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.”

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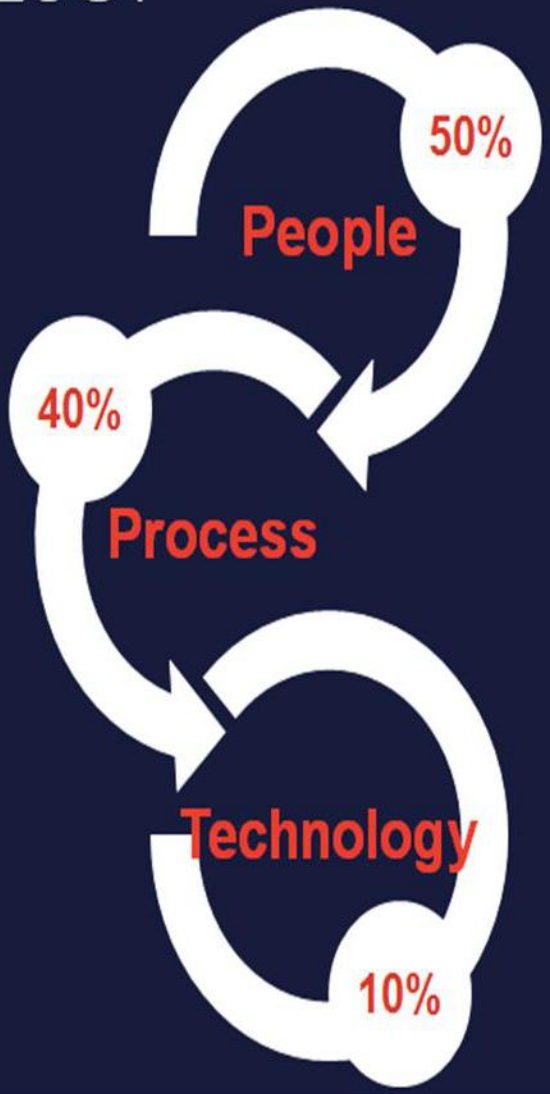
OUR METHODOLOGY



PROFESSIONAL, MOTIVATED, EXPERIENCED, CERTIFIED

AUTHORITY IN KEY DATA MANAGEMENT PROCESSES

PRODUCTIVE, AGILE, COST EFFECTIVE TECHNOLOGY

LEVERAGE THE EXPONENTIAL GROWTH OF INFORMATION

FEATURED IN CIO REVIEW MAGAZINE

#3 Out of Top 20
Data Visualization Providers

Only Canadian Company

CIOReview
The Navigator for Enterprise Solutions
DATA VISUALIZATION SPECIAL JANUARY 26 2016 CIOREVIEW.COM

20 Most Promising Data Visualization Solution Providers 2016

Cadeon Inc.
Valuation of Hidden Data with TIBCO Spotfire

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

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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

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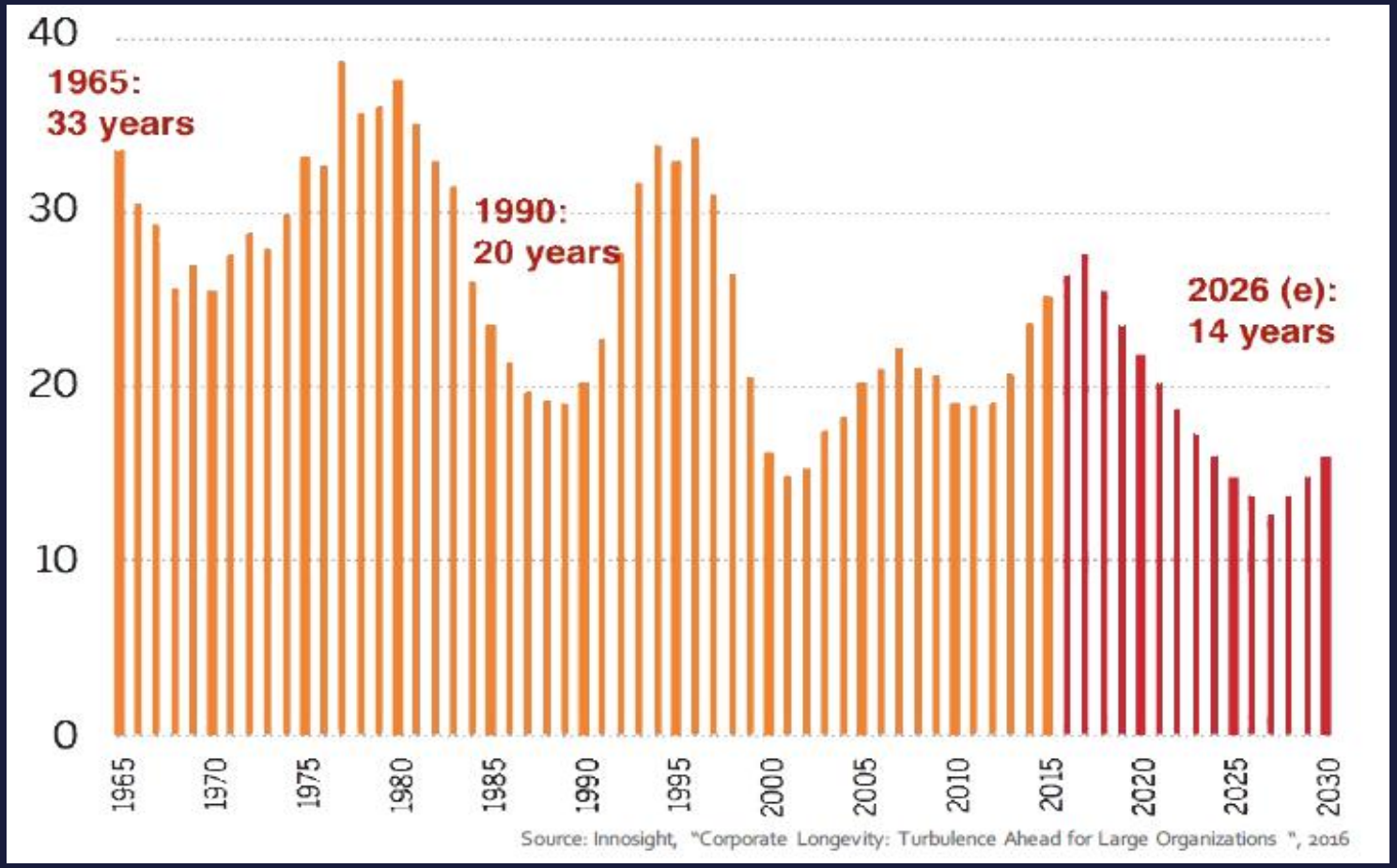
DIGITAL ADVANTAGE IS COMPETITIVE ADVANTAGE

ORGANIZATIONAL LIFESPAN SHRINKING: EVOLUTION OR EXTINCTION ARE THE ONLY OUTCOMES



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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.”

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

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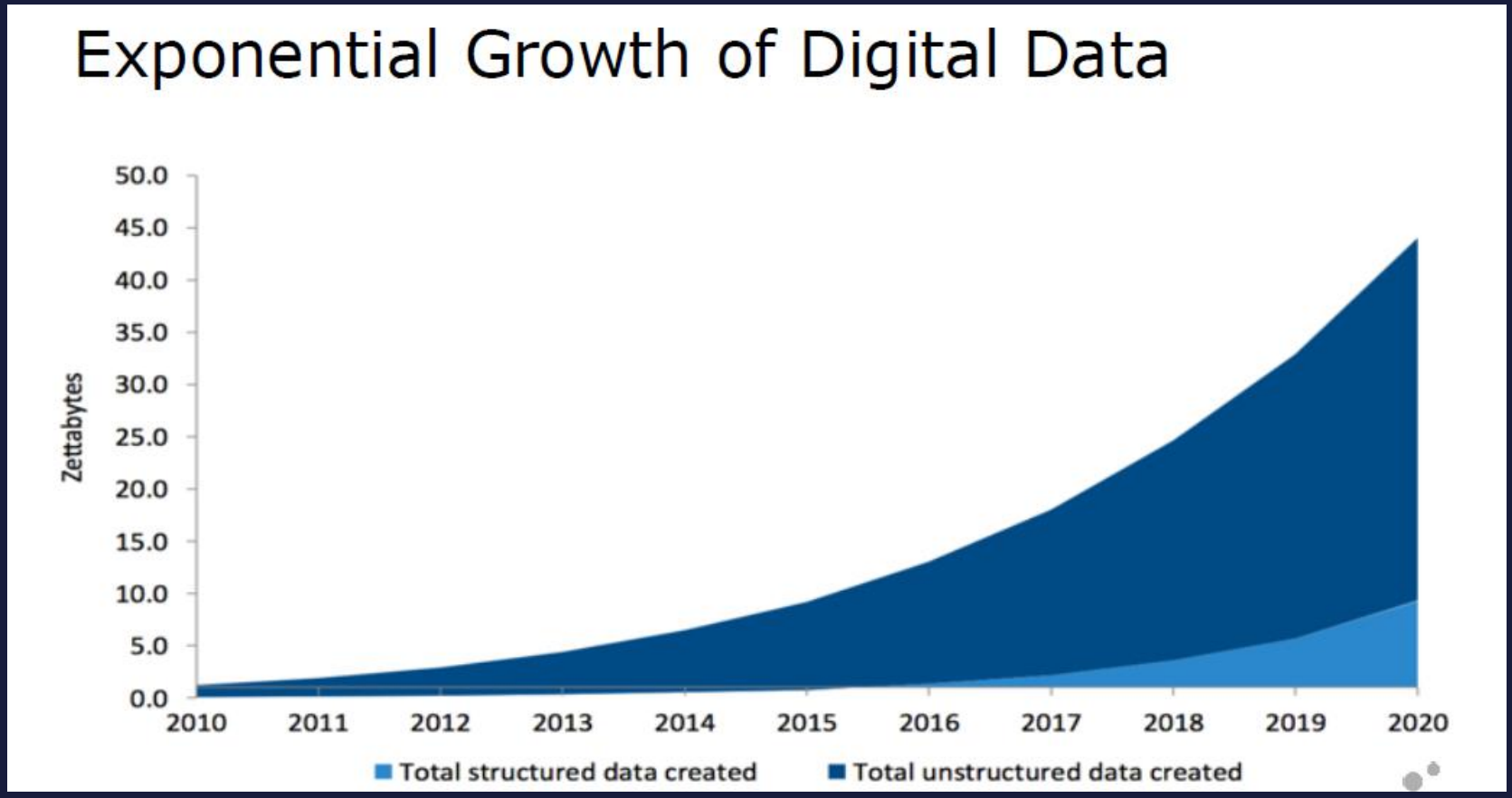
The Information Tsunami – Exponential Growth



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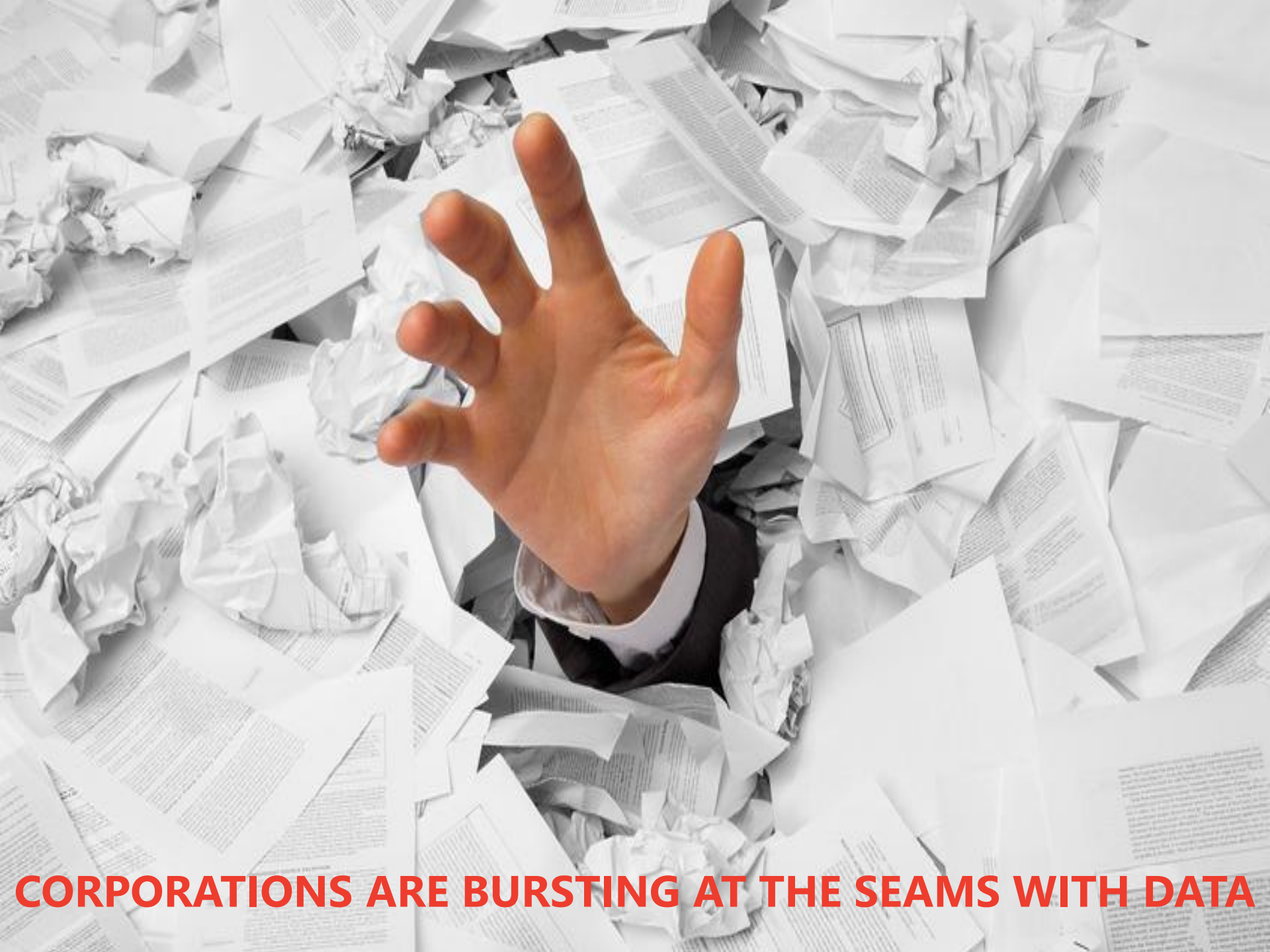


CORPORATIONS ARE BURSTING AT THE SEAMS WITH DATA

CORPORATE
INFORMATION
OBESITY®

60% -
80%
Time Spent
Searching For
Information to Do
the Job
Cadeon

SYMPTOMS OF CORPORATE INFORMATION OBESITY

WHAT ARE THE ROAD BLOCKS?

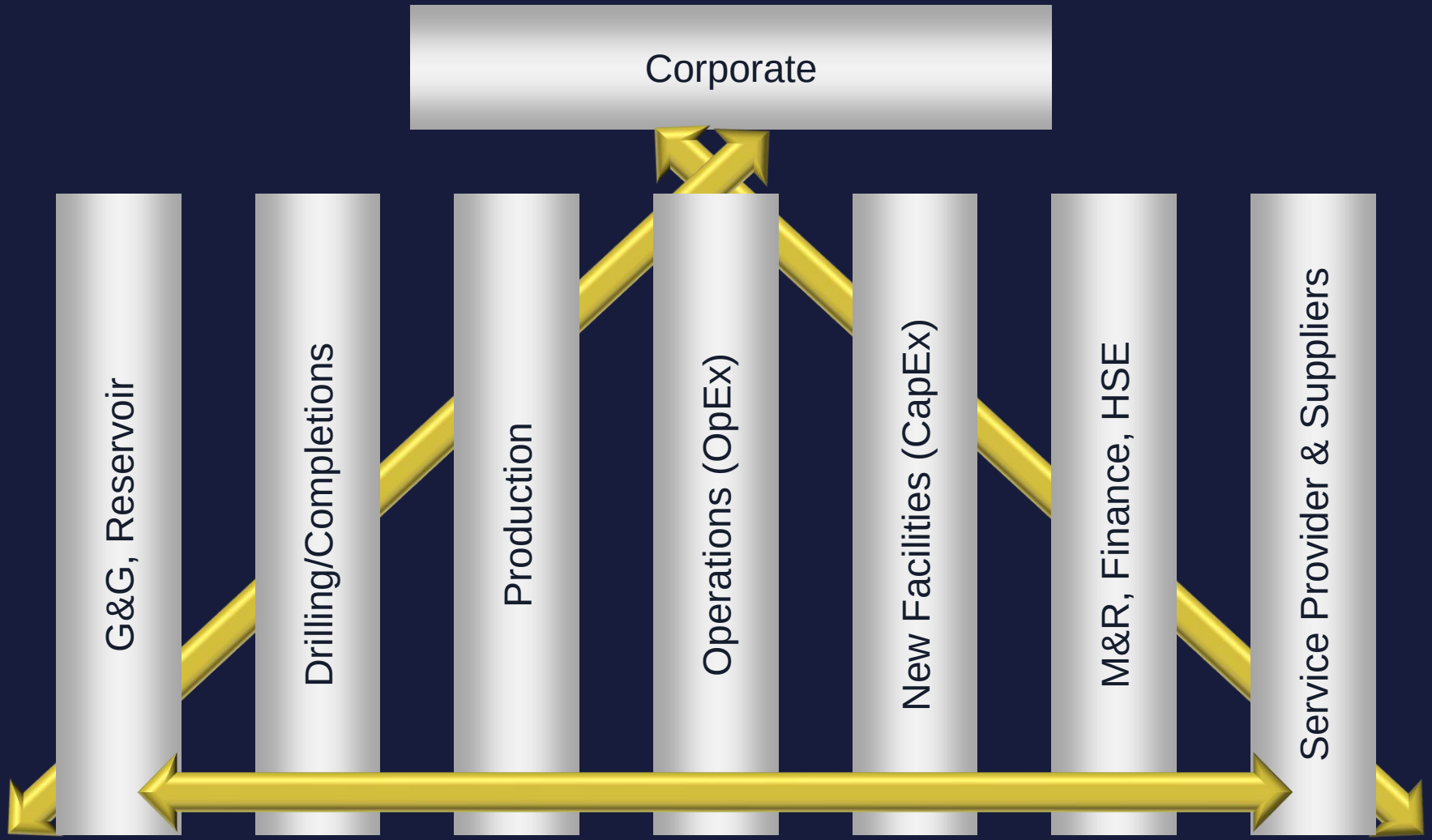
Analytics Challenges Today

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

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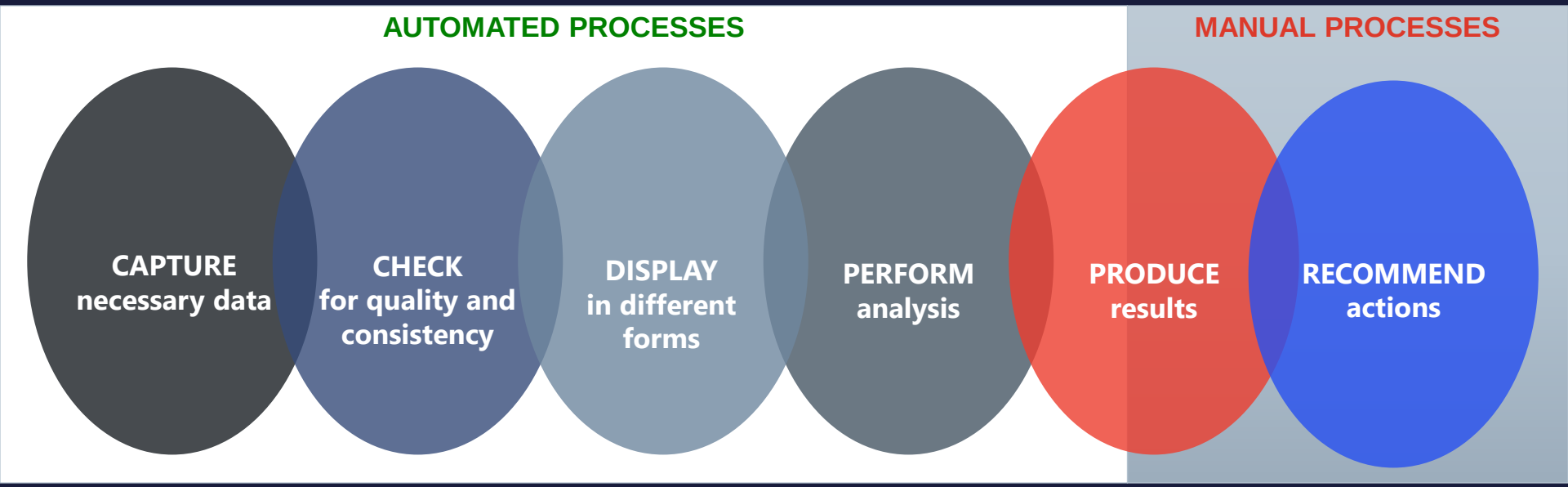
AUTOMATING INFORMATION LIFECYCLE



ROUTINE ACTIVITIES TIME CONSUMING

VALUE ADDING ACTIVIES

80% 20%

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SYNAPSES FOR BIG DATA

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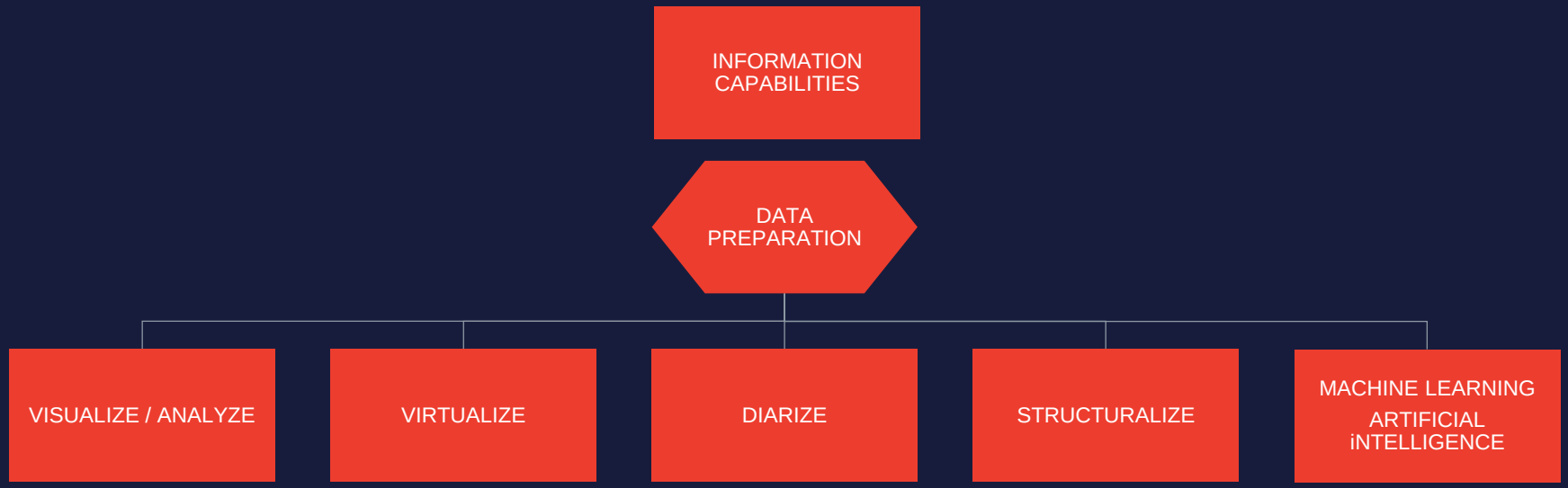
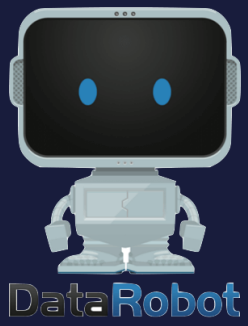


OUR PARTNERS

TIBCO®

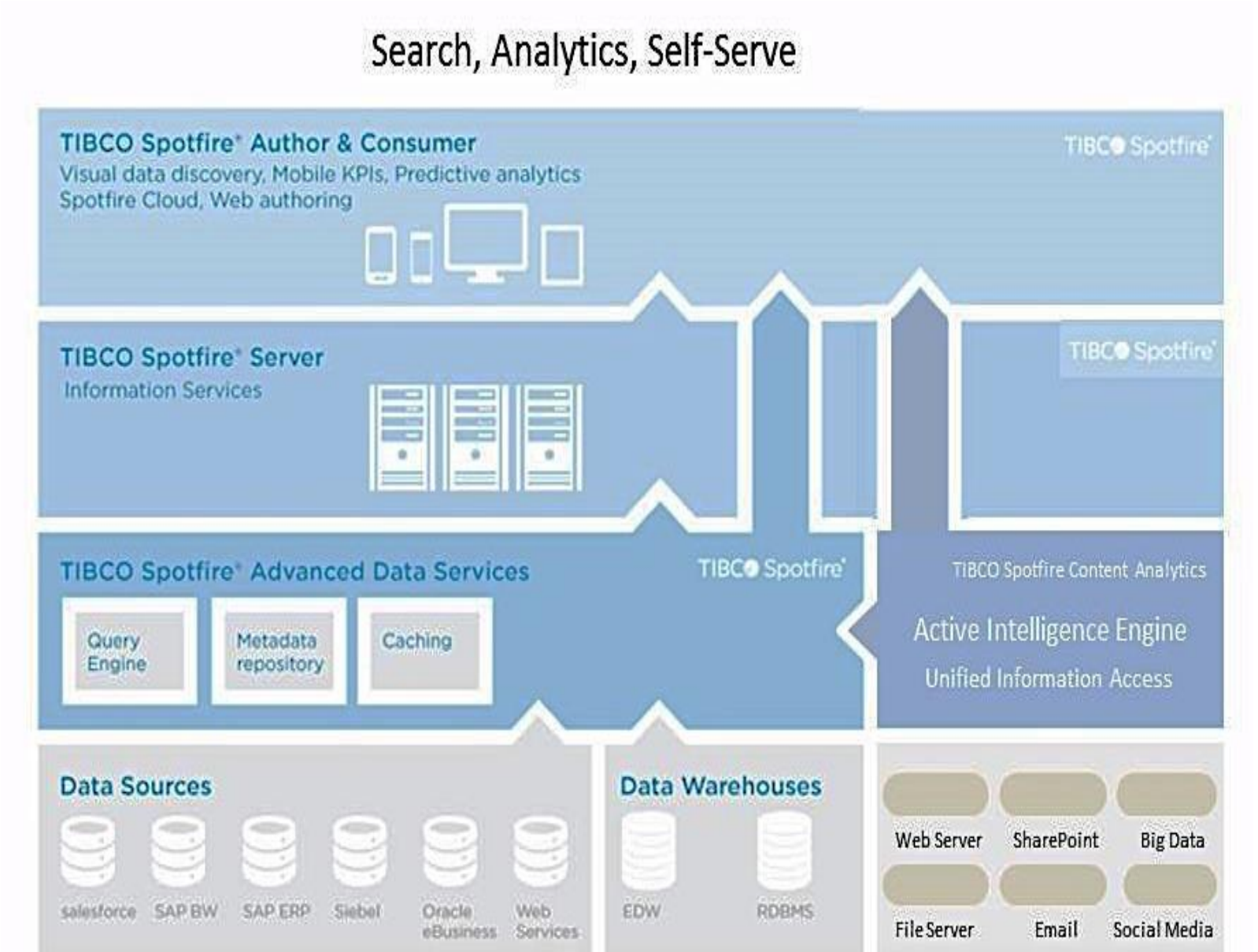
Microsoft

denodo

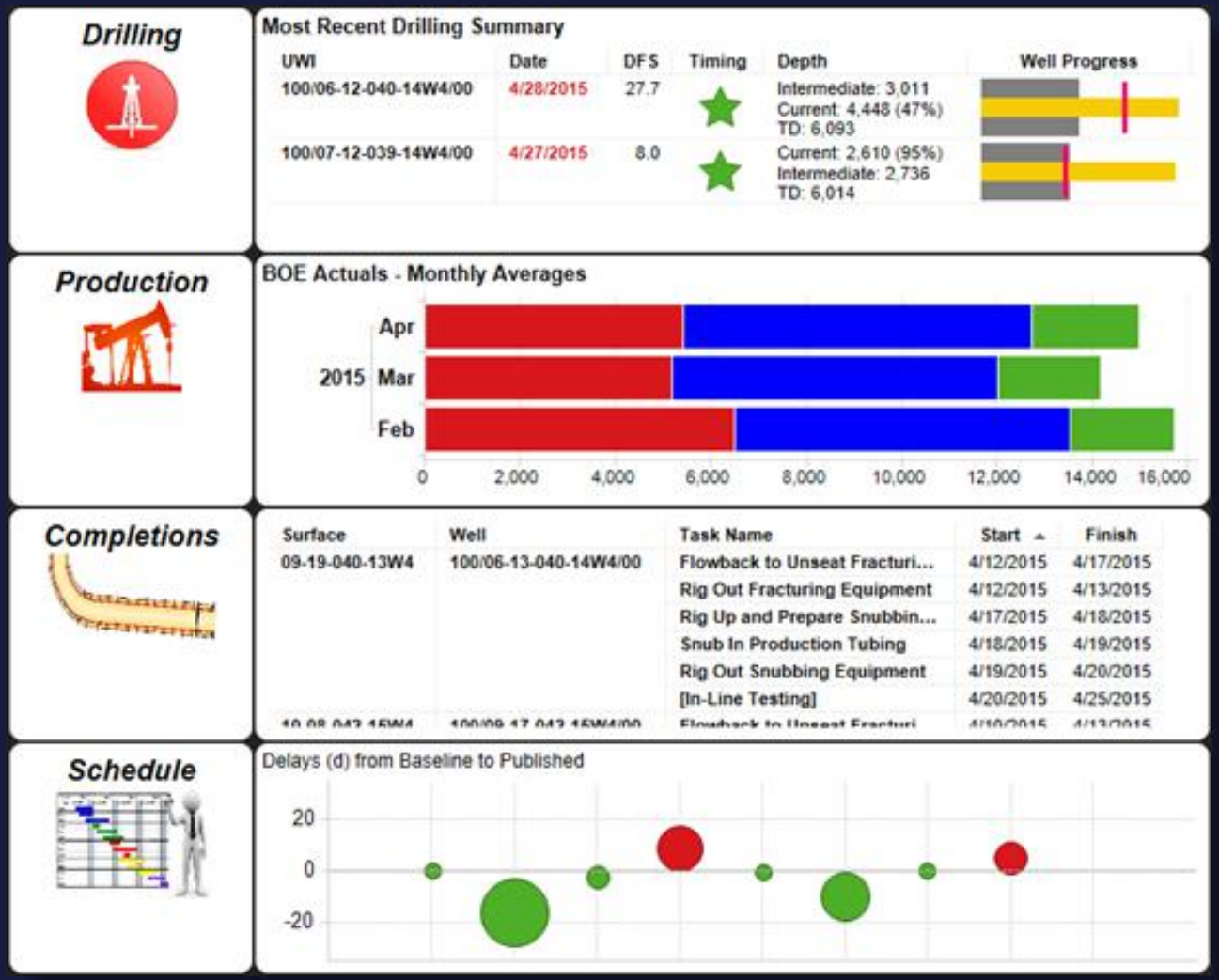


DARKTRACE

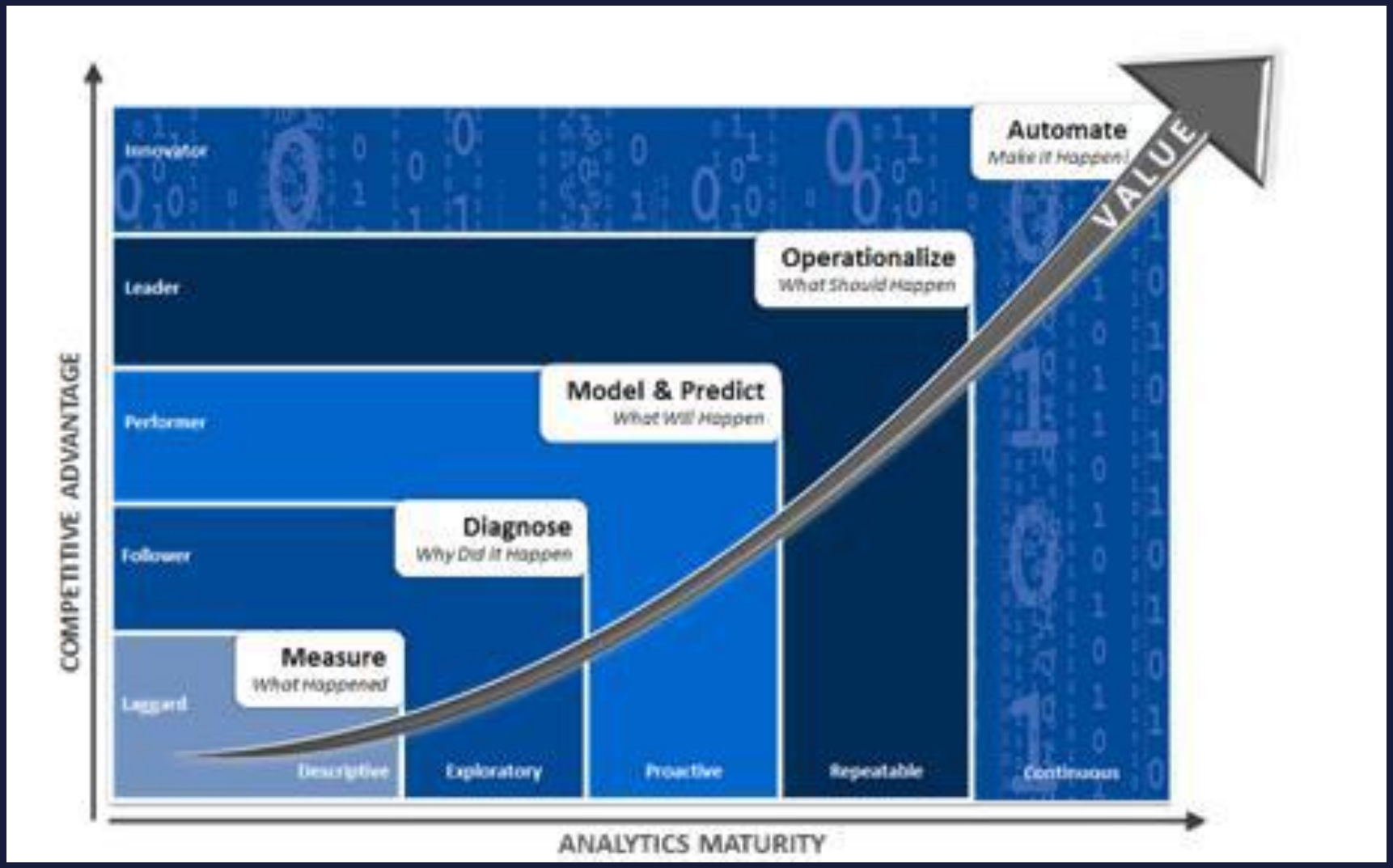
SPOTFIRE UNIFIED INFORMATION ARCHITECTURE



SYNAPSES FOR BIG DATA - VISUALIZE



SYNAPSES FOR BIG DATA - VISUALIZE



VIRTUALIZE -

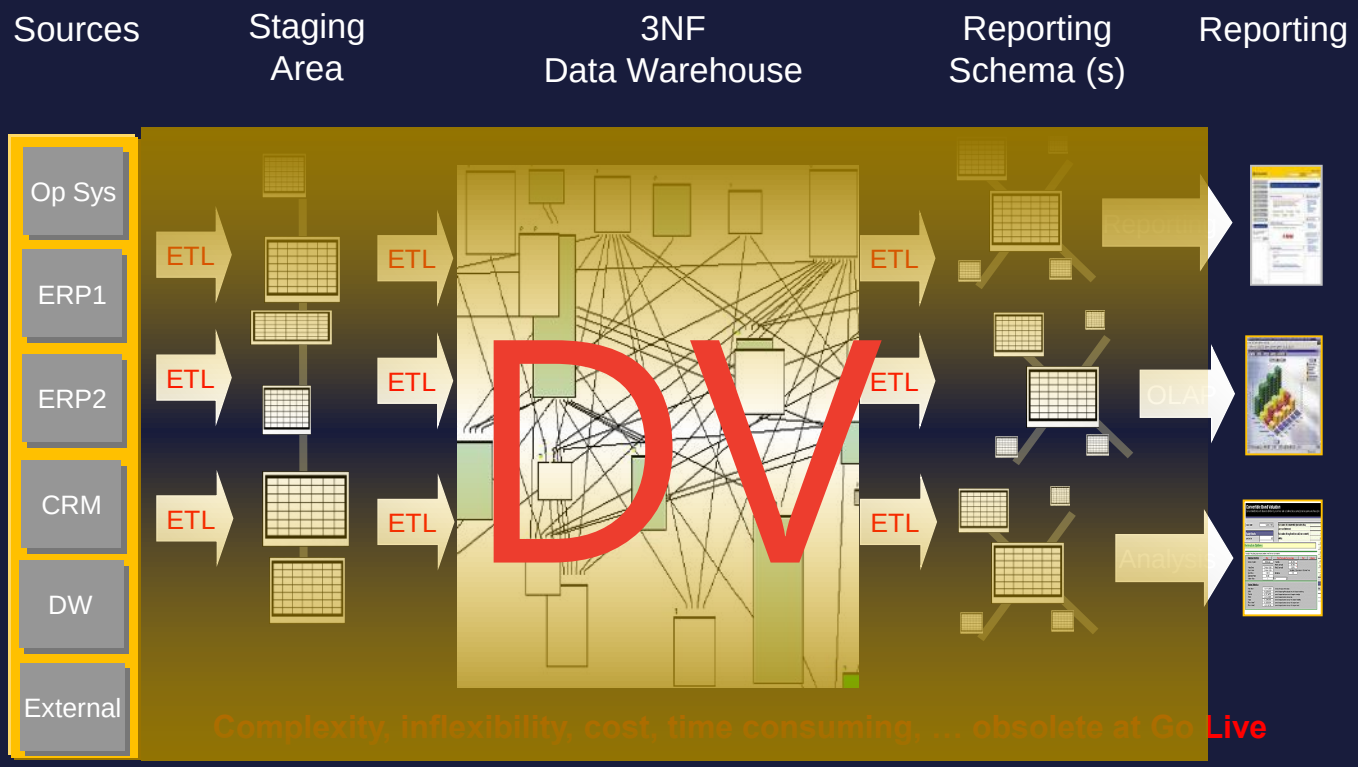
Governing Principles of Cisco Data Virtualization

“ 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**

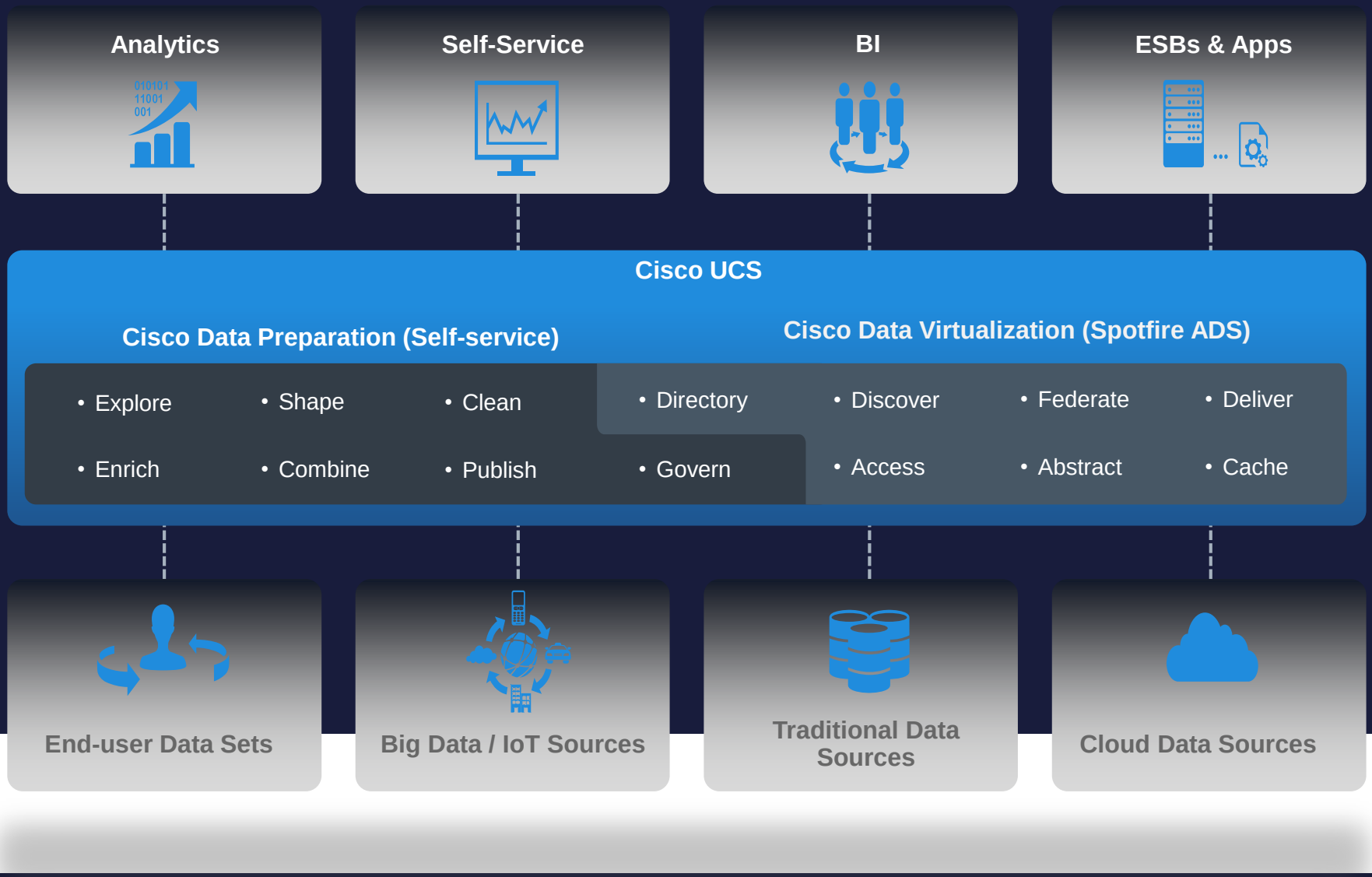
Understanding Data Virtualization: ETL vs DV

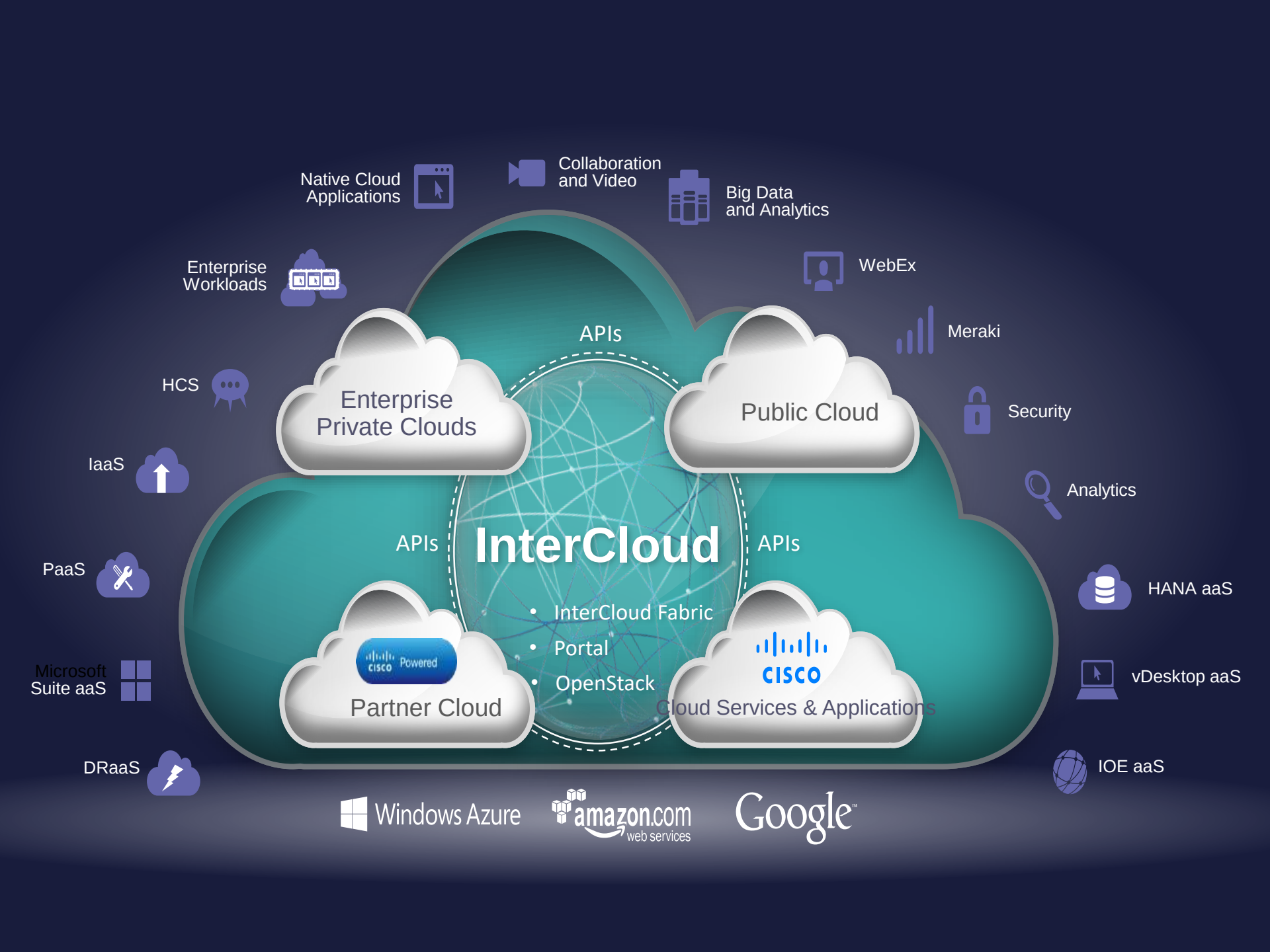


DV overcomes conventional tool shortcomings with a solution that:

- **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




Native Cloud Applications
Collaboration and Video
Big Data and Analytics
Enterprise Workloads
WebEx
Meraki
HCS
APIs
Enterprise Private Clouds
Public Cloud
Security
IaaS
Analytics
APIs
InterCloud
APIs
PaaS
HANA aaS
InterCloud Fabric
Portal
OpenStack
Microsoft Suite aaS
vDesktop aaS
Partner Cloud
Cloud Services & Applications
DRaaS
IOE aaS
Windows Azure
amazon.com web services
Google

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"

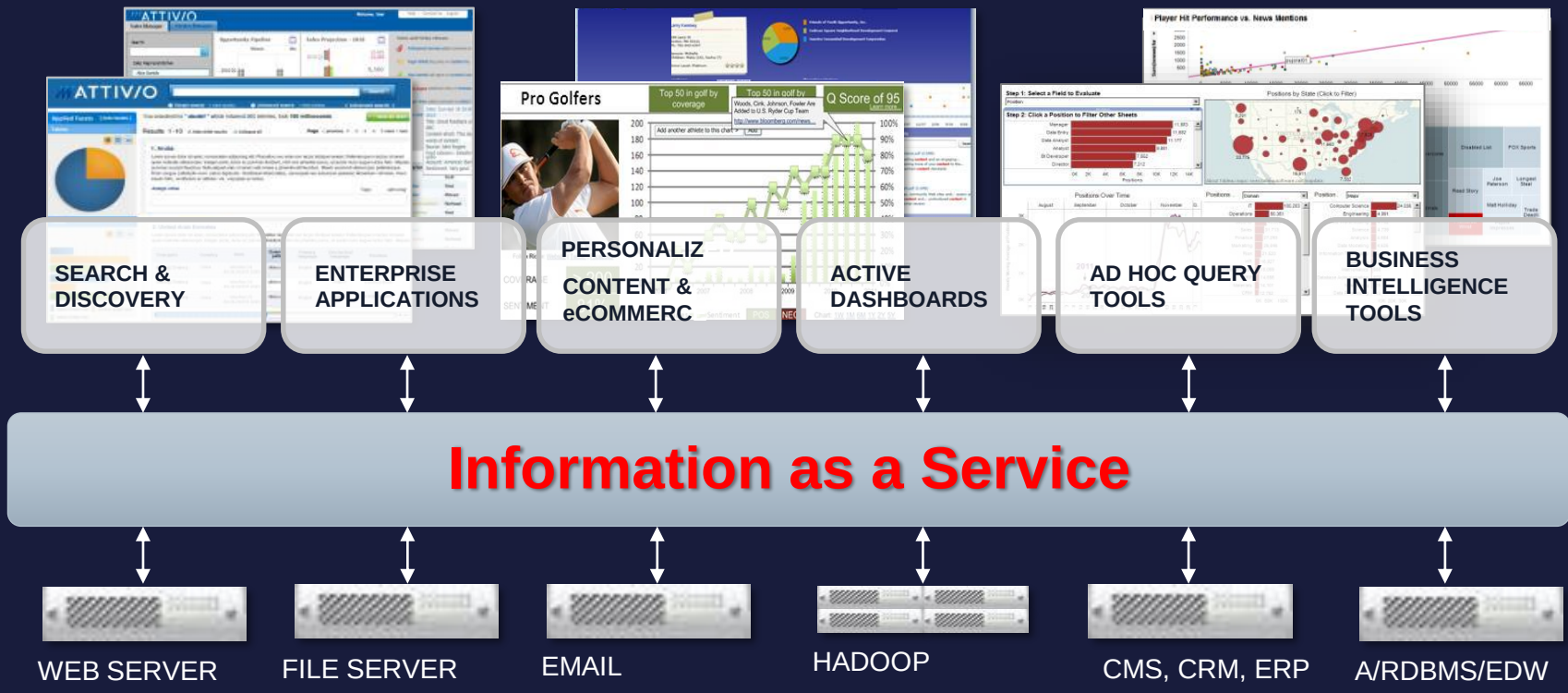
IT delivers platform to store, refine & analyze *all* data sources

BIG DATA DISCOVERY
- Multi-Structured
- Iterative

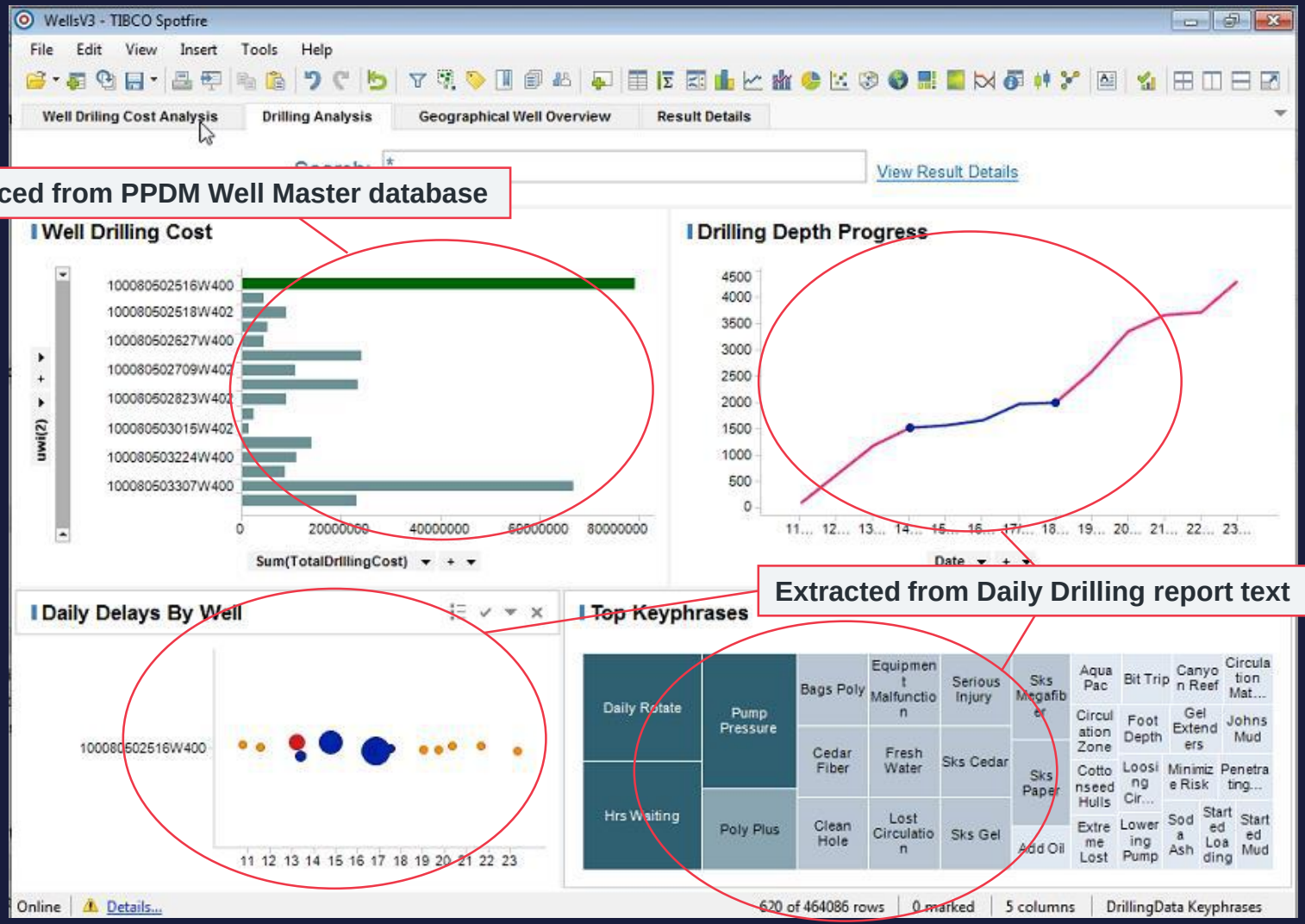
"I don't know what I need!"

Business explores data for questions worth answering

STRUCTURALIZE - Simplification and Unification



Demo Screen



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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

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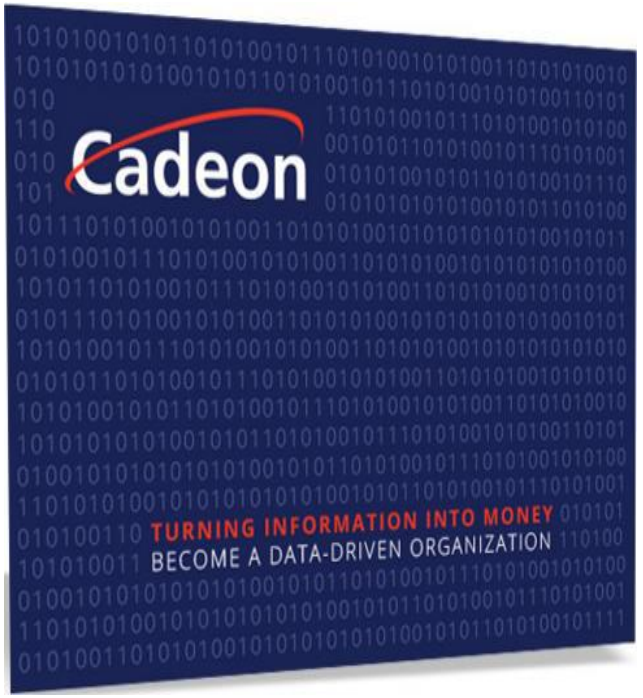
Email
Us: info@cadeon.com



Thank You!

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