



Innovations in web publishing and services for research

Web Science DTC Southampton

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A Consultant's Life



Criteria for innovation

- Productivity gain
- Decision making improvement
- Compliance protection

If we save time/cost, achieve better decision outcomes and protect the user's back from the regulator then we will all benefit

New Product/Service Development

- Agile, re-iterative product renewal cycle
- Increasing customization and personalization
- Workflow and process methodology with increasing machine to machine communication
- Solutioning with third party and client content

While you cope with changing business models, you will want to be sure that you are Data Ready

And are you Data Ready?

- Metadata – the beginning, the middle and the end
- Mapping and linkage – making metadata discovery effective
- Architecture for product development: ontologies, entity extraction, taxonomies, rules
- Semantic Web – RDF, triples

Data Ready? Steady – Go!

- Data Analytics
- Predictive Analytics
- Visualization
- Reputation Management

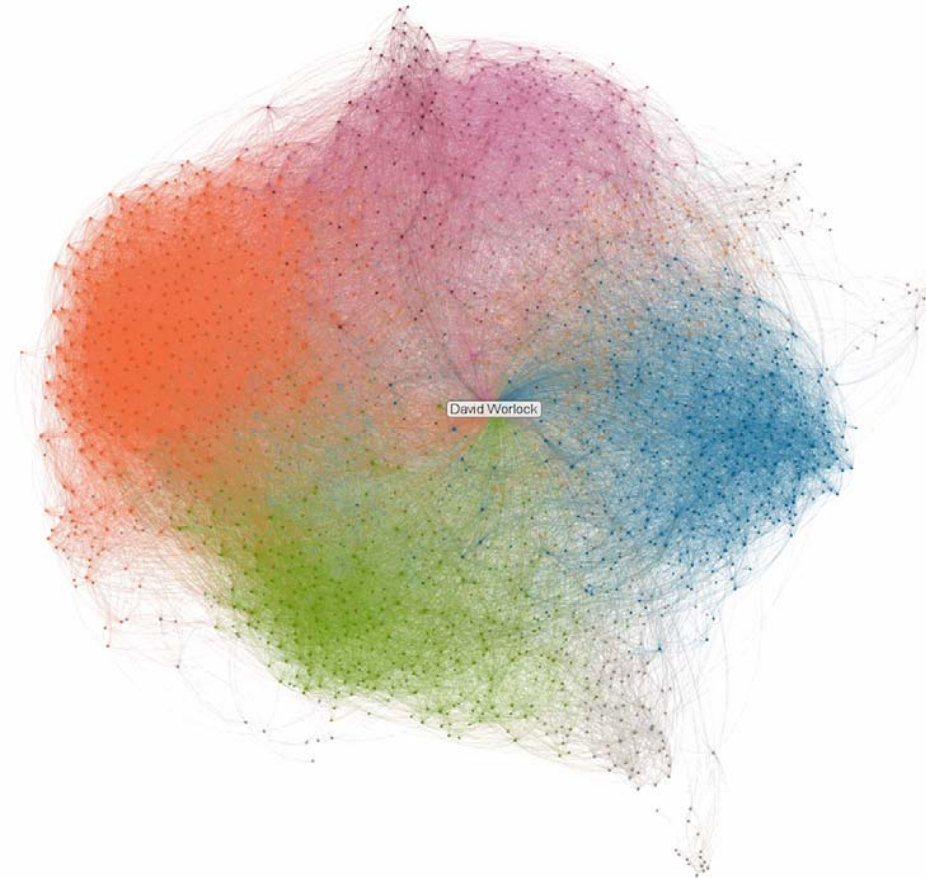
**Your data must out-perform the sum of its parts!
And produce Solutions – not just more Questions**

The Veggie Burger Thesis



Visualization is Everything

LinkedIn Maps David Worlock's Professional Network
as of May 17, 2013

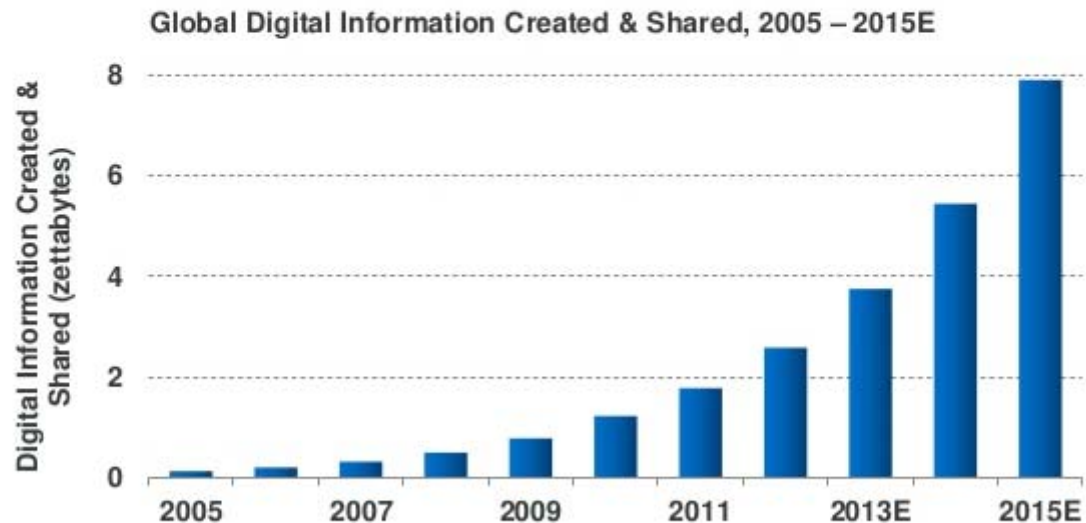


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We are the publishers now!

World's Content is Increasingly Findable + Shared + Tagged -
Digital Info Created + Shared up 9x in Five Years

*Amount of global digital information created & shared
– from documents to pictures to tweets –
grew 9x in five years to nearly 2 zettabytes* in 2011, per IDC.*



KPCB

Note: * 1 zettabyte = 1 trillion gigabytes. Source: IDC report "Extracting Value from Chaos" 6/11. 11

Network collaboration

**Win-Win-Win Sharing = Growing Quickly –
You Help Me, I Help You, We Help Others**

Waze

- 48MM Users, +2x Y/Y
- 1B+ Miles Driven per Month w/ Waze Open



KPCB

Jawbone UP

Per Day...

- Billions of Steps
- 700K+ Hours of Sleep
- 5x App Interactions per User



Yelp

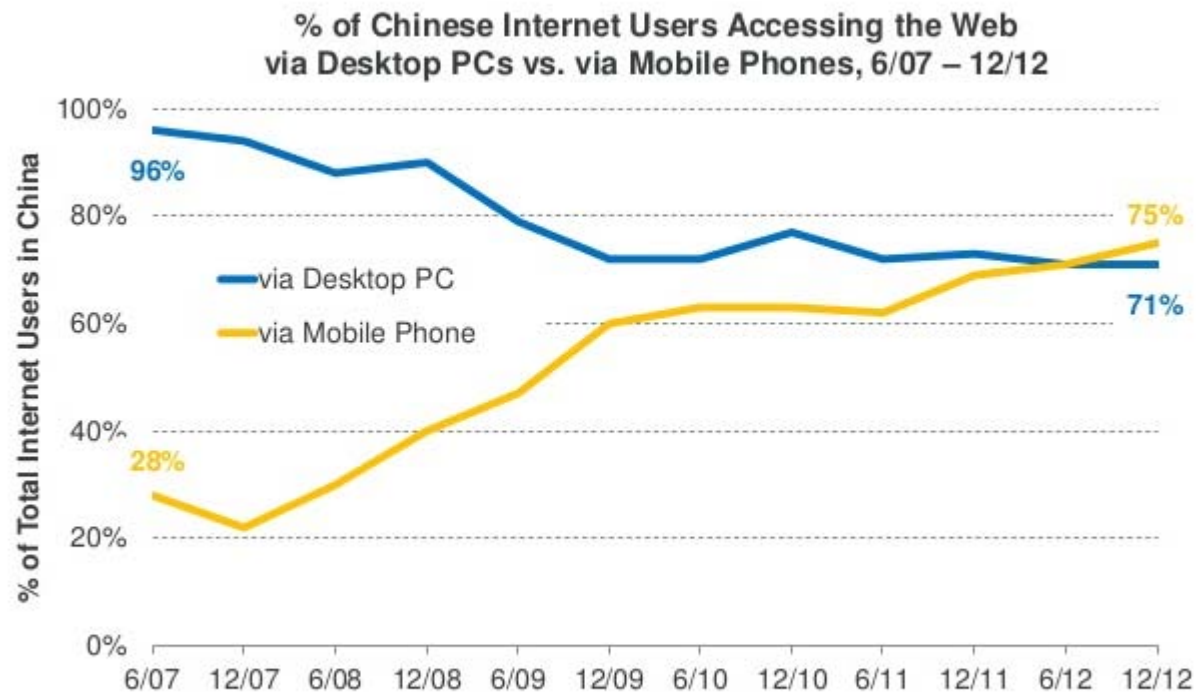
- 102MM Users, +43% Y/Y
- 39MM User-Generated Reviews, +42% Y/Y



Source: Company data. 23

China goes mobile

China – Mobile Internet Access Surpassed PC, Q2:12



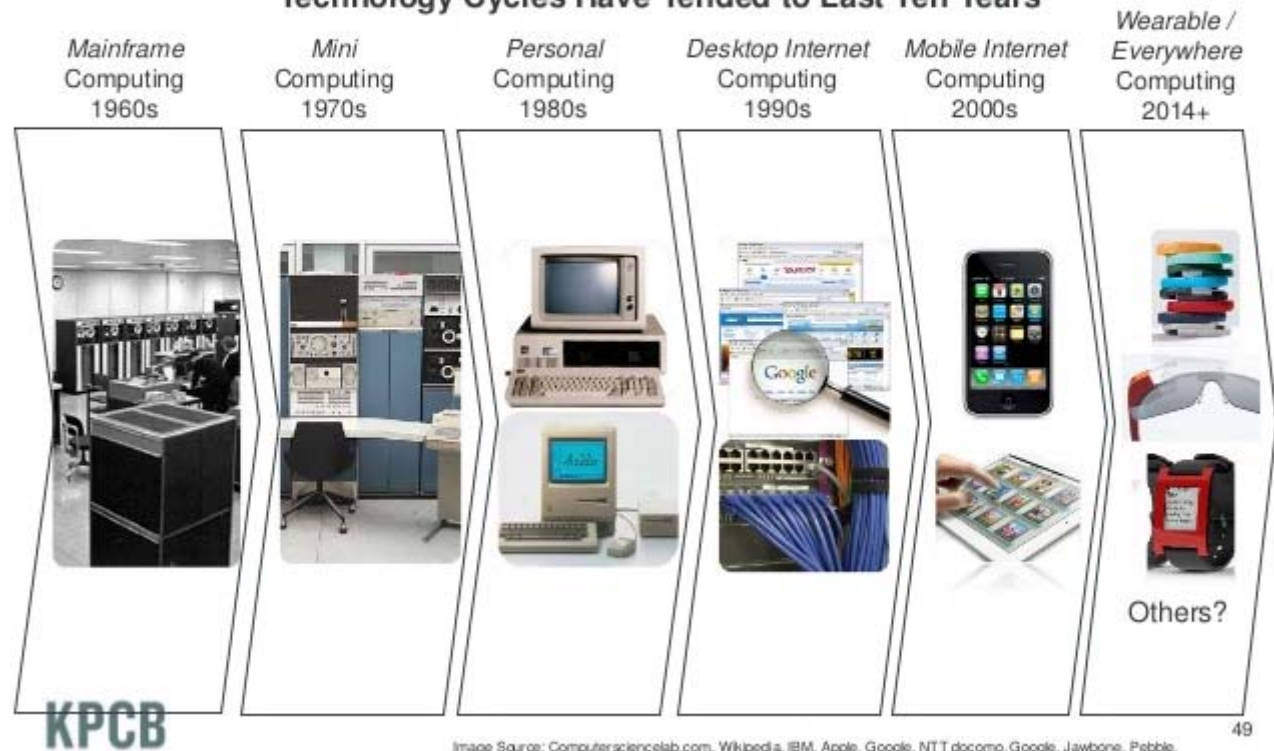
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Source: CNNIC, 1/13. 33

Ready for wearable?

Technology Cycles – Still Early Cycle on Smartphones + Tablets, Now Wearables Coming on Strong, Faster than Typical 10-Year Cycle

Technology Cycles Have Tended to Last Ten Years



Thanks for listening!



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