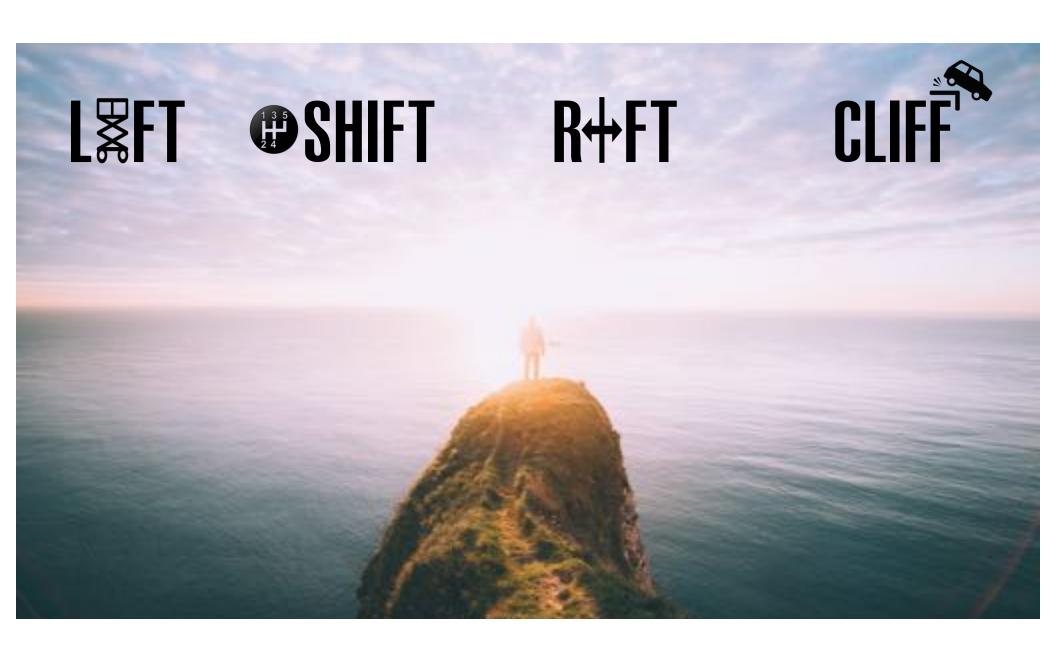


THE FIGHT OVER CAESAR'S
ASSETS DURING CHAPTER 11
WAS THE ~\$1B VALUATION
OF DATA ASSOCIATED
WITH REWARDS



## Data has no value unless you use it.











IDEAL CUSTOMER PROFILE – REPTUATIONAL ASSESSMENT lead generation | new client acquisition | banking experiences

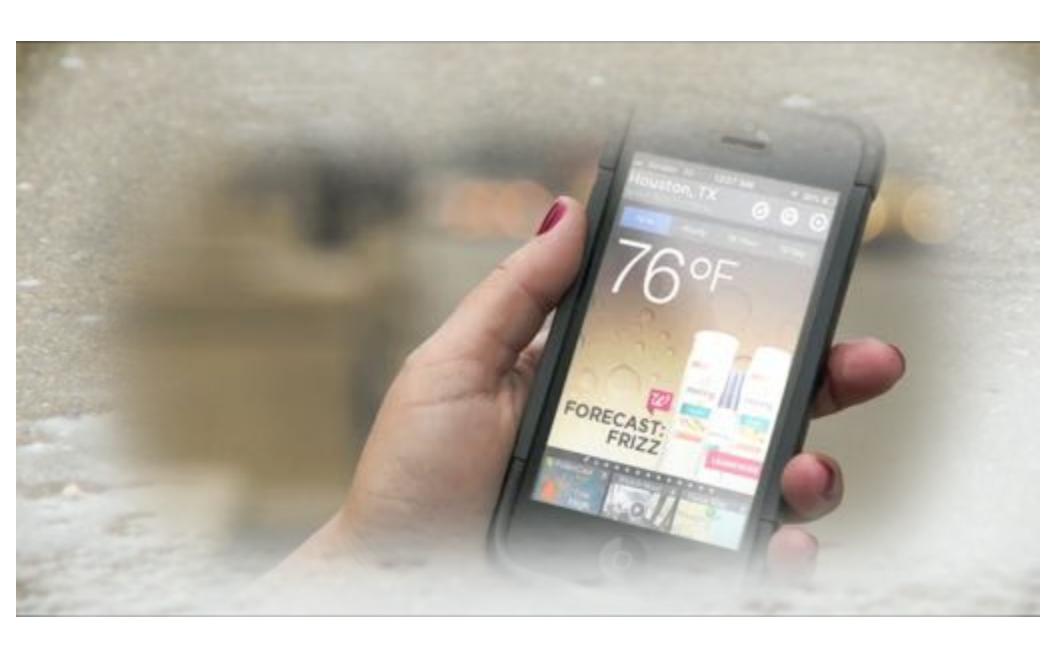




## SEPHORA

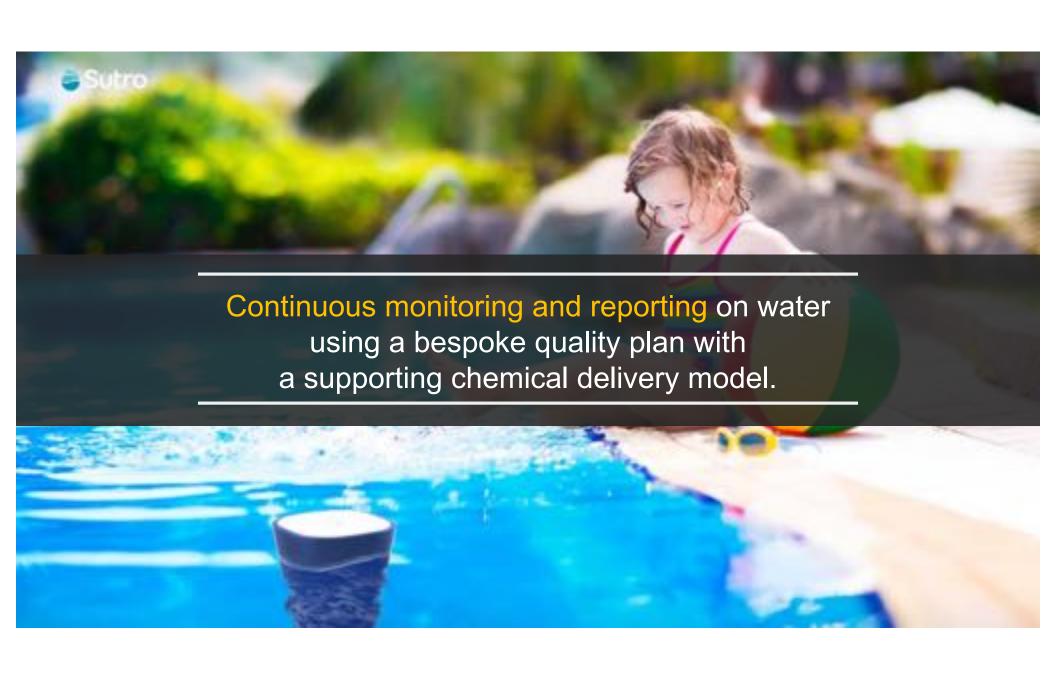


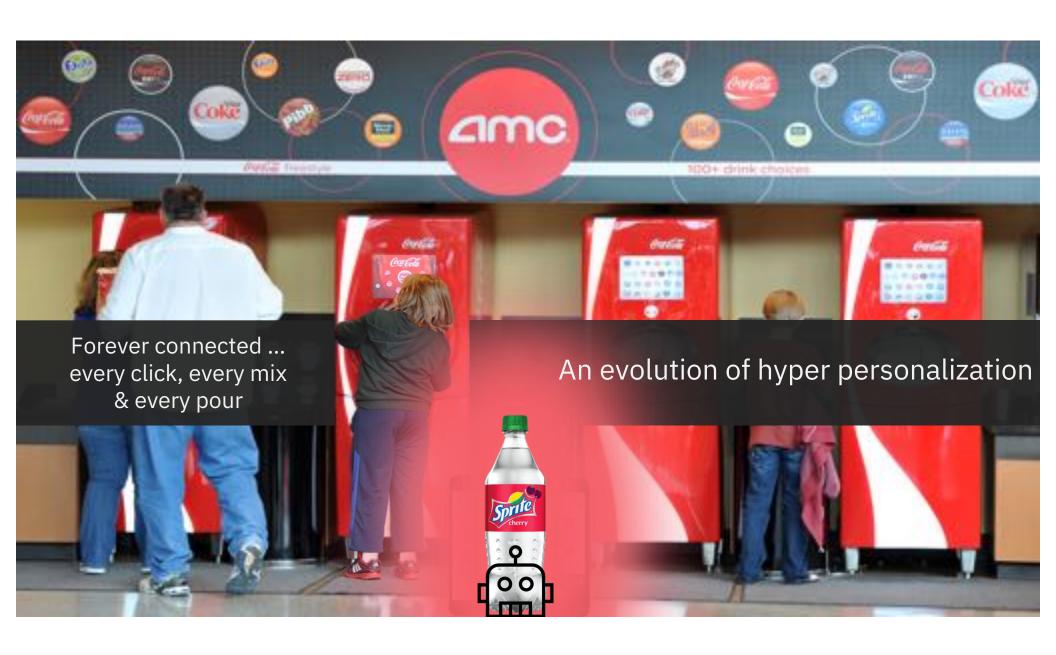


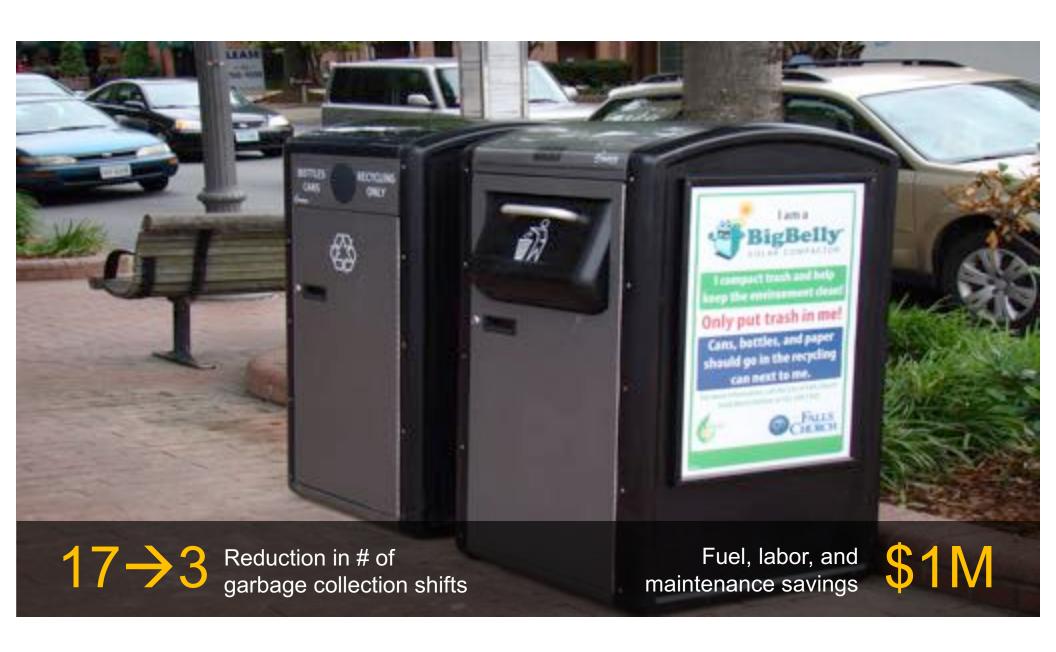












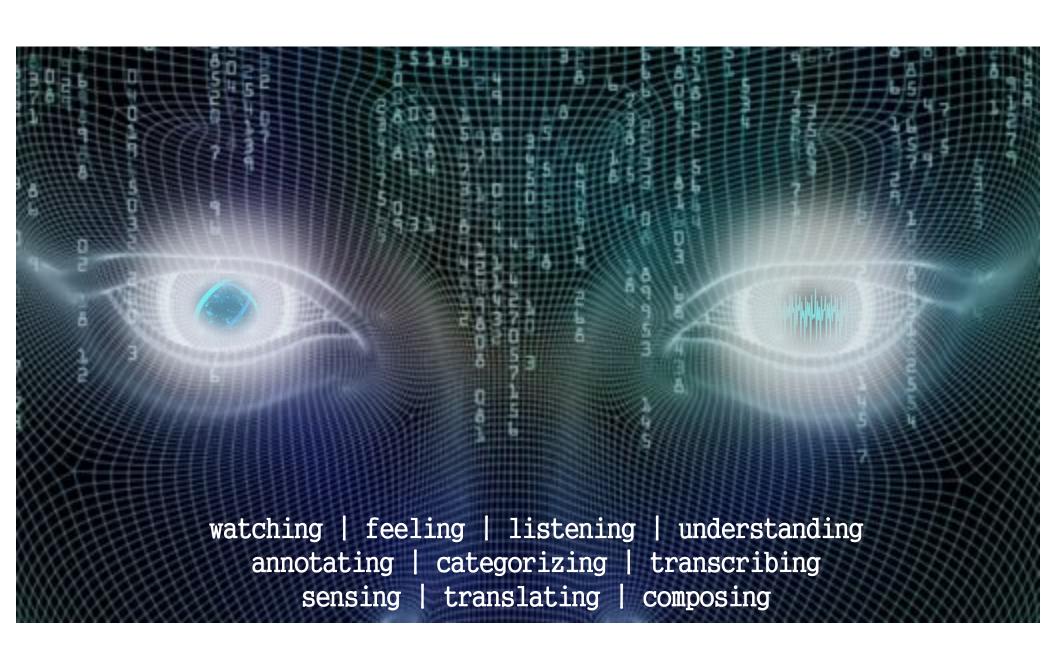




## BLOCKCHAIN

Ledger for Everything





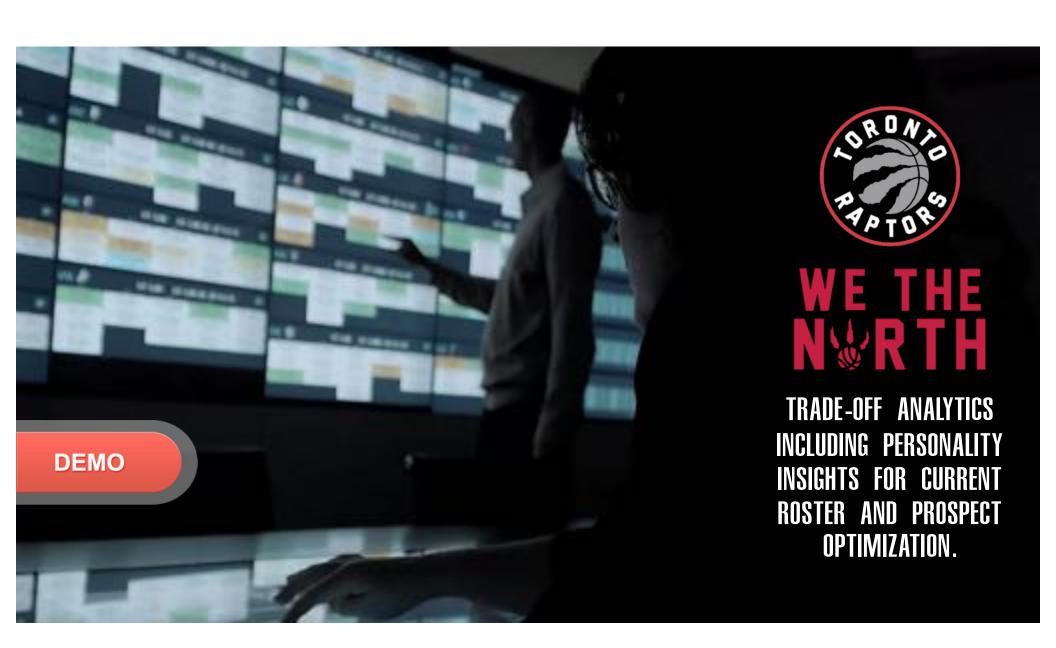
## DEEP LEARNING

Instead of writing code, you feed data to the network. The program builds its own logic.



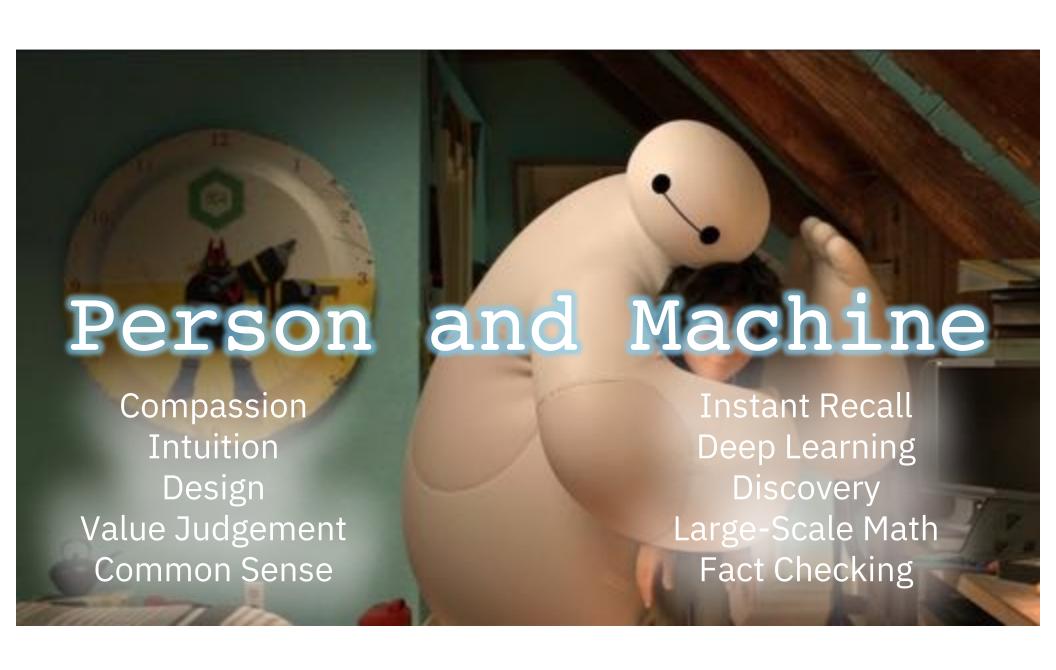












1

Keep collecting. Get better at decisioning. 2

Better outcomes and cost containment possible with analytics.

3

Organizational silos result in data silos.

