



# **How to go from Adding Data to Adding Value**

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# Towards a Data Revolution



“Its not the data you own which is important – it’s the value that users get out of your data when you expose it to them in the context of all other available data that makes the value difference”

*Quote from a market leader in risk management*

# 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

# 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

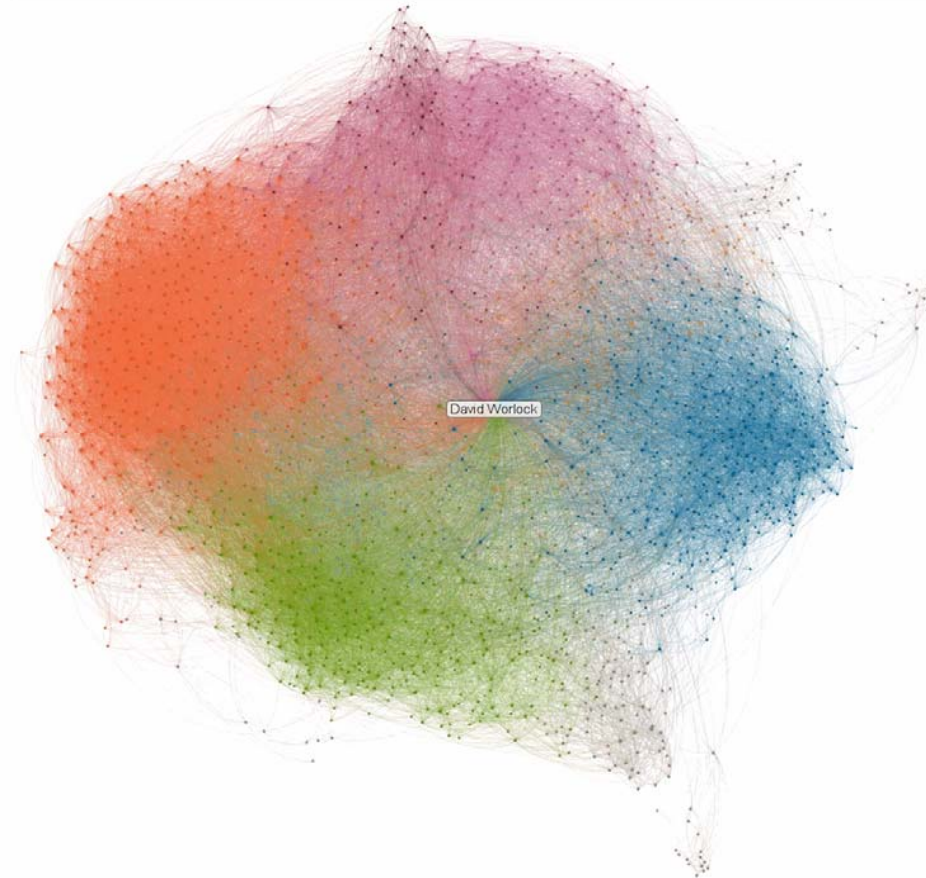


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**BIIA**

# Visualization is Everything

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



©2013 LinkedIn - Get your network map at [inmaps.linkedinlabs.com](http://inmaps.linkedinlabs.com)

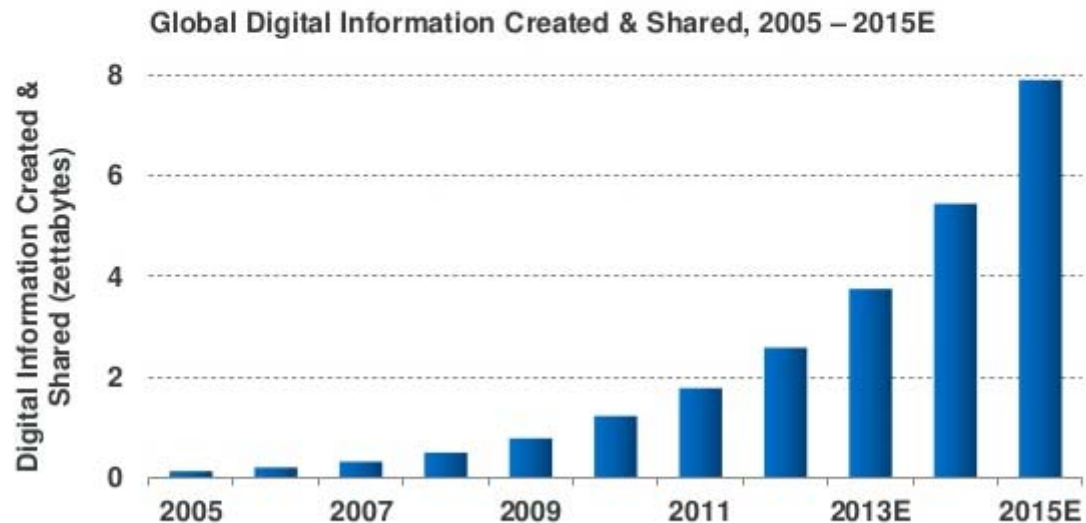
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# We are the publishers now!

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

# Case Studies in Success

- LexisNexis Risk – inventing market leadership without owning the data in every instance
- BBC Sport Olympics 2012 – customizable to everyone
- IHS GlobalSpec – sharing data with data originators
- Springer Verlag – re-inventing the interface

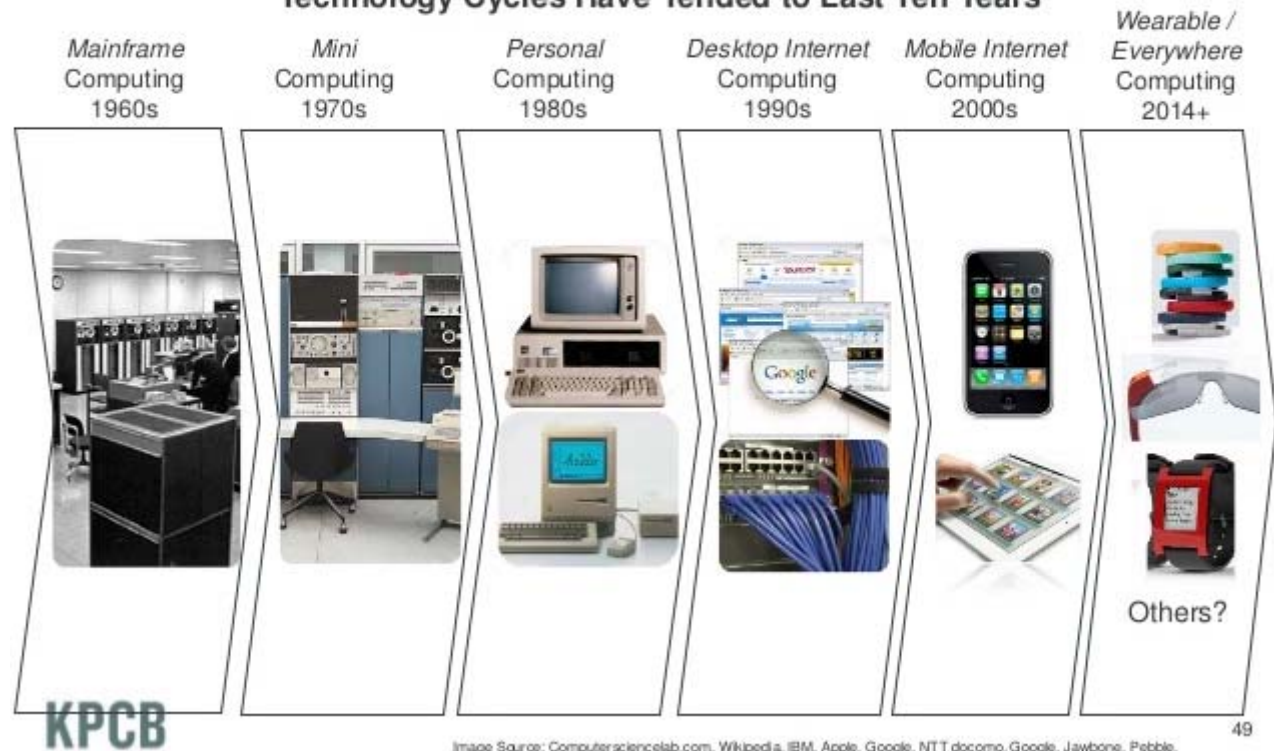
# Local is Fundamental

- The Local Solution is under unprecedented pressure
- Advertising has to be re-targeted in solutions terms
- Community remains the key focus, in all of its data forms
- Global data subsumes Local

# 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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