

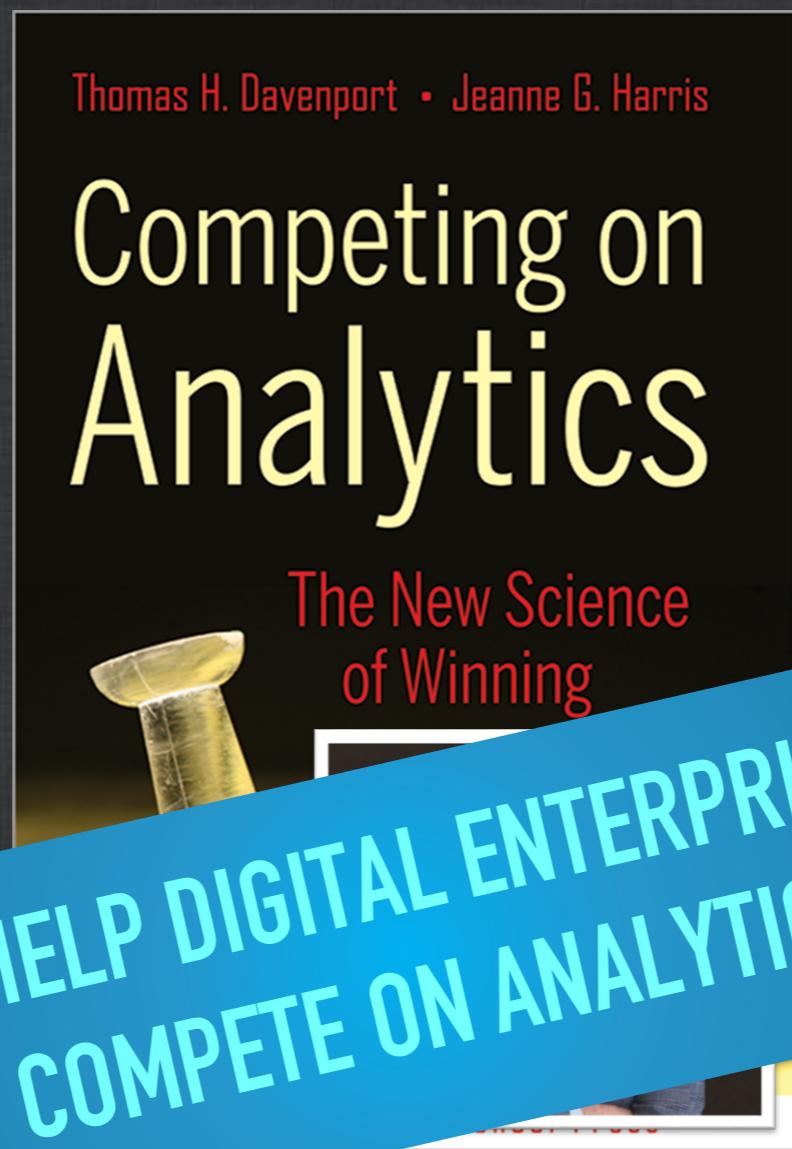


# DATA-BLOOM

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**ACCURATE, FAST, SCALABLE  
OPERATIONAL DECISION SCIENCE AT VALUE**

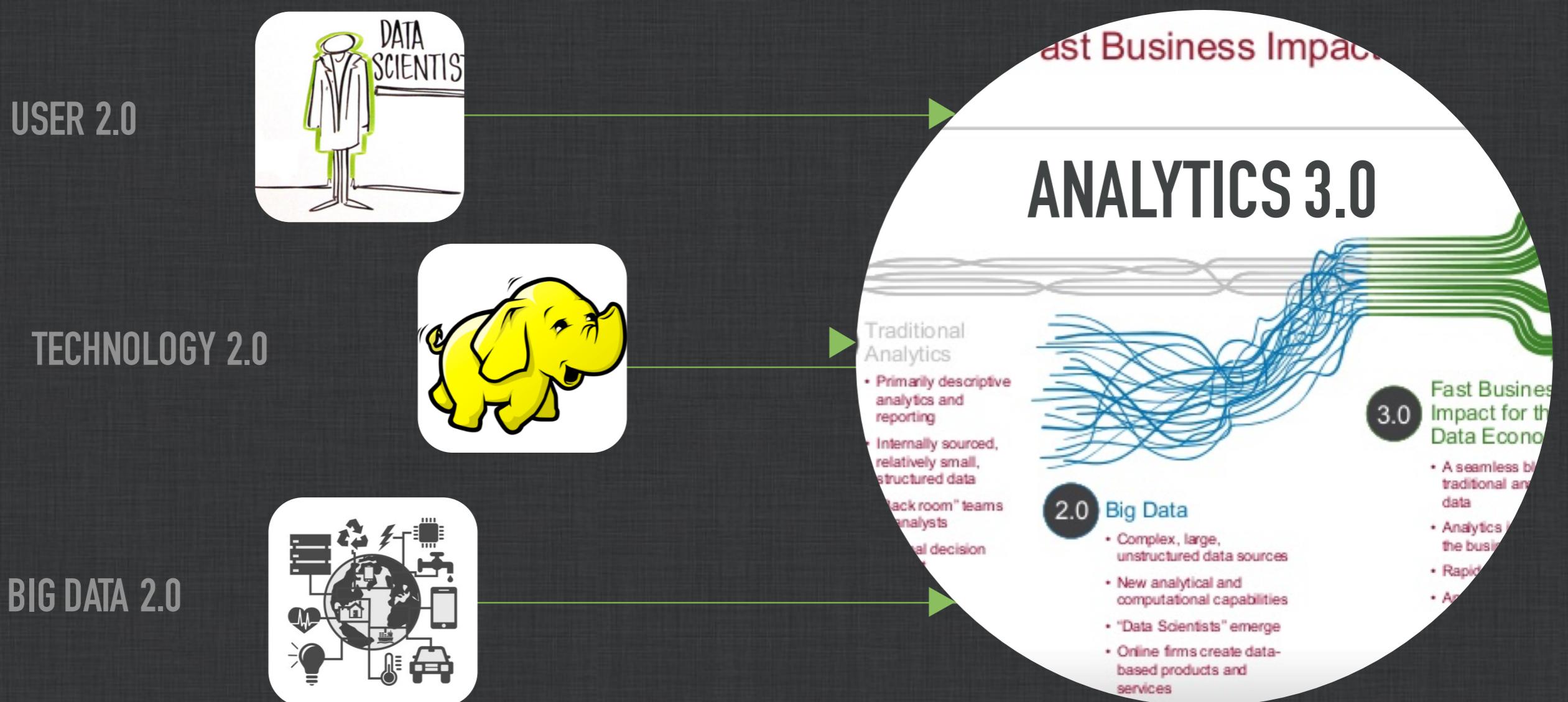
# WHAT WE DO



WE HELP DIGITAL ENTERPRISES  
COMPETE ON ANALYTICS

# WHAT WE DO

- ▶ Help businesses grow with big data and data science



## WHAT YOU DON'T HAVE TO DO

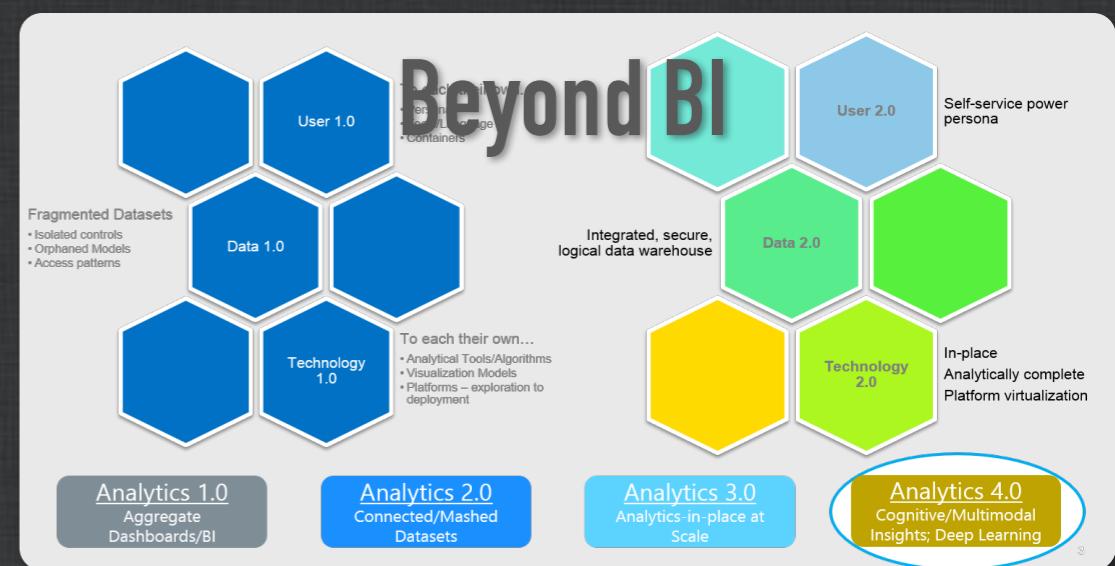
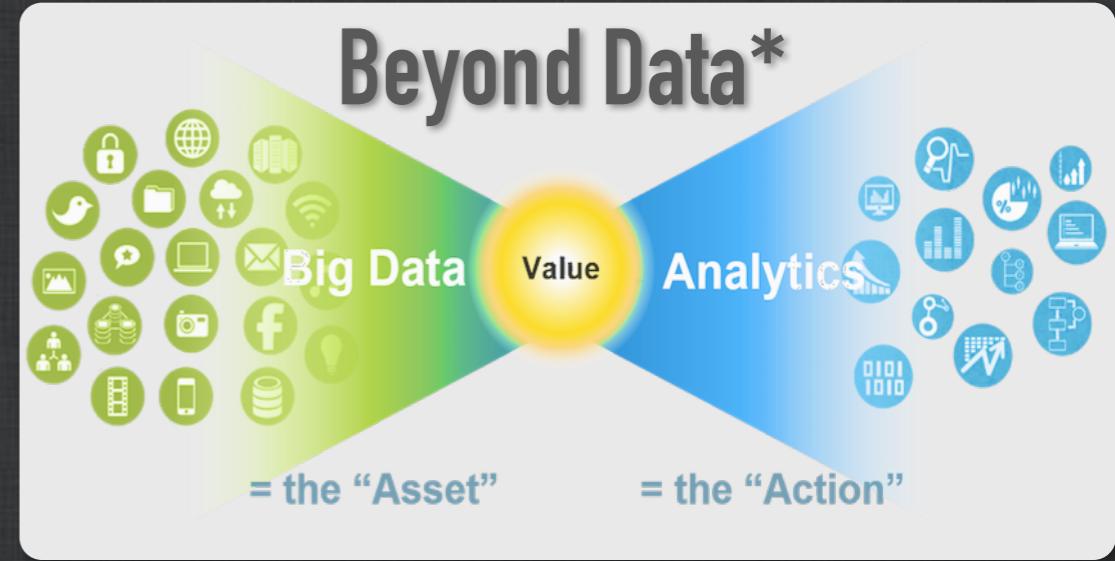
- ▶ Airbnb built a hotel industry *without owning a single hotel*
- ▶ Uber built a taxi service *without owning a single cab*
- ▶ Netflix built an entertainment service *without owning a single data center*
- ▶ Amazon built a retail business *without owning a single manufacturing plant*

so ...

**you** can build a dominant data-driven business *without crunching data on your own; let us help*

# KEY MESSAGES

- ▶ Data is the body, analytics is the brain
- ▶ Seed and grow a smart-data enterprise, but don't build a data science factory yourself
- ▶ Don't wait years to harvest insights from data; deploy operational solutions NOW



## DIFFERENTIATORS

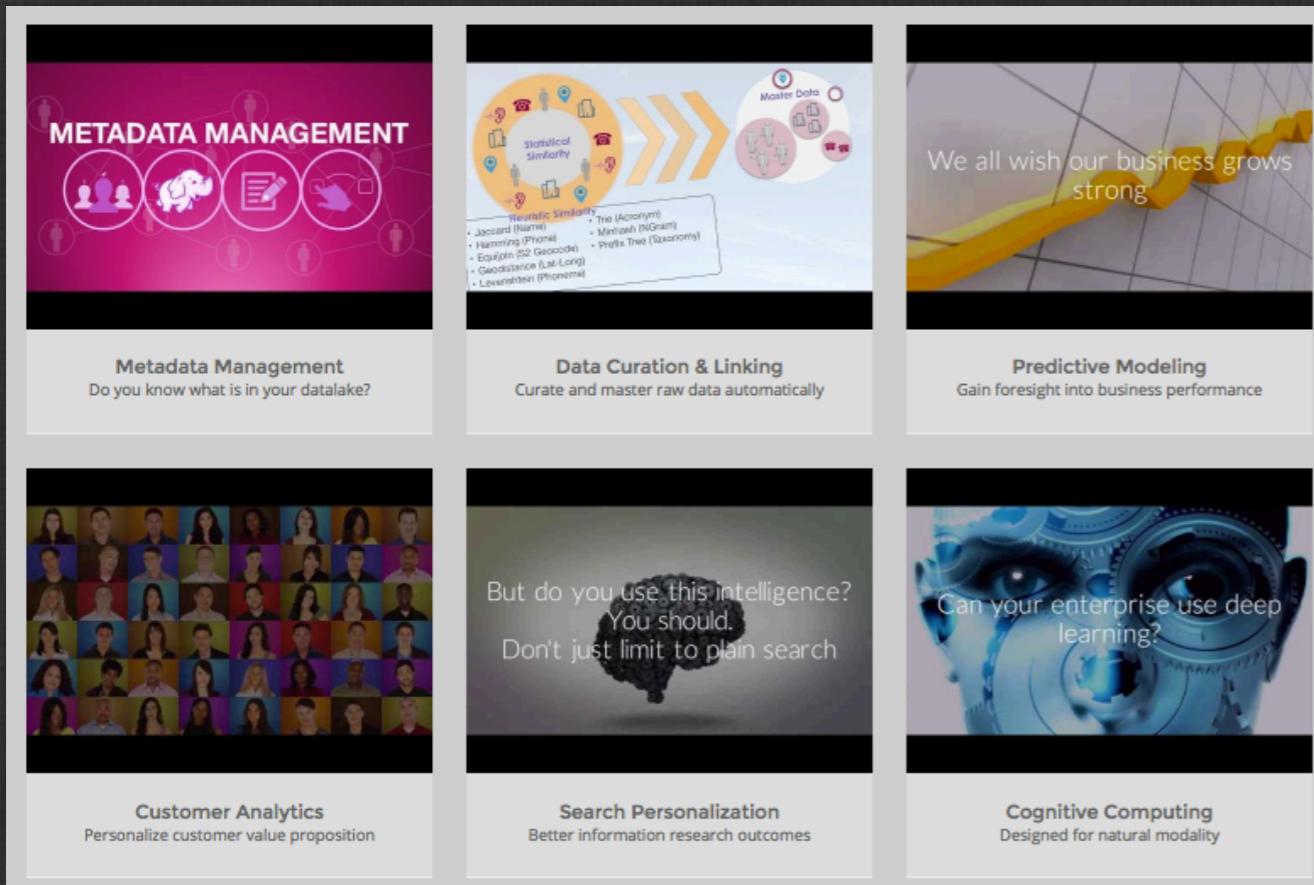
Analytical co-sourcing to deploy practical end-to end solutions that bridge business, science, and IT. Pay-per-solution analytics-as-a-service will augment (not replace them), and empower your teams to quickly deploy and reuse

## Practical Business Science



## SKILLS PORTFOLIO

- ▶ Full spectrum data science
- ▶ From BI to Preemptive Action



- ▶ Statistics and Heuristics
- ▶ Text Mining and Data Wrangling
- ▶ Supervised and Unsupervised Learning
- ▶ Deep Learning
- ▶ Temporal Analyses
- ▶ Geospatial Analyses
- ▶ Operations Research

## FOUNDING TEAM

- ▶ 5 data geeks
  - ▶ 100 publications
  - ▶ 20 patent grants
  - ▶ 5 analyticaldatalakes
  - ▶ \$1 billion
- ▶ Sales and Marketing
- ▶ Knowledge Engineering
- ▶ Supply Chain Management

Don Loritz, PhD



S Narayanan, PhD

# PRACTICAL DECISION SCIENCE

Analytics for the Digital Enterprise



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