

Iniciativa AEC

DIGITAL 2016
Experiencia de Cliente
28 de abril de 2016
CUSTOMER
La Refinería. Madrid
EXPERIENCE

Cumbre AEC 2016
Experiencia de Cliente

Partners Impulsores



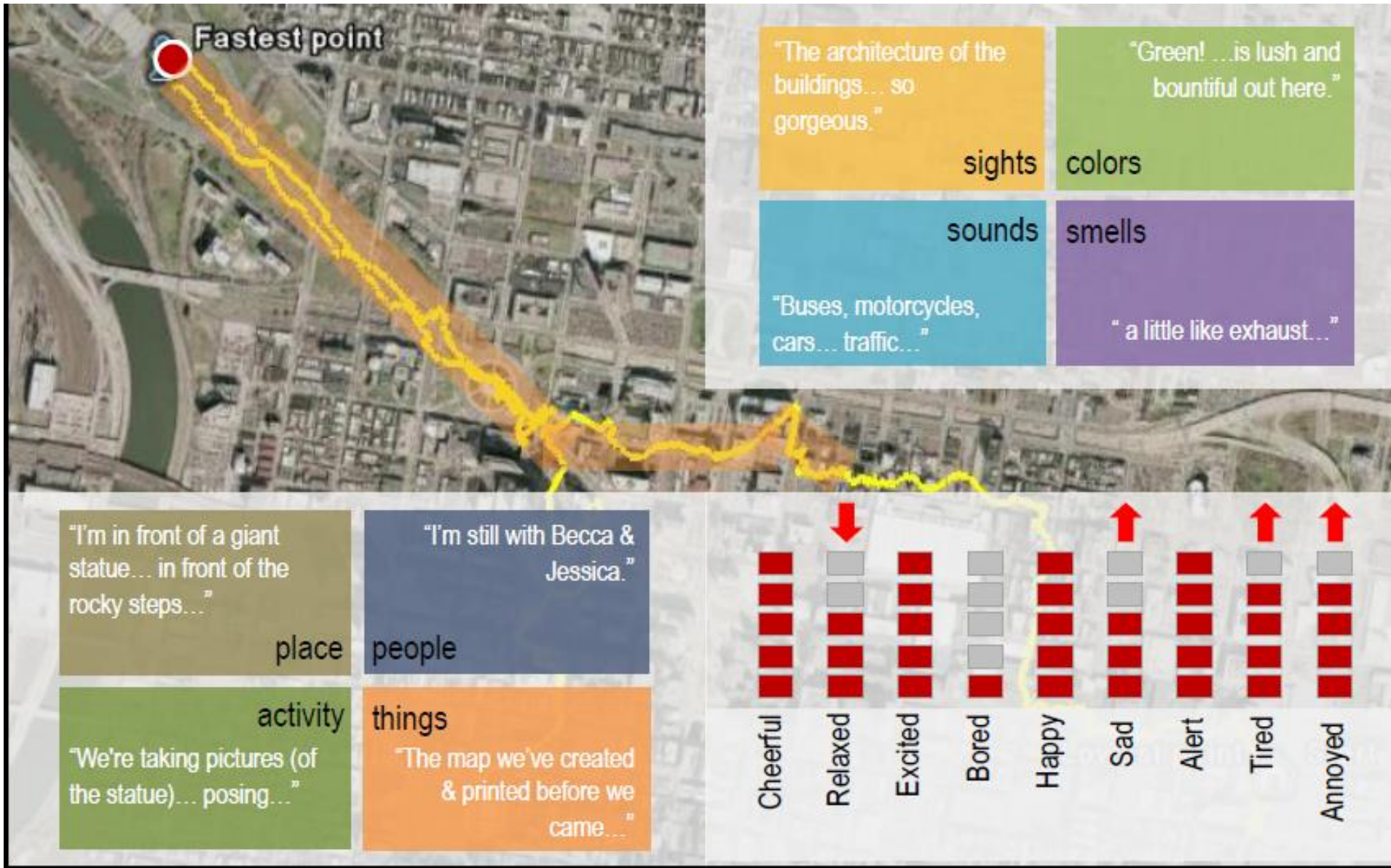
BigData vs Mass-Market of one

Sylvia Díaz-Montenegro
CEO

Balandra Software

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Fuente: "On measuring tourism: the new world of big data, the internet and social media" - June 2012
 Daniel R. Fesenmaier - National Laboratory for Tourism & eCommerce, Temple University

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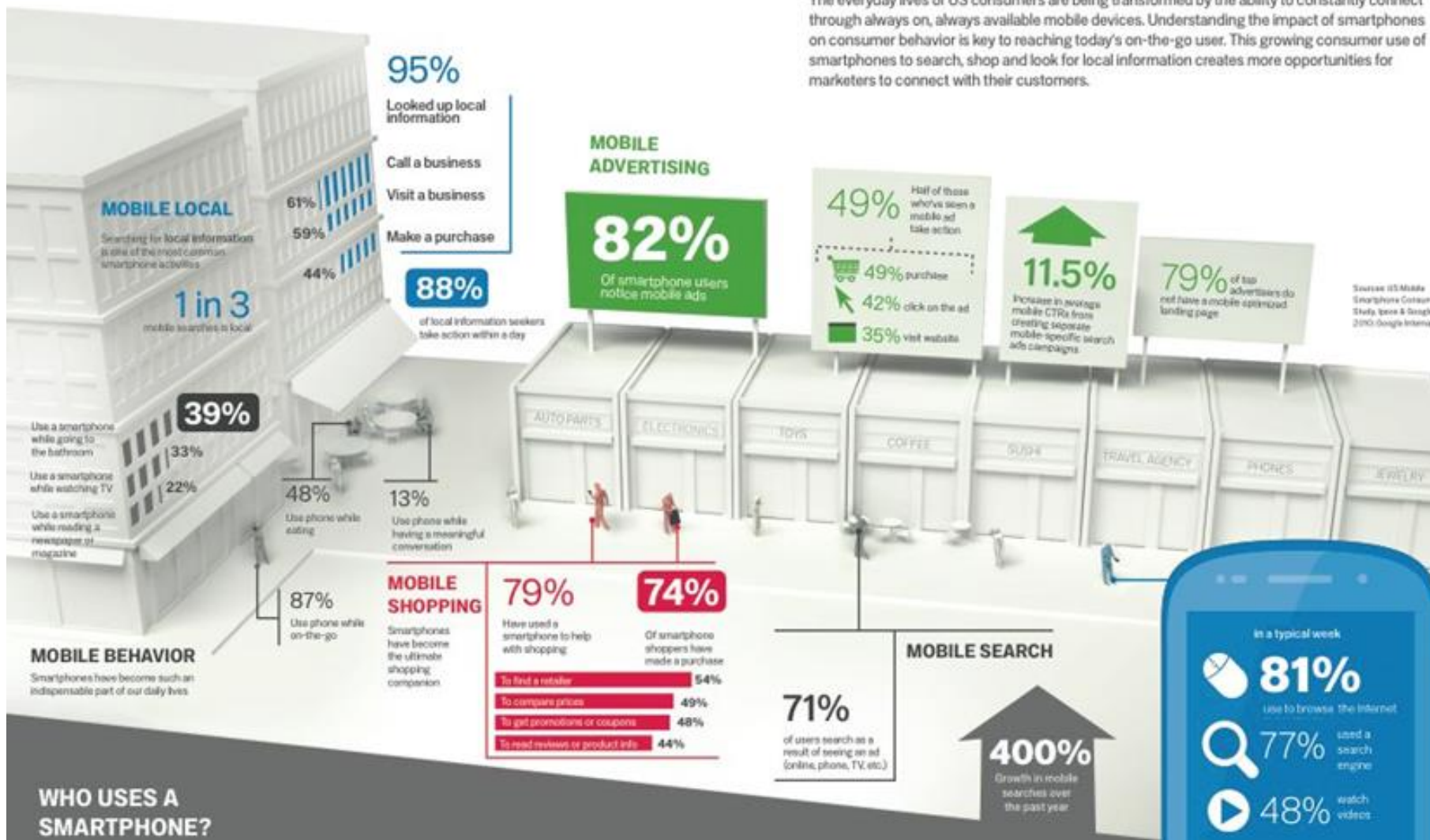




The Constantly Connected Consumer

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The everyday lives of US consumers are being transformed by the ability to constantly connect through always on, always available mobile devices. Understanding the impact of smartphones on consumer behavior is key to reaching today's on-the-go user. This growing consumer use of smartphones to search, shop and look for local information creates more opportunities for marketers to connect with their customers.



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brains



Grant Thornton



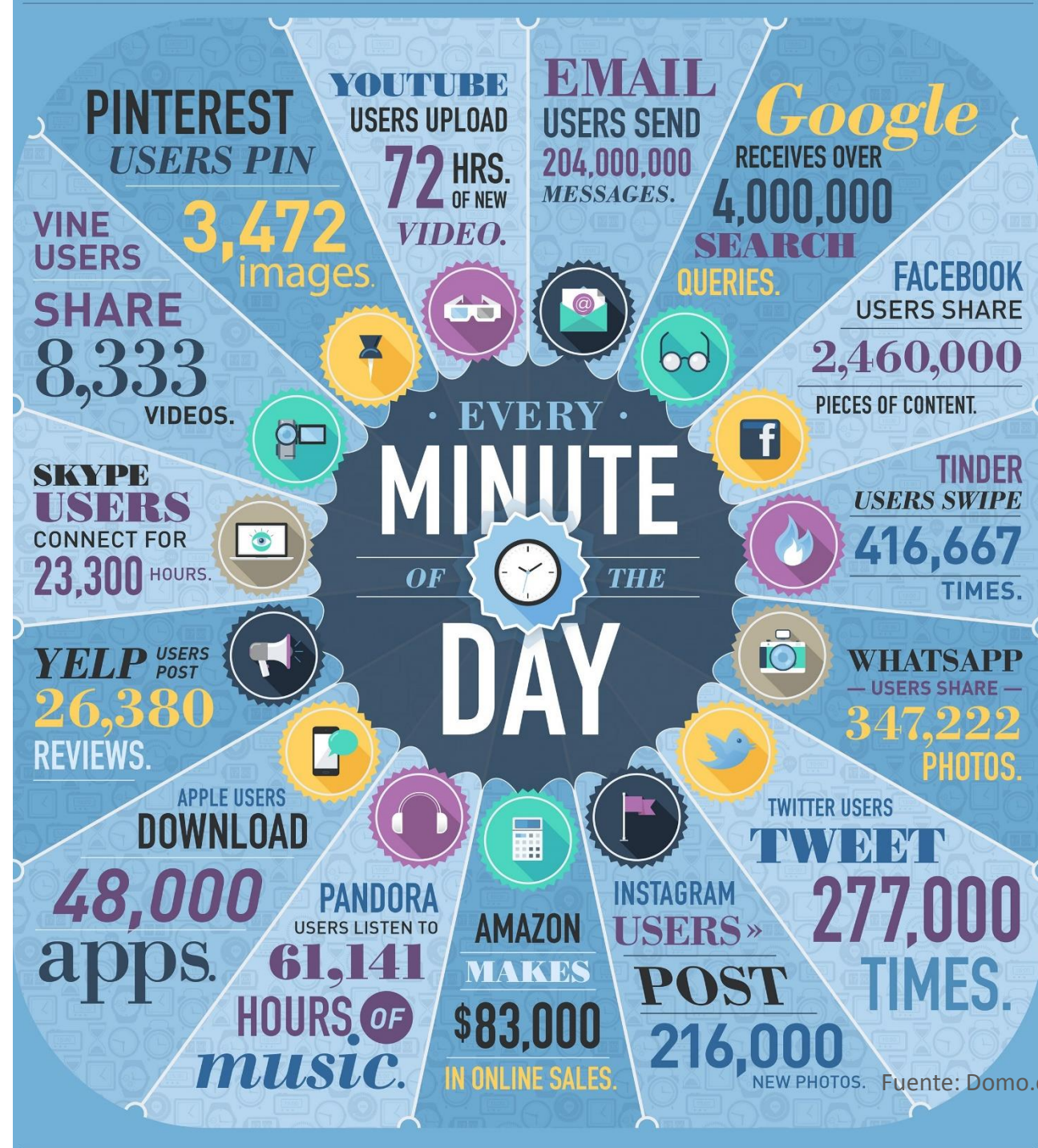
iberCaja



ASOCIACIÓN ESPAÑOLA PARA LA CALIDAD

Big Data o **Datos masivos** es un término que hace referencia a una cantidad de datos tal que supera la capacidad del software convencional para ser capturados, administrados y procesados en un tiempo razonable.

(Fuente: Wikipedia)



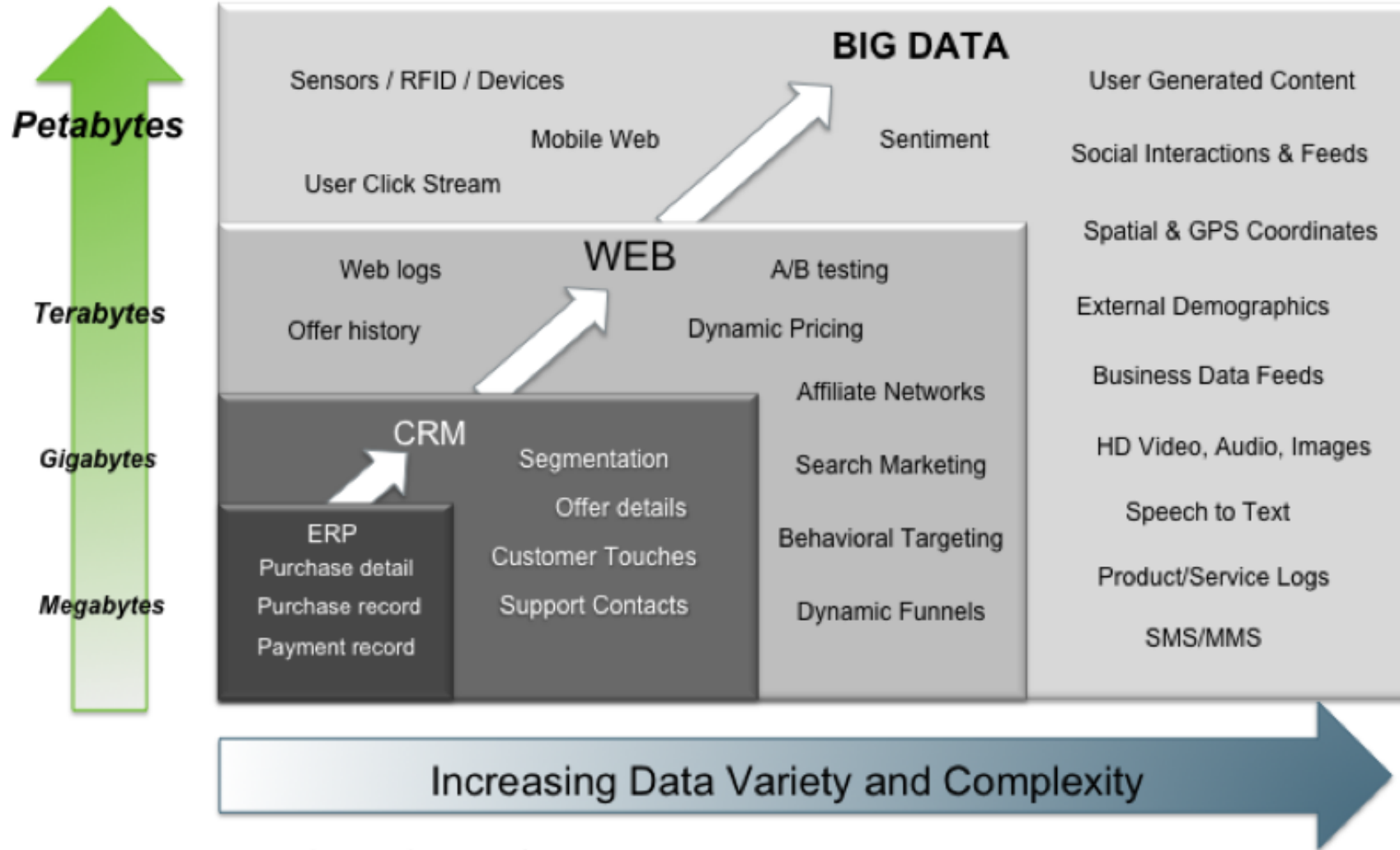
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Fuente: Domo.com

Big Data = Transactions + Interactions + Observations

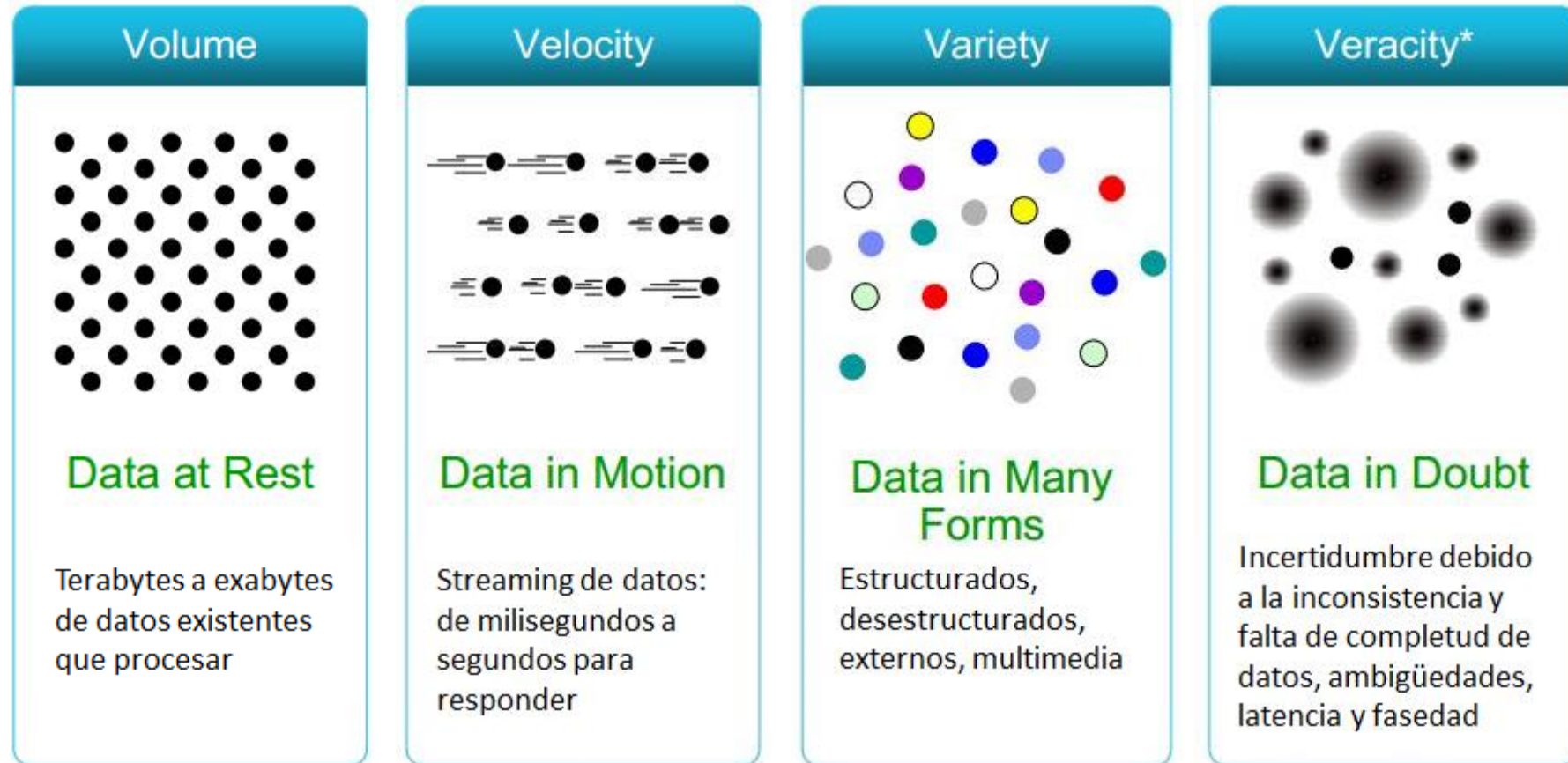


Source: Contents of above graphic created in partnership with Teradata, Inc.

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¿Cuándo BI se convierte en Big Data?



Fuente: Las "4 V" o principales atributos de Big Data. Documentos IBM et T.Lombry.

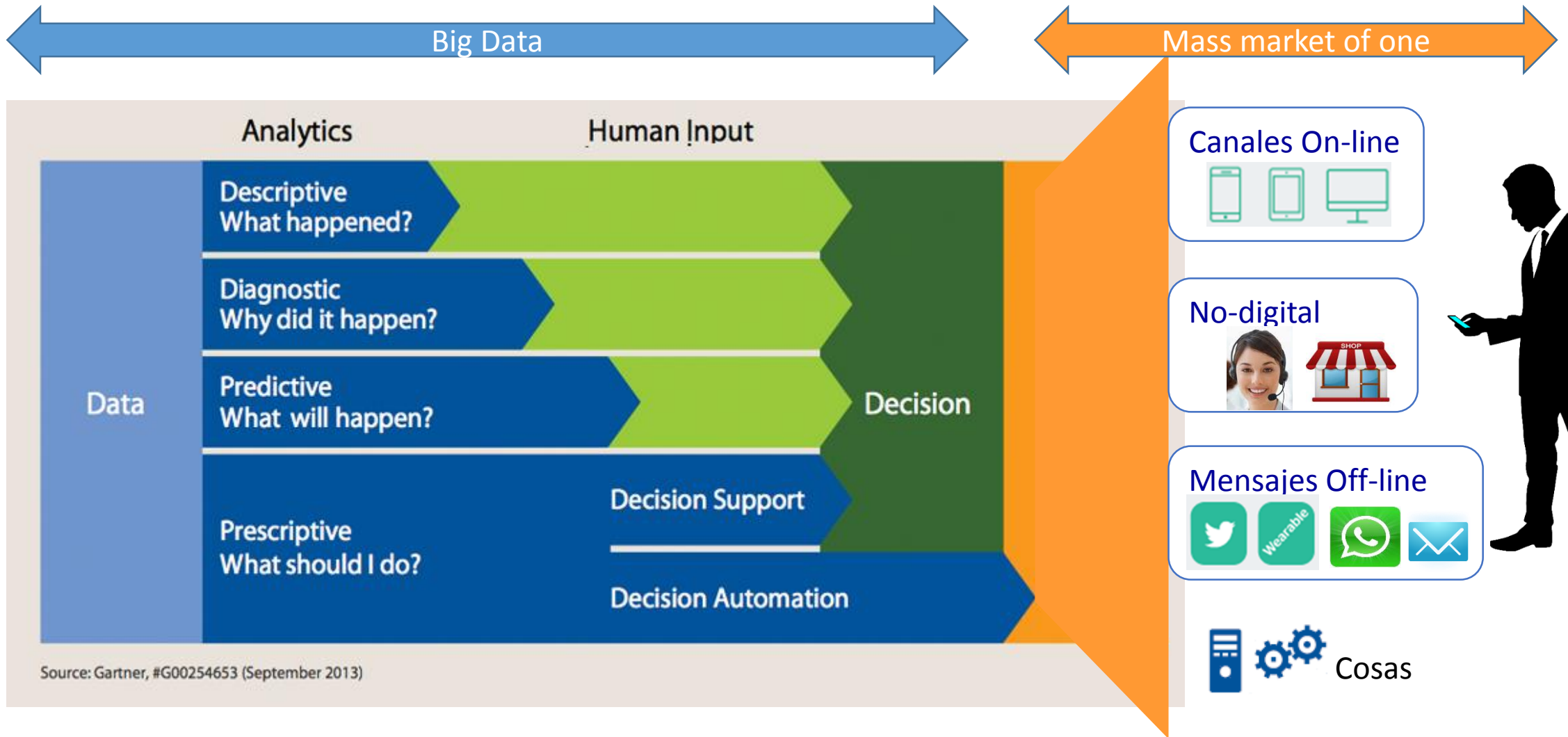
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“Big Data is not about data. The value in big data is in Analytics.”

Gary King – Harvard University

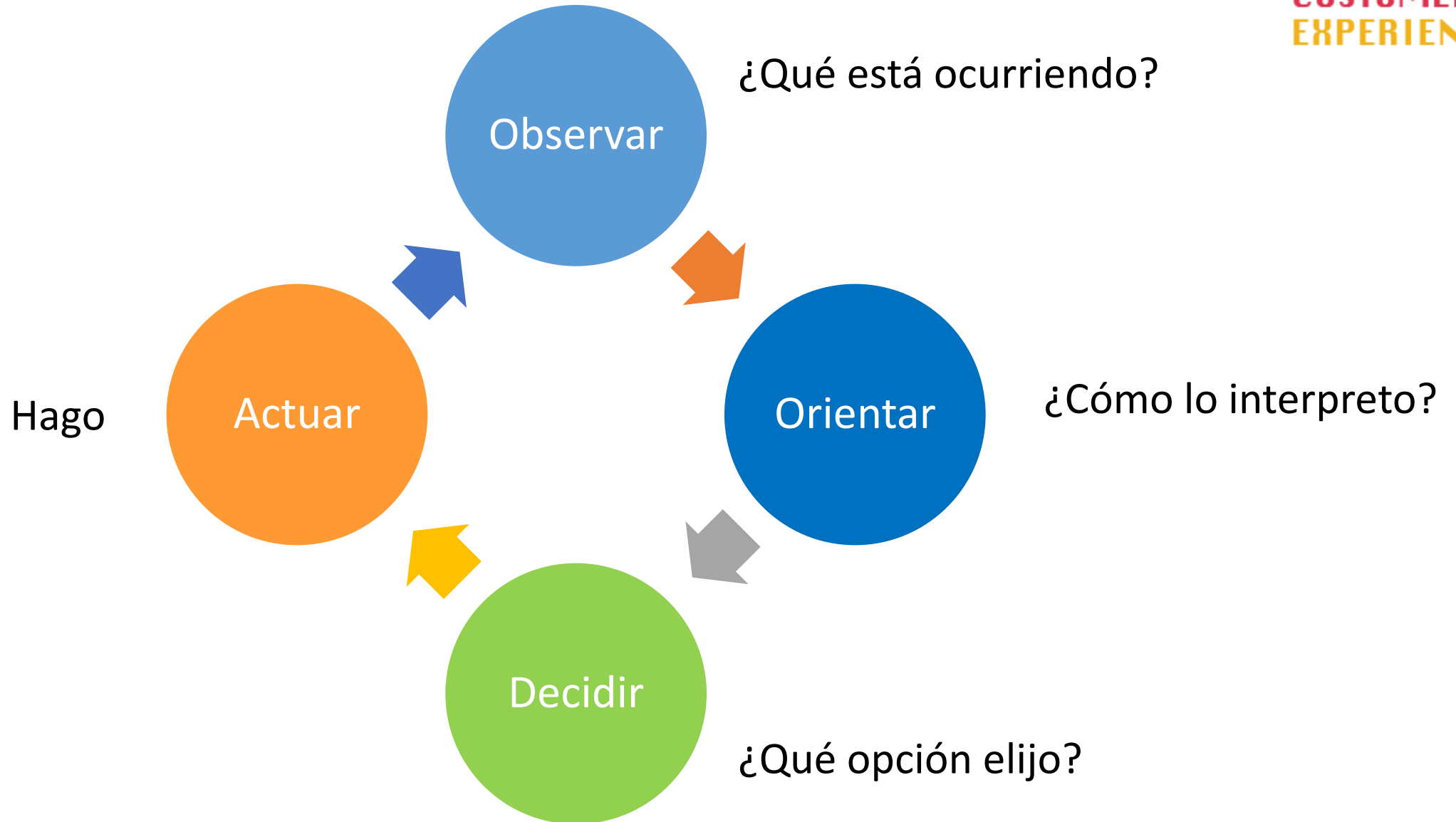


Source: Gartner, #G00254653 (September 2013)

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Bucle OODA



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Inteligencia:

habilidad para adaptarse a los cambios.

(Stephen Hawking)

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