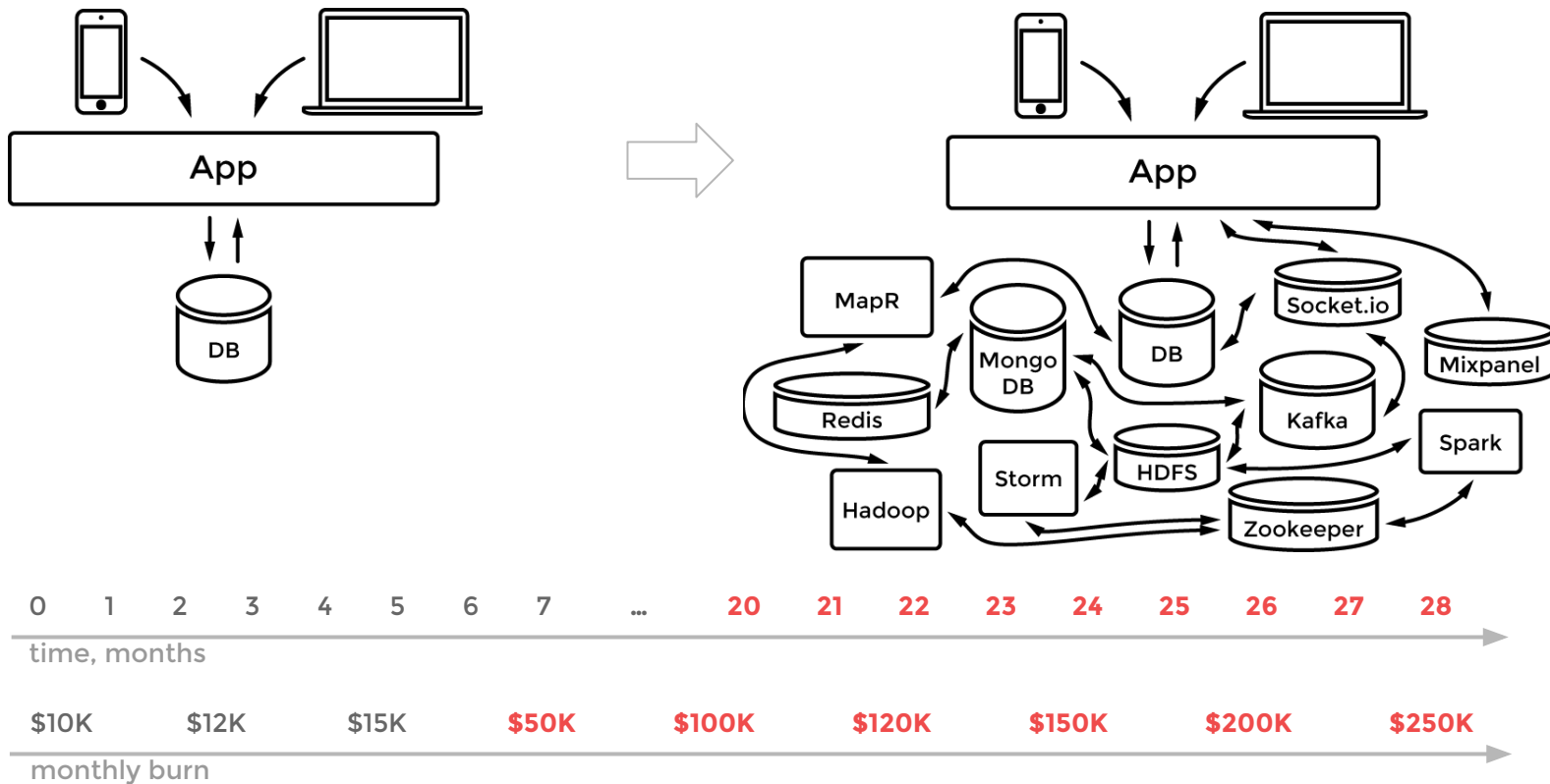
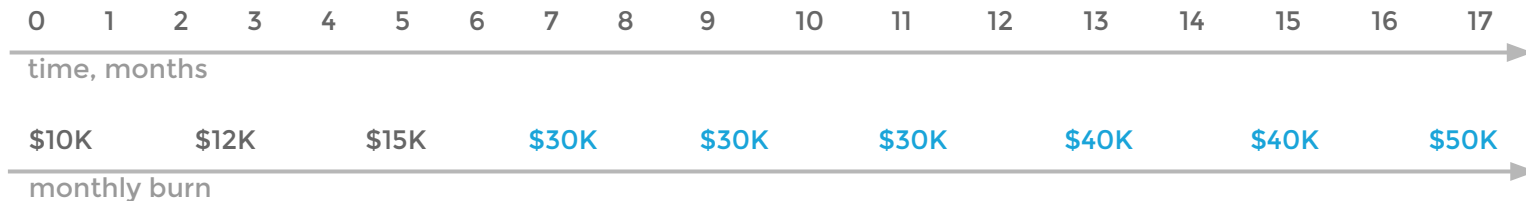
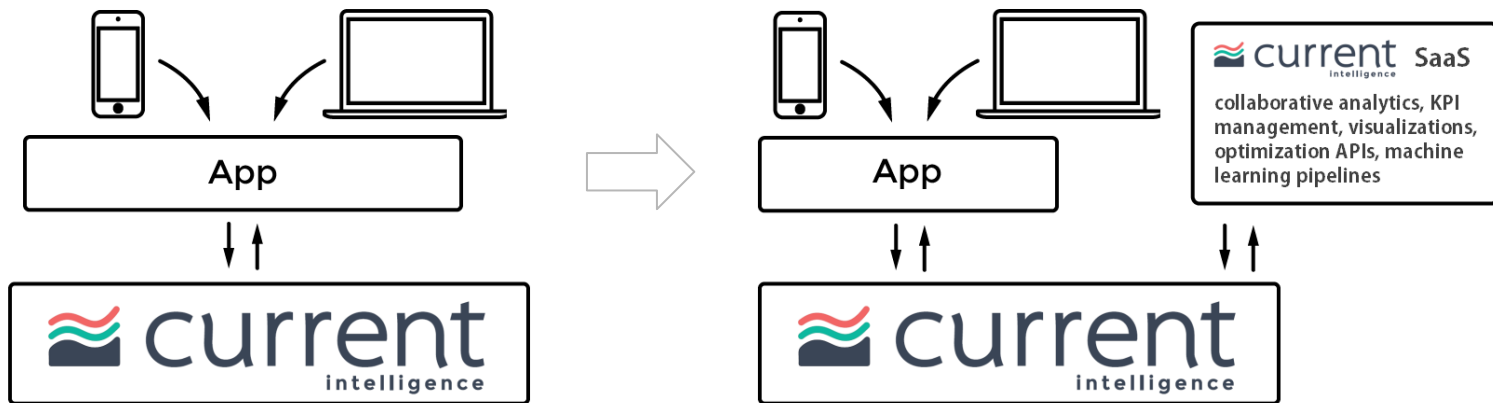


# The Problem



# The Solution



# Data Infrastructure In a Box



A complete engineering solution combining storage, event queues, machine learning, predictive analytics, and reporting.

# OK. What's really in the box?

## **Current BaaS**

Containerized persistence, session management, notifications, KPI optimization

## **Current SaaS**

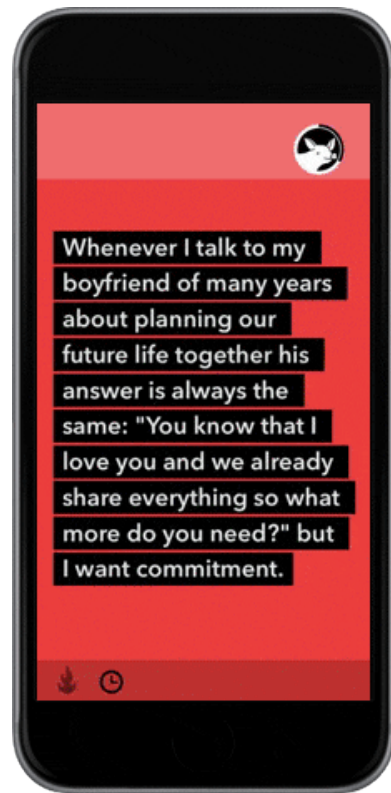
Collaborative analytics, KPI management, insight browser, learning models, optimization APIs, visualizations

## **Current Infrastructure Components**

OSS modules implementing event queues, NoSQL storage, model fitting, prediction APIs, publish/subscribe

# Current BaaS

<b>Customer</b>	CTFO
<b>Product</b>	Crowdsourced relationship advice
<b>Engineering team</b>	One iOS developer
<b>Needs</b>	Storage, event queues, engagement optimization, analytics, monitoring
<b>Time to production</b>	Three person-days



# Current Collaborative Analytics

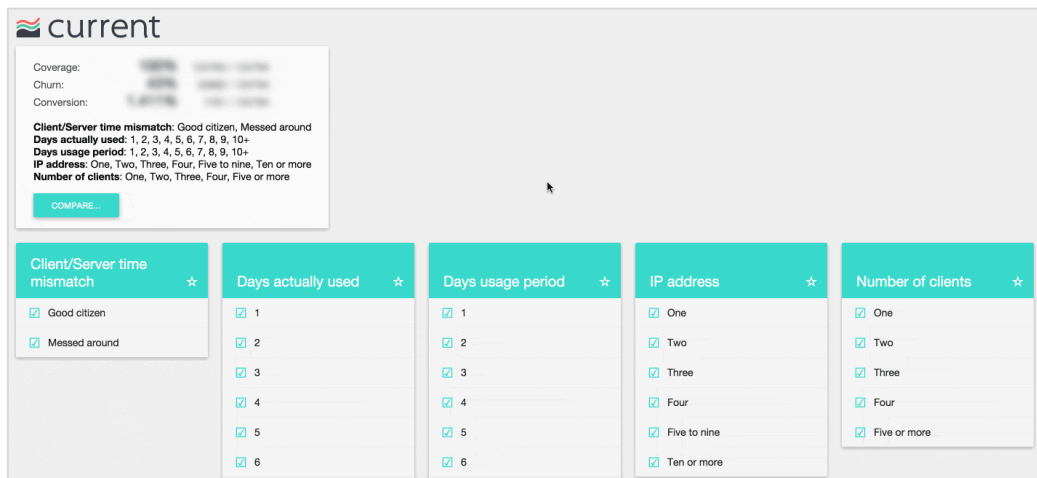
**Customer** BitTorrent

**Product** Sync, a peer-to-peer  
Dropbox

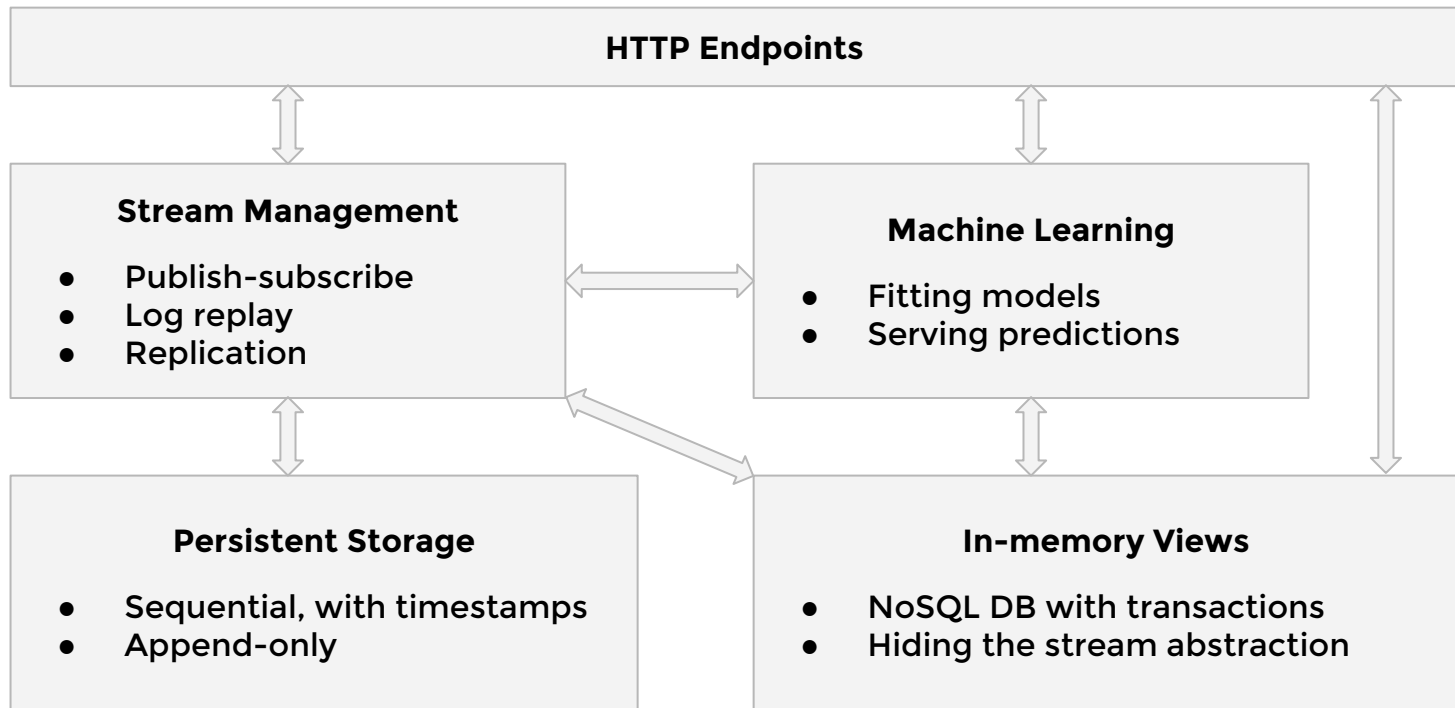
**Engineering team** Several backend and  
frontend engineers

**Needs** Identify and eliminate  
top causes of churn

**Time to production** Log crunching:  
one person-day  
Production datadrop:  
three person-days



# Current Open Source Components



# Customer Pipeline





# Conclusion and Q&A

Thirty years ago, SQL abstracted the intricacies of data retrieval, thus greatly increasing software developer's productivity.

**The time to do it for Data Intelligence is now.**