

BIG DATA IN ACTION OPERATION & BUSINESS MODEL

[WHAT QUESTION ARE YOU TRYING TO ANSWER?]

[HOW DOES IT WORK?]

WHAT IS IT?

WHO OWNS IT?

HOW TO ENGAGE?



BIG DATA SOURCES



END USERS & BENEFICIARIES

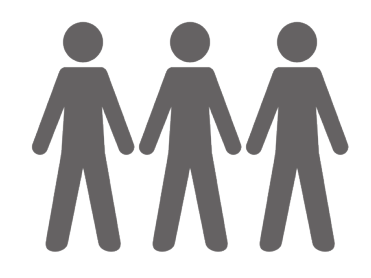


LEADERSHIP & PARTNERS

NEEDS

CHALLENGES

SOLUTIONS



TALENT

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TECHNICAL

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FINANCIAL

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ASSUMPTIONS TO TEST