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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

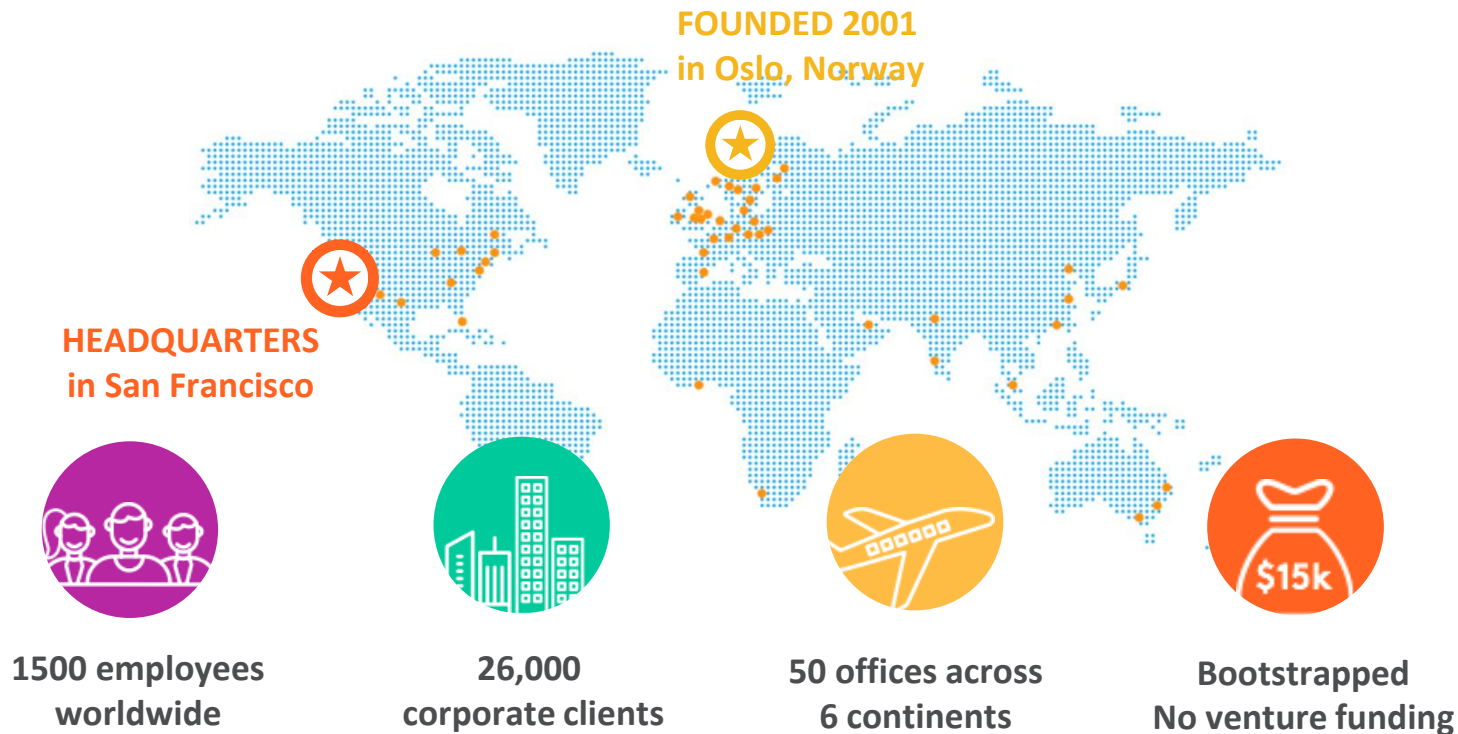
Twitter: @jorn_lyseggen

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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

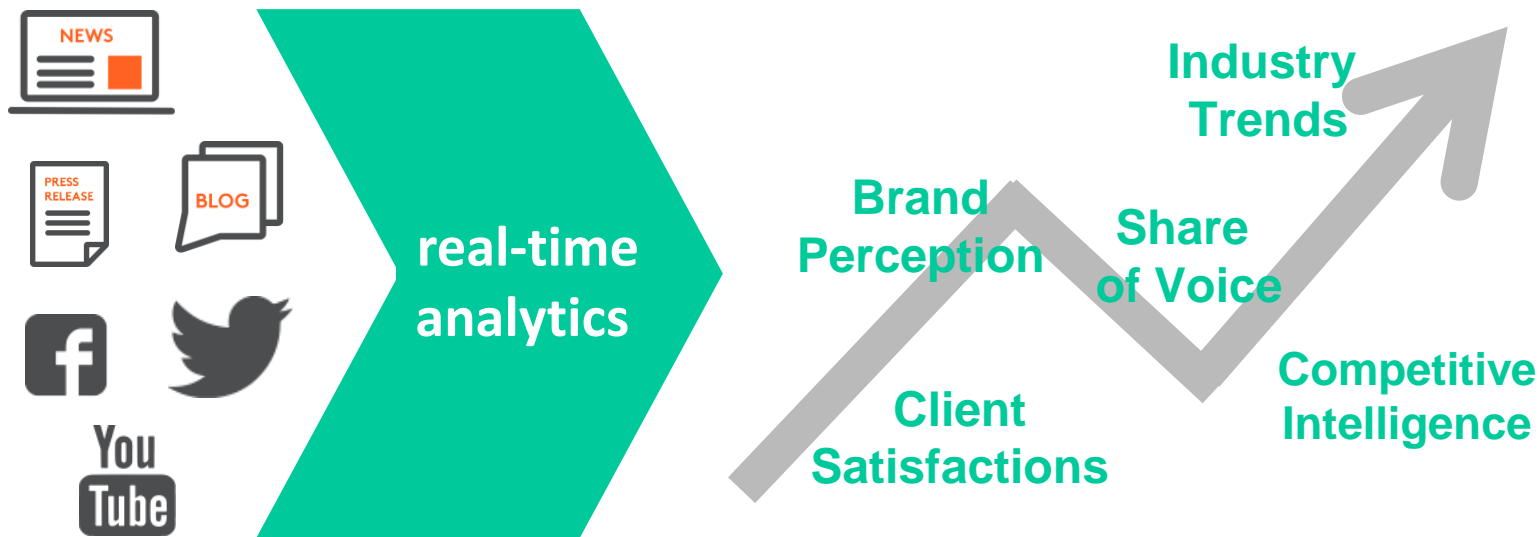
Meltwater is the global leader in media intelligence



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



CUSHMAN & WAKEFIELD

DANONE
BABY NUTRITION



Eink



Fidelity
INVESTMENTS

gsk
GlaxoSmithKline



Haier



HSBC

Johnson & Johnson

L'ORÉAL

McKinsey & Company



NETFLIX

NETSUITE



ORACLE

SAMSUNG

SAP



SONY

yelp



unicef
canada

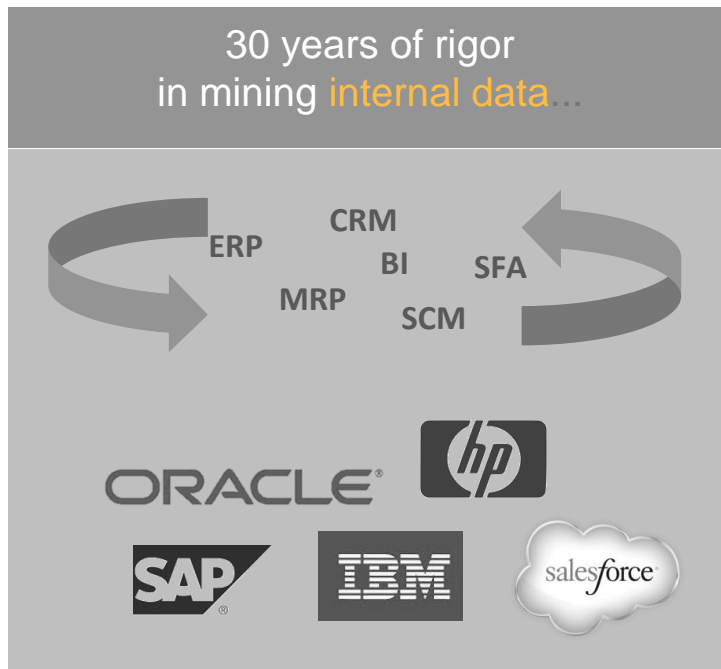


Walmart

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



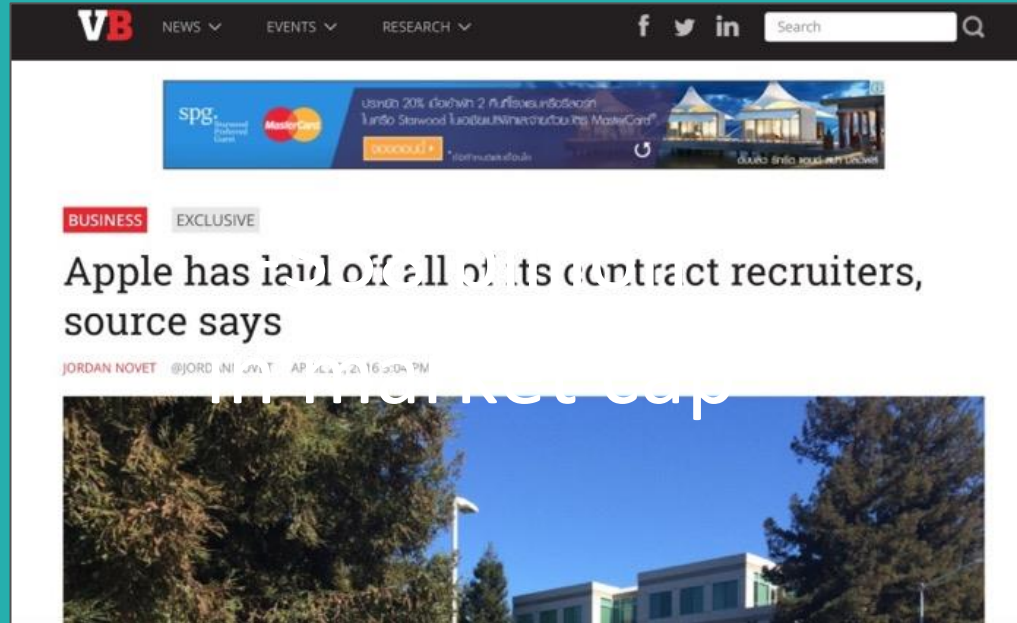
500 million
tweets



60 million
photos

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

Companies also leave digital breadcrumbs



Advertising by Region



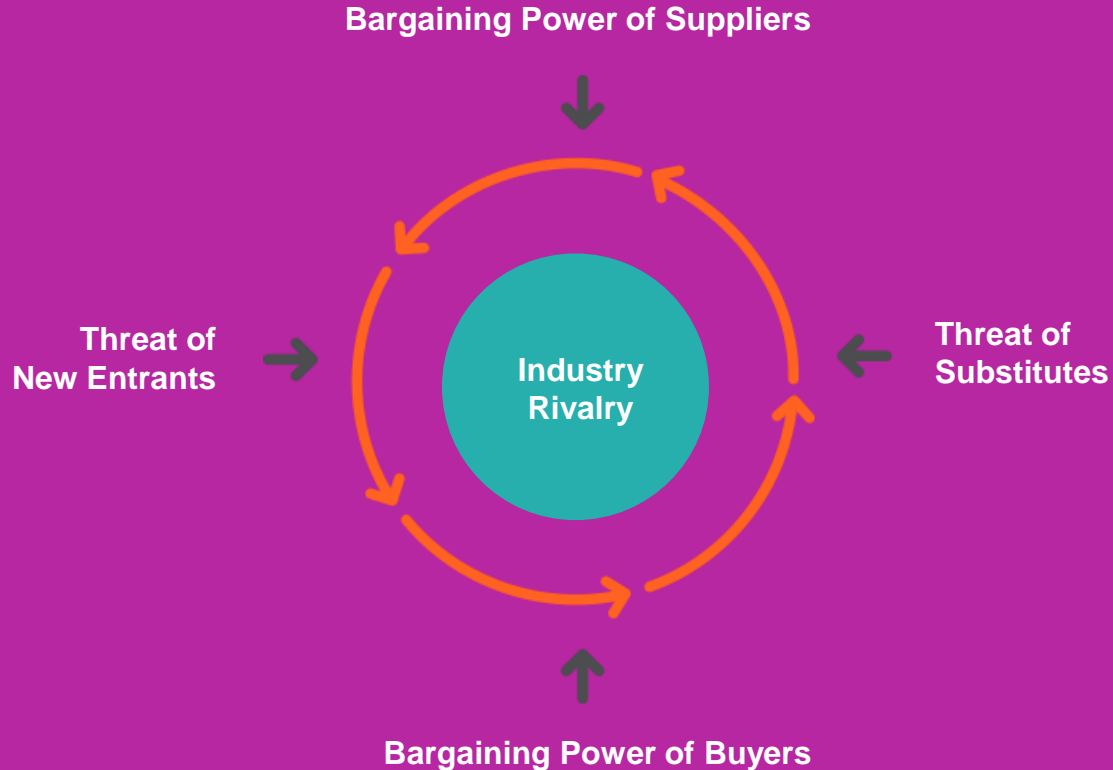
| | Tesla | BMW | Audi | Mercedes |
|---------------|-------|--------|--------|----------|
| Asia | \$0 | \$22K | \$41K | \$0 |
| Europe | \$0 | \$431K | \$364K | \$10K |
| North America | \$0 | \$3M | \$2M | \$2M |
| Oceania | \$0 | \$28K | \$23K | \$2K |
| South America | \$0 | \$4K | \$0 | \$0 |

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



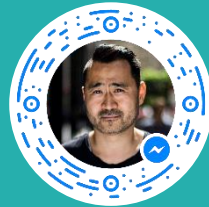
Summary

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



www.m.me/chatwithjorn