



Cadeon

**INNOVATION THROUGH
INFORMATION**

ABOUT US

- Founded in **2007**
- **Specialize** in:
 - **Oil & gas**
 - **Utilities**
 - **Finance**
 - **Sports**
 - **Entertainment**
- **100+ Customers**
- In-house data scientists
- Enable **self-serve BI** and analytics
- Offices in
 - Calgary, AB, Canada
 - Denver, CO, USA

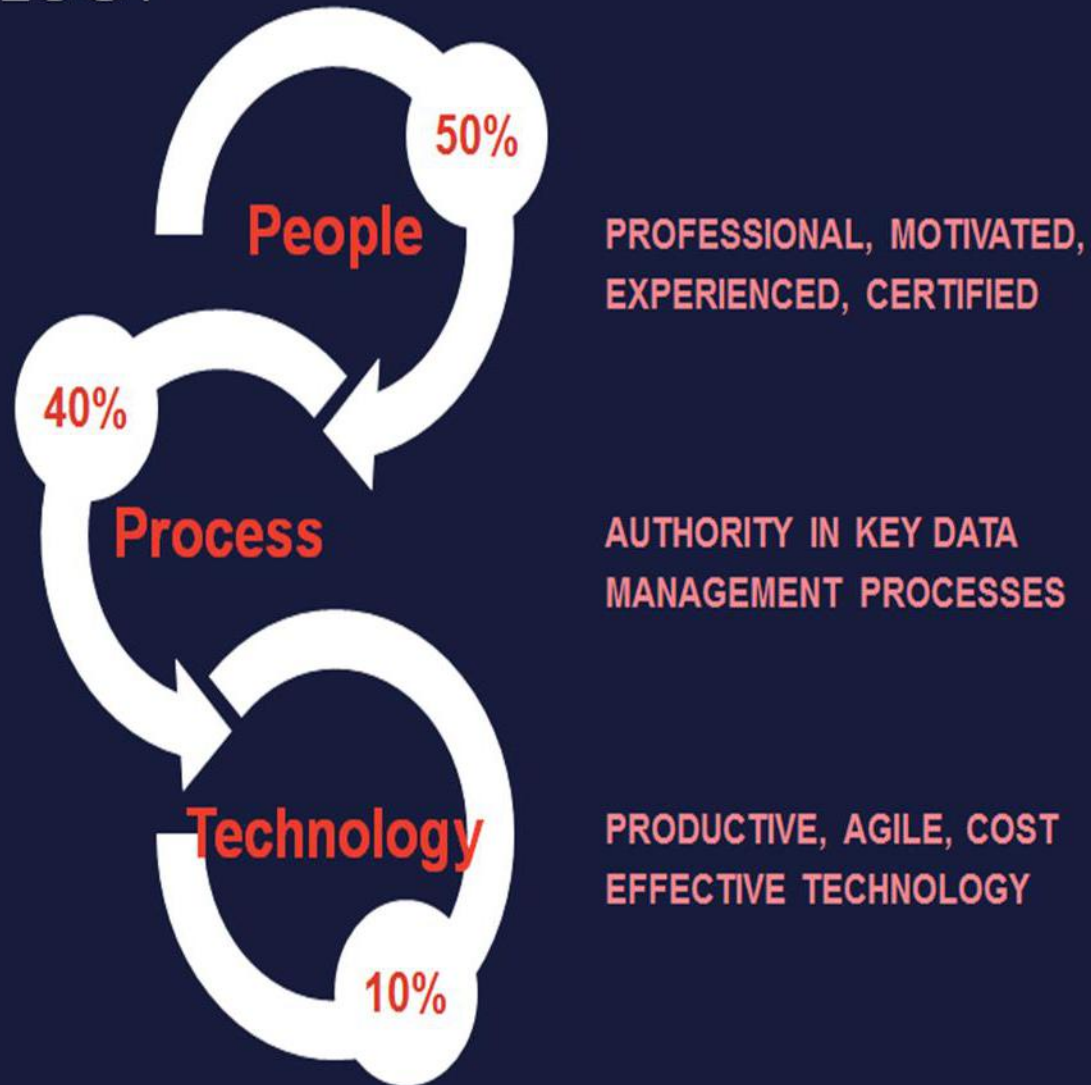
Finalist – JWN Energy Excellence Awards

Cadeon: Putting customers first

“Our whole model is to support our customers along their journey and teach them how to fish rather getting them to sign multiyear contracts where we do all the work and show them nothing.”



OUR METHODOLOGY



LEVERAGE THE EXPONENTIAL GROWTH OF INFORMATION

FEATURED IN CIO REVIEW MAGAZINE

**#3 Out of Top 20
Data Visualization
Providers**

**Only Canadian
Company**

CIO Review
The Navigator for Enterprise Solutions
DATA VISUALIZATION SPECIAL JANUARY 26, 2016 CIOREVIEW.COM

20 Most Promising Data Visualization Solution Providers 2016

In the recent dynamic business environment, data-driven and data-oriented, in growing exponentially (GDD) offers two differentials in visualizing the amount of meaningful data, maintaining a balance between on-flight information, and focus on the related metrics. To make their way through this mass of data and make better informed decisions, enterprise leaders, are adopting new methods provided by the concept of Data Visualization.

In pursuit of using data, data visualization is an integral role in helping enterprises efficiently manage data, identify relevant information, and eliminate clutter from their data. With this agile data integration approach, customers gain visualization of relationships and trends in interactive dashboards, which automatically drive the user's attention to important data in business operations. Data visualization solutions use intelligent algorithms based on statistical methods to perform data tasks. The functionality automatically maps the data from heterogeneous sources and creates a virtualized layer over the source data, enabling organizations to detect unexpected events occurring within their user's data.

With this effective and improved version of visualization solutions enterprises can gain better business insights, respond faster to the ever changing analytics and BI, and save over 30-70 percent data integration and visualization costs.

In an effort to help the business leaders and CIOs find the right solution provider for their enterprises, a team of prominent CEOs, CIOs, VCs, analysts, along with CIO Review's editorial board has evaluated scores of data visualization solution providers and picked out a list of prime choices.

We present to you CIO Review's 20 Most Promising Data Visualization Solution Providers 2016.

Cadeon Inc.
Empowering TIBCO Spotfire

"As the only Canadian company to be recognized as a Top 20 Most Promising Data Visualization Solution Provider 2016"

Company: Cadeon Inc.

Description: Provides unified consulting and custom integration in visualization, data visualization, content analytics, open data monitoring, and enterprise information architecture.

Key Person: Phil Unger, CEO

Website: cadeon.com

Cadeon Inc. Valuation of Hidden Data with TIBCO Spotfire

Data is omnipresent across the broad spectrum of industries and its utilization is an important factor for the prosperity of any business. Companies equipped with data are in search of tools that can help them use information and put it to good use. Data visualization has emerged as a services advertisement concept with data. “To access data from multiple legacy platforms like Data Warehouses, PDFs, PowerPoint, Word documents amongst others in a single look for organizations across the world,” says Phil Unger, CEO, Cadeon. The Canadian based Information Services Company, Cadeon has been working tirelessly to visualize large quantities of data in a user friendly and gain a meaningful understanding of information for their customers. “We have been delighted with the growing amount of data companies have and put ourselves in a better position to help them,” declares Unger.

Cadeon’s approach in shedding light on its customer’s business brings up the burden on the user to a better financial outcome. The solution provides browser, TIBCO Spotfire, a data visualization and analytics software, which enables the customer to generate the key points of the business and give the team an insight to address them in an effective manner. “With visualization built as Spotfire, it has the ability to use a number of features in a single platform,” says Unger. The software



“We have been fascinated with the growing amount of data companies have and our model is to turn information into insights”



For instance, one of Cadeon’s clients had multiple data sources out of which one was an older platform which restricted data to connect to it. The solution provides performed data visualization through Spotfire Advanced Data Services enabling the management team to pull out data into the dashboard and obtain actual valuation of information. The lengthy procedure of people working during an event, using information from these individual sources and using spreadsheets was not done with the implementation of the solution and a total of 10 hours for each event going forward.

With a vision to stay ahead of the curve, Cadeon seeks to benefit organizations by constantly incorporating trends in its offering. The company has plans for geographical expansion in the near future and extending their partnership with TIBCO Spotfire by helping them build custom code. An attempt to work with GDD is evident in being developed by their team in the Cadeon. “We are focusing on new industry verticals and also we expect about stepping into the IoT domain,” concludes Unger. E



CORPORATE VISION AWARDS 2017

BEST DATA DELIVERY PLATFORM

Only Canadian Company



Best Data Delivery Platform - Canada

Cadeon is the leading provider of data and information management services. We invited Phil Unger to talk us through the aims of the firm and what services it offers.

Helping others in their quest to become leaders in their industry, Cadeon helps businesses to make smart, data-driven decisions, recover lost revenue and predict future business trends. The firm has a portfolio of solutions which includes data virtualization, data visualization and analytics, unified information management and enterprise information architecture solutions. Phil discusses what he believes to be the reasons behind the firm's recent success.

"Focusing on customer service and producing results, our success equation is centred around 50% People, 40% Process and 10% Technology. The firm leverages its Synapses

must take steps in order to make this achievable. The client is always able to access new and existing information as quickly as they want, with Cadeon ensuring that it increases its customer's potential to increase productivity and profitability, something Phil is keen to point out.

"The service provided to clients is vital to forming the ethos of the company and lays the foundations for our overall mission. Our mission is to enable our customers to increase productivity and profitability by giving them access to information at their fingertips. We provide a framework of capabilities that allow our customers to leverage their existing information footprint and enrich it quickly and easily with new information that is available on a daily basis. Our

the timeliest and most cost-effective way."

As a company, it is ready to stay ahead of emerging developments amidst the evolution of technology. However, Phil is confident the firm is ready to achieve its main goal of delivering tremendous value, as the staff and teams are motivated to stay on top of innovations.

"Cadeon is always looking at what innovation is coming next. We are partnering with vendors that are moving into areas of IIOT and others. As our goal is to deliver tremendous value to our customers, we are motivated to stay on top of innovations in the information space."

Moving forward, the company aims to expand its business and Phil is obviously excited about

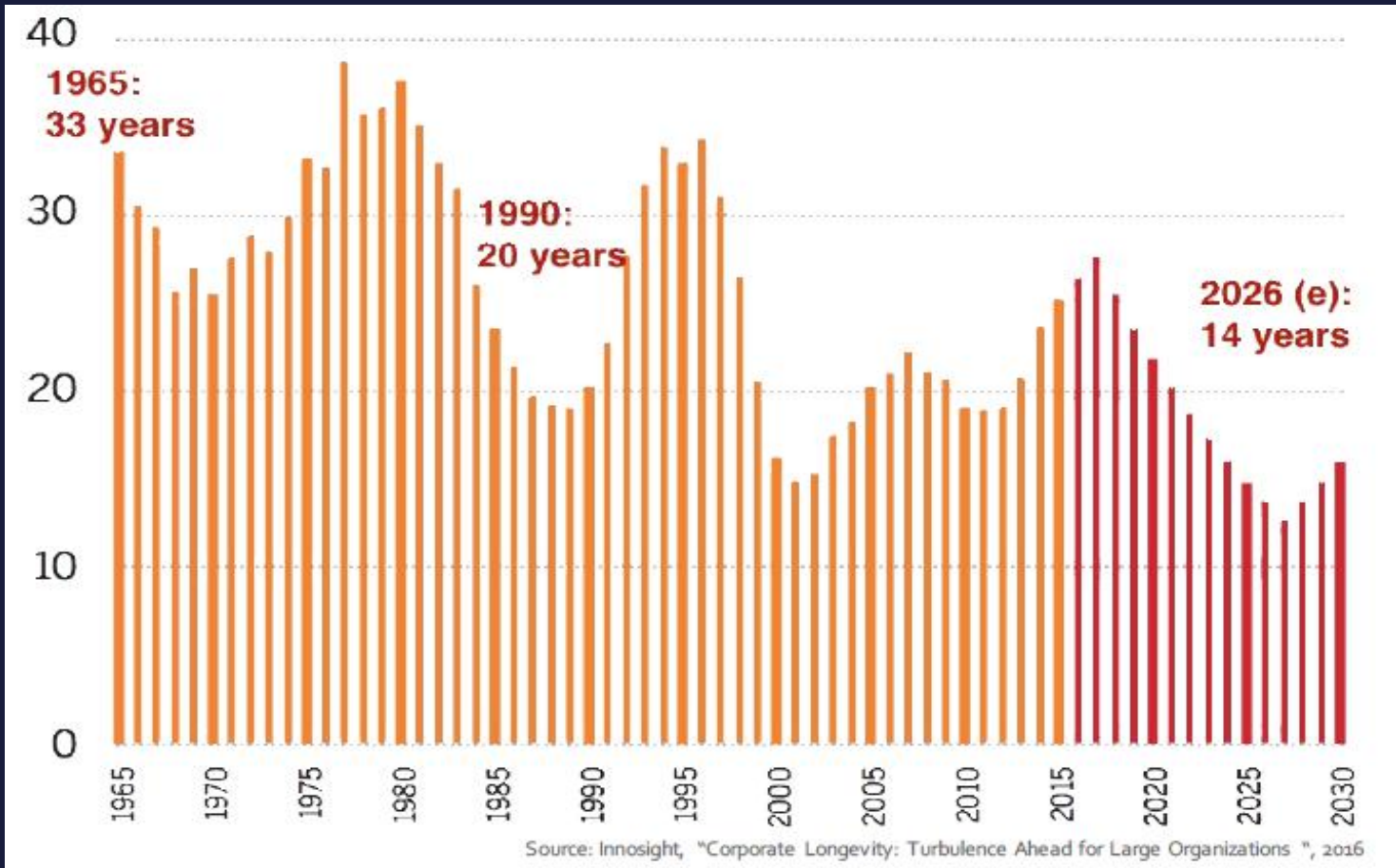


helping our customers get the most value out of it. We cannot wait to see where this growth in knowledge is going to take us and to be a part of that is very exciting."

"Advances in Advanced Analytics and Artificial Intelligence will continue. The new world of the Internet of things is going to bring tidal waves of information that

DIGITAL ADVANTAGE IS COMPETITIVE ADVANTAGE

ORGANIZATIONAL LIFESPAN SHRINKING: EVOLUTION OR EXTINCTION ARE THE ONLY OUTCOMES



DIGITAL ADVANTAGE IS COMPETITIVE ADVANTAGE

ORGANIZATIONAL LIFESPAN SHRINKING: EVOLUTION OR EXTINCTION ARE THE ONLY OUTCOMES

80%

“

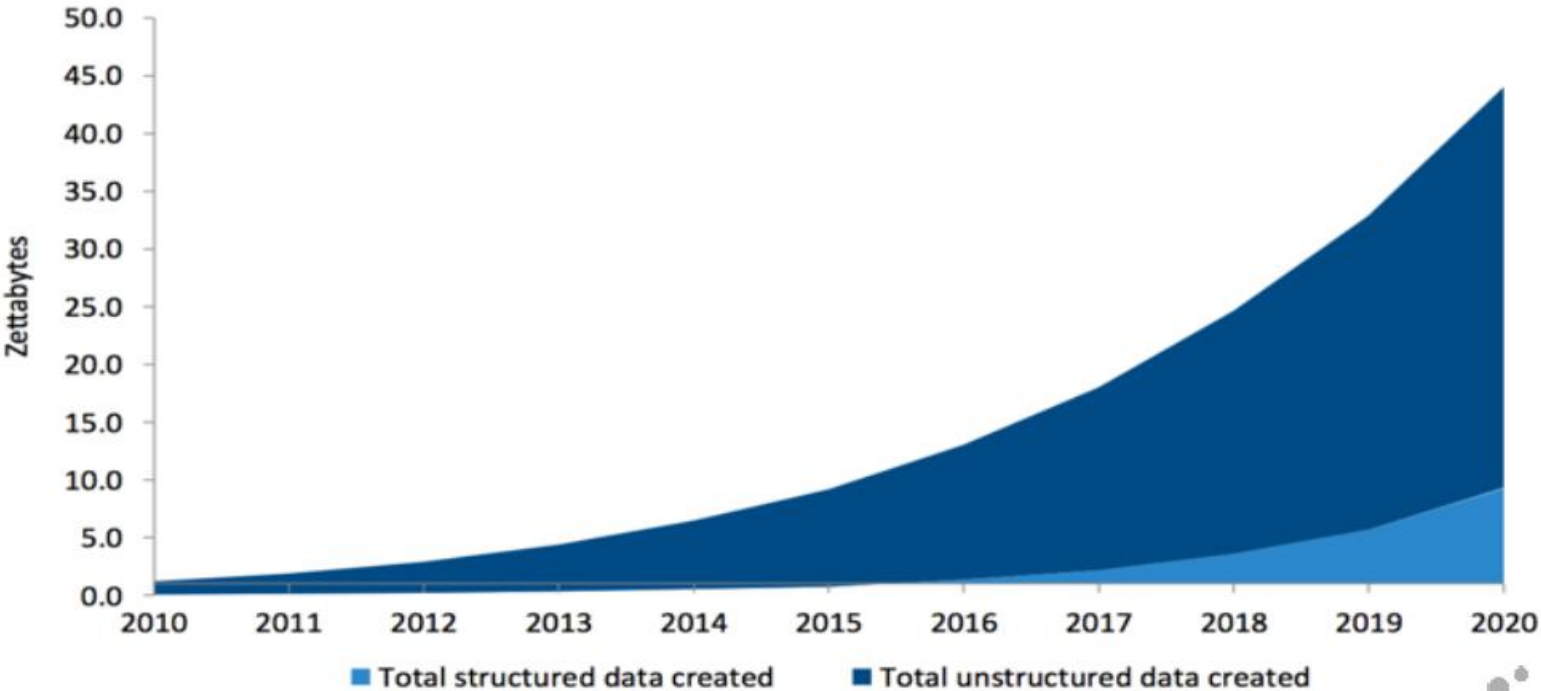
By 2020, information will be used to reinvent, digitalize, or eliminate 80% of business processes and products from a decade earlier.

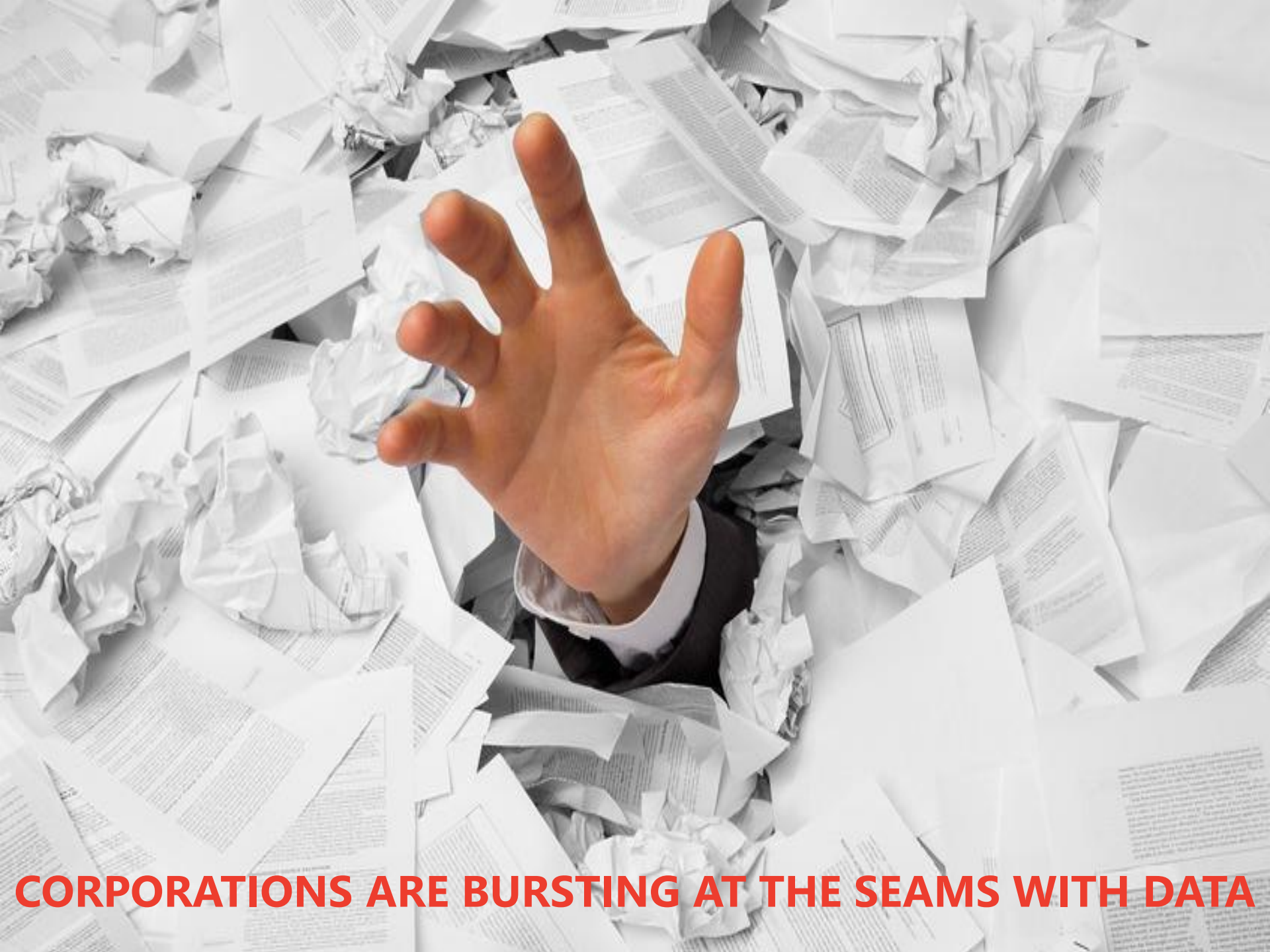
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Source: Gartner Identifies the Top 10 Strategic Technology Trends for 2017 (Gartner, 2016)

The Information Tsunami – Exponential Growth

Exponential Growth of Digital Data





CORPORATIONS ARE BURSTING AT THE SEAMS WITH DATA



CORPORATE
INFORMATION
OBESITY®



**60% -
80%**

**Time Spent
Searching For
Information to Do
the Job**

SYMPTOMS OF CORPORATE INFORMATION OBESITY



TRUST

WHAT ARE THE ROAD BLOCKS?

Analytics Challenges Today

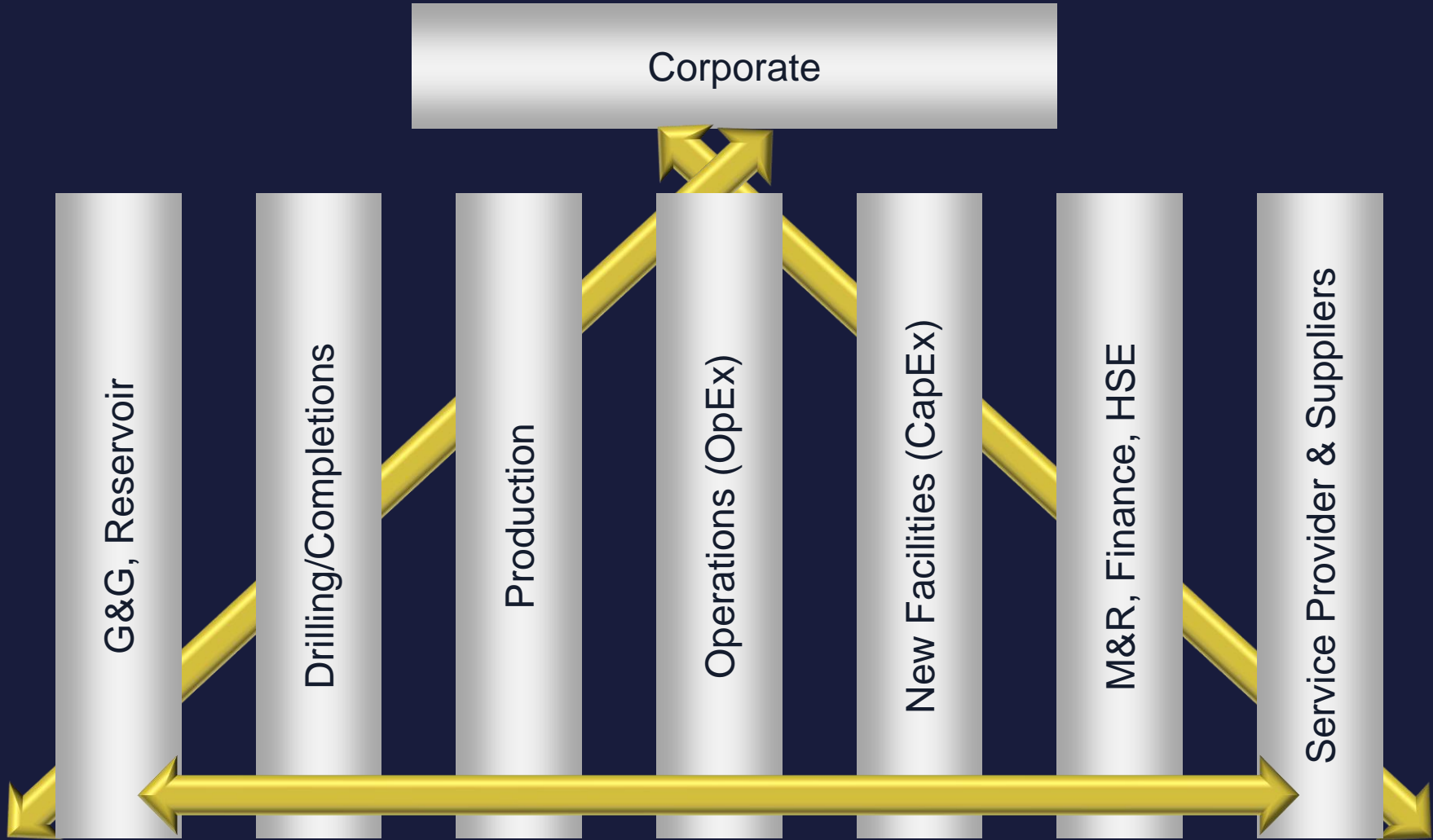
Way too much data to
efficiently, manually
analyze

Long delays between
information, insights, and
actions

Data science talent
shortage for uncovering
insights in oceans of data

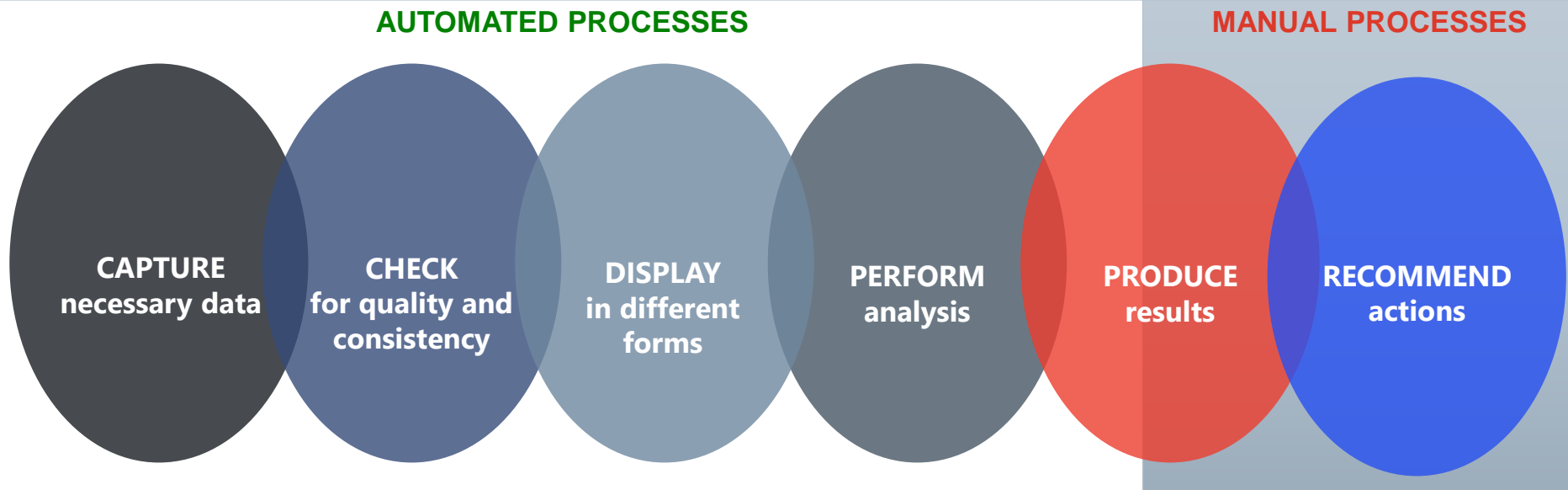


THE PROBLEM - SILOED ORGANIZATIONS



Horizontal and Vertical Integrated Performance
across all segments of the Business

AUTOMATING INFORMATION LIFECYCLE



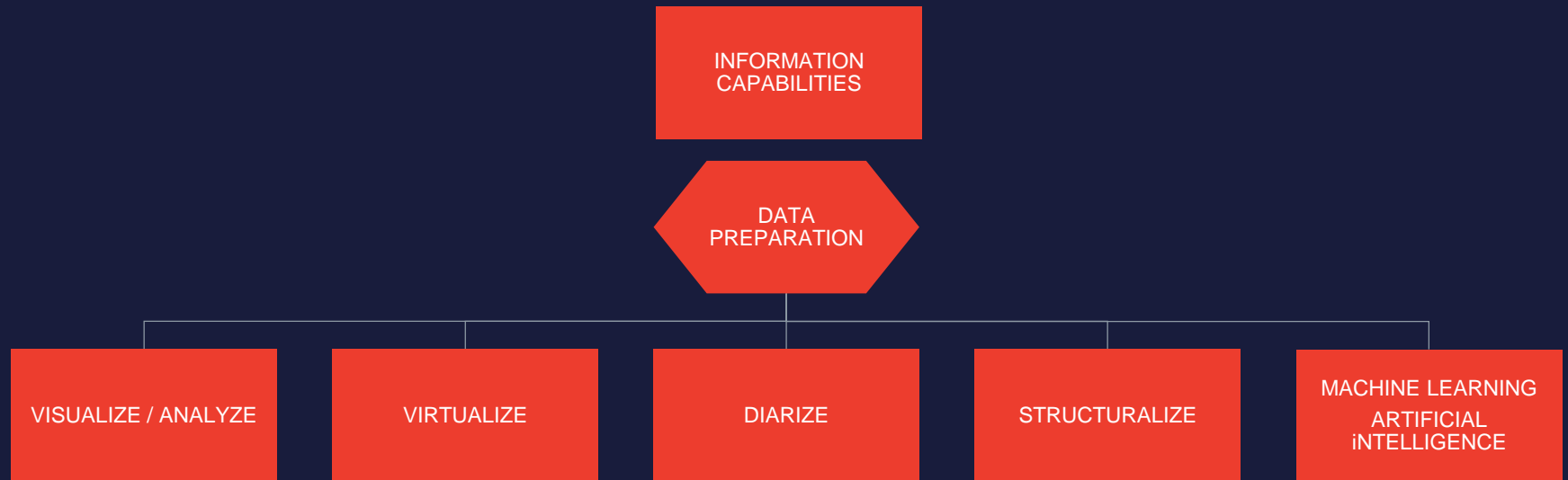
ROUTINE ACTIVITIES TIME CONSUMING

VALUE ADDING ACTIVITIES

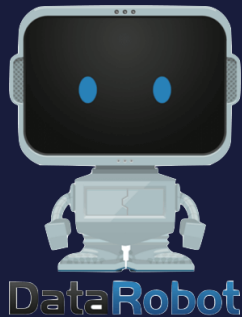
80%

20%

SYNAPSES FOR BIG DATA

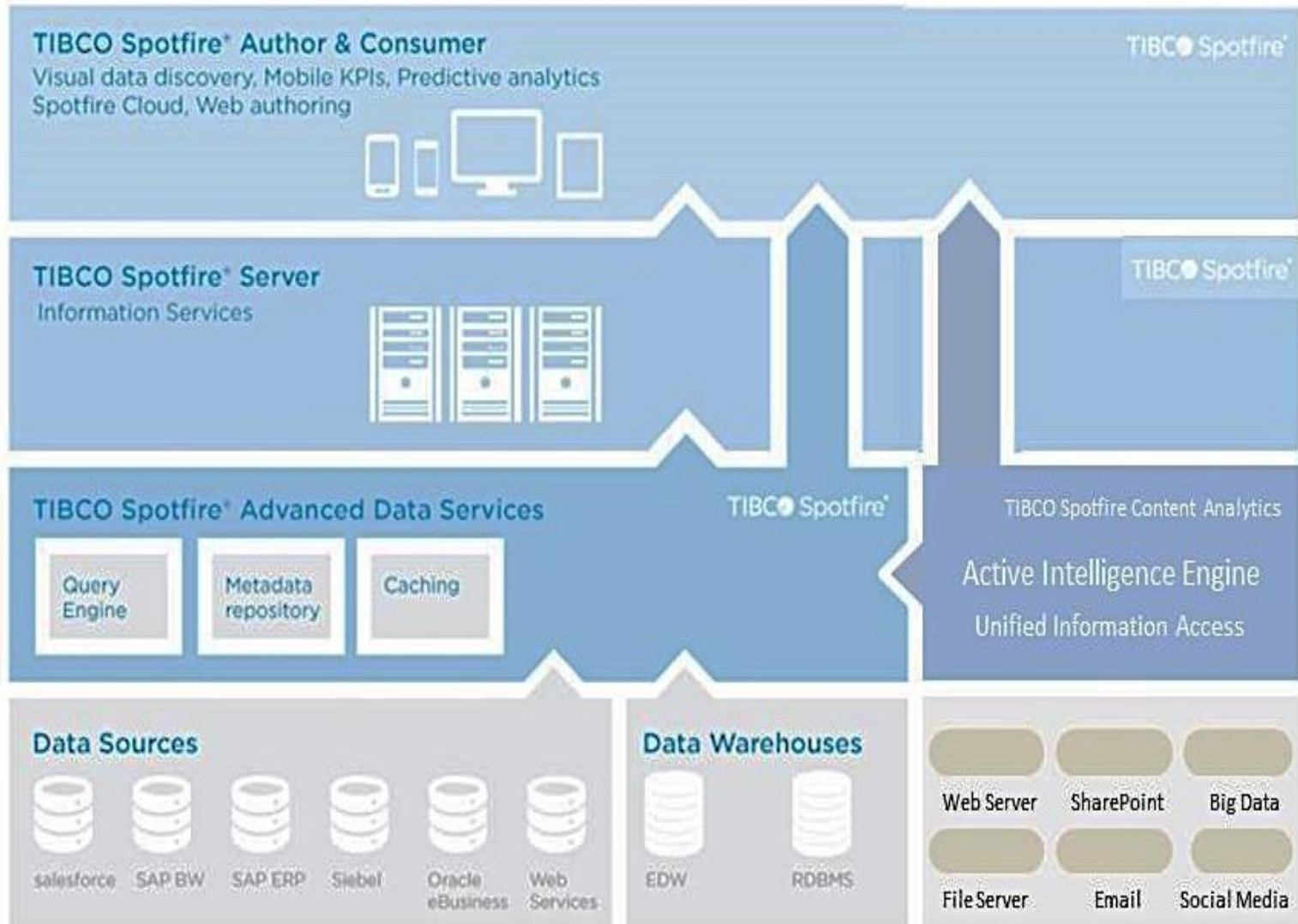


OUR PARTNERS

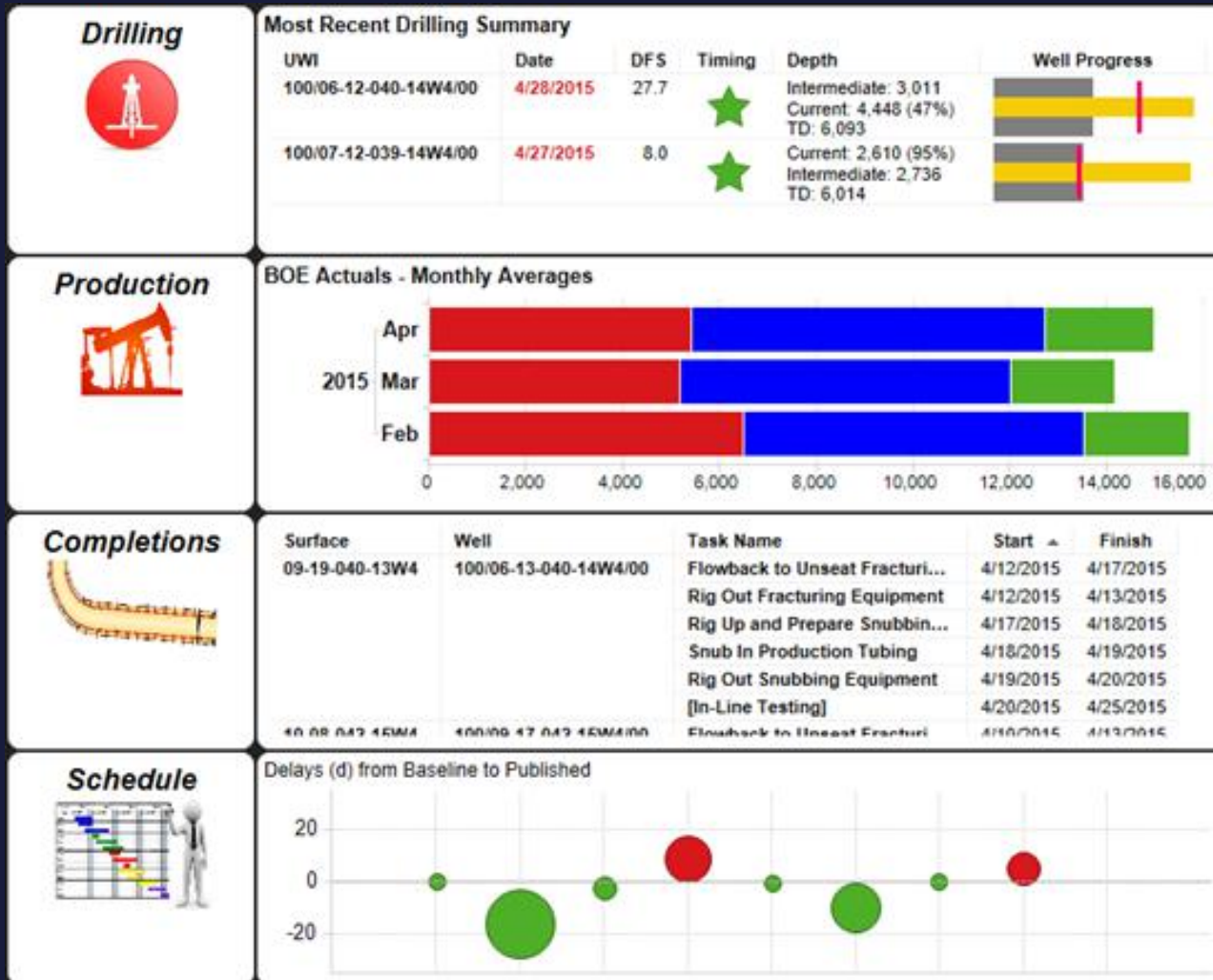
The TIBCO logo features the word "TIBCO" in a blue, sans-serif font, followed by a blue circular icon containing a white diagonal line, and a registered trademark symbol (®).The Microsoft logo consists of the four-pane Windows logo (red, green, blue, yellow) to the left of the word "Microsoft" in a grey, sans-serif font.The denodo logo features the word "denodo" in a white, lowercase, sans-serif font, followed by a red icon of a gear with a white center.The DARKTRACE logo features a white icon of a network node with an orange center, followed by the word "DARKTRACE" in a white, uppercase, sans-serif font.

SPOTFIRE UNIFIED INFORMATION ARCHITECTURE

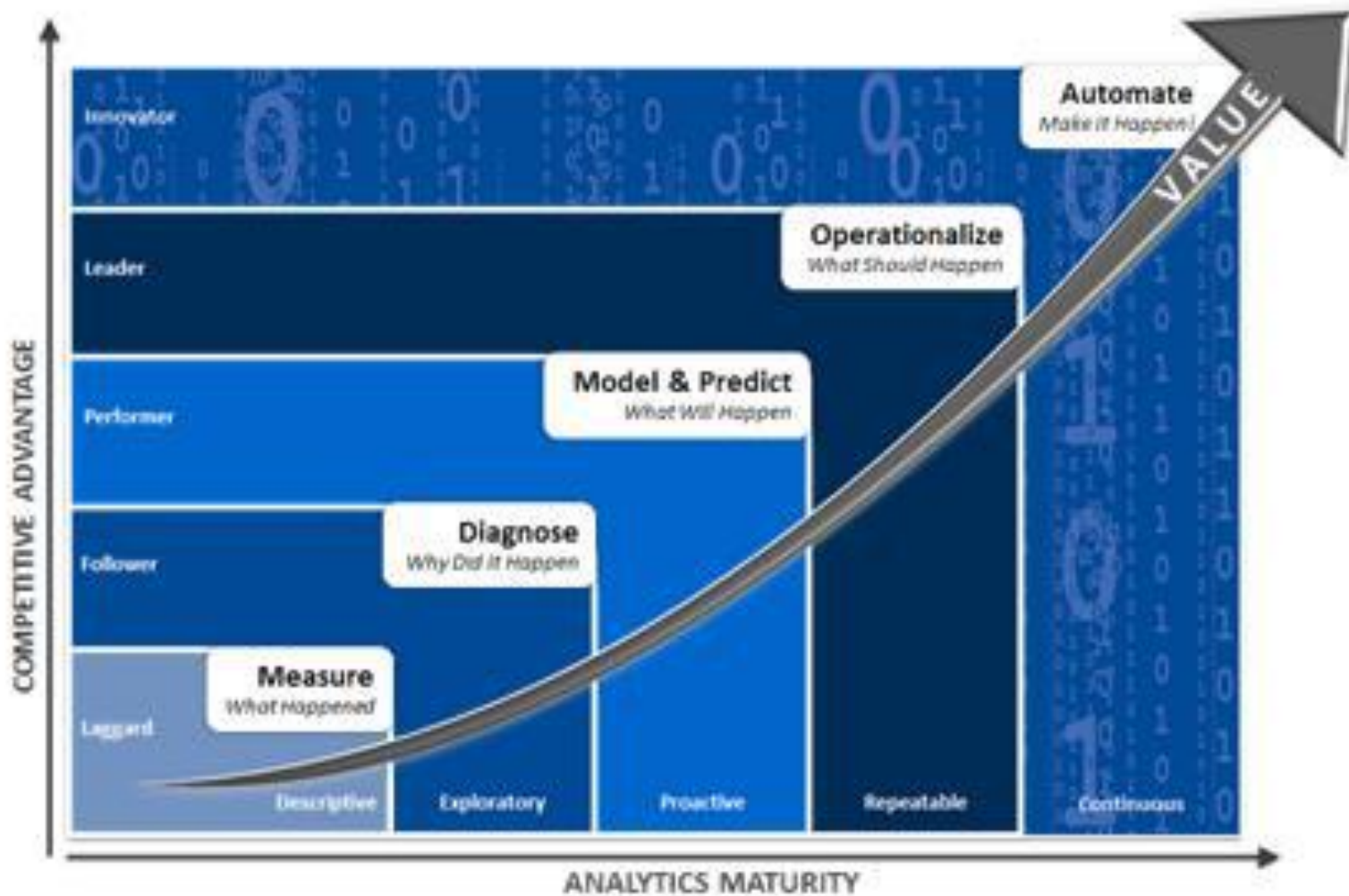
Search, Analytics, Self-Serve



SYNAPSES FOR BIG DATA - VISUALIZE



SYNAPSES FOR BIG DATA - VISUALIZE



VIRTUALIZE -

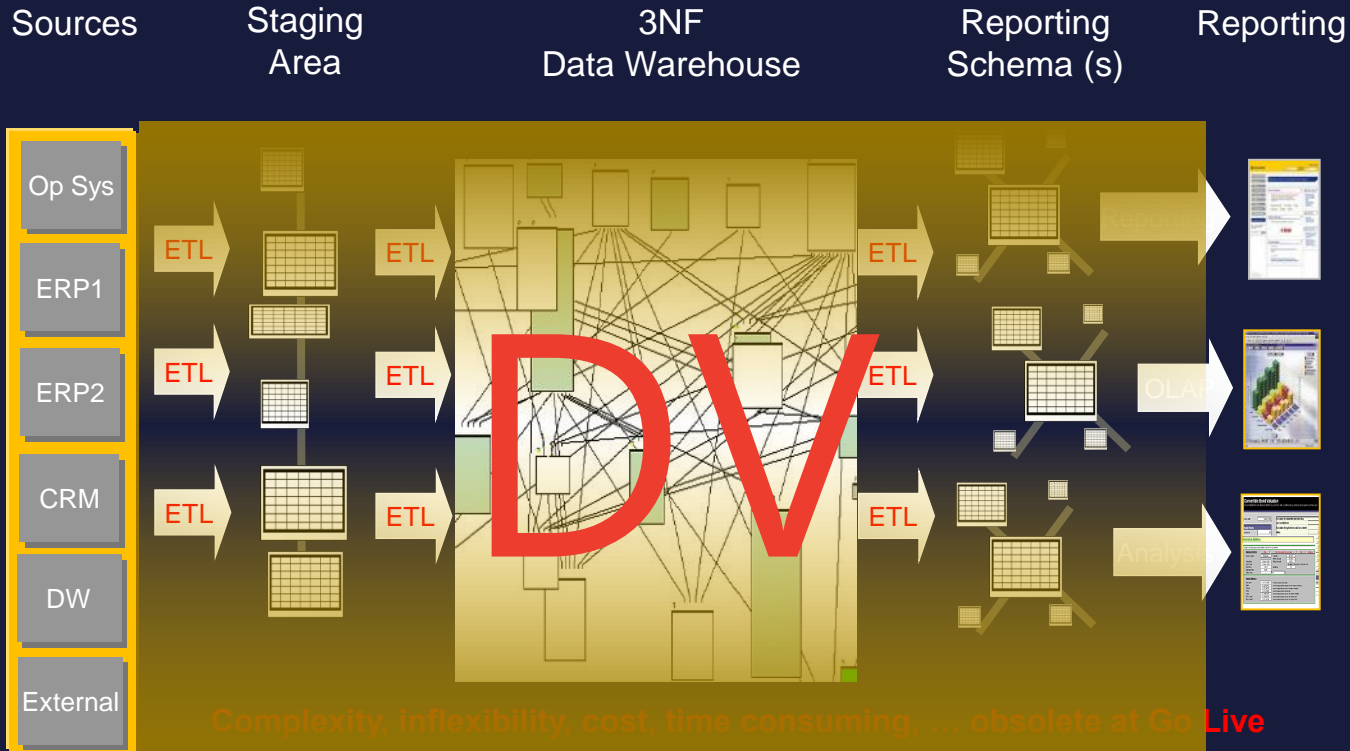
Governing Principles of Cisco Data Virtualization

“ The answer to our data problem is a single copy of all data...

...The challenge is to deliver the data to the user when and how they need it.”

Steven Hirsch, Chief Data Officer, NYSE Euronext

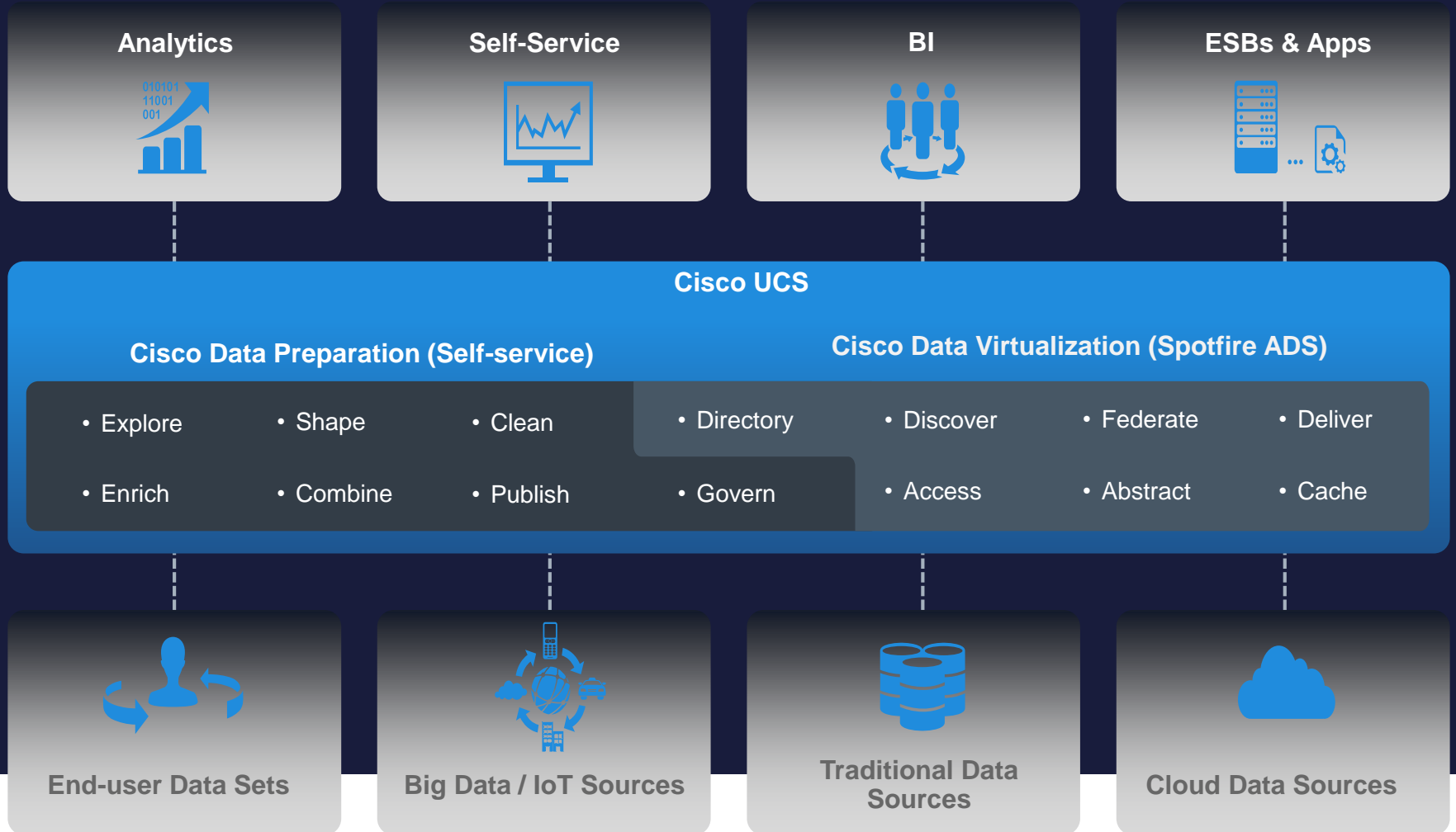
Understanding Data Virtualization: ETL vs DV

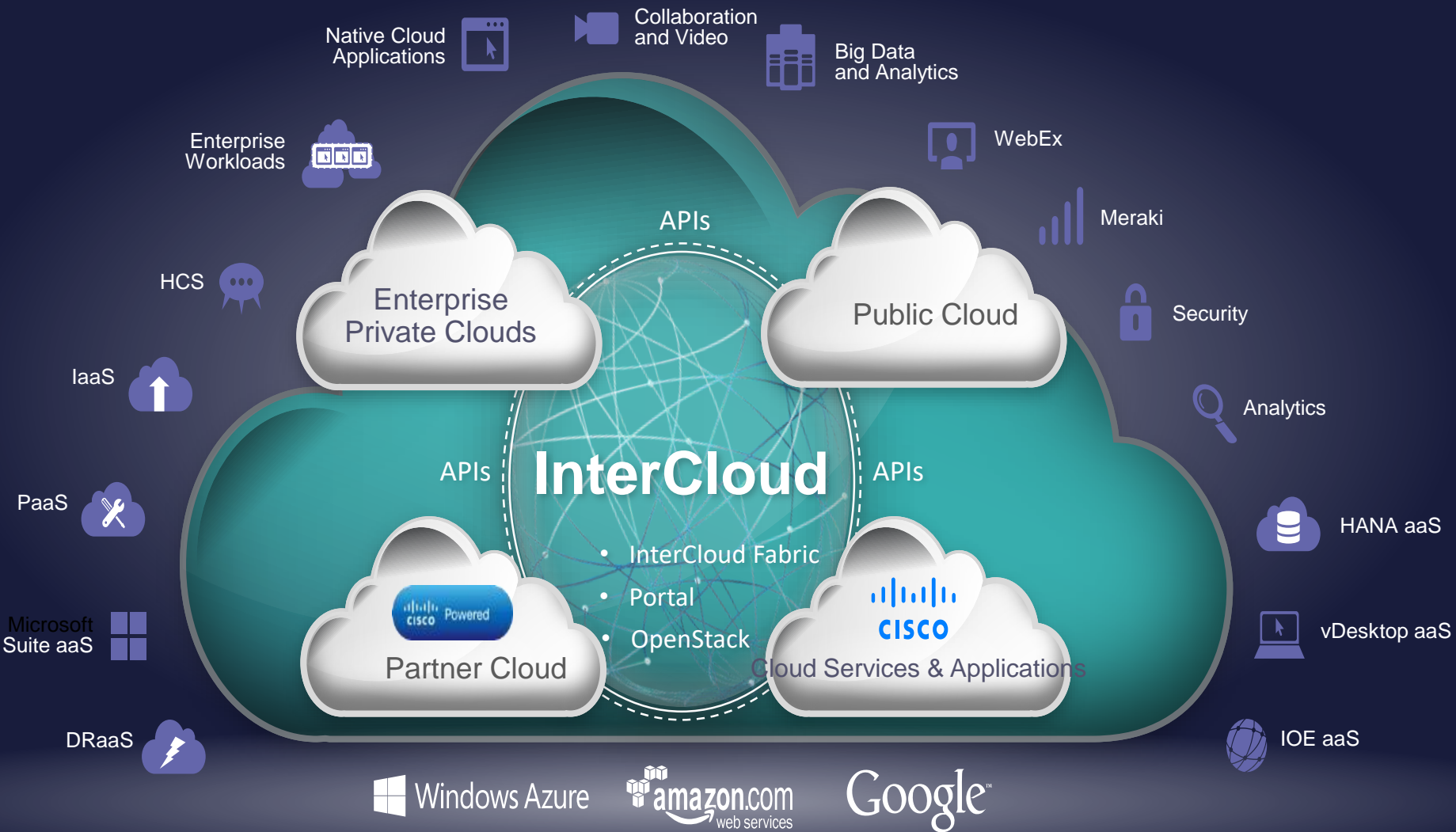


DV overcomes conventional tool shortcomings with a solution that:

- Can manage every type of data from any number of sources
- Is rapid to prototype and implement
- Easy to manage and change
- Tracks all changes/history for a full, anytime, 'as of' view of the information
- Is equipped with data stewardship and governance
- Provides a dependable and complete audit trail

Enables Syndication with Built-in Control





VIRTUALIZATION - Demonstration

- CISCO DV Demo
 - https://www.youtube.com/watch?v=5mV_Lk_i288
- NYSE
 - <http://www.compositesw.com/solutions/business/>

STRUCTURALIZE - Big Data Requires a *New Approach*

"I know what I need"



Business determines what questions to ask

CLASSIC BI

- Structured
- Repeatable

"Capture only what is needed"



IT structures the data to answer those questions

"Capture everything"



IT delivers platform to store, refine & analyze *all* data sources

BIG DATA DISCOVERY

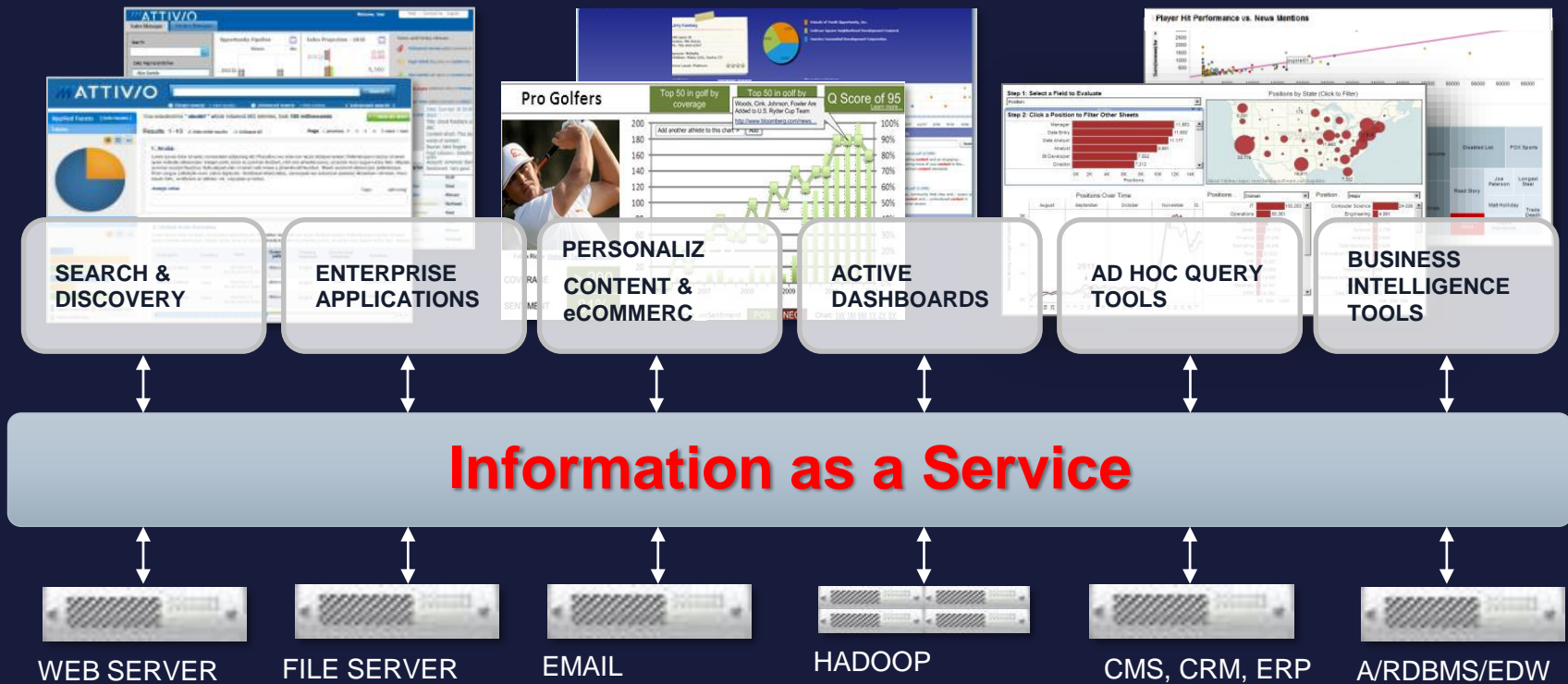
- Multi-Structured
- Iterative

"I don't know what I need!"

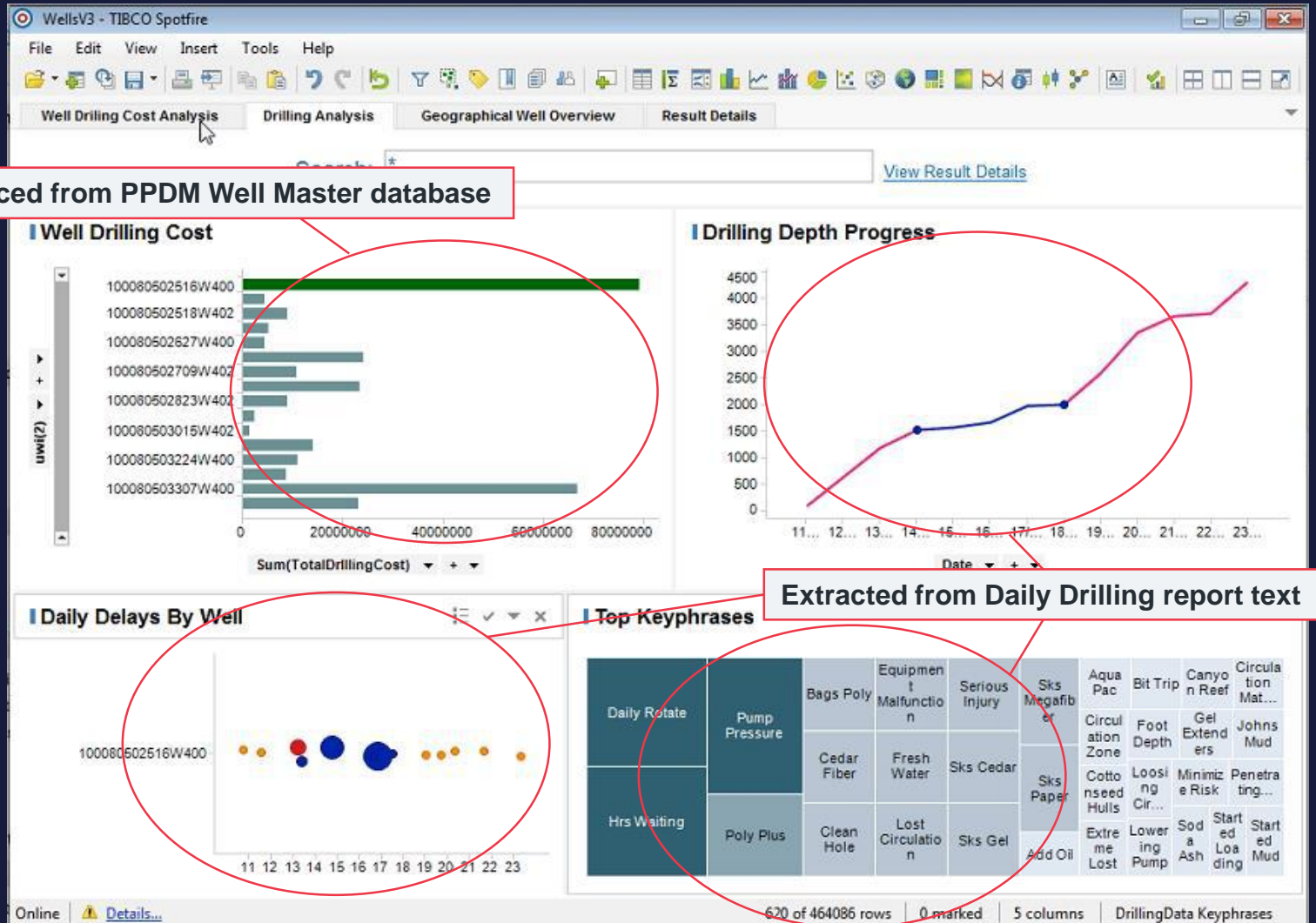


Business explores data for questions worth answering

STRUCTURALIZE - Simplification and Unification



Demo Screen



STRUCTALIZE - DEMO

- <http://spotfire.tibco.com/demos/attivio-energy-well-analysis>
- [Oil and Gas Demo](#)



RESULTS EXAMPLES



EXECUTIVE DASHBOARDS

Saving Millions in Operations and Decision Making



UNIFYING STRUCTURED & UNSTRUCTURED DATA

Saving Millions in Operations and Decision Making



VISUALIZATION OF PRODUCTION ACCOUNTING DATA

Significant Production Increases



RESULTS EXAMPLES



DATA UNIFICATION & VISUALIZATION

Triple Digit Revenue Growth That Led To Retail Acquisition



REAL-TIME DECISION MAKING

Decreased Information Gathering By 80 Hours Per Sporting Event

OVER \$300 MILLION FOUND FOR OUR CLIENTS

Our Promise

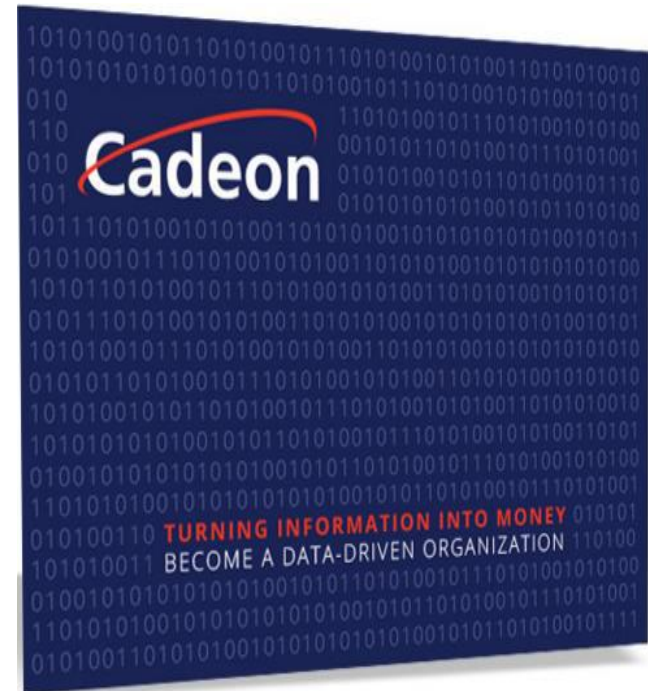
“Cadeon delivers the best, fastest, most relevant and measurable information at your fingertips”

Cadeon

Download eBook: Cadeon.com

Email

Us: info@cadeon.com



Thank You!

Contact us

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Calgary, AB T2P 3T6

The logo features the word "Cadeon" in a large, white, sans-serif font. A thick, red, curved swoosh starts under the 'C', loops under the 'a', 'd', and 'e', and ends under the 'n'.

Cadeon

Cadeon delivers the best, fastest, most relevant and measurable information at your fingertips