

Mapping Business Sense To Profitability



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GE
SMART
ASIA 2016
17-19 OCT, 2016

GE
Intelligence
Asia Pacific Forum
18 OCT, 2016

2 Definitive Constants

1

Making Business Decisions

2

Change



A landscape photograph featuring a large, leafless tree in the foreground on the right side. The tree stands in a green field. In the background, there are rolling hills under a cloudy sky. The overall tone is somewhat muted and atmospheric.

CHANGE BRINGS
OPPORTUNITY.
-NIDO QUBEIN

Photo by: Duncan Harris

Innovation & Competitiveness



Creativity, Skills & Knowledge To Seize

Opportunities Seized



Pokemon Go's First Month Revenue
USD 200 Million beating Candy Crush



Largest Taxi company in the world owns
no cars.



The world's most popular media owner
creates no content.



The world's most valueable retailer has
no inventory.

Change Of Worlds Population



	Silent	Baby Boomers	Gen X	Millennials
Birth Years	1928 – 1945	1946 – 1964	1965 – 1980	1981 – 1996
Year Most of Generation 18-33 Years Old	1963	1980	1998	2014
Summary	<ul style="list-style-type: none"> Grew up during Great Depression Fought 2nd 'war to end all wars' Went to college on G.I. Bill Raised "nuclear" families in time of great prosperity + Cold War 	<ul style="list-style-type: none"> Grew up during time of idealism with TV + car for every suburban home Apollo, Civil Rights, Women's Liberation Disillusionment set in with assassination of JFK, Vietnam War, Watergate + increase in divorce rates 	<ul style="list-style-type: none"> Grew up during time of change politically, socially + economically Experienced end of the Cold War, Reaganomics, shift from manufacturing to services economy, + AIDS epidemic Rise of cable TV + PCs 	<ul style="list-style-type: none"> Grew up during digital era with internet, mobile computing, social media + streaming media on iPhones Experiencing time of rising globalization, diversity in race + lifestyle, 9/11, war on terror, mass murder in schools + the Great Recession
Core Values	<ul style="list-style-type: none"> Discipline Dedication Family focus Patriotism 	<ul style="list-style-type: none"> Anything is possible Equal opportunity Question authority Personal gratification 	<ul style="list-style-type: none"> Independent Pragmatic Entrepreneurial Self reliance 	<ul style="list-style-type: none"> Globally minded Optimistic Tolerant
Work / Life Balance	<ul style="list-style-type: none"> Work hard for job security 	<ul style="list-style-type: none"> Climb corporate ladder Family time not first on list 	<ul style="list-style-type: none"> Work / life balance important Don't want to repeat Boomer parents' workaholic lifestyles 	<ul style="list-style-type: none"> Expanded view on work / life balance including time for community service + self-development
Technology	<ul style="list-style-type: none"> Have assimilated in order to keep in touch and stay informed 	<ul style="list-style-type: none"> Use technology as needed for work + increasingly to stay in touch through social media such as Facebook 	<ul style="list-style-type: none"> Technology assimilated seamlessly into day-to-day life 	<ul style="list-style-type: none"> Technology is integral Early adopters who move technology forward
Financial Approach	<ul style="list-style-type: none"> Save, save, save 	<ul style="list-style-type: none"> Buy now, pay later 	<ul style="list-style-type: none"> Cautious, conservative 	<ul style="list-style-type: none"> Earn to spend

Source: Acosta Inc., Pew Research.
 Image: Doordieckmar.net, billboard.com, Metro.co.uk
 Note: Data from Acosta as of 7/13. Pew Research Center tabulations of the March Current Population Surveys (1960, 1980, 1998, and 2014). Pew Research defines each generation and its duration other colors as there are varying opinions on what years each generation begin and end.

The Gen-Zs

Attributes – Millennials vs. Gen Z

Millennials

Tech Savvy: 2 screens at once

Communicate with text

Curators and Sharers

Now-focused

Optimists

Want to be discovered

vs

Gen Z

Tech Innate: 5 screens at once

Communicate with images

Creators and Collaborators

Future-focused

Realists

Want to work for success

Car Ownership Costs = High

\$8,558 / Year, USA = Depreciation @ 44% / Fuel @ 15% / Finance + Fees @ 14% / Insurance @ 14% / Maintenance + Repair @ 9%

Commuting Time = Significant

4.3 Hours per Week per Worker, Average (13% of Work Week, USA)

Urban Auto Commuting Delays = Rising

42 Hours / Year / Urban Worker, USA (+2x in 30 Years), Equivalent to ~1.2 Extra Work Weeks / Year

Millennials = Driving Differently

Drivers License Usage Declining (Age 16-44) = @ 77% vs. 92% (1982, USA)

Millennial Willingness to Car Share = @ ~50% (Asia-Pacific) / @ ~20% (North America)

46% of Millennials Expect Vehicle Technology to do Everything a Smartphone Can...



U B E R

The Right Time To Change



When Staying The Same Is
More Painful Than To Change,
Then Only Change Will
Happen! - ***John Eitel***

Broadcast To The Right Radio FM

What's In It For Me ?



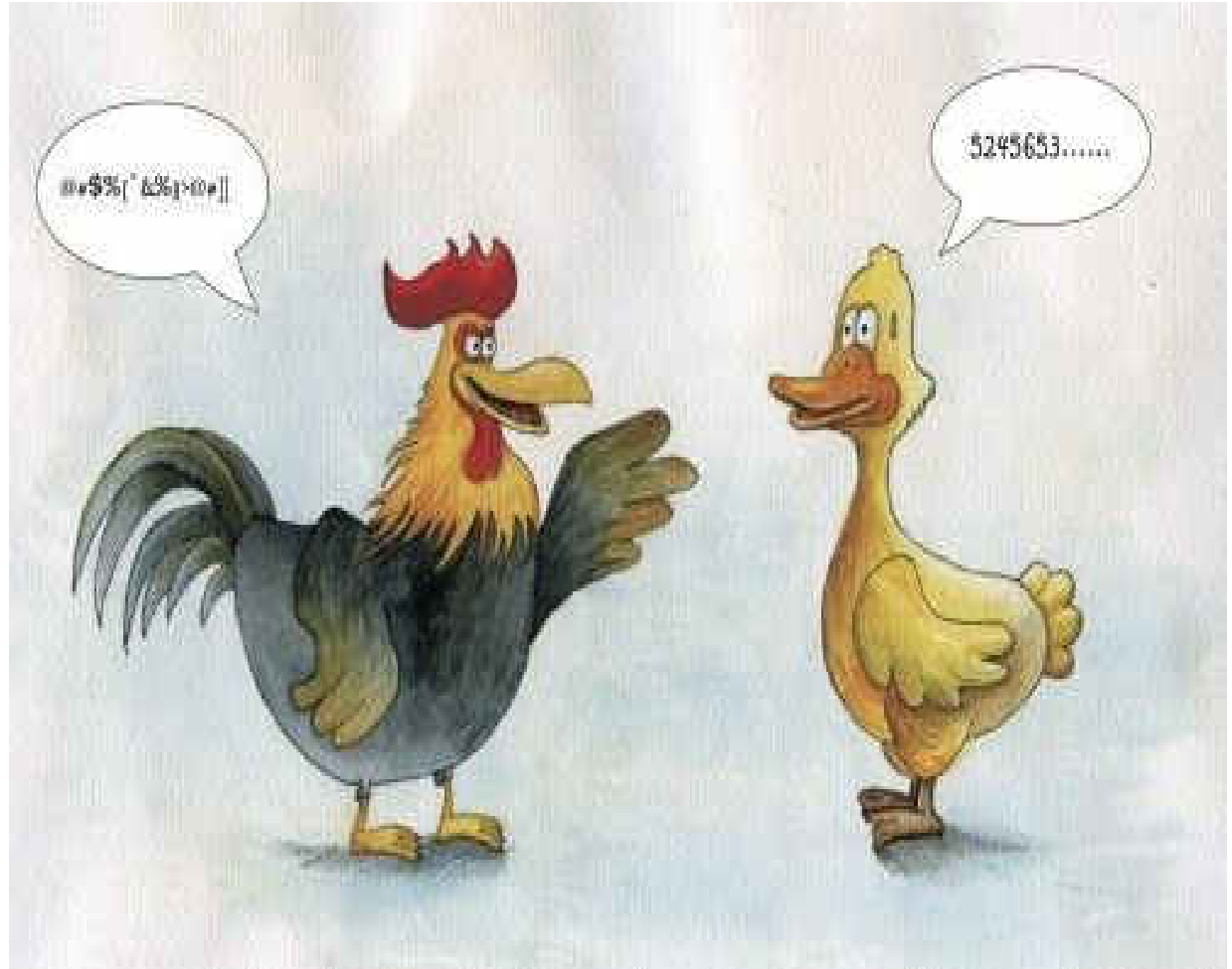
The **ONLY** radio channel
business owners listen to.

$$\boxed{R} - \boxed{C} = \boxed{P} \begin{matrix} + \\ - \end{matrix}$$

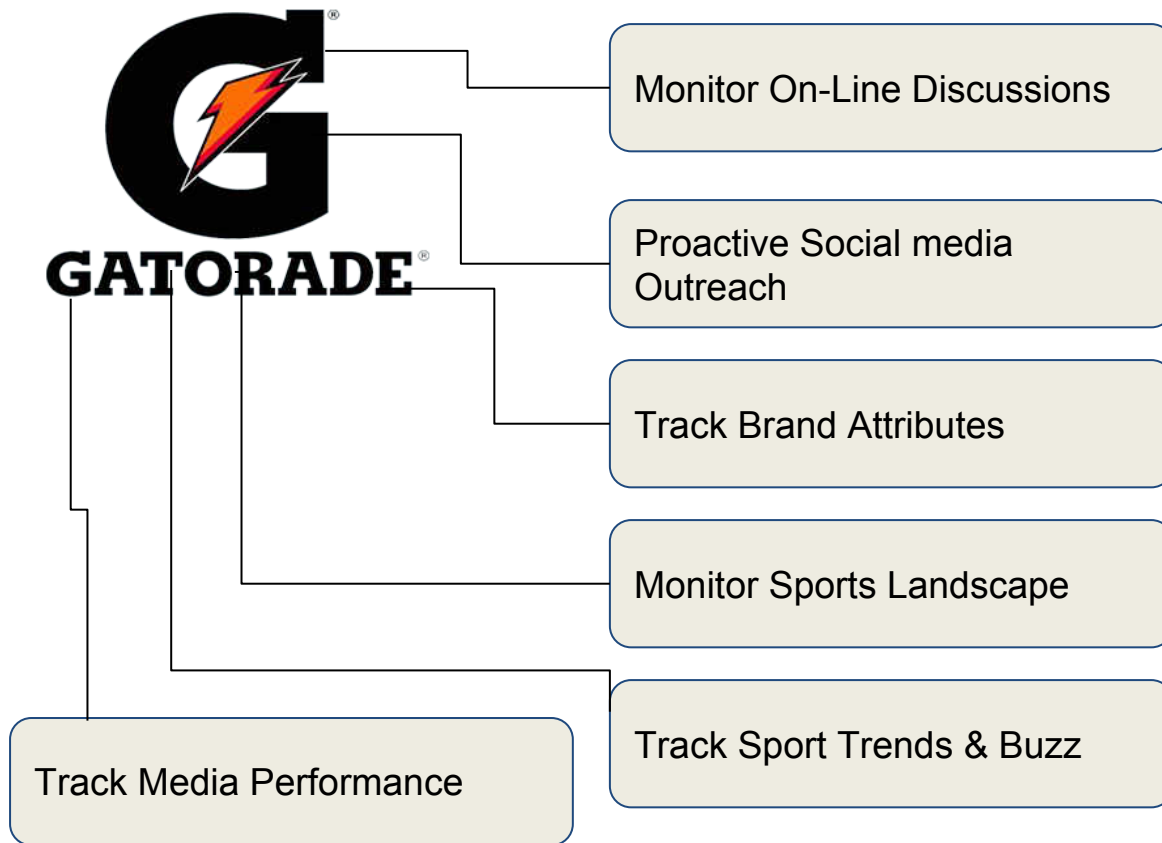
If you don't speak R-C=P,...



So What?



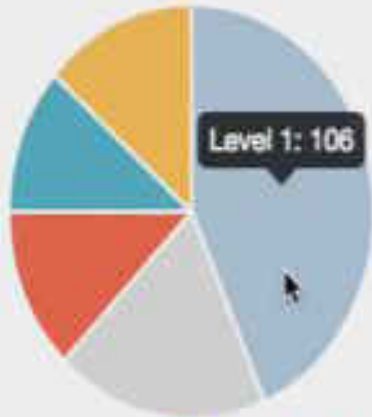
Unlock Your Business Potentials



← Previous

Next →

GUA MUSANG



■ Level 1
 ■ Level 2
 ■ Level 3
 ■ Level 4
 ■ Level 5

Pie/Polis/Area



FIRST WAVE

Constrained Data...
Monolithic Systems,
Expensive Storage,
Data for Targeted Use Cases

Software

BUSINESS INTELLIGENCE (BI)

Business Objects,
Cognos, MicroStrategy

DATA INTEGRATION

Informatica

Security

DATA INTEGRITY

Microsoft, Oracle

Infrastructure

Age of Oracle, Sybase

SECOND WAVE

Data Explosion / Chaos...
Decentralized Systems,
Cheap Storage,
Big Data Everywhere

VISUALIZATION

CLOUD BI

CACHING

PREP / WRANGLING

ETL

INFRASTRUCTURE-CENTRIC SECURITY & MANAGEMENT

Palo Alto Networks,
FireEye

Age of Big Data

Hadoop, Teradata,
Netezza, NetApp, EMC,
Greenplum

THIRD WAVE

Mass Data Intelligence...
Pervasive Systems,
Big/Fast Storage,
Data Instruments the Business

DEPARTMENTAL APPLICATIONS

Gainsight, Datadog,
InsideSales

ORGANIZATION-WIDE ANALYTICS PLATFORMS

Looker, Domo, Anaplan

DATA-CENTRIC SECURITY & MANAGEMENT

Ionic Security, Tanium

Age of Big/Fast

Redshift, BigQuery,
Spark, Presto



THEN

Difficult & Expensive to Collect Data...
Limited In-App Digital Map Usage



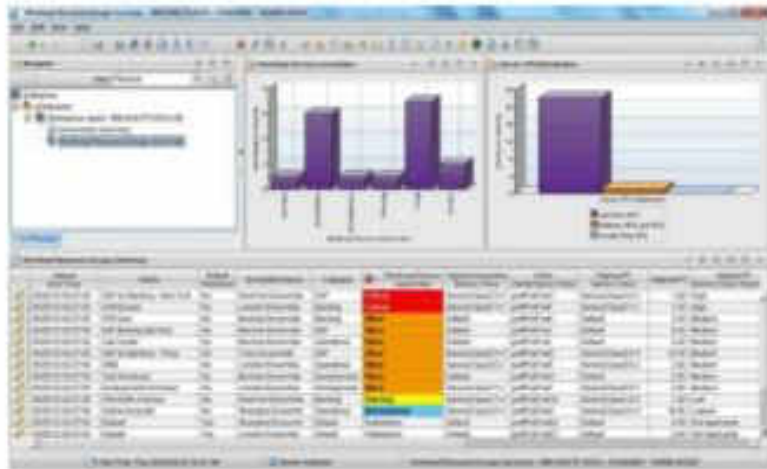
NOW



Worldwide maps crowdsourced by a community of smartphone users
whose mobile navigation data facilitates real-time updates to the platform

THEN

Expensive & Clunky Point Solutions,
Lengthy Implementation Cycles, Only
Used by System Administrators



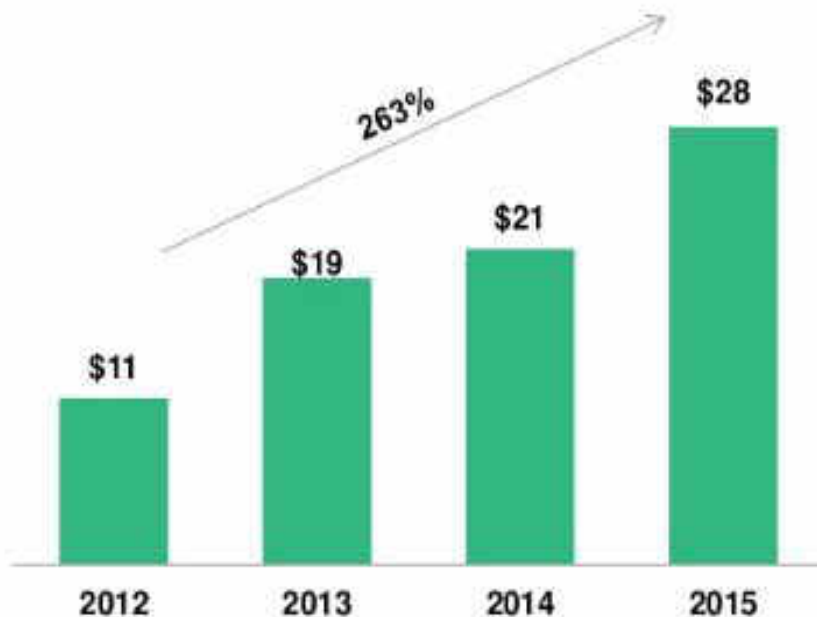
NOW



Cloud monitoring platform for both System Administrators & Developers that automatically integrates 100+ sources in real-time to represent hundreds of thousands of cloud instances

Tech Acquisitions by Non-Tech Corporate Buyers

Volume (\$B)



Select Acquisitions by Non-Tech Incumbents

- **Auto Consortia** / Nokia Here
- **Avis** / Zipcar
- **AxelSpringer** / Business Insider
- **Disney** / Maker Studios, Playdom
- **Disney + Fox + NBCUniversal** / Hulu
- **First Data** / Perka, Clover
- **Ford** / Livio
- **General Motors** / Cruise Automation
- **Hudson Bay** / Gilt Groupe
- **Liberty Interactive** / Zulily
- **Monsanto** / Climate Corporation
- **Neiman Marcus** / Mytheresa.com
- **Nordstrom** / HauteLook
- **Northwestern Mutual** / Learnvest
- **Staples** / Runa
- **Target** / DermStore.com
- **Under Armour** / MapMyFitness, MyFitnessPal
- **Walmart** / Kosmix

Select Investments by Non-Tech Incumbents

- **American Express** / Concur
- **Citi** / Ayasdi, Betterment
- **Coca-Cola** / OneWeb
- **Ford** / Pivotal
- **Fox Sports** / DraftKings
- **General Motors** / Lyft
- **Goldman Sachs** / Dataminr, Kensho, Symphony
- **J.P. Morgan** / Prosper Marketplace
- **Lowes** / Porch
- **NBCUniversal** / BuzzFeed, Vox Media
- **Nikkei** / Evernote
- **Turner Sports** / FanDuel
- **USAA** / TRUECar
- **Visa** / Square
- **Whole Foods** / Instacart

This Is Howie Do It!

Tuxuri's consulting team will put up a discovery session with the relevant end users, power users or even the sponsors themselves. Tuxuri's discovery session will run through these 4 main activities:



**Needs Assessment &
Organizational Planning**

Data Needs & Inventory

**Spatial Business Process
Assessment**

**Applications
Requirements**

Our Solution Footprint



TuxGeo+ Portable



TuxGeo+ Portable™

Portable Offline Maps, Fast.



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