

GROWING  
VOLUME  
(Large)

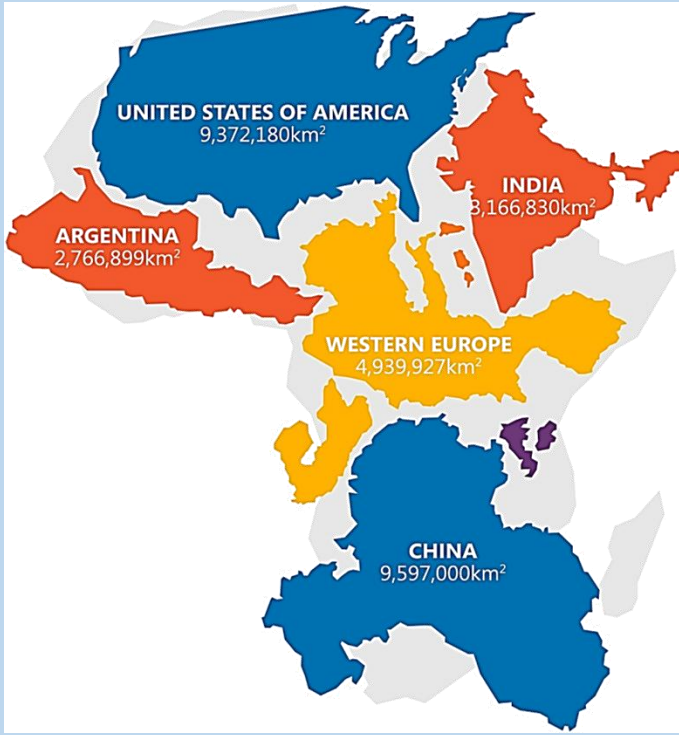


MORE  
VARIETY  
(Unstructured)



RAPID  
VELOCITY  
(Complex)

# Africa: The Opportunity...

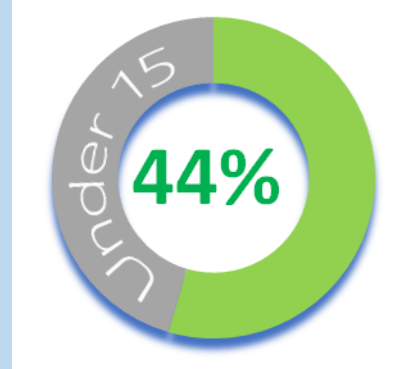


6 of the world's top 10 fastest growing economies

Over 1B People

By 2018 500m workforce

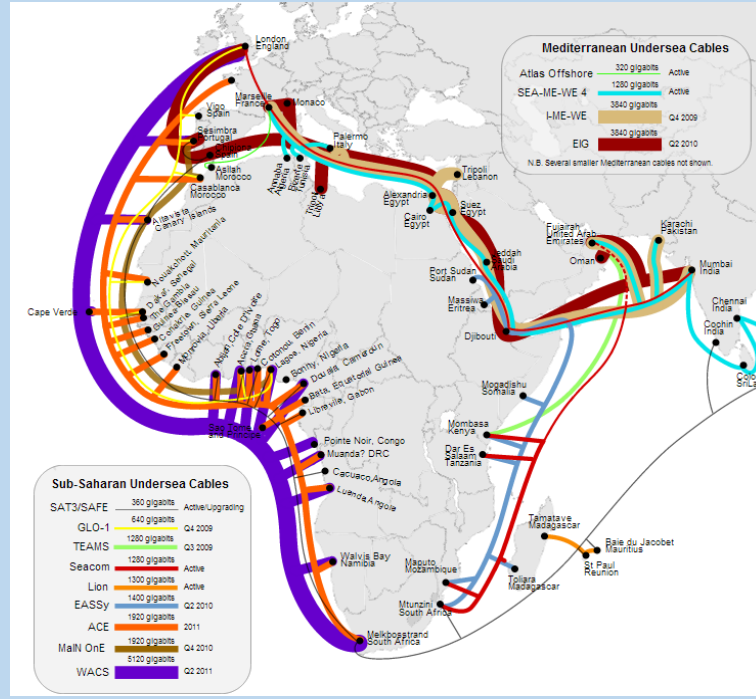
Population



6.7m PC shipments

Mobile Conn. 735m  
Mobile BB. 58m

167m internet users  
17% YoY growth

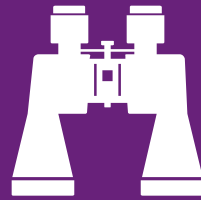


What's the social sentiment of the continent?



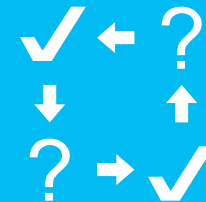
Social Analytics

Live Data Feed



How do I optimize my services based on patterns of weather, traffic, social media etc.?

How do I better predict future outcomes?



Advanced Analytics