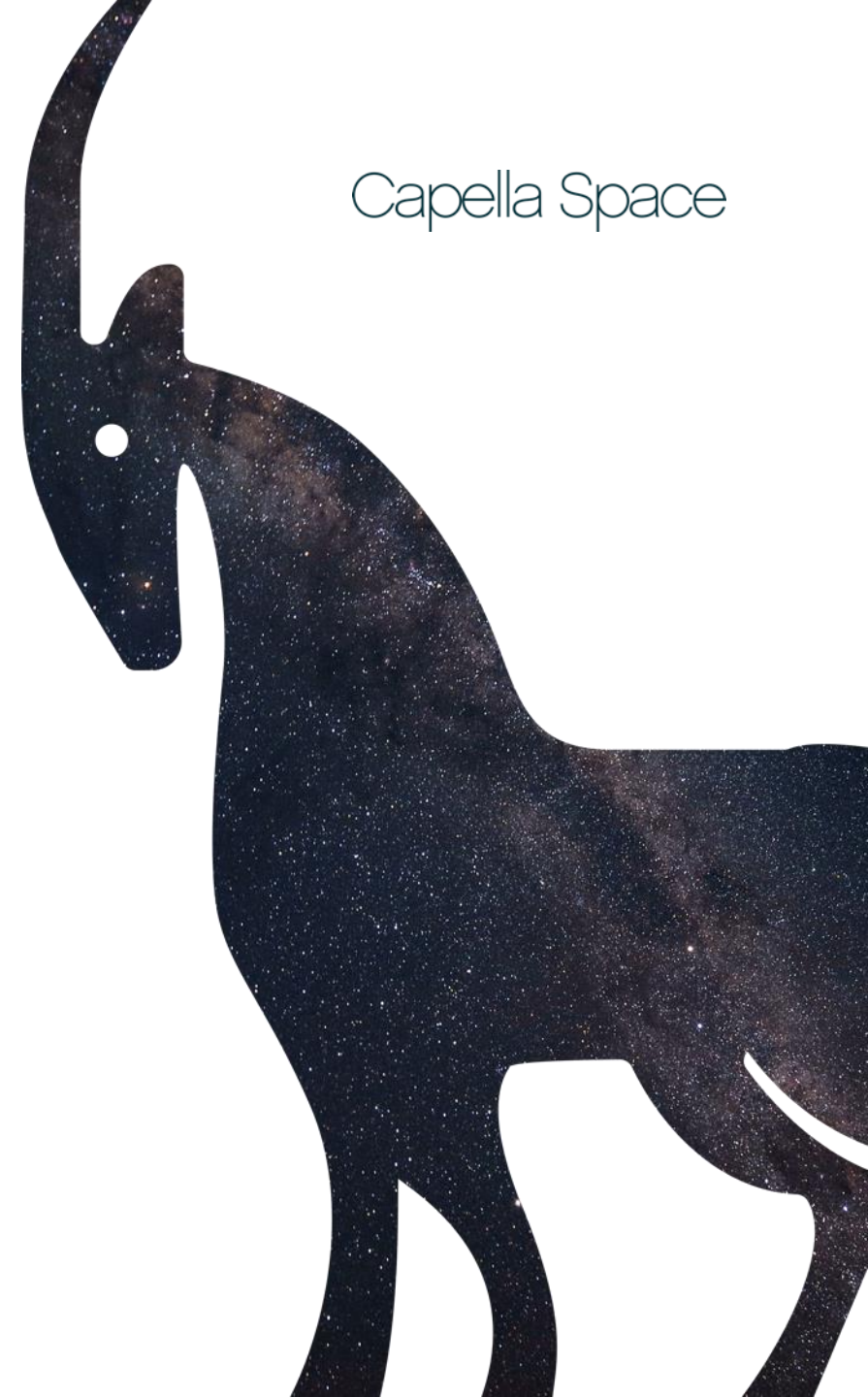


# Breaking Through The Business Analytics Barrier

Capella Space

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Matt Wood | VP, Go-to-Market & Business Strategy



# THE FUTURE OF GEOSPATIAL



- **Esri** – “...location services will become increasingly pervasive, informing, educating, and enabling many different kinds of applications.”



- **SAP** – “A digital copy of the ever-changing world is becoming the source for new decision-making...”



- **IBM** – “New innovations are helping businesses in different industries...capture the full value of this ever-growing, ubiquitous, and vitally-important class of information



- **Earth-i** – “...location data is fast becoming a critical variable in Big Data analytics, and the move to data-driven decision making...”

# PLAGUED WITH DELAYS, RELIABILITY & INCONSISTENCIES



**But,**

- “Today, geospatial-temporal data remains relatively “dark” compared to other kinds of data...” **IBM.**



Kathryn Guarini, VP, Industry Research



# Departures

Flight		Destination	Dep.Time	Remarks
LB	7935	LONDON	16:40	CANCELLED DUE TO DARKNESS
JK	8257	ROME	16:40	CANCELLED DUE TO DARKNESS
AC	9538	NEW YORK	16:50	CANCELLED DUE TO DARKNESS
SR	6482	PARIS	17:00	CANCELLED DUE TO DARKNESS
FV	7639	BERLIN	17:10	CANCELLED DUE TO DARKNESS
TU	5422	MADRID	17:14	CANCELLED DUE TO DARKNESS
XA	3675	BARCELONA	17:50	CANCELLED DUE TO DARKNESS
HR	7365	STOCKHOLM	18:00	CANCELLED DUE TO DARKNESS
UA	6537	HELSINKI	18:30	CANCELLED DUE TO DARKNESS

# BUSINESS TIME

YEARS

Marco Polo Voyage, 24 years - 1271

MONTHS

Round Trip Passage across the Atlantic, 3 months - 1750

WEEKS

Pony Express, 1.5 weeks - 1860

DAYS

New York – San Francisco Transcontinental Railroad, 3 days - 1876

HOURS

New York – Paris Concorde, 3.5 hours - 1977

MINUTES

10 page fax, 7 minutes - 1988

SECONDS

email, seconds - now

If the world measures business time in seconds, how can we run our business data updated across days or weeks?

# IMPACT OF INFREQUENT & DELAYED DATA



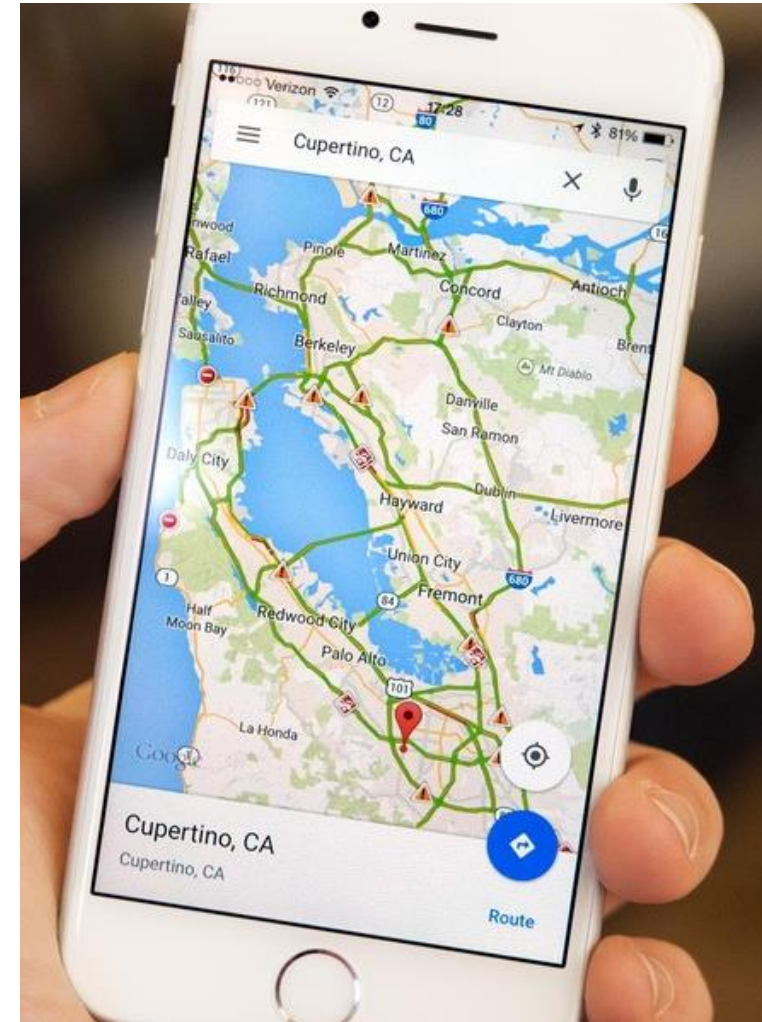
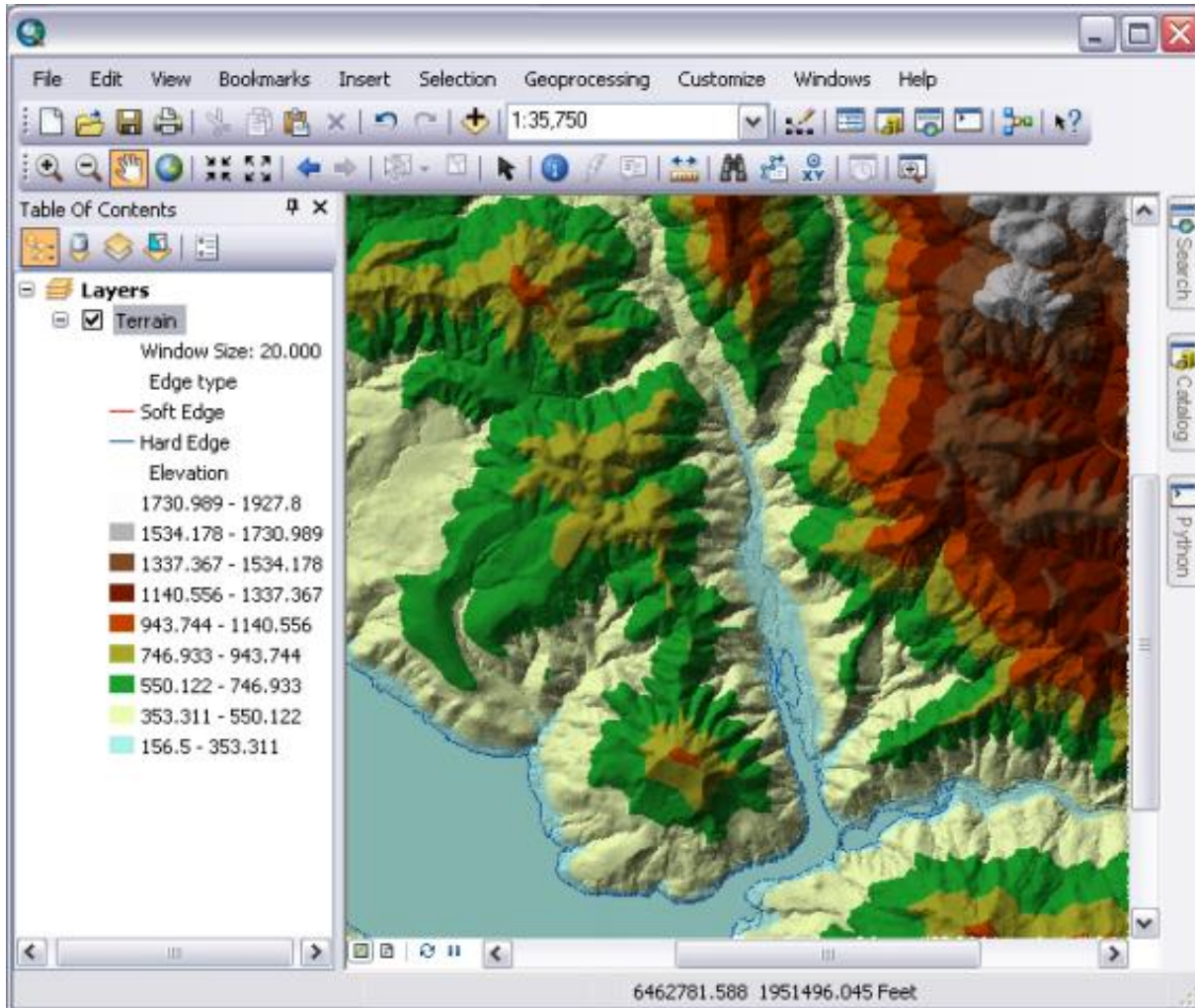
## PORT OF NAGOYA

1.3 M cars exported annually  
3,561 per day  
17,808 every 5 days  
(\$400,000,000)

## PORT OF SINGAPORE

130,000 Vessels Per Year  
15 every hour  
1780 vessels every 5 days  
33,666,600 TEUs per year  
3,843 per hour  
461,186 every 5 days

# BREAKTHROUGHS FOR EXPERTS AND CONSUMERS



# BREAKING THROUGH FOR BUSINESS ANALYTICS



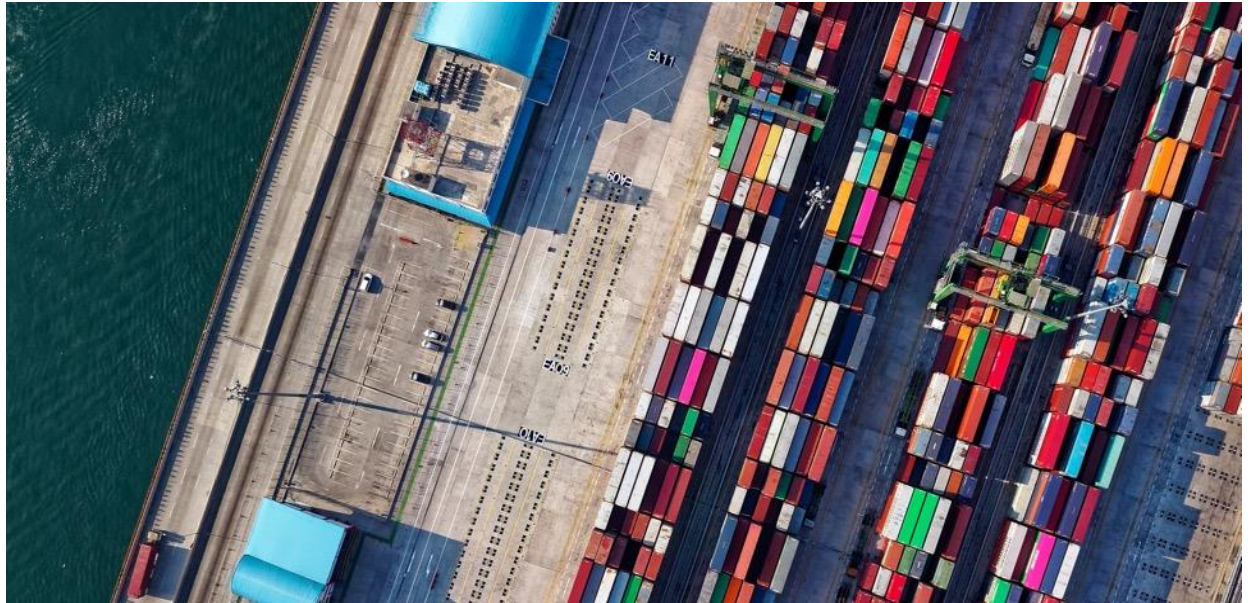


1

# Global & Connected



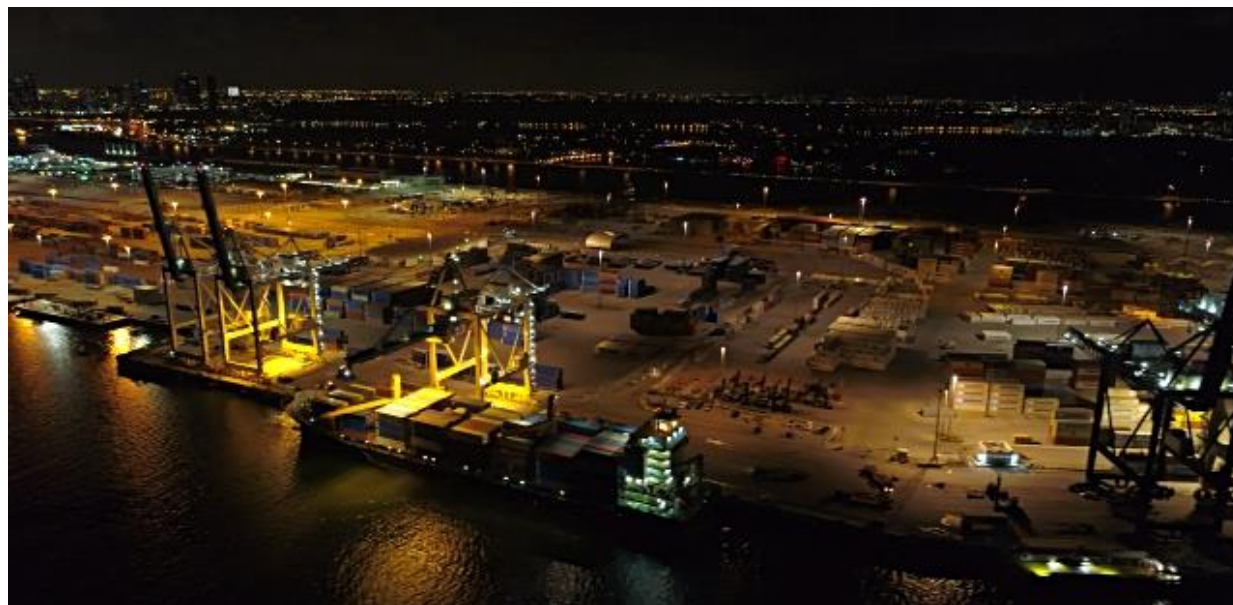
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2

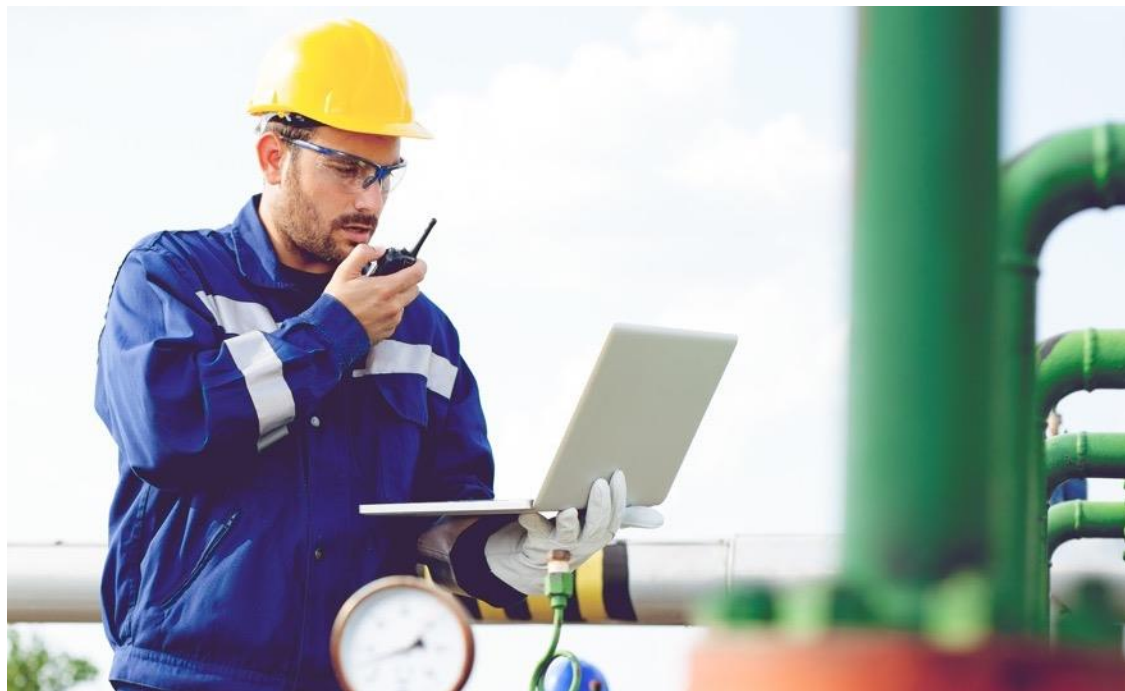
**Timely &  
Reliable**





3

**Manageable &  
Useful**

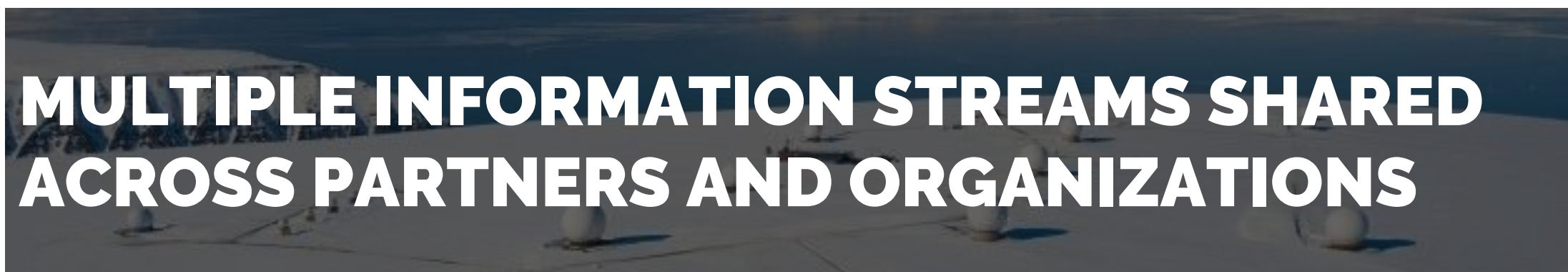
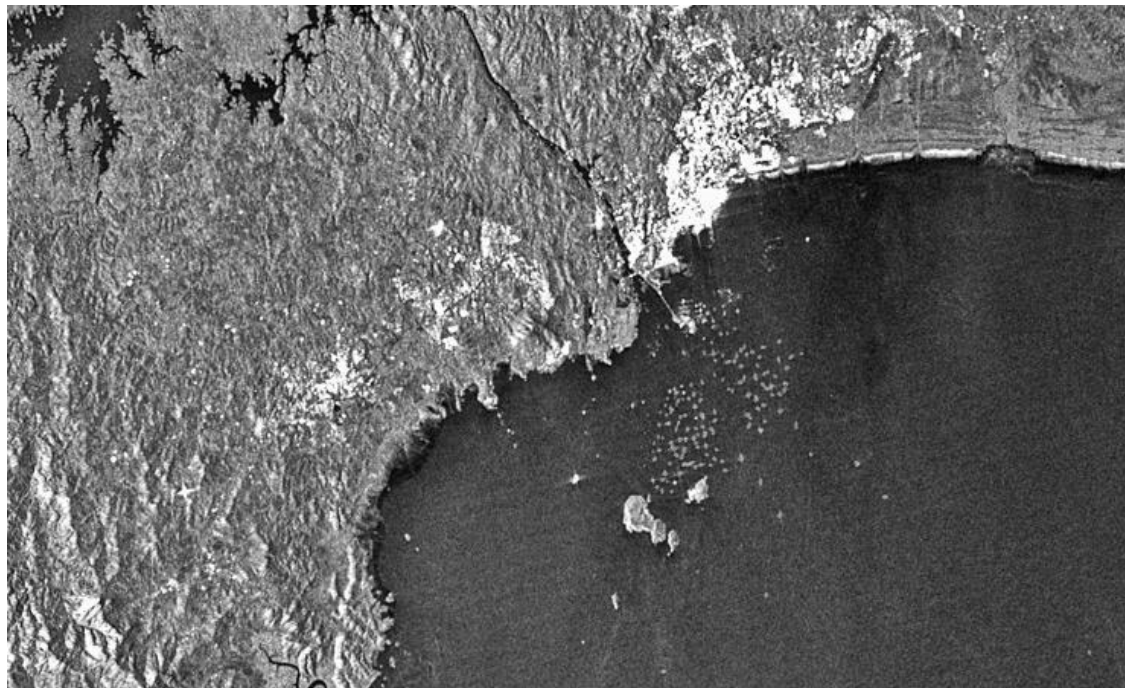


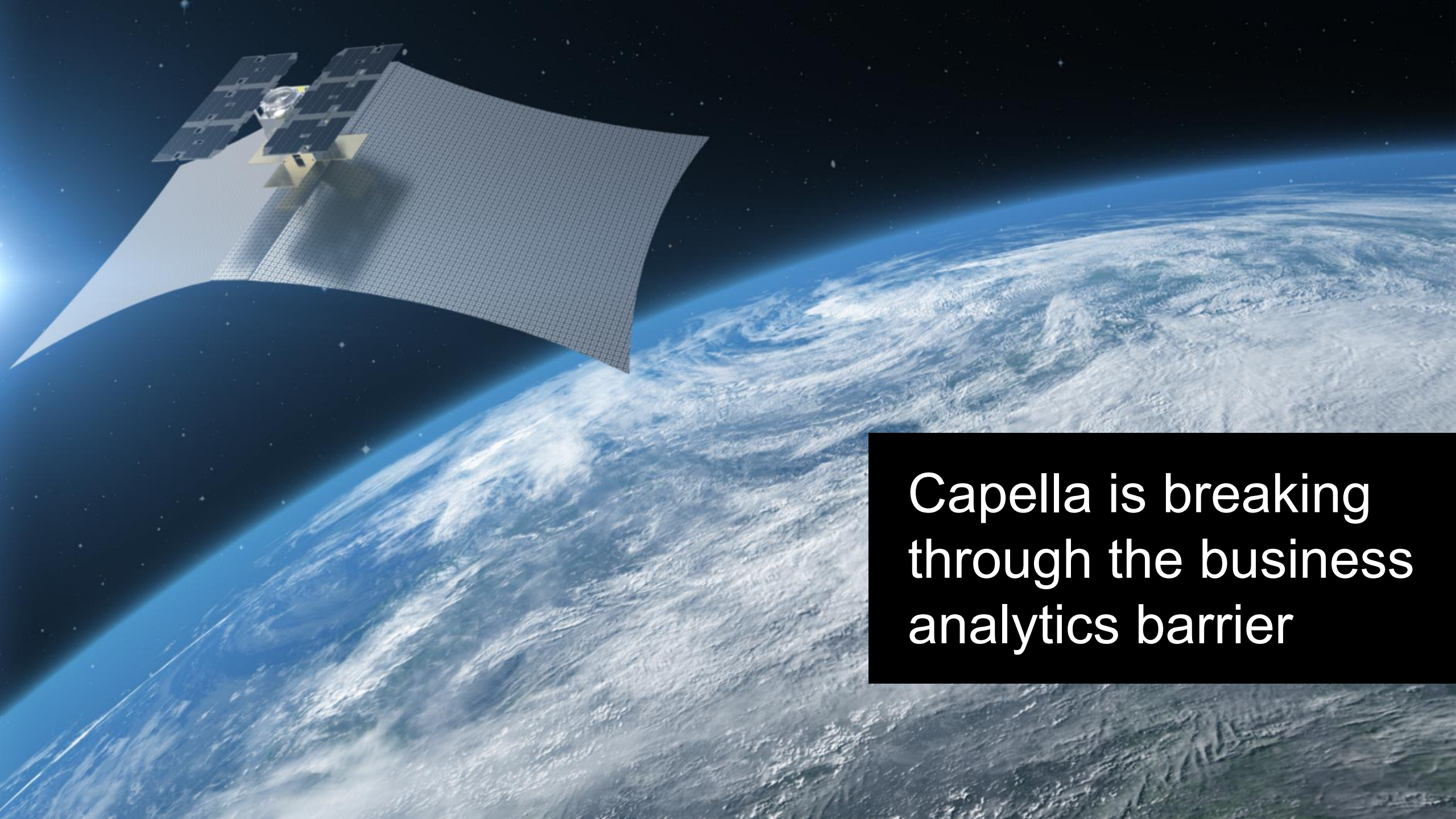
**TRANSFORM UNSTRUCTURED DATA TO  
STRUCTURED INFORMATION & INGEST INTO  
THE CUSTOMERS' TOOLS & WORKFLOW**



4

**Collaborative**





Capella is breaking  
through the business  
analytics barrier



Capella Space

[www.capellaspace.com](http://www.capellaspace.com)