Visual Data Discovery & Streaming Data…It's About Time!

Pat Wall
Product Marketing

DATAWATCH

Today's Agenda

- About Datawatch
- Next Generation Analytics
- Real-World, Real-Time Use Cases
- Demonstration

About Datawatch

Public since 1992 – NASDAQ: DWCH

Pioneer in real-time visual data discovery and transformation of any data

Global operations and support

- US, UK, Germany, France, Australia, Singapore, Philippines

Extensive global customer base

- 99 of the Fortune 100
- 12 of the 15 largest financial institutions

Resold and embedded by leading vendors

SAP IBM TIBCO THOMSON REUTERS NASDAQ

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Premier & Expansive Customer Base

Financial Services

citi
Bank of America
GMAC Mortgage
ING
HSBC
AIG
Credit Suisse
JPMorganChase
Barclays
Scottrade
Broadridge
John Hancock
Aetna

HealthCare

Good Samaritan Hospital
A Tradition of Caring
St. Anthony's Hospital
BayCare Health System
Baptist Health
UnitedHealthcare
The Chester County Hospital and Health System
LIFESPAN
WellPoint
Pfizer

Government

U.S. Army
IRS
United States Postal Service
Navy Federal Credit Union
U.S. Air Force
City of Atlanta
Public Service Credit Union
Together We're Better

Other Industries

adidas
GE
logica
be brilliant together
Ford
Lowe's
Let's Build Something Together
Northrop
McKesson
Toyota
Sony

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Gartner's 2014 Predictions

Major changes are imminent to the world of BI and analytics

Data discovery will displace traditional IT-authored static reports as the dominant BI and analytics user interaction paradigm by 2015.

By 2017, over 50% of analytics implementations will make use of event data streams generated from instrumented machines, applications and/or individuals

Gartner®

Source: Gartner's Predicts 2014 – Nov 2013

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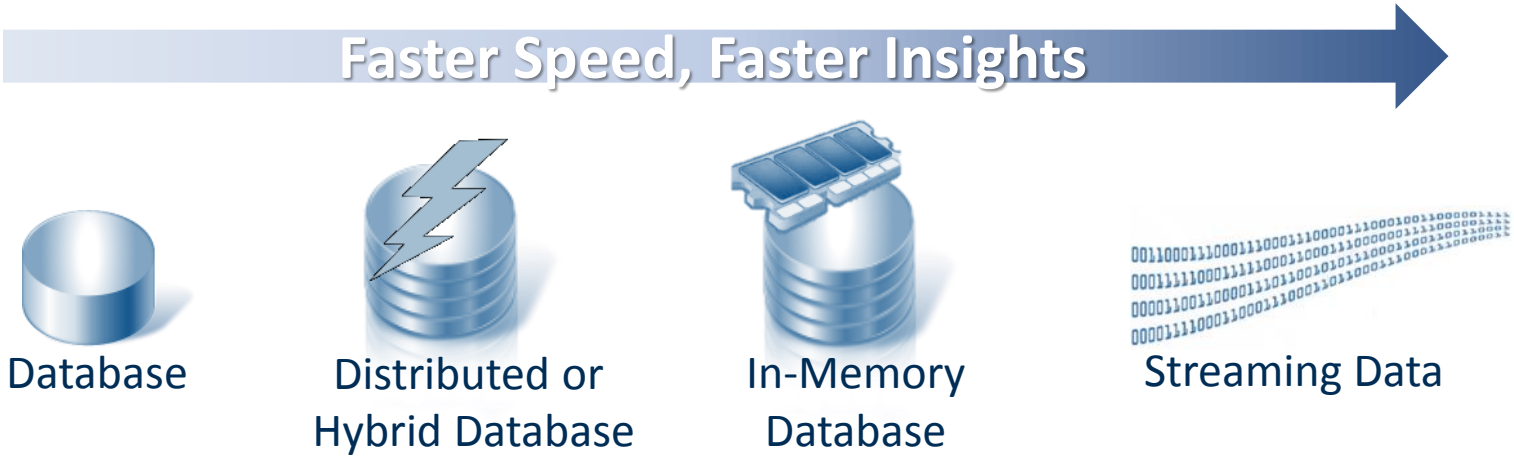
Next Generation Analytics



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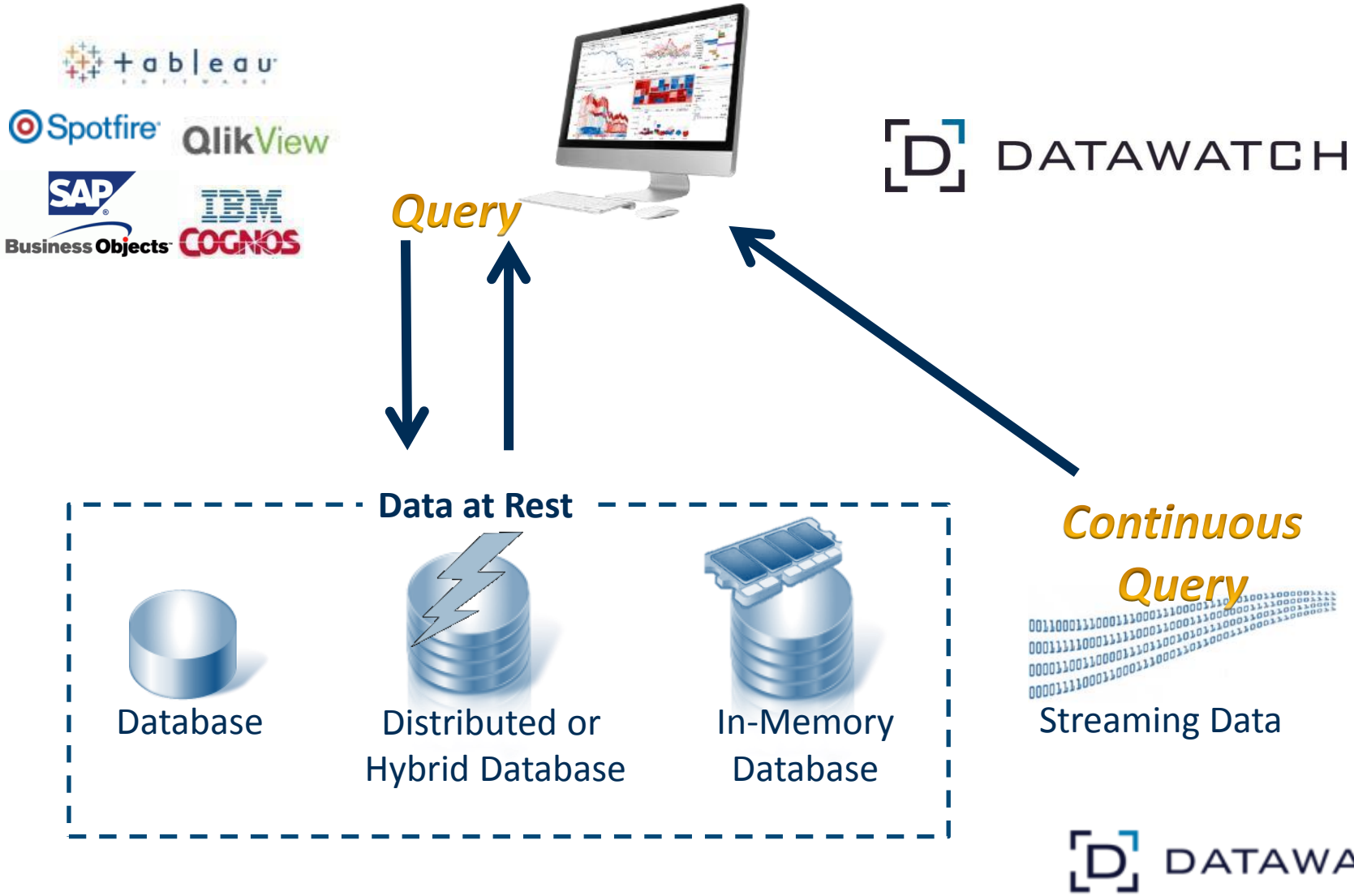
Traditional vs Next Generation Analytics



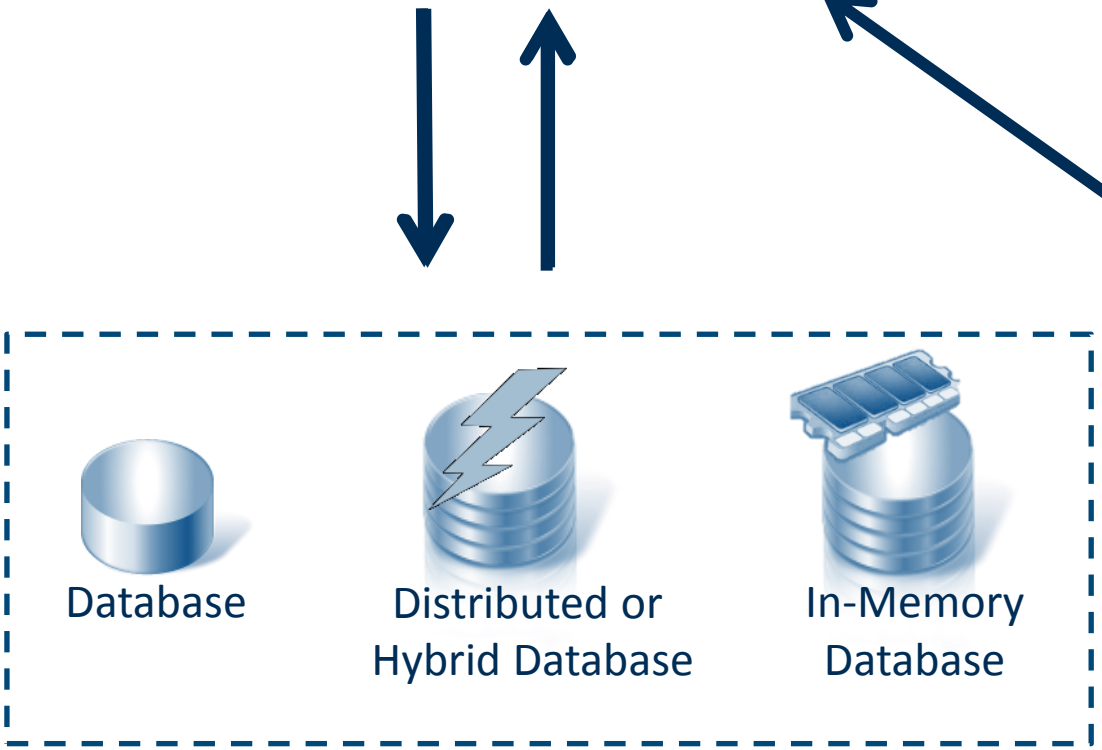
Next Generation Analytics

How does this compare to today's sales? Last week, month, year?

What is driving sales?

Alert! ***Online sales of product x just spiked***

Act! ***Initiate 20% increase ad spend for this product***



Streaming Data

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Next Generation Analytics

Monitor

- Continuous queries
- Alerts when data goes out of pre-defined ranges

Analyze

- Combine/enrich streaming with intra-day and historic data for deeper understanding

Take Action

- Users can initiate actions that pass instructions and parameters to other applications

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Return on Real-Time Visualization

Organizations utilizing real-time data visualization have outpaced all others in several key metrics

26% Growth in New Pipeline

15% Increase in Cash Generated

67% Greater Operational Cost Reduction

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Did Streaming Data Win the Civil War?

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The Datawatch Difference

Only Datawatch provides **Visual Data Discovery** software that optimizes **Any Data Variety**, regardless of structure, at **Real-Time Velocity**, to deliver next generation analytics

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Next Generation Analytics

High

DATA VOLUME

Low

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GET THE WHOLE STORY™

Traditional BI & Analytics

Static

DATA VARIETY

Structured

Unstructured

Visual Data Discovery together with the data Volume, Velocity, and Variety that forward-thinking organizations require.

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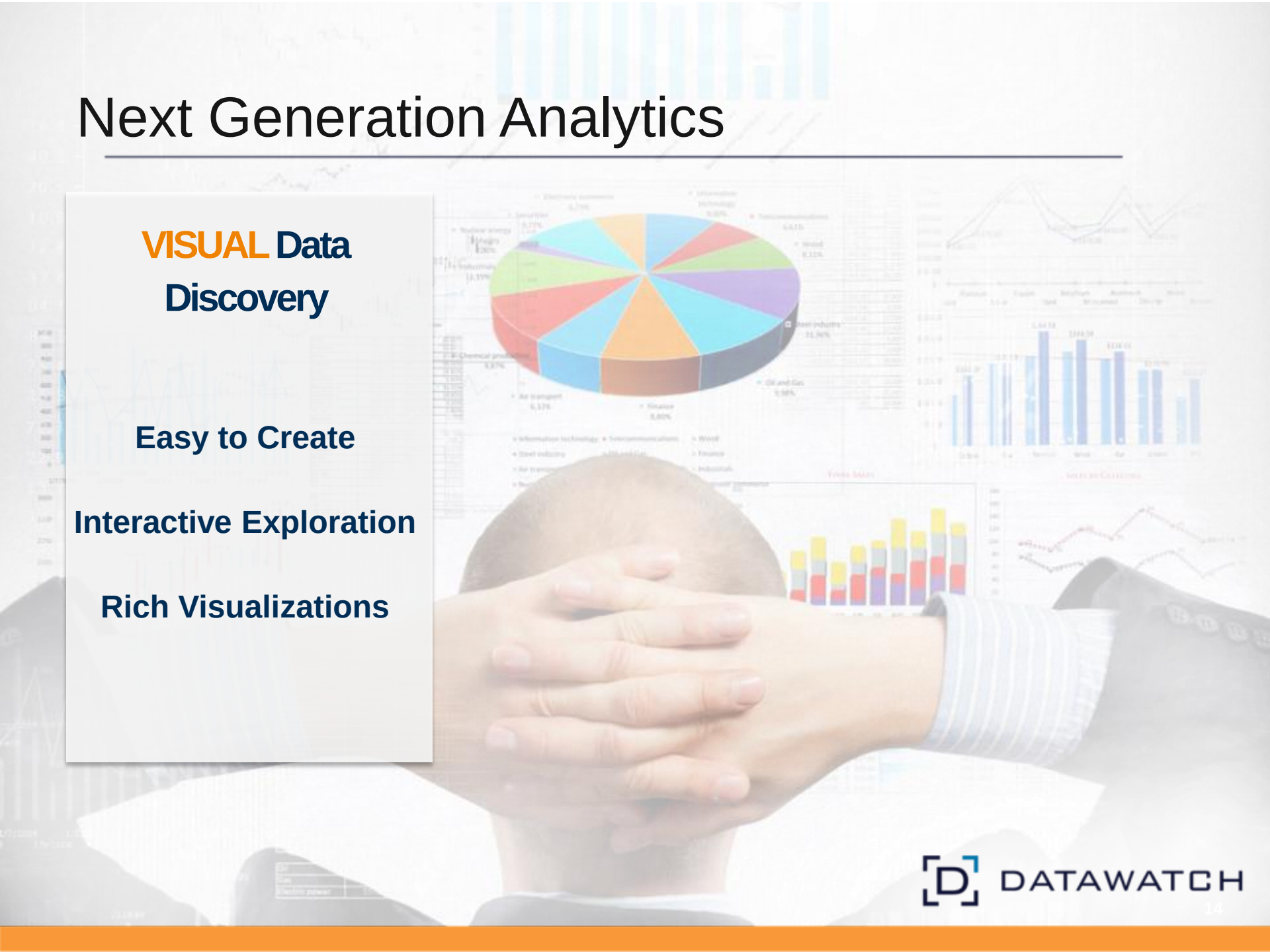
Next Generation Analytics

VISUAL Data Discovery

Easy to Create

Interactive Exploration

Rich Visualizations



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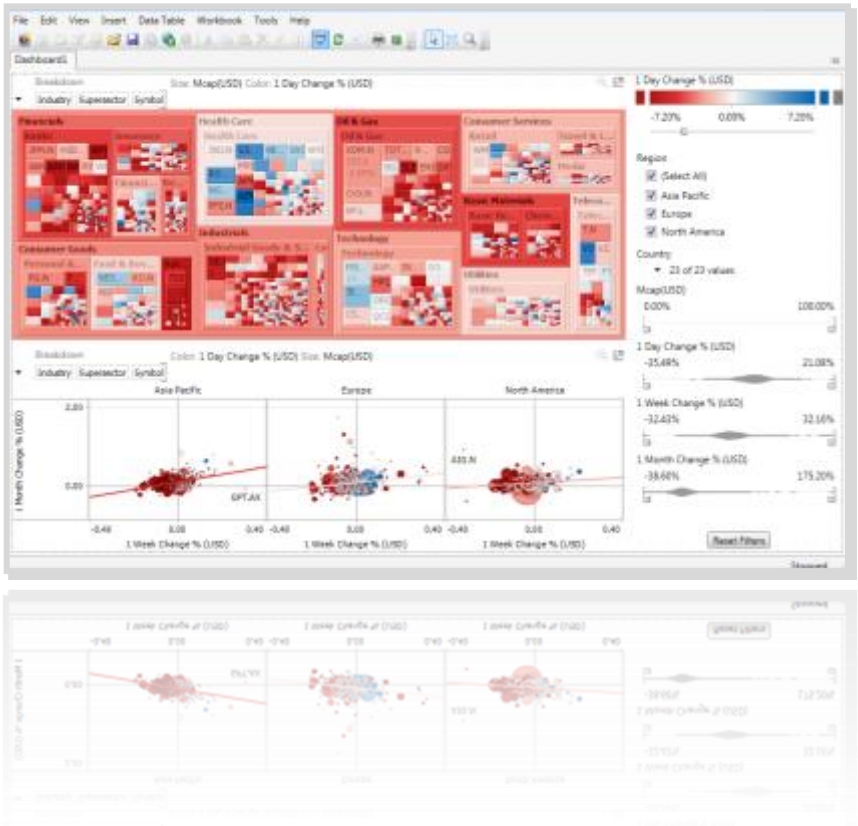
Next Generation Analytics

- Easy for users to author, customize and share
- Interactive exploration
- Visually filter results
- Quickly identify anomalies and outliers with large or in-motion datasets
- Enrich with R or Python



Gartner 2013 CoolVendor

Recognized for innovation with In-Memory Computing

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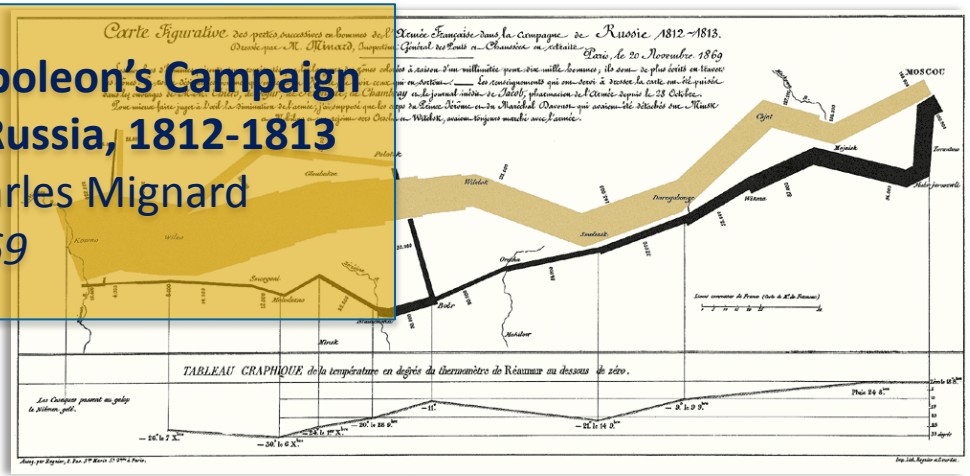
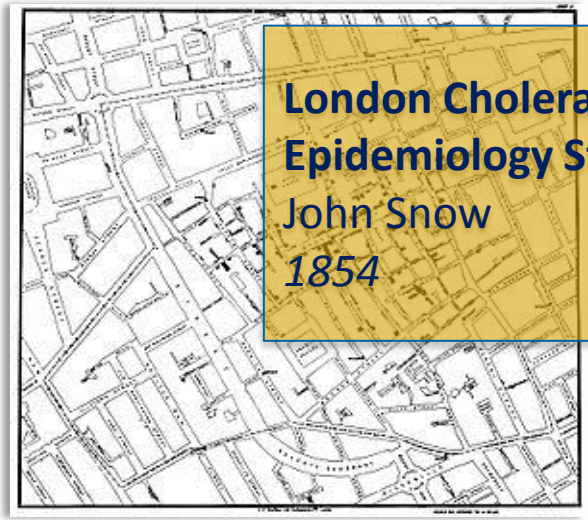
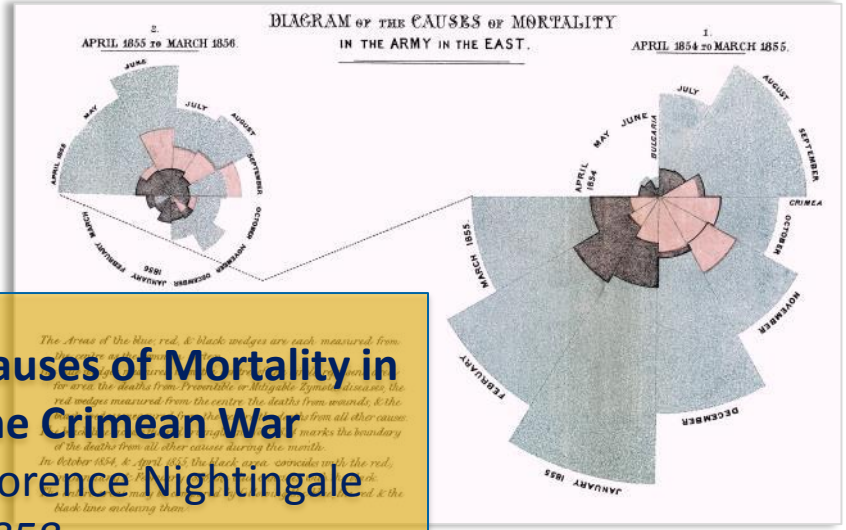
Great Moments in Viz History

Napoleon's Campaign in Russia, 1812-1813
Charles Mignard
1869

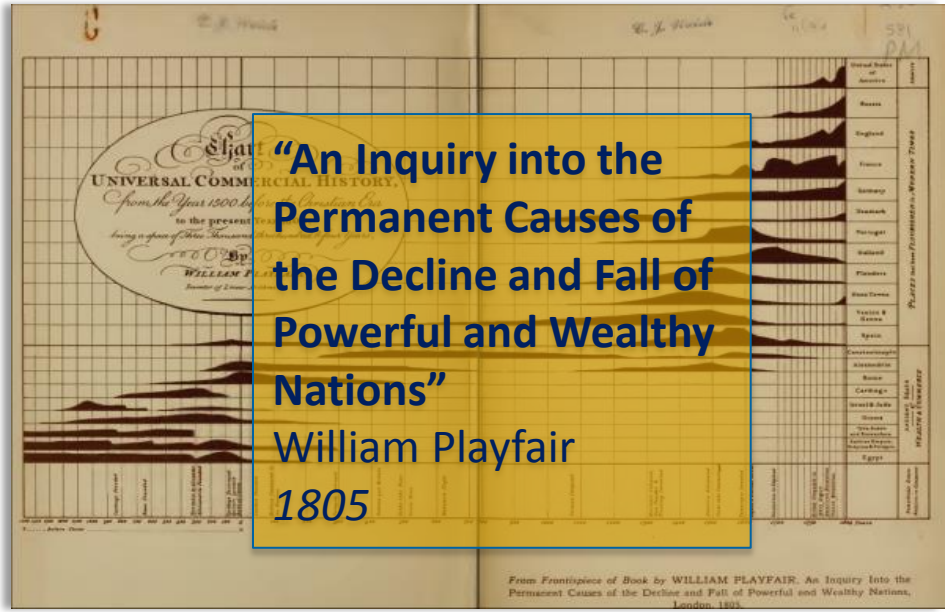




London Cholera Epidemiology Study
John Snow
1854



Causes of Mortality in the Crimean War
Florence Nightingale
1858



"An Inquiry into the Permanent Causes of the Decline and Fall of Powerful and Wealthy Nations"
William Playfair
1805

Next Generation Analytics

VISUAL Data Discovery

Easy to create

Interactive exploration

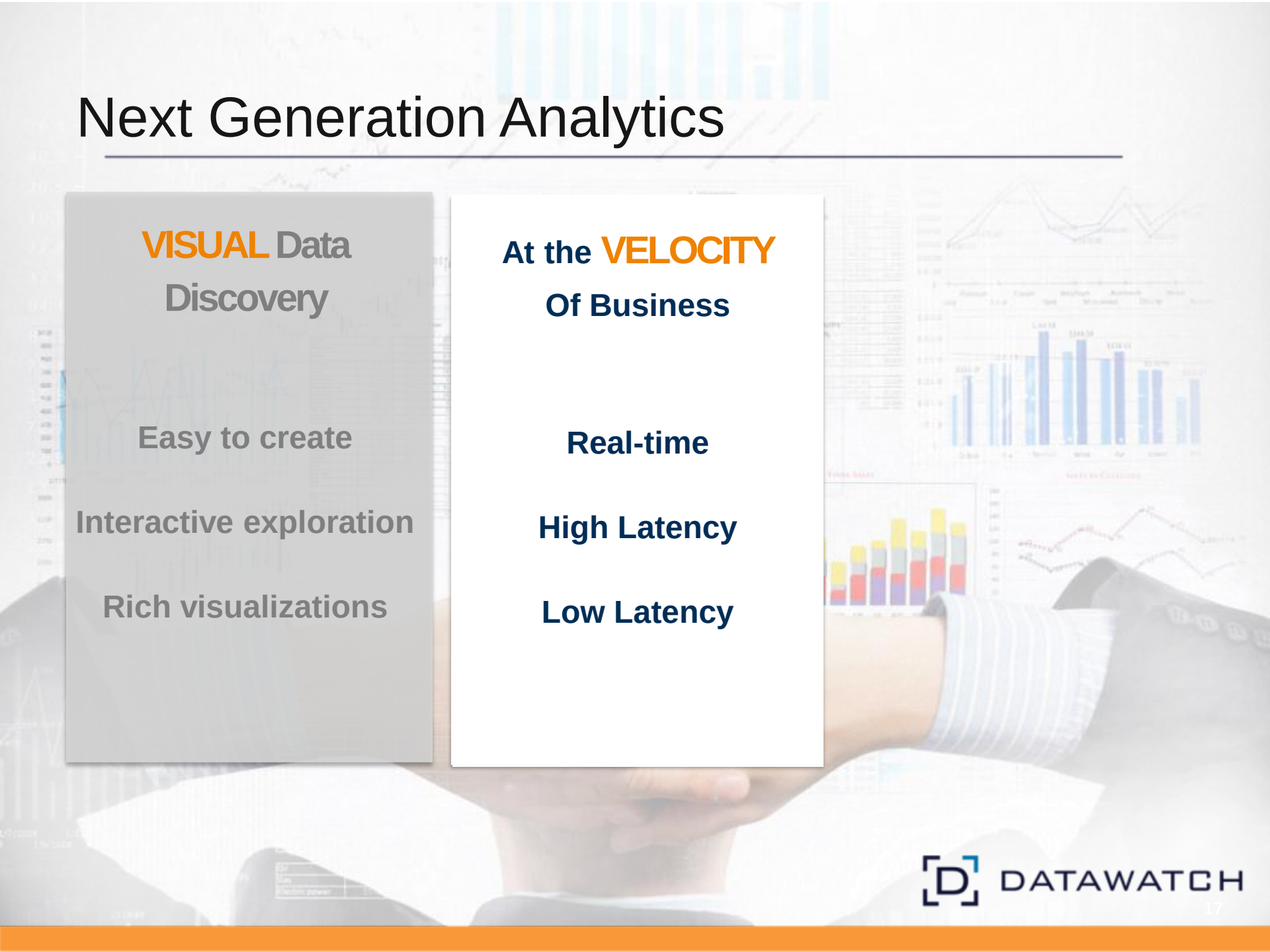
Rich visualizations

At the VELOCITY Of Business

Real-time

High Latency

Low Latency



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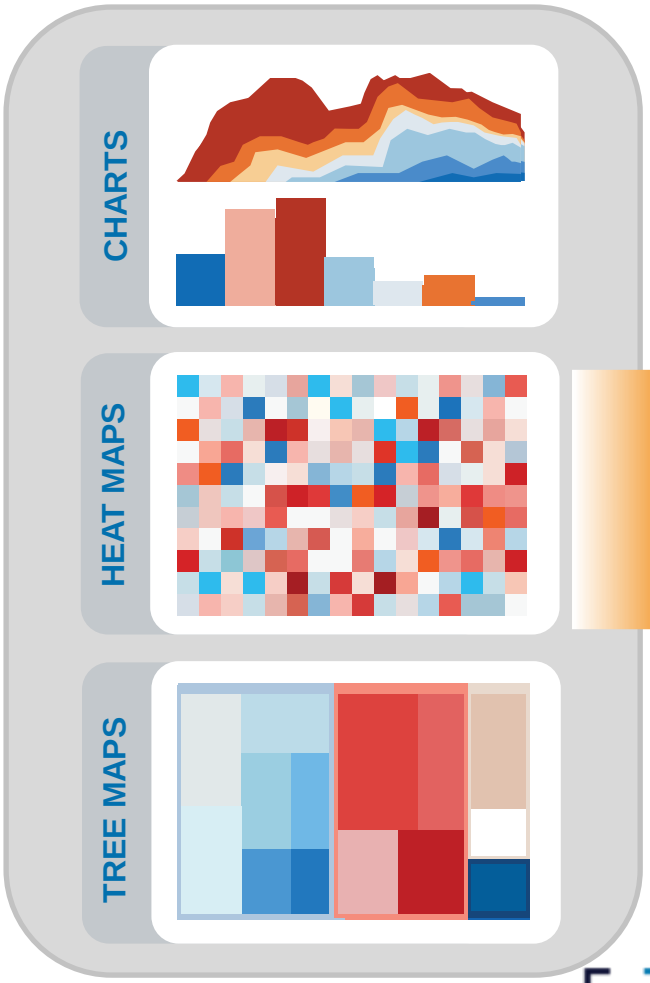
At the VELOCITY of Business

Active MQ
Qpid
KDB+Tick
SAP Sybase CEP
Streambase
OSIsoft
Amazon Kinesis
IBM Streams

Direct real-time and CEP connectors

Access all structured and unstructured data sources



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Where Do Event Streams Come From?

Internet of Things

Web clickstreams

Machine data / log files

Enterprise applications

Human generated

Commercial data

Next Generation Analytics

VISUAL Data Discovery

Easy to create

Interactive exploration

Rich visualizations

At the VELOCITY Of Business

Real-time

High Latency

Low Latency

With Greatest Data VARIETY

Structured

Semi-structured

Unstructured

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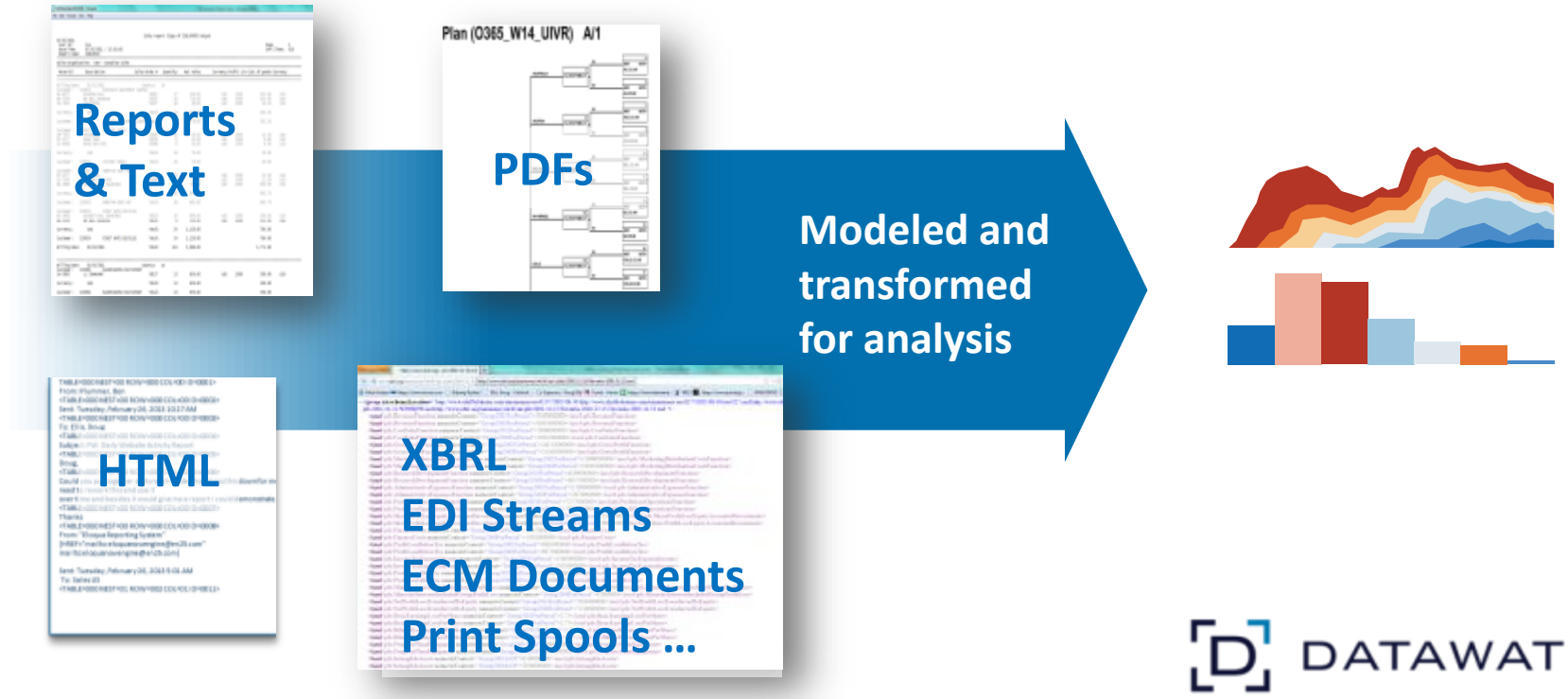
Greatest data VARIETY

- Structured, Relational and OLAP Sources
- Hadoop and Emerging Sources
- **Semi-Structured Sources**



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Next Generation Analytics

DATA VELOCITY

High Latency | Low Latency | Real-Time

Dimensional

Relational

DATA VARIETY

Semi-Structured | Structured | Unstructured

Increased Data Variety

Real-time Velocity

Visual Data Discovery

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GET THE WHOLE STORY™

Queries

Reports

Dashboards

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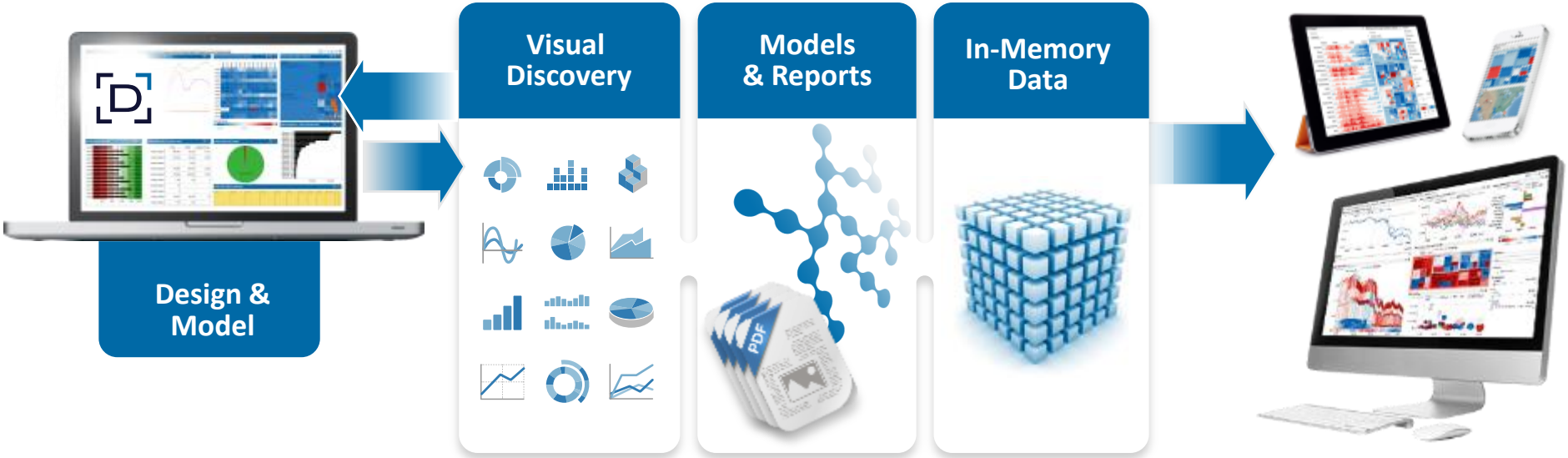
Next Generation Analytics

DATAWATCH DESKTOP™

DATAWATCH SERVER™



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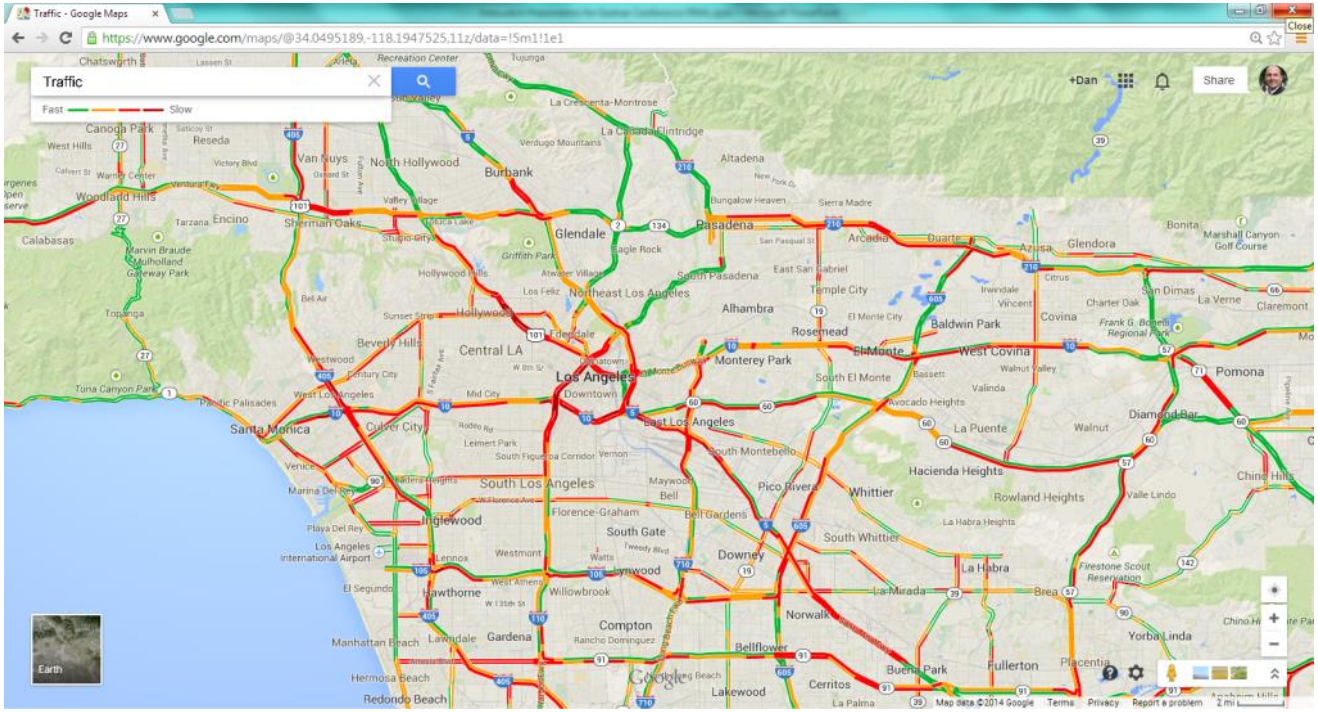
Would you drive in LA without GOOGLE TRAFFIC?



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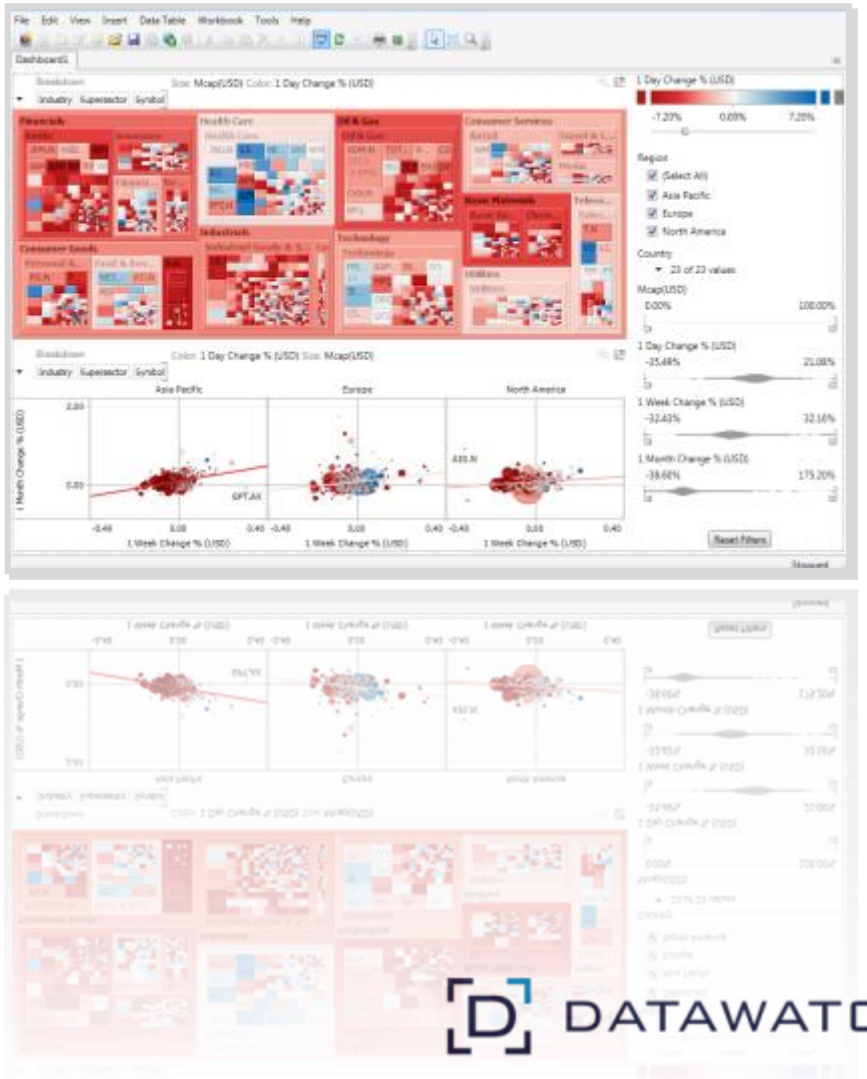
Real-World, Real-Time Examples

	Customer Challenge	DATAWATCH
Johnson & Johnson	Improve yield production and enhance machine reliability in contact lens manufacturing process	Flexible visualization solution highlighting production line yield, leading to a 2% yield increase and 750,000 additional units produced
Credit Suisse	Dozens of risk management systems generating data silos of operational information	Server based solution to visualize integrated risk information in real-time to identify trends and anomalies
eme excel medical electronics	Analyze patterns in physiological data that may detect and eventually to predict deadly clinical events	Visualize large volumes of streaming, unstructured data from multiple devices in real-time
NASDAQ	Process and visualize billions of streaming trades per day for leading surveillance and compliance platform	Fully embedded visual data discovery solution that delivers a single consolidated real-time view of trading across venues

Demonstration



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Real-Time Personal Finance

THE WALL STREET JOURNAL.

What's News—

Business and Finance

World-Wide

Role Reversal

Women's Jobless Rate Drops Below Men's—Disproving an Axiom

First Switch in Two Decades Counters Recession Rule As Service Firms Thrive

Role of Affirmative Action

Tax Report

GOP Mandate

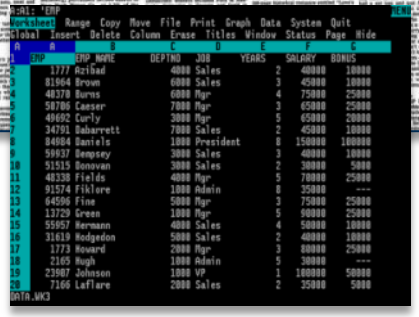
Reagan Buries Carter In Roaring Landslide Throughout Country

Republican Cuts Deeply Into Democrats' Traditional Bastions, Including South

Anderson Was Not a Factor

The Bodice-Busters: A Sure-Fire Formula For Literary Success

Millions of Women Devour Trite Sagas of Romance; A Typist Gains Renown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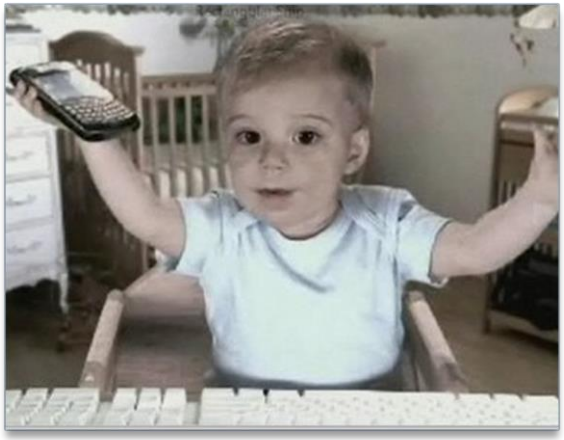
	A	B	C	D	E	F	G
1	EMP	EMP NAME	DEPTNO	JOB	YEARS	SALARY	BONUS
2	1777	Rizbad	4000	Sales	2	40000	10000
3	81964	Brown	6000	Sales	3	45000	10000
4	48378	Burns	6000	Mgr	4	75000	25000
5	58706	Caeser	7000	Mgr	3	65000	25000
6	40692	Curly	3000	Mgr	5	65000	20000
7	34791	Dabarrett	7000	Sales	2	45000	10000
8	84084	Daniels	1000	President	8	150000	100000
9	59937	Dempsey	3000	Sales	3	40000	10000
10	51515	Donovan	3000	Sales	2	30000	5000
11	48338	Fields	4000	Mgr	5	70000	25000
12	91574	Fiklore	1000	Admin	8	35000	---
13	64596	Fine	5000	Mgr	3	75000	25000
14	13729	Green	1000	Mgr	5	90000	25000
15	55957	Hermann	4000	Sales	4	50000	10000
16	31610	Hodgedon	5000	Sales	2	40000	10000
17	1773	Howard	2000	Mgr	3	80000	25000
18	2165	Hugh	1000	Admin	5	30000	---
19	23987	Johnson	1000	VP	1	100000	50000
20	7166	Laflare	2000	Sales	2	35000	5000

DATA.WK3

1980's

1990's



Today!

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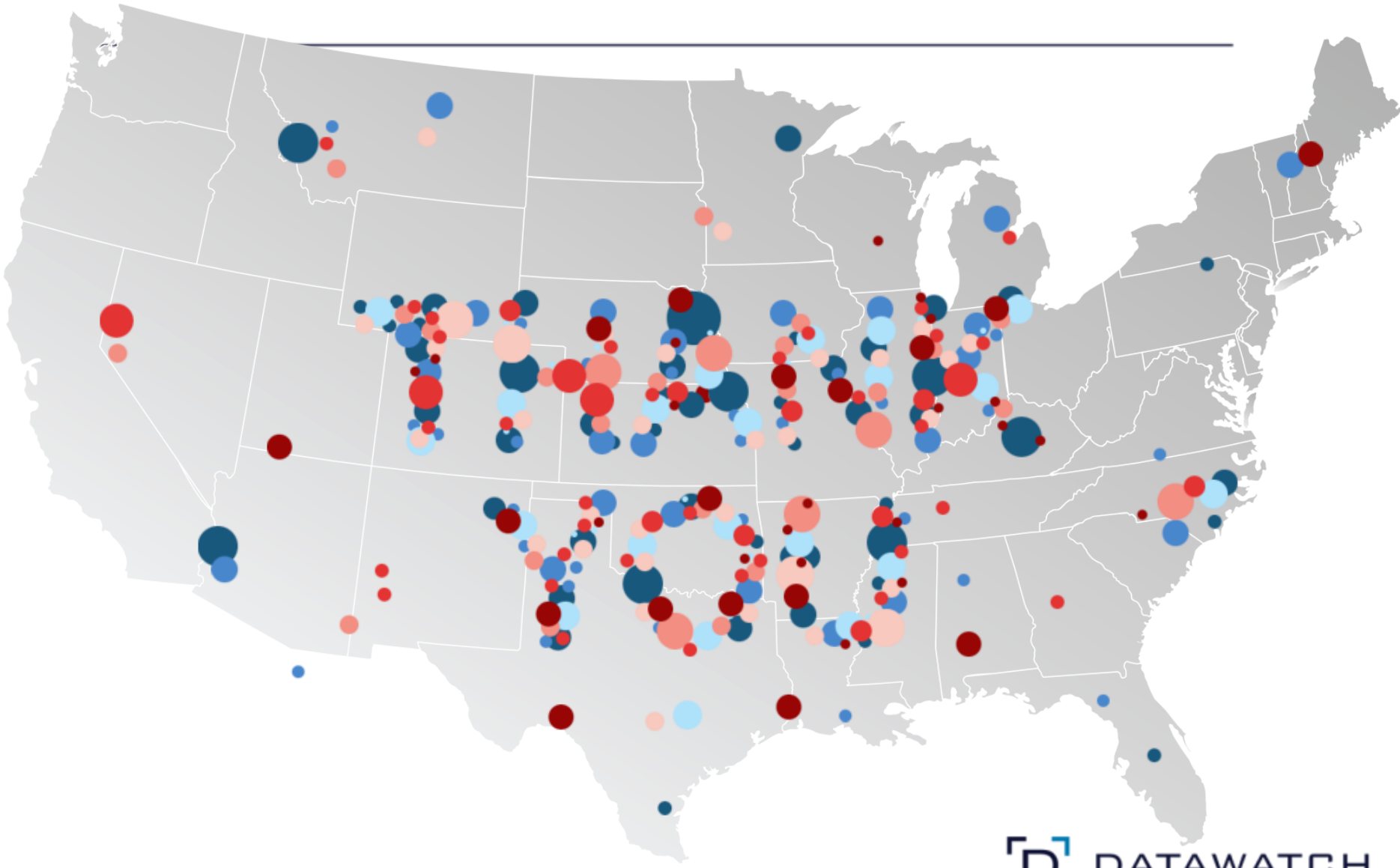

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