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Outside Insight: navigating a world drowning in data



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EVENTS

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THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

Outside Insight

Navigating a world
drowning in data

JORN LYSEGGEN

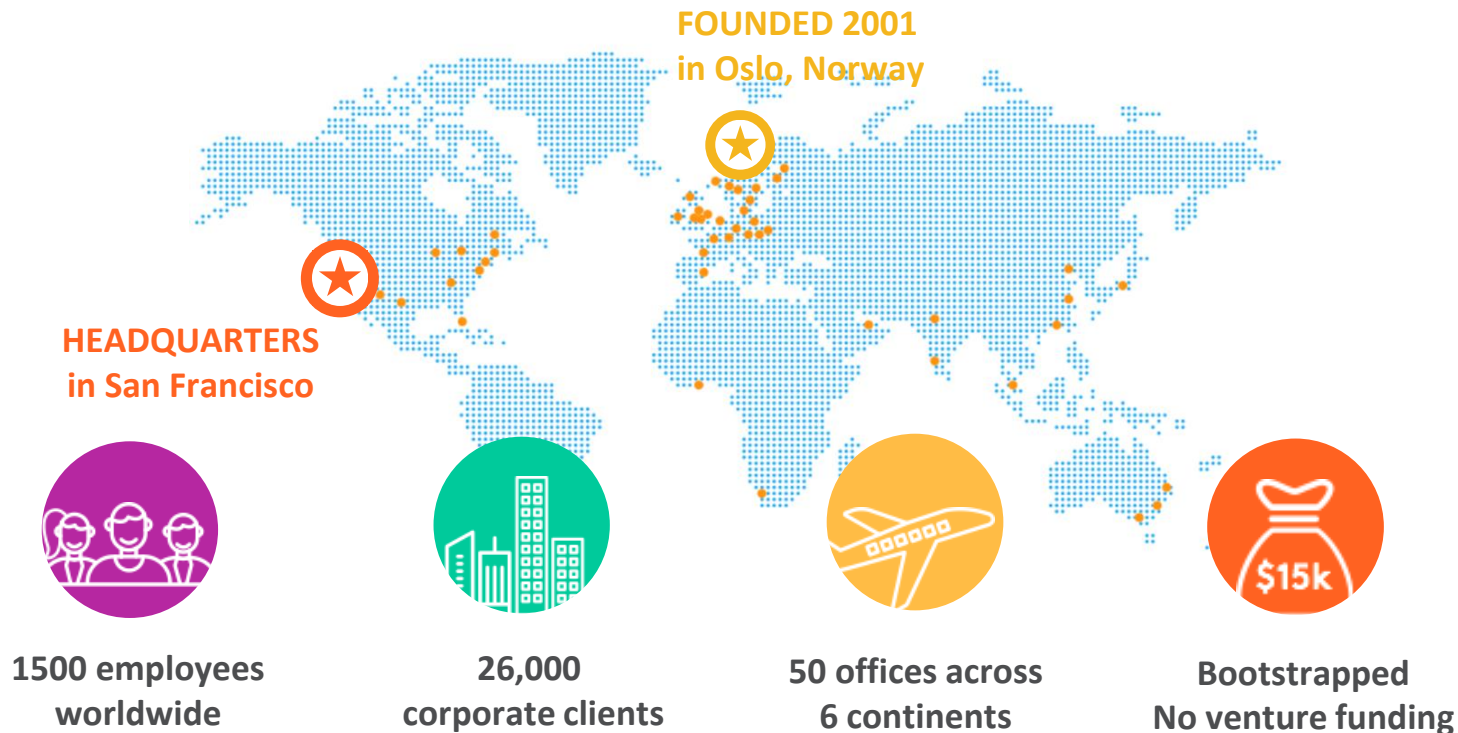
Twitter: @jorn_lyseggen

3

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

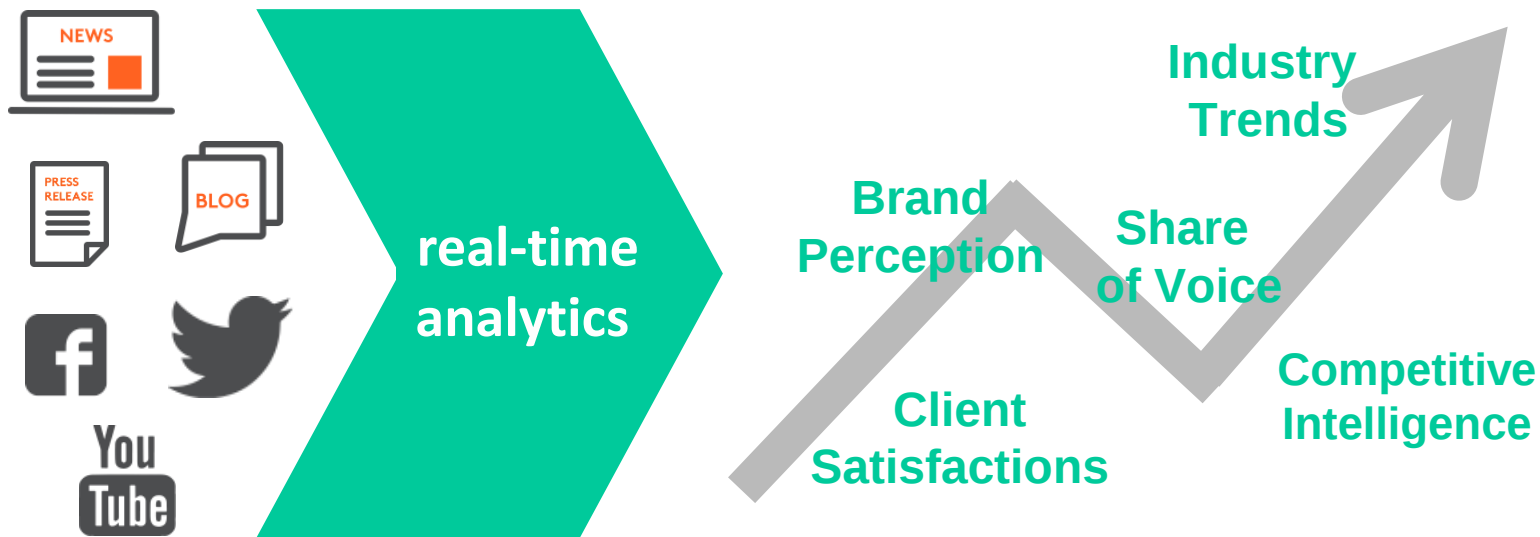
Meltwater is the global leader in media intelligence



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

UNITED STATES OF AMERICA

TOYOTA

unicef
canada

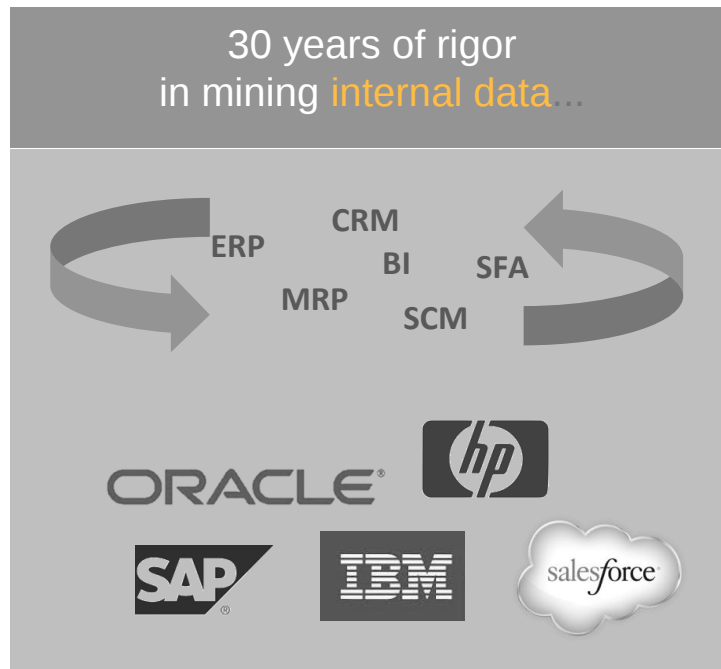
VOLVO

Walmart

Deutsche Bank

Meltwater

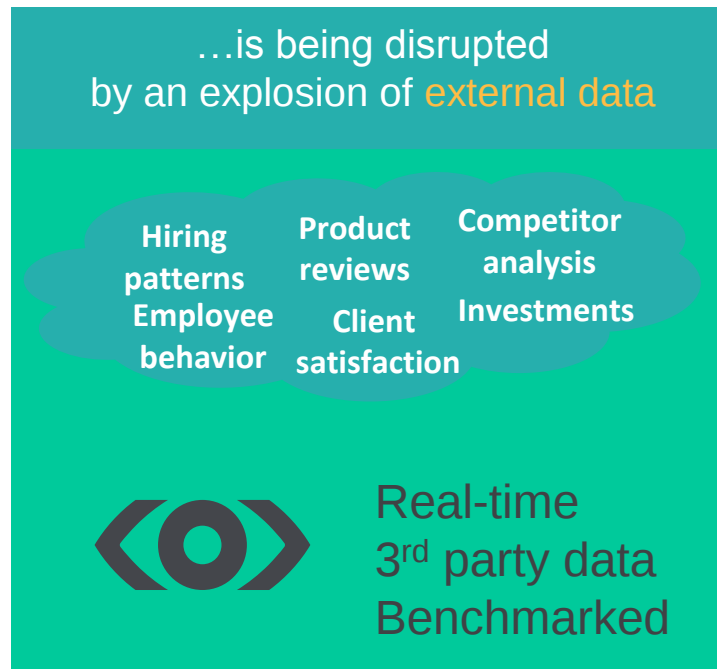
We see a shift in focus from internal to external data



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



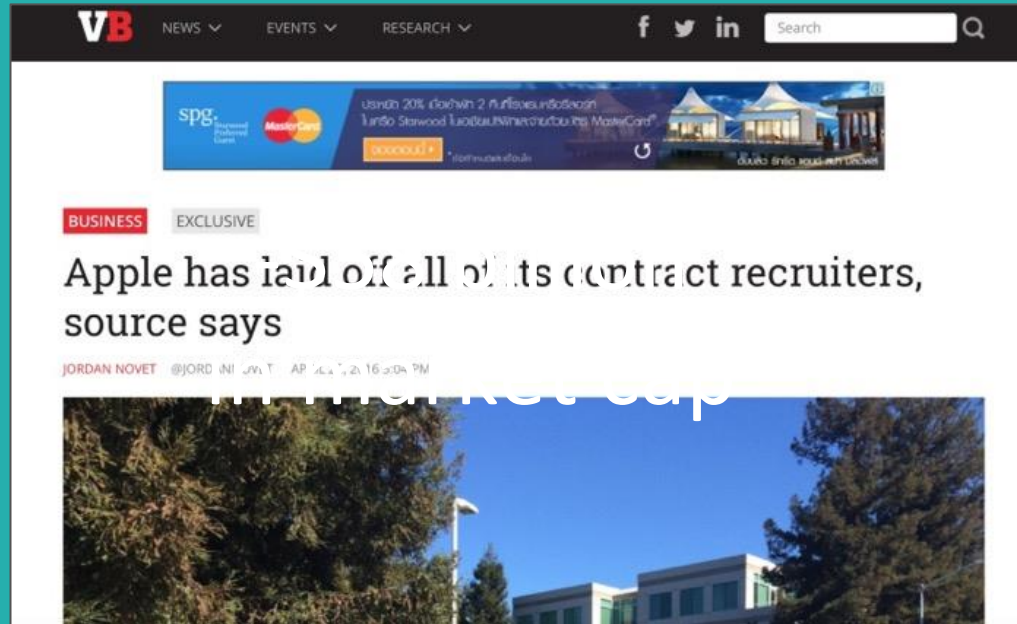
500 million
tweets



60 million
photos

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

Companies also leave digital breadcrumbs



Advertising by Region



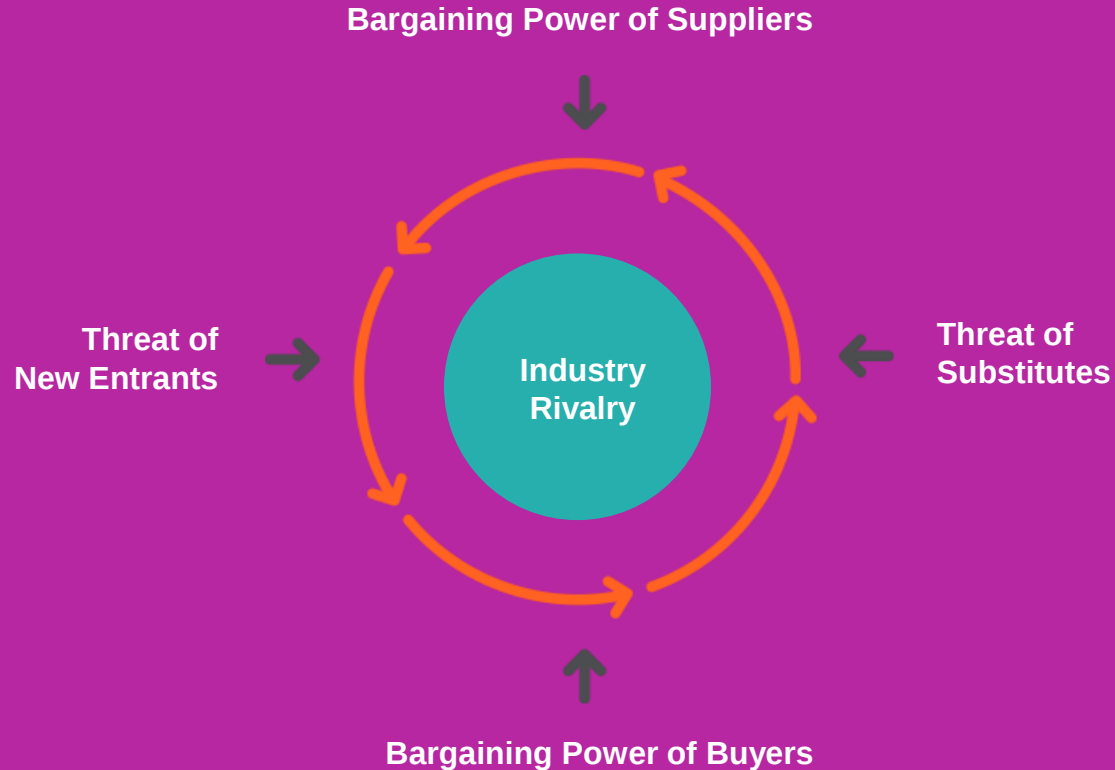
	Tesla	BMW	Audi	Mercedes
Asia	\$0	\$22K	\$41K	\$0
Europe	\$0	\$431K	\$364K	\$10K
North America	\$0	\$3M	\$2M	\$2M
Oceania	\$0	\$28K	\$23K	\$2K
South America	\$0	\$4K	\$0	\$0

Source: Meltwater

A treasure trove of valuable external data sources

Online news	Social media	Press releases
Share price	Patent filings	Trade marks
Financial filings	Web traffic	Online ad-spend
Job postings	Unemployment	Consumer confidence
Real-estate rates	Oil-price	Product reviews
App downloads	Court documents	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



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