

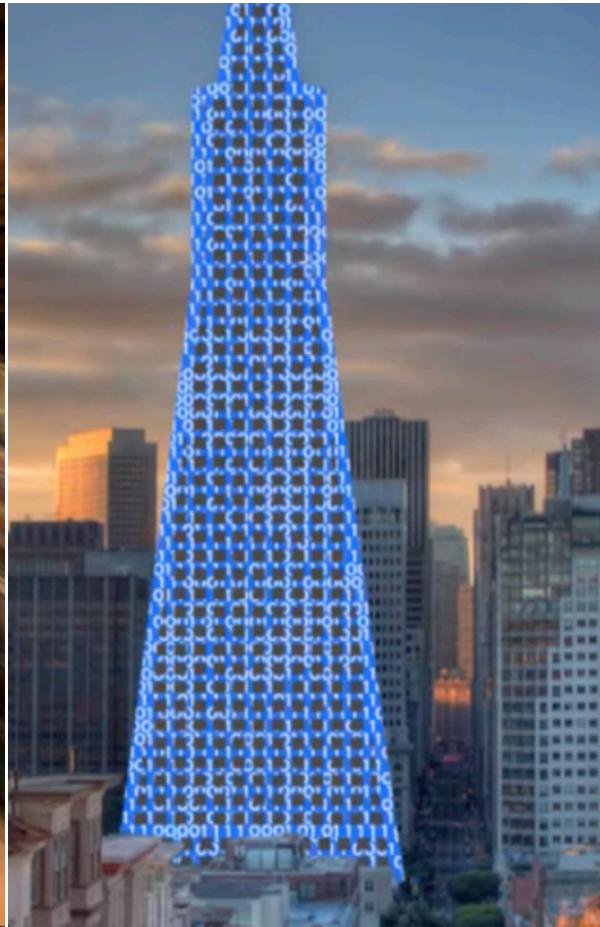


Fast Data - Foundation of Your Digital Business

Ed Julson
TIBCO Software



The Physical and Digital World are Converging



TIBCO® | Exponential Growth in Connectivity

Diversity of connection points

Explosion of data

4.4 Zettabytes

TIBCO® | The Concept of an Application has Evolved



TIBCO® | Bringing the Customer to the Center



TIBCO® | The Need To React In The Moment

INTELLIGENT TECHNOLOGIES

WE SEE YOU'RE NEAR THE STORE,
COME PAY US A VISIT...



HUMAN INSIGHT

IF YOU DO, WE'LL OFFER YOU A DISCOUNT ON
THE MOST TRENDY COLOR OF OUR OUTERWEAR

— FAST DATA

TIBCO® | The Challenge In Reacting to These Disruptive Forces



INTELLIGENT TECHNOLOGIES

LOCATION INFORMATION AND SPEED ALLOWS FOR CALCULATIONS TO AVOID UNNECESSARY STOPS



HUMAN INSIGHT

REAL-TIME NOTIFICATIONS ALLOWS CONDUCTORS TO ADJUST SPEEDS





Improved Business Outcomes

INTELLIGENT TECHNOLOGIES
THE PATIENT'S VITAL METRICS DISPLAY
A LIFE THREATENING PATTERN



HUMAN INSIGHT
PROVIDE THE RIGHT DRUG IN THE NEXT
5 MINUTES TO STABILIZE PATIENT



FAST DATA



Predictive Analytics

HUMAN INSIGHT

DRILL OPERATORS NOTICE RECURRING SYMPTOMS
RELATED TO DRILL BIT BREAKAGE



INTELLIGENT TECHNOLOGIES

DRILL OPERATIONAL ANALYTICS INDICATES
IMMINENT DRILL FAILURE



FAST DATA

“An outage can cost \$10M/hour/well in lost production. We have 20-100 outages per year. That’s \$100M in potential savings per year.”

- Drilling operations VP,
major oil company



Old Architecture Is Too Slow, Too Complex



“Applications created today using the good-old traditional architecture will be a business-constraining legacy before they are completed.”

*Yefim Natis, Software Defined Applications
Gartner Webinar, May 8th*

“In December 2012, Knight Capital lost \$460M in under 40 minutes. **That changed everything.** Now it’s no longer acceptable to run our business on end-of-day reports.”

- Head of Risk Management, top3 bank

“If you don’t like
CHANGE, you’re going
to hate **EXTINCTION**”

Ross Shaffer, via Scott Klososky



TIBCO® | Leverage the Pillars of the Digital Business

 People

 HUMAN INSIGHT



 Technology

 INTELLIGENT
TECHNOLOGIES

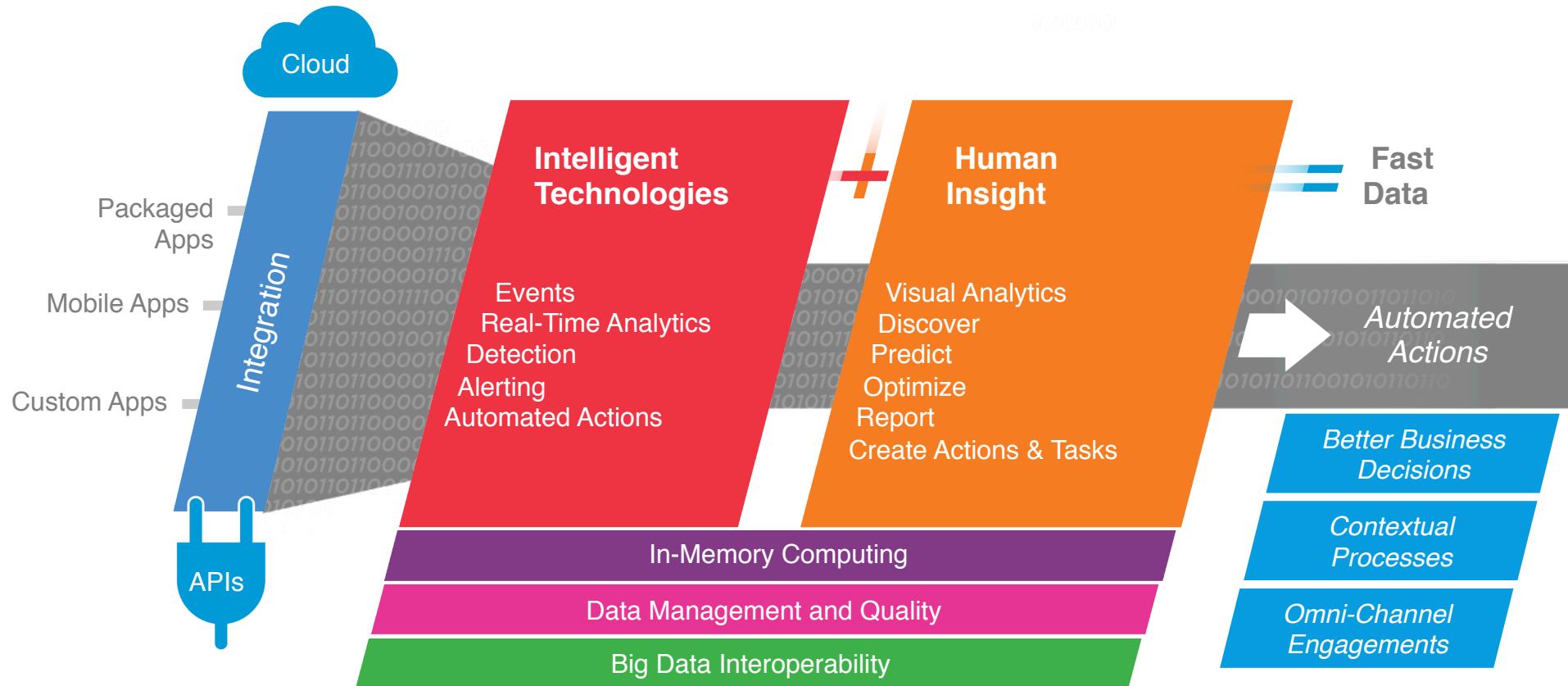


 Data

 THE RIGHT DATA AT
THE RIGHT MOMENT



TIBCO® | Fast Data As The Digital Business Foundation



End-to-End
Architecture

Web Scale



Integration

Analytics

Event Processing

MDM

Messaging



Big Data

 LETS YOU UNDERSTAND
WHAT'S ALREADY HAPPENED



Fast Data

 LETS YOU INFLUENCE
WHAT'S ABOUT TO HAPPEN



Data Grid Caching

Big Data Analytics

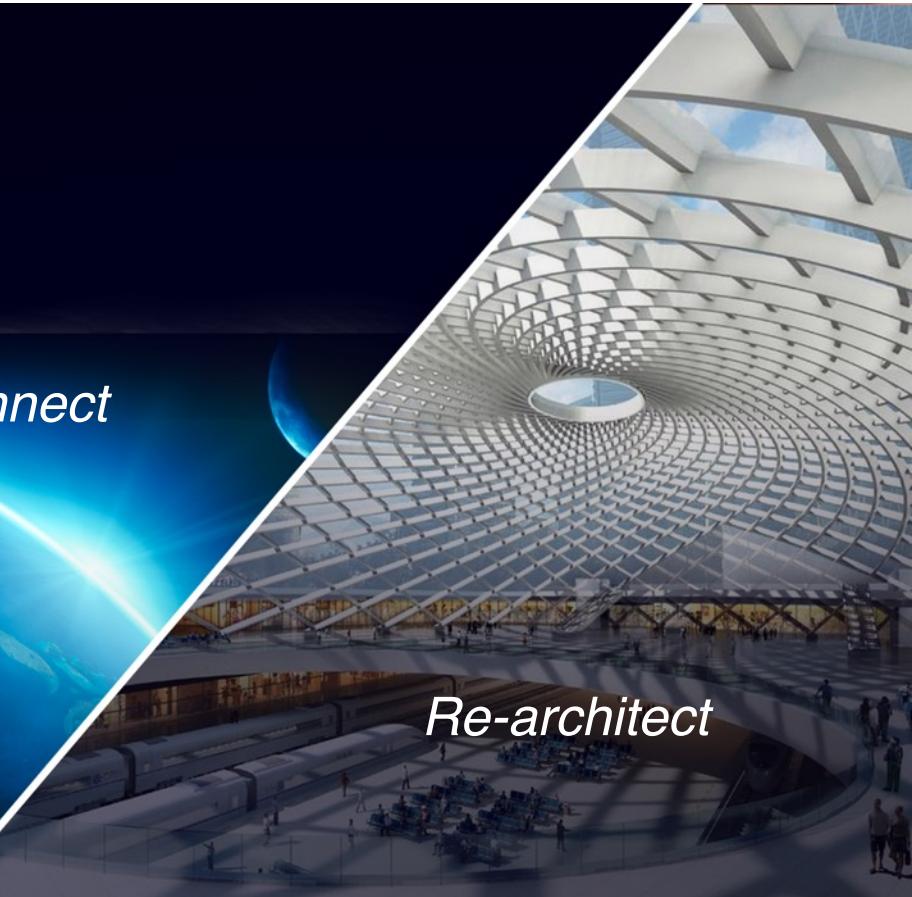
Understand



Connect



Re-architect





HUMAN INSIGHT



INTELLIGENT TECHNOLOGIES



FAST DATA



