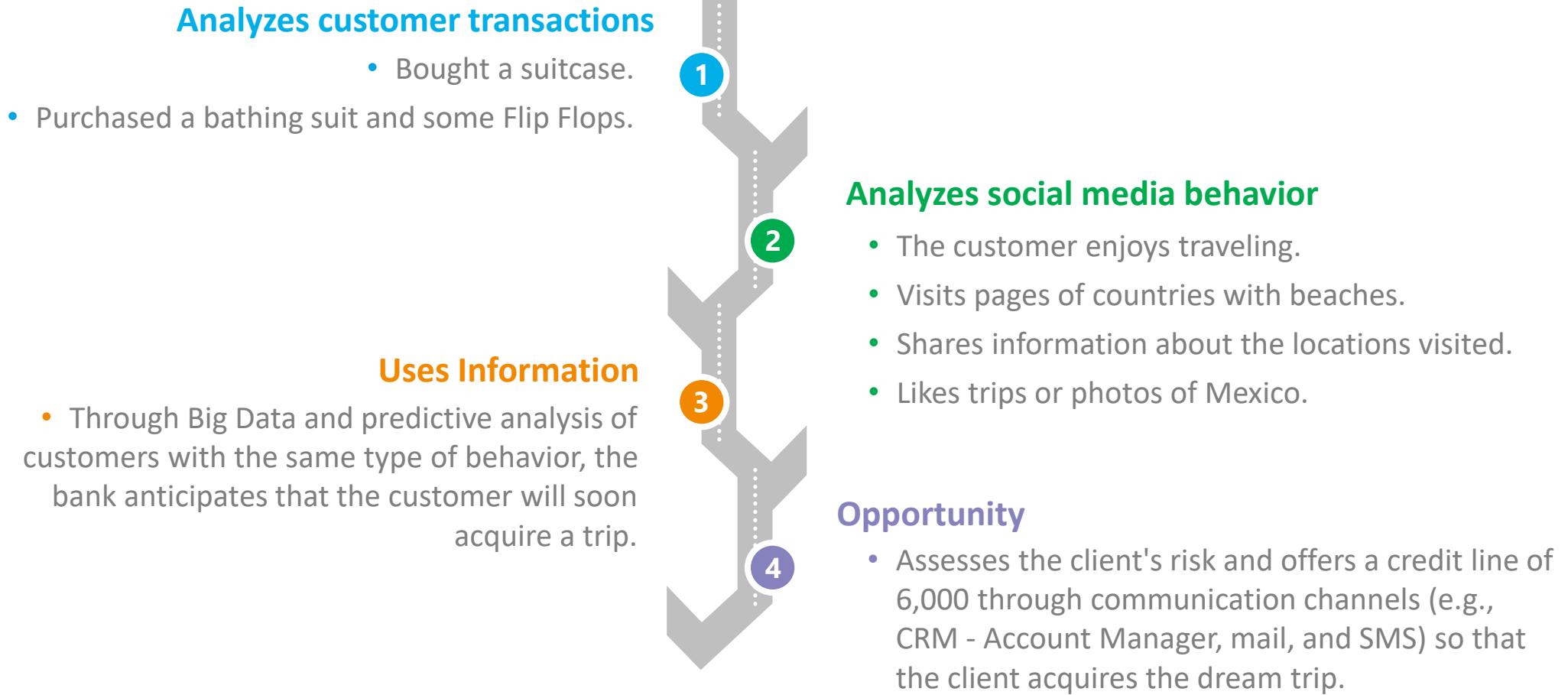
# Example of making use of data



# Example



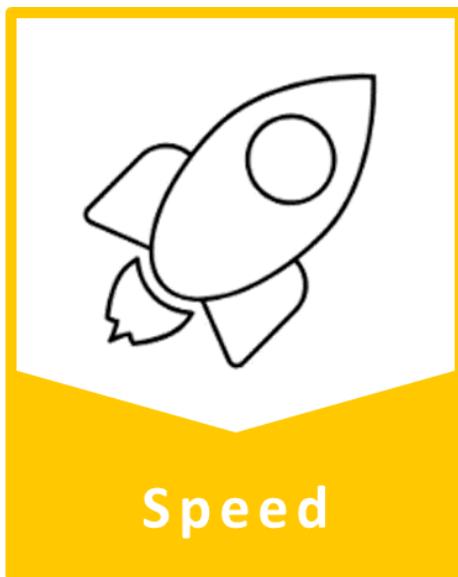
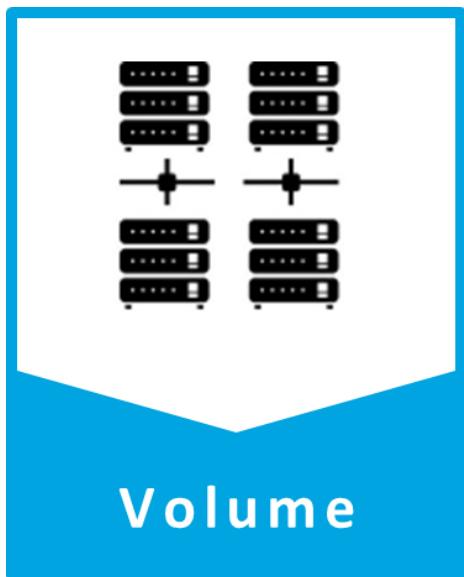
# Example



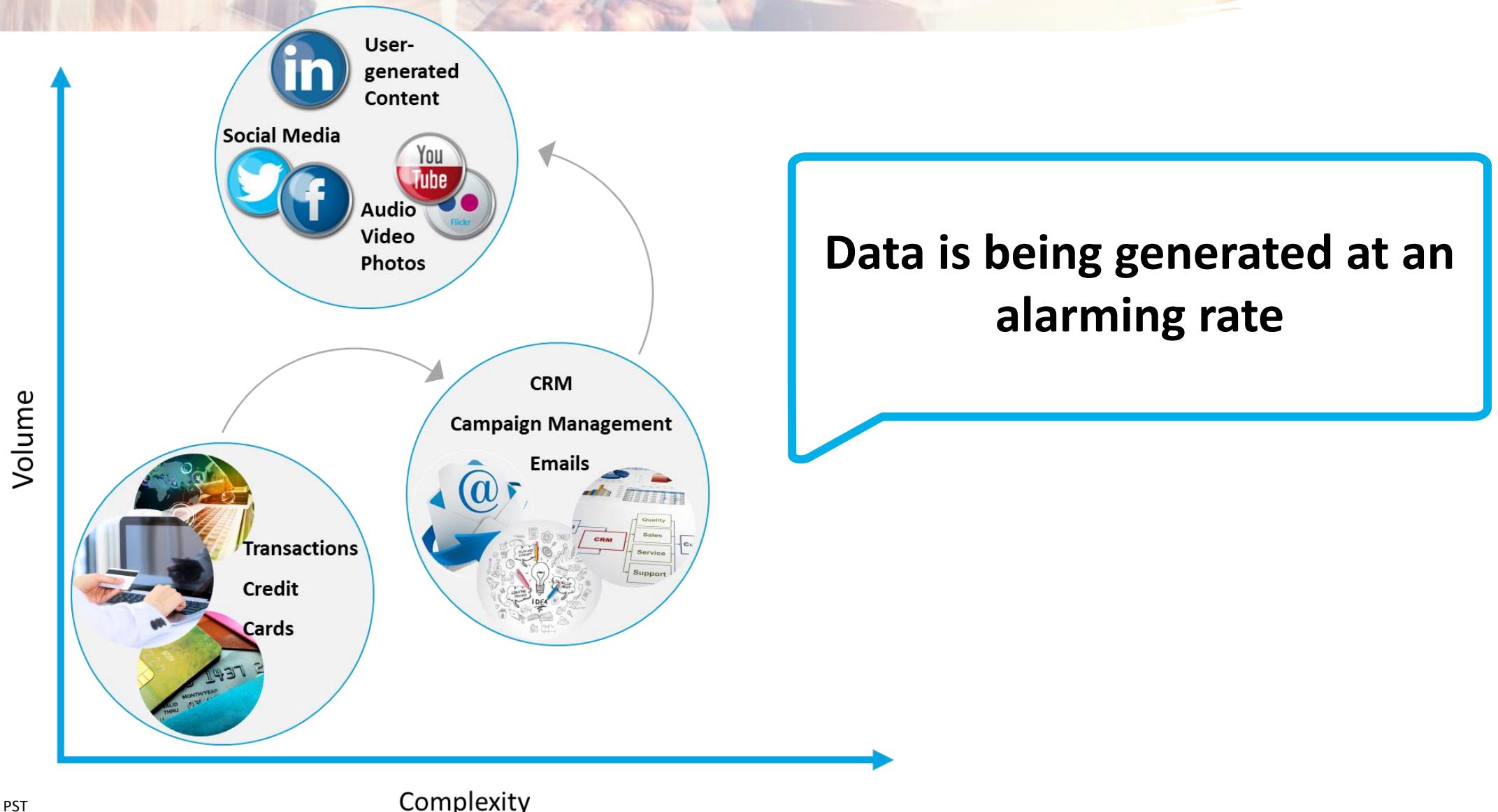
# Challenges



# Challenges



# Volume



# Volume

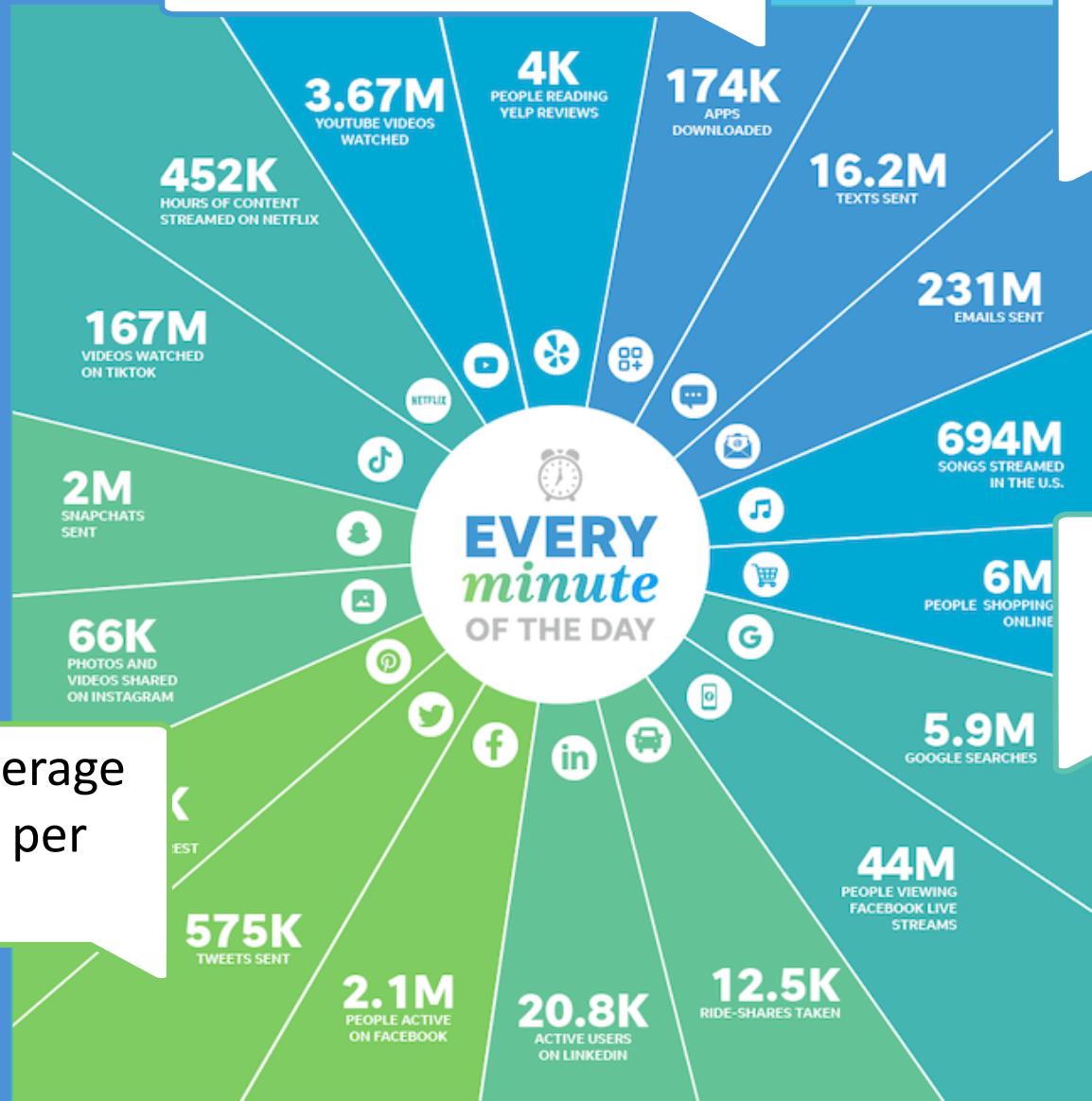
**1.134 Trillion MB** are currently generated worldwide in one day. Based on estimates, the volume of global data doubles every two years.

IDC predicts that the sum of global data will increase from 94 Zettabytes this year to 175ZB by 2025.

Medida	Simbología	Equivalencia	Equivalente en Bytes
byte	b	8 bits	1 byte
kilobyte	Kb	1024 bytes	1 024 bytes
megabyte	MB	1024 KB	1 048 576 bytes
gigabyte	GB	1024 MB	1 073 741 824 bytes
terabyte	TB	1024 GB	1 099 511 627 776 bytes
Petabyte	PB	1024 TB	1 125 899 906 842 624 bytes
Exabyte	EB	1024 PB	1 152 921 504 606 846 976 bytes
Zetabyte	ZB	1024 EB	1 180 591 620 717 411 303 424 bytes
Yottabyte	YB	1024 ZB	1 208 925 819 614 629 174 706 176 bytes
Brontobyte	BB	1024 YB	1 237 940 039 285 380 274 899 124 224 bytes
Geopbyte	GB	1024 BB	1 267 650 600 228 229 401 496 703 205 376 bytes

1 Zettabyte is equal to 1 sextillion bytes or  $10^{21}$  (1,000,000,000,000,000,000) bytes. 1 Zettabyte is approximately equal to 1 trillion gigabytes.

# Speed



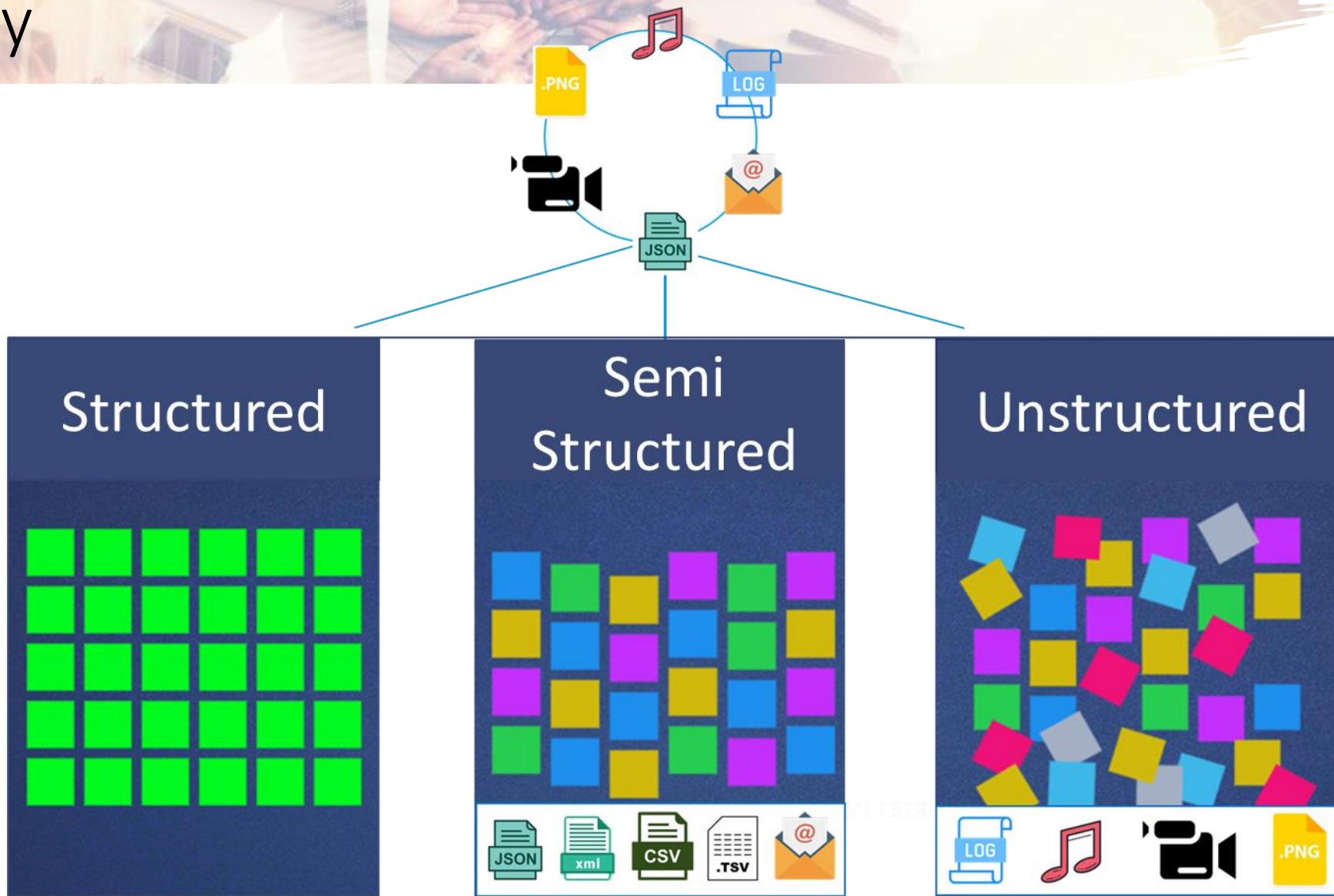
People send an average of 575,000 tweets per minute.

174,000 apps are downloaded per minute.

On average, every email user receives **100 emails per day and sends 40**.

Google users carry out an average of **5,900,000** searches per minute.

# Diversity

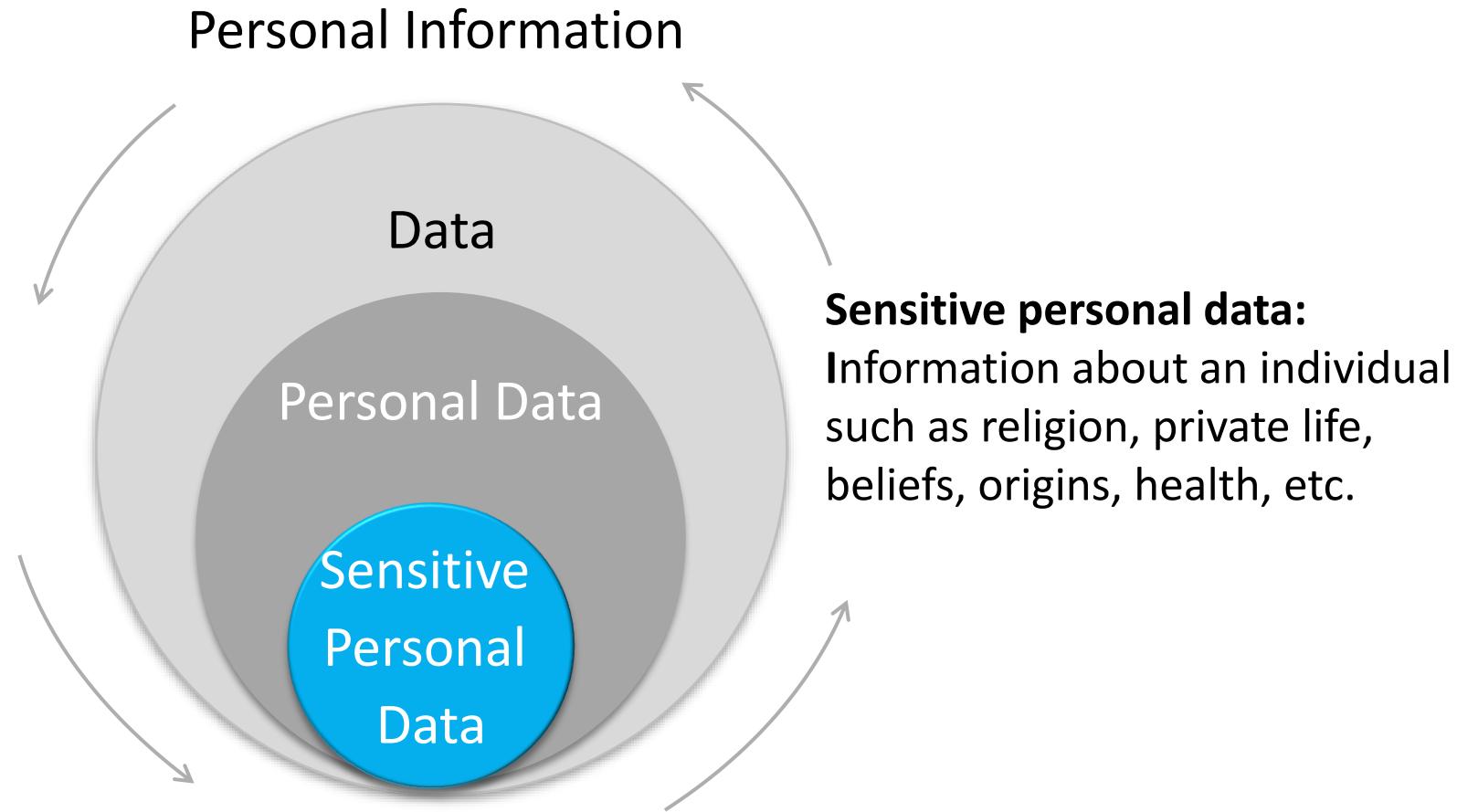


# Data Quality



# Data Protection

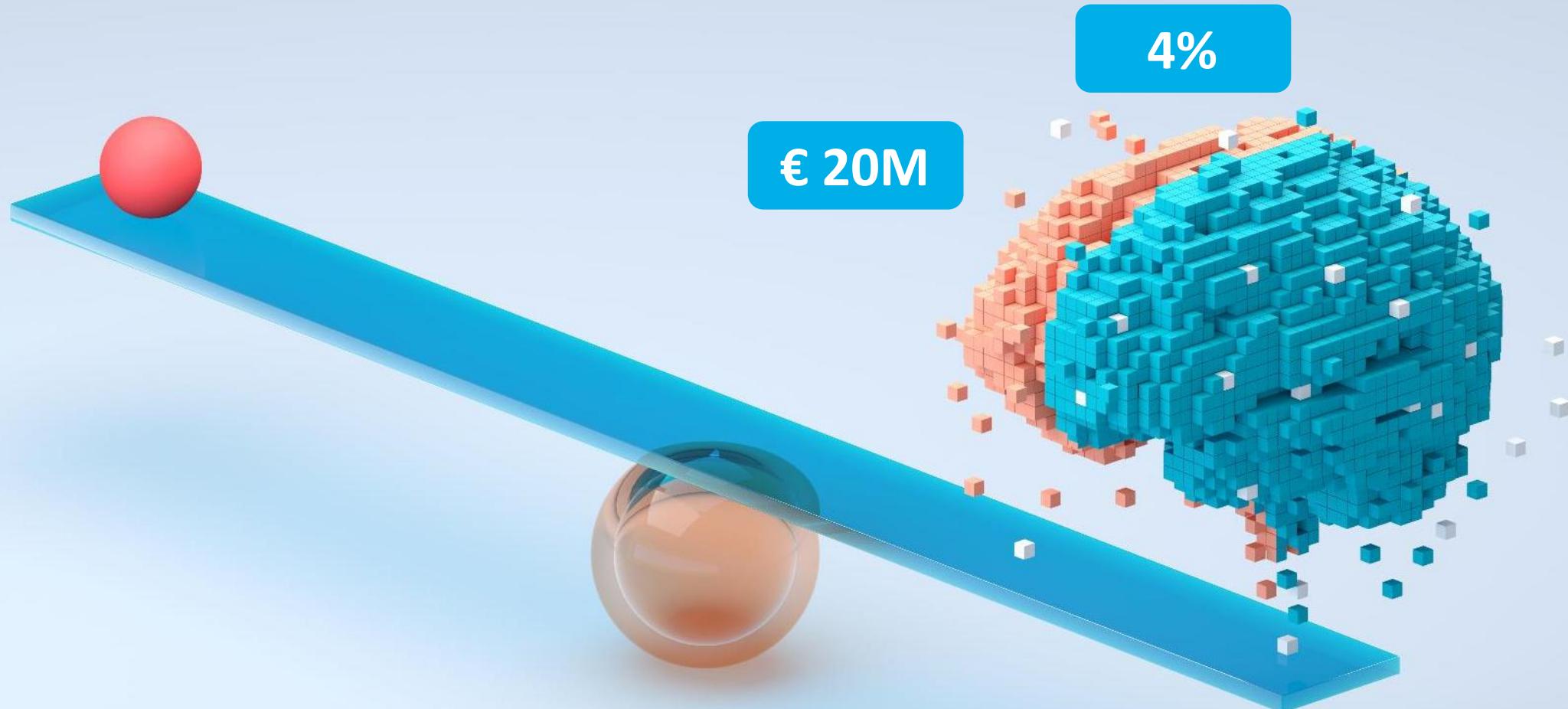
**Personal data:** Information regarding an individual that allows that individual to be identified.



# Rights

-  **Right to access personal information**
-  **Right to be forgotten**
-  **Right to data portability**
-  **Right to be informed**
-  **Right to have correct information**
-  **Right to restrict information processing**
-  **Right to oppose**
-  **Right to be notified**

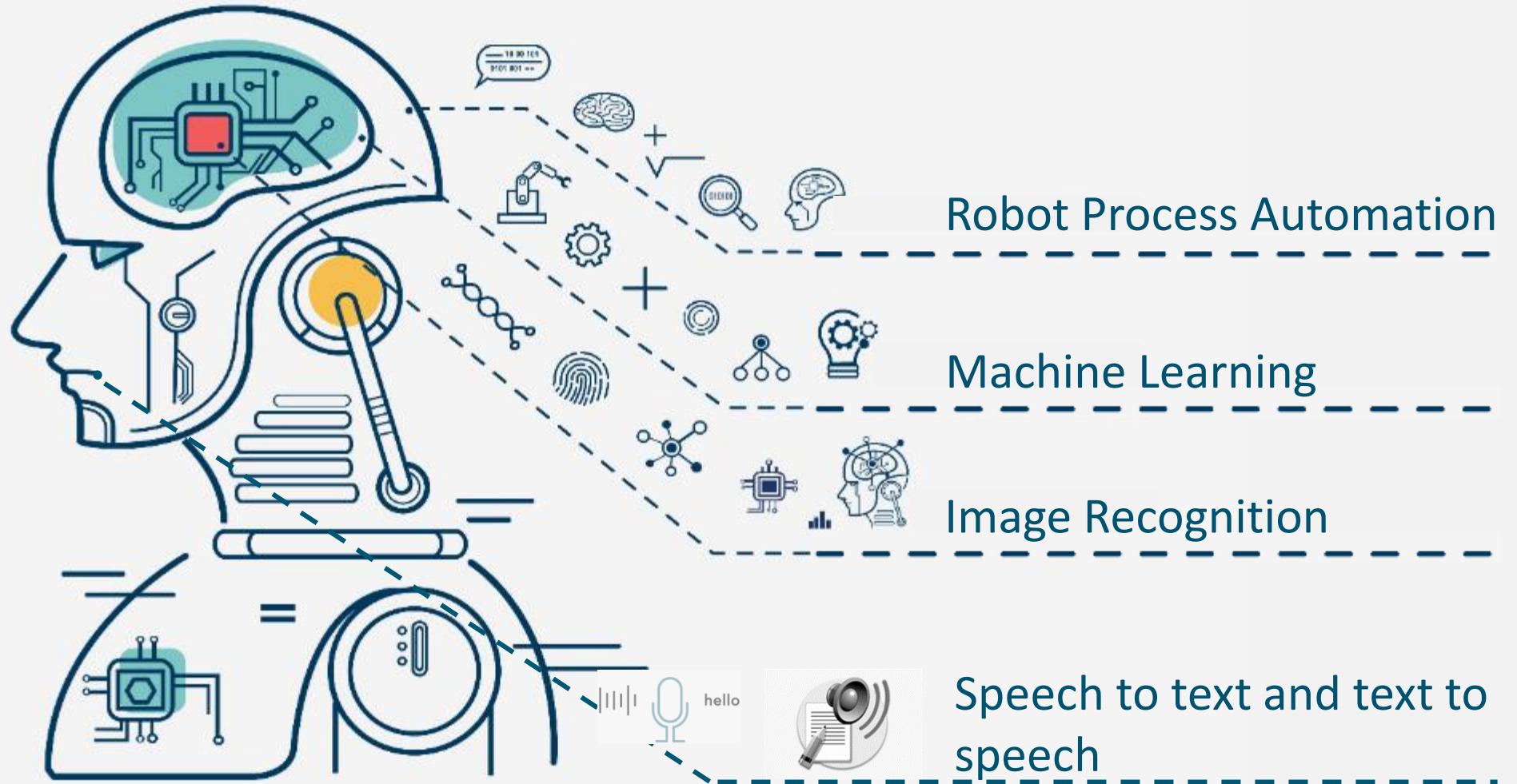
# Balance



# Use of data



# Artificial Intelligence



# Contributions

## Results & Conclusion

- **Biometric Tokenization**
- **Unrestricted Big Data**
- **Augmented Reality and Voice Interaction**
- **Personal Assistant (AI, ML, connection between AI's, inverted paradigm)**
- **New business processes grounded in Technology, Data, and People**



For further questions, don't hesitate to contact us.  
**Asseco PST** is always pleased to answer your  
questions.

[joao.goncalves@pst.asseco.com](mailto:joao.goncalves@pst.asseco.com)

# Technology for business, solutions for people.

## Asseco Group

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