into the mysterious world of a thinking business
The **price** of **not** knowing
~230K rail cars. ~33K miles of track. 2K sensors. 1.5M wheels.
What’s a near impossible train derailment contributor to spot?

A CRACKED WHEEL
Digital business means new and more kinds of data, from places you never would have imagined...
Facebook could become a non-bank bank - The Bank of
Style you’ll wear on the reg.
“BigData is even more important than our gambling license.”

The fight over Caesar’s assets during Chapter 11 was the ~$1b valuation of data associated with Total Rewards.
Data has no value unless you use it.
6000 customer behavioral groups predict future purchases.

Result: Significant rise in customer retention.

IDEAL CUSTOMER PROFILE – REPUTATIONAL ASSESSMENT
lead generation | new client acquisition | banking experiences
REDUCED CHEMICAL USAGE BY 90%

10% of the US lettuce supply chain is attended to by a BlueRiver LettuceBot
Car damage caused by a single hail storm in Phoenix
$500B US yearly economic impact
Continuous monitoring and reporting on water using a bespoke quality plan with a supporting chemical delivery model.
Forever connected... every click, every mix & every pour

An evolution of hyper personalization
17 → 3 Reduction in # of garbage collection shifts

Fuel, labor, and maintenance savings $1M
The Internet of Things
Ledger for Everything
By 2020, there may be over 300M pages of banking regulations world-wide

$100B/yr spent on compliance
$150B/year spent on fines and penalties
watching | feeling | listening | understanding
annotating | categorizing | transcribing
sensing | translating | composing
Instead of writing code, you feed data to the network. The program builds its own logic.
One pattern for this level is that blocks are always stacked in 2s and minimum 2 wide.

https://tinyurl.com/y7jkoz7o
Level Code: 4AC9–0000–0157–F3C3
WE THE NORTH

TRADE-OFF ANALYTICS INCLUDING PERSONALITY INSIGHTS FOR CURRENT ROSTER AND PROSPECT OPTIMIZATION.

DEMO
Person and Machine

Compassion
Intuition
Design
Value Judgement
Common Sense

Instant Recall
Deep Learning
Discovery
Large-Scale Math
Fact Checking

even more valuable.
① Keep collecting. Get better at decisioning.

② Better outcomes and cost containment possible with analytics.

③ Organizational silos result in data silos.