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Outside Insight: navigating a world drowning in data

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Hashtag for Twitter users: #LSEdata
@lsepublicevents  lse.ac.uk/events
Navigating a world drowning in data

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3 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

Propositions
Meltwater is the global leader in media intelligence

- 1500 employees worldwide
- 26,000 corporate clients
- 50 offices across 6 continents
- Bootstrapped No venture funding

FOUNDED 2001 in Oslo, Norway

HEADQUARTERS in San Francisco
Big data company: We process 100 million documents and 2 trillion searches every day
We track leading performance

real-time analytics

Brand Perception
Client Satisfactions
Share of Voice
Industry Trends
Competitive Intelligence
26,000 corporate clients
We see a shift in focus from internal to external data

30 years of rigor in mining internal data...

...is being disrupted by an explosion of external data

Lagging performance indicators

Leading performance indicators

Hiring patterns
Product reviews
Competitor analysis
Employee behavior
Client satisfaction
Investments

Real-time
3rd party data
Benchmarked
In the last couple of decades, the internet has transformed most industries including:

- 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
Advertising by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Tesla</th>
<th>BMW</th>
<th>Audi</th>
<th>Mercedes</th>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Current paradigm</th>
<th>New paradigm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data source</td>
<td>Internal</td>
</tr>
<tr>
<td>Focus</td>
<td>Company</td>
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<tr>
<td>Analytics</td>
<td>Lagging indicators</td>
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<td>Cadence</td>
<td>Monthly/quarterly</td>
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<td>Mode of operation</td>
<td>Reactive</td>
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</table>
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