

PROTAGONISTI DEL NUOVO MONDO.



Big Data:

too big to ignore

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Big Data: What?

Volume



Variety



Veracity



Velocity





The need for Information Architecture

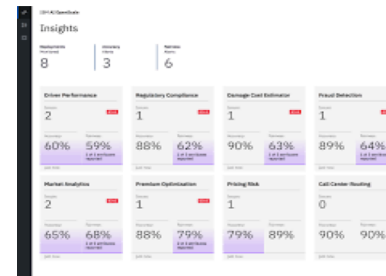
Data Culture



Statistical Culture



IT Culture





The need for Domain Knowledge

Our **CUSTOMERS** knowledge of their **BUSINESS** is fundamental to extract **VALUE** from their **DATA**

