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# The Future of Information Marketplaces

**BIIA HKKMS Conference**

**Hong Kong, November 2013**

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# From Adding Data – to Adding Value



**User-centric,  
solutions-driven,  
service-orientated**

# The Data Revolution I

- Content as Data
- Search as an end in itself
- The apogee of the Age of Research
- The primacy of proprietary data
- The triumph of the relational database
- The culmination of keyword search software

# The Data Revolution II

- From relational to NoSQL databases
- Semantic web science – triple stores, RDF, inference rules
- Entity extraction – adding value to words in context
- Advanced taxonomies find their real place
- The Age of Ontology and Data Architecture
- The Age of Collaboration – data from clients, third parties and even competitors

# The Age of Networked Data

- Driven by user and user data
- Collaborative and Co-operative
- Solutions and “solutioning”
- Machine to Machine
- Semantic interrogation
- Knowledge stores and Knowledge services

# The Age of Research is (Almost) Over

- So expressions like “content packages”, “Research access”, and “library” have a sell-by date
- And Knowledge management, solutions and service do not!

# 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 Knowledge-based Service Development



- Agile, re-iterative service 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**



# Who is Data Ready?

- Metadata – the single most important element of your dataset
- Mapping and linkage – making metadata discovery effective
- Architecture for product development: ontologies, entity extraction, taxonomies, rules
- Semantic Web – RDF, triples

# Data Ready? Steady – Go!

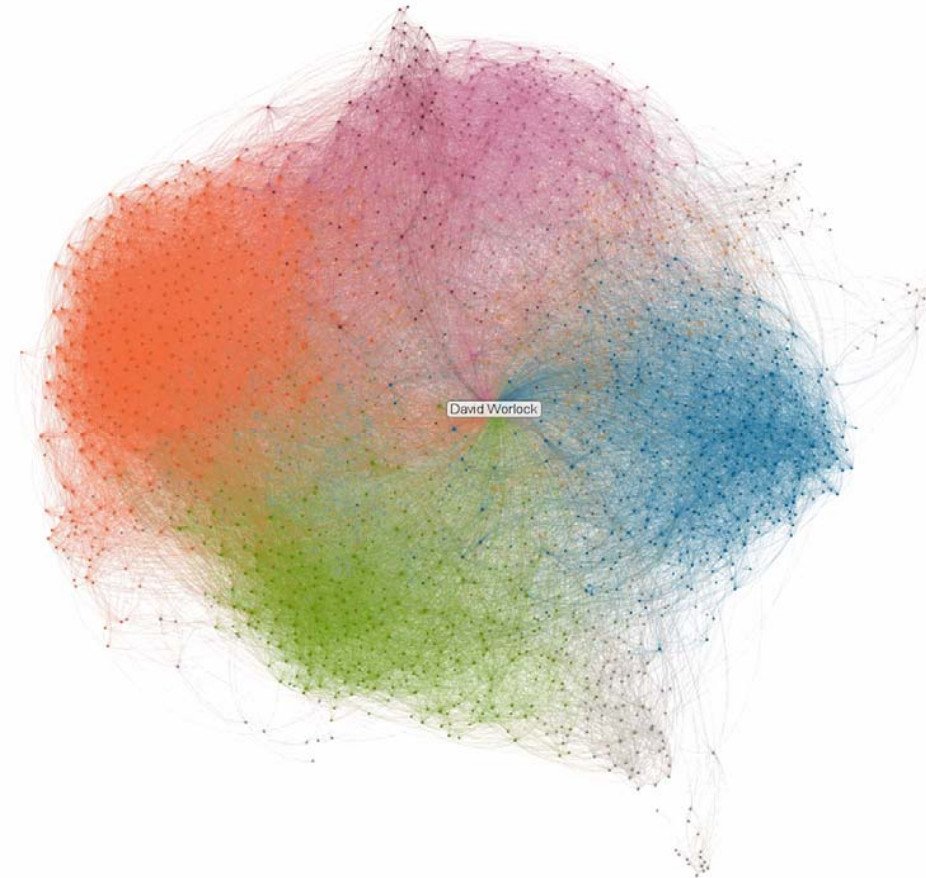
- Data Analytics
- Predictive Analytics
- Visualization
- Reputation Management

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

# Visualization is Everything



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

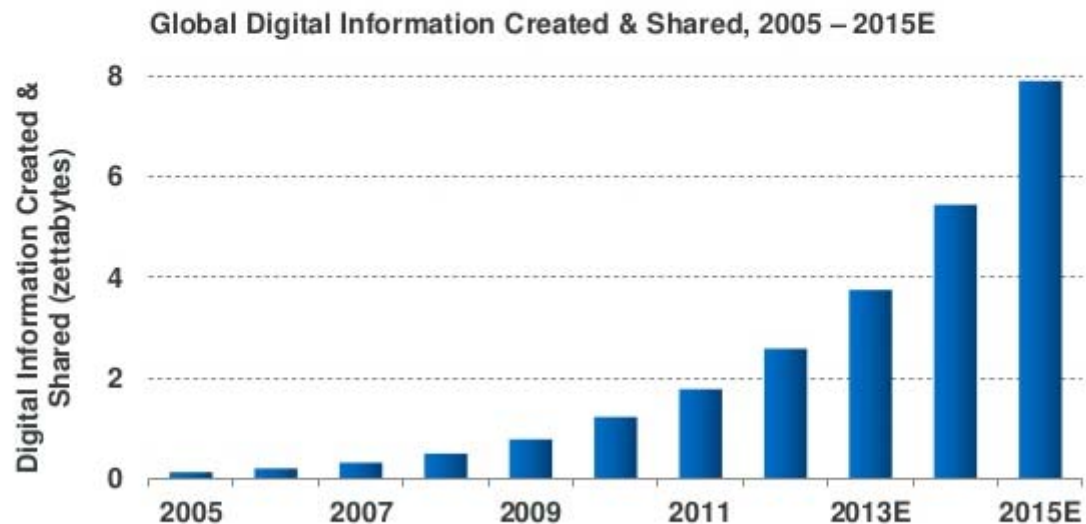


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# We are the publishers now!

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

# The Internet of Things Etc

- Do we understand the implications for our markets?
- Do we understand the implications of an M2M world?
- Do we understand where we slot in to the user's own idea of his workflow?

# 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

# Agile Minds, not only Software!

“Agile architecture (REST based SOA, cloud computing, mobile etc.) so far is something you do, not something you buy. If buying software made you "agile" then reading music could make you play like Itzhak Perlman or being an  
Agile Coach

(<http://www.rallydev.com/experience-matters>)  
could turn you into Mark Zuckerberg”

# Thanks for listening!

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