

A hand is shown pointing towards the left side of the frame, with the index finger extended. The background is a blurred, dark blue and teal gradient, suggesting a presentation or a screen. The text is overlaid on this background.

LUCIAD PRESENTATION

ACCELERATING INSIGHT
THROUGH VISUAL ANALYTICS

WIM SYMENS

SALES MANAGER SOUTHEAST ASIA, LUCIAD

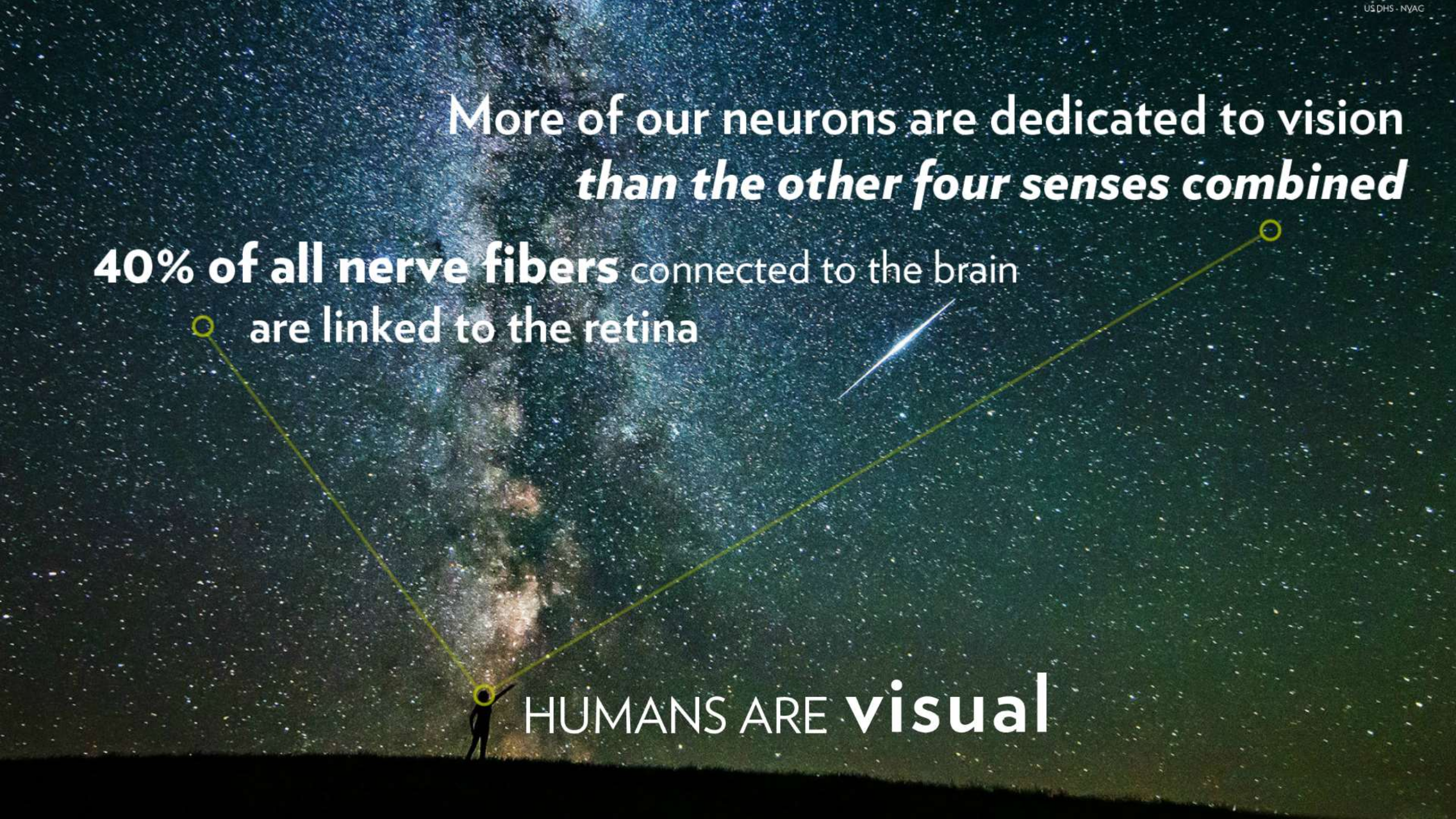
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N M Z
M K N
Z K M
N M Z
N K M
K N M
M N M
K Z N
M Z N
N K Z
M Z N
N K Z

More of our neurons are dedicated to vision
than the other four senses combined

40% of all nerve fibers connected to the brain
are linked to the retina

HUMANS ARE **visual**



Visual analytics

is the science of **ANALYTICAL REASONING**
facilitated by

interactive visual interfaces

US DHS - NVAC

Moving forward, analytic and information leaders must put the

“where” question to all new BI and analytic projects

Gartner®

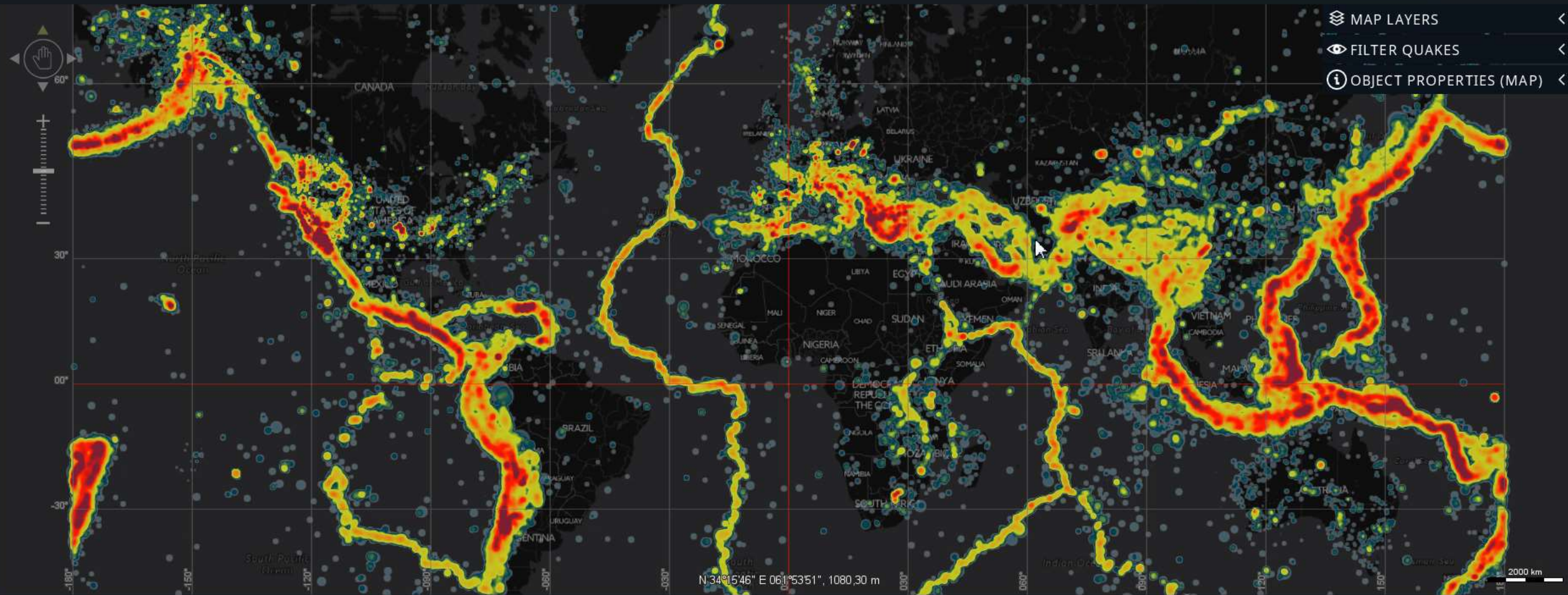
Dynamic use cases require a significantly **different technology** that is able to handle the spatial processing and **analytics in (near) real time**

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VISUAL ANALYTICS BI

- Big data
- Integrated data
- Combination of charts, tables, maps (2D, 3D, vertical view) and timelines with integrated charting
- Very dynamic using time dimension (4D) and filtering at high performance, creating interactive applications

- MAP LAYERS
- FILTER QUAKES
- OBJECT PROPERTIES (MAP)



AGGREGATE

< 1 YEAR > 04:16:45 TUE 22 NOVEMBER 2005 CAL

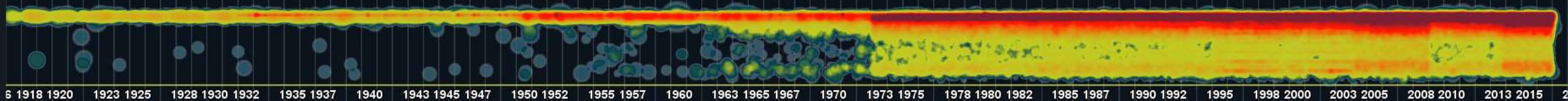
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05:41:38



03:51:53

14 OCT 2011





One machine can do the work of **50** ordinary men.

No machine
can do the work of **ONE** extraordinary man.

-Elbert Hubbard

UNKNOWN UNKNOWNNS

- Traditional BI answers known unknowns
- New technology disrupts markets (Uber/Grab)
- Big data offers more analytics possibilities
- Looking for new insights or anomalies
- How to monetize your data?

DRIVE GROWTH THROUGH NEW INSIGHTS

BIG DATA SHIFT

From hypothesis-driven to *data-driven analysis*

BEFORE

KNOWN
UNKNOWN

AUTOMATED ANALYSIS
(machine learning, statistics, etc.)

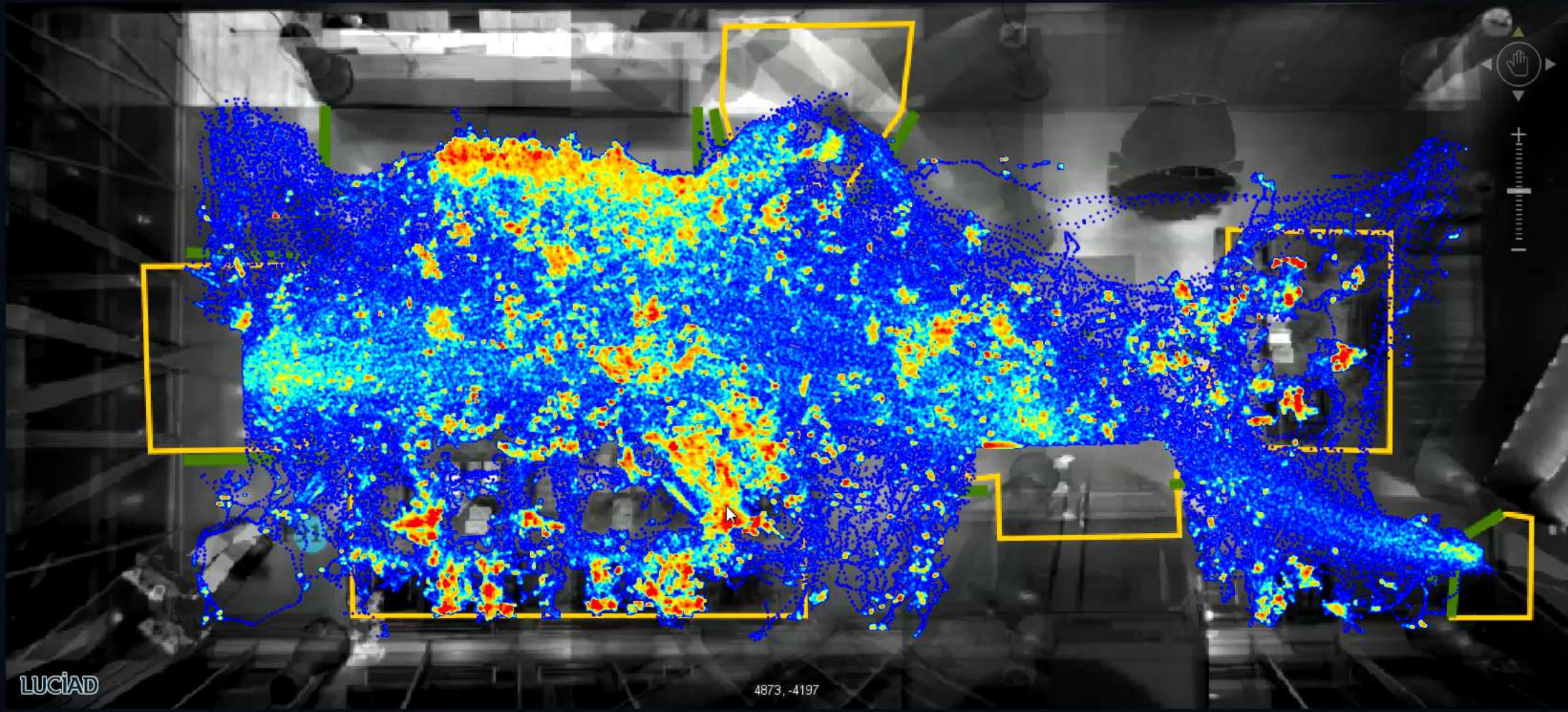
REPLACE
THE HUMAN

NOW

UNKNOWN
UNKNOWN

VISUAL DATA ANALYSIS

AUGMENT
THE HUMAN



- Layers
- People flow
 - Floor plan



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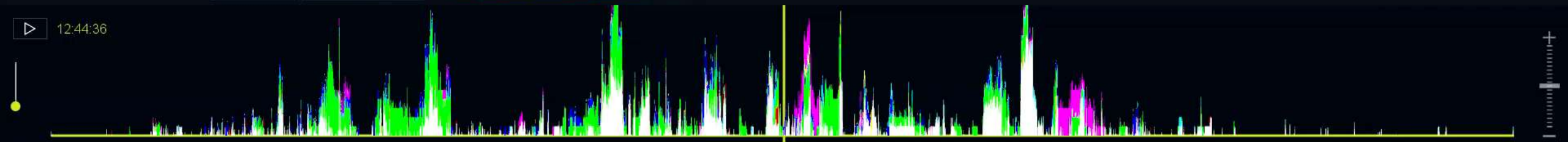
4873, -4197



TO COLORS TO CURRENT TIME

A color selection palette with a row of colored squares: white, red, green, blue, yellow, cyan, magenta, and black. A yellow dot is positioned over the yellow square. The text "VELOCITY" is displayed to the right of the palette.

12:44:36



TAKE AWAYS

- Not every problem can be solved using an algorithm
- Sometimes you don't know what you are looking for
- Visual analytics provides interactive interfaces that trigger the human visual system
- Luciad's solutions provide unique VA capabilities



THANK YOU!

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