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Outside Insight: navigating a world drowning in data



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EVENTS

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[@lsepublicevents](https://twitter.com/lsepublicevents) lse.ac.uk/events



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Outside Insight

Navigating a world
drowning in data

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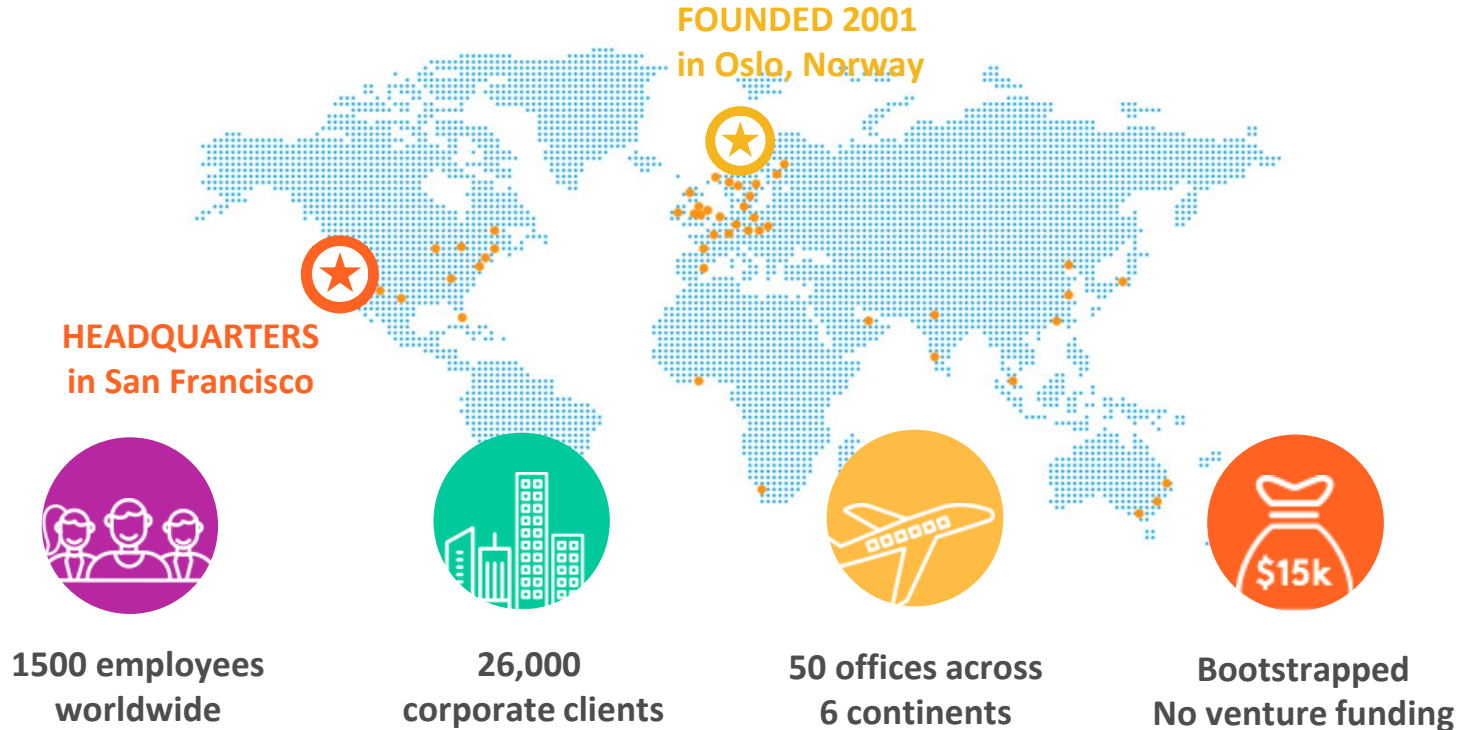
 Meltwater

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Propositions

- Decision making needs to adjust to a new reality
- An entire new software category is about to emerge
- How companies are run and governed will change

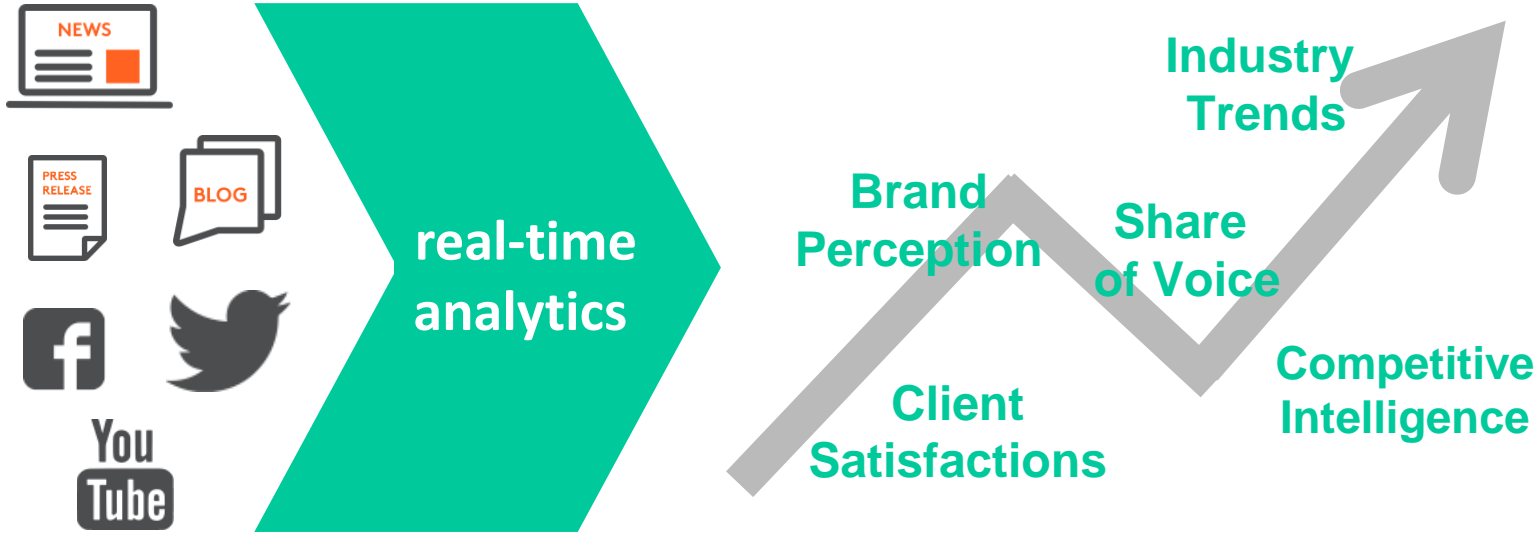
Meltwater is the global leader in media intelligence



Big data company: We process 100 million documents and 2 trillion searches every day



We track leading performance



26,000 corporate clients

adidas

BARCLAYS

BLACKROCK

Calvin Klein

Canon

CATHAY PACIFIC

Chevron

Coca-Cola

CUSHMAN & WAKEFIELD

DANONE
BABY NUTRITION

TESLA
TESLA MOTORS

Eink

EA

GE

Fidelity
INVESTMENTS

gsk
GlaxoSmithKline

Harvard

Haier

hp

HSBC

Johnson & Johnson

L'ORÉAL

McKinsey & Company

MANCHESTER
UNITED

Mercedes-Benz

NETFLIX

NETSUITE

Nike

ORACLE

SAMSUNG

SAP

Shell

SONY

yelp

THE WORLD BANK
Working for a World
Free of Poverty

United Nations

GOVERNMENT OF MASSACHUSETTS

TOYOTA

unicef
canada

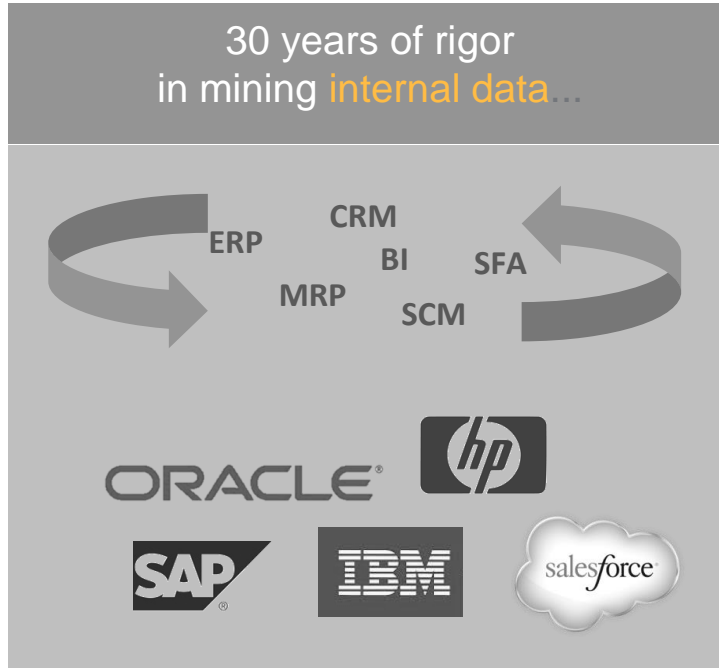
VOLVO

Walmart

Deutsche Bank

Meltwater

We see a shift in focus from internal to external data



Lagging performance indicators



Fire wall



Leading performance indicators

In the last couple of decades internet has transformed most industries



Banking



Shopping



Media



Real Estate



Marketing



Music



Hotels



Taxis

Decision making has remained
surprisingly unaffected



Decision making has not caught up with a new digital reality

Today, all of us leave
behind a trail of
online breadcrumbs



500 billion
shares



500 million
tweets



60 million
photos

Every person shares, on average,
12 items per week on the internet

Companies also leave digital breadcrumbs



A screenshot of a news article from the Wall Street Journal. The top navigation bar includes the 'VB' logo, 'NEWS', 'EVENTS', and 'RESEARCH' dropdown menus, along with social media icons for Facebook, Twitter, and LinkedIn, and a search bar. Below the navigation is a banner for SPG (Spend Management) with a MasterCard logo and text in Chinese. The main article title is 'Apple has laid off all of its contract recruiters, source says', with 'BUSINESS' and 'EXCLUSIVE' tags. The author is 'JORDAN NOVET' and the date is 'APR 12, 2016 3:04 PM'. The article features a photograph of a modern building with large windows, partially obscured by trees in the foreground.

Advertising by Region



	Tesla	BMW	Audi	Mercedes
Asia	\$0	\$22K	\$41K	\$0
Europe	\$0	\$431K	\$364K	\$10K
North America	\$0	\$3M	\$2M	\$2M
Oceania	\$0	\$28K	\$23K	\$2K
South America	\$0	\$4K	\$0	\$0

Source: Meltwater

A treasure trove of valuable external data sources

Online news

Share price

Financial filings

Job postings

Real-estate rates

App downloads

Social media

Patent filings

Web traffic

Unemployment

Oil-price

Court documents

Press releases

Trade marks

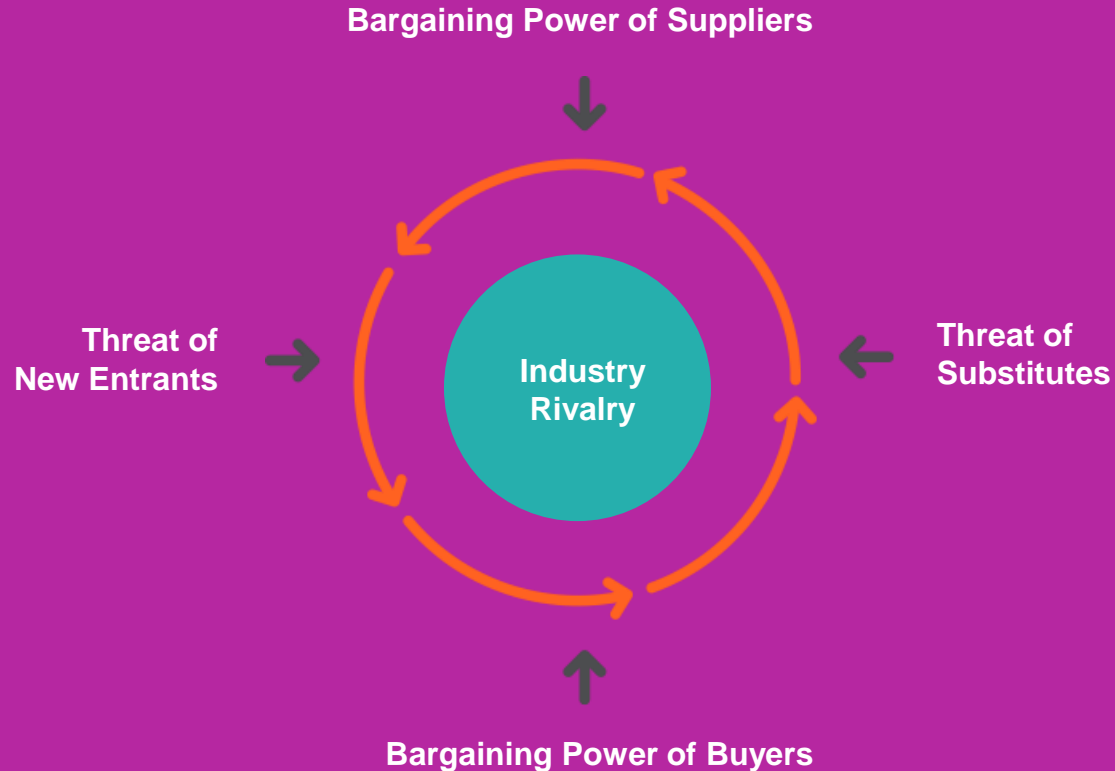
Online ad-spend

Consumer confidence

Product reviews

Interest rates

Today, you can track Porter's 5 forces in real-time




Decision making will change from introvert to extrovert


	Current paradigm	New paradigm
Data source	Internal	External
Focus	Company	Industry
Analytics	Lagging indicators	Leading indicators
Cadence	Monthly/quarterly	Real-time
Mode of operation	Reactive	Proactive

Outside Insight, a new software category, will emerge and become to external data what BI is to internal data

Outside Insight will enter the board room with real-time competitive benchmarking based on 3rd party data



Outside Insight will transform decision making
into scenario analysis and game theory



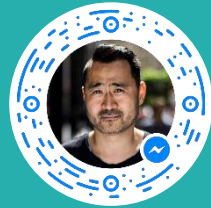
Summary

1. We live in a new digital reality where everyone leaves **online breadcrumbs**
2. Today, Porter's 5 forces can be tracked in **real-time**
3. Decision making needs to change from introvert to **extrovert**
4. **Outside Insight**, a new software category, is about to emerge
5. **Outside insight** will change the way companies are run and governed

Thank you

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#OutsideInsight



www.m.me/chatwithjorn