
NUMANTIC SOLUTIONS

STEPHEN GODFREY

WHO IS NUMANTIC SOLUTIONS?

Numantic
Solutions is a

Data
Consultancy

Core Competencies

- ❖ Advanced data engineering
- ❖ Machine learning & AI solutions
- ❖ Custom data visualization & dashboards
- ❖ Sensor & measurement analytics
- ❖ Technical product & strategy management
- ❖ Research & development design



Data

A Strategic Asset

WHAT DO WE MEAN BY DATA?

Private Information

- User & usage
- Admin & employee
- Surveys
- Research
- Product

Public Information

- Government
- Advocates
- Open Data
- Social media
- Internet of Things

Think broadly about potential data

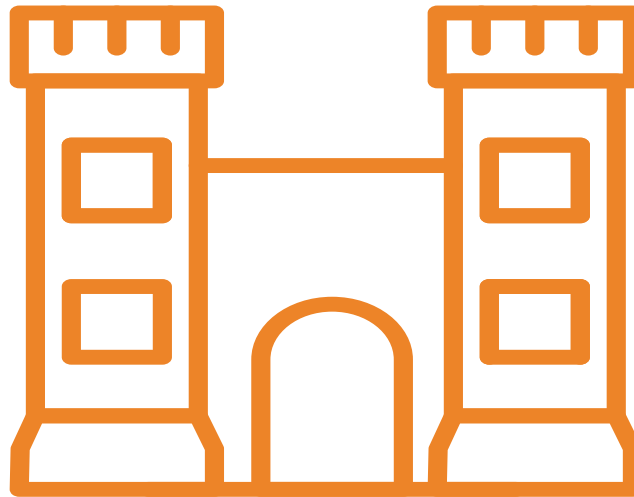
WHAT MAKES STRATEGIC DATA VALUABLE?

Effectiveness

Data drives better products & services

Efficiency

Data enables greater organizational leverage



Differentiation

Unique AI often requires unique data

Defensibility

Curated data is hard to replicate

HOW CAN WE CONSTRUCT STRATEGIC DATA?

**Building data is not free,
and every use case is unique ...**

But

- ❖ **Investment costs are often manageable**
- ❖ **Open-source tools can facilitate collection**
- ❖ **AI can enrich and add insights**
- ❖ **Progress can be made over time**
- ❖ **Subject matter expertise is an advantage**

Building unique datasets is feasible and worth it



Stop by and say hi
We like sharing and learning