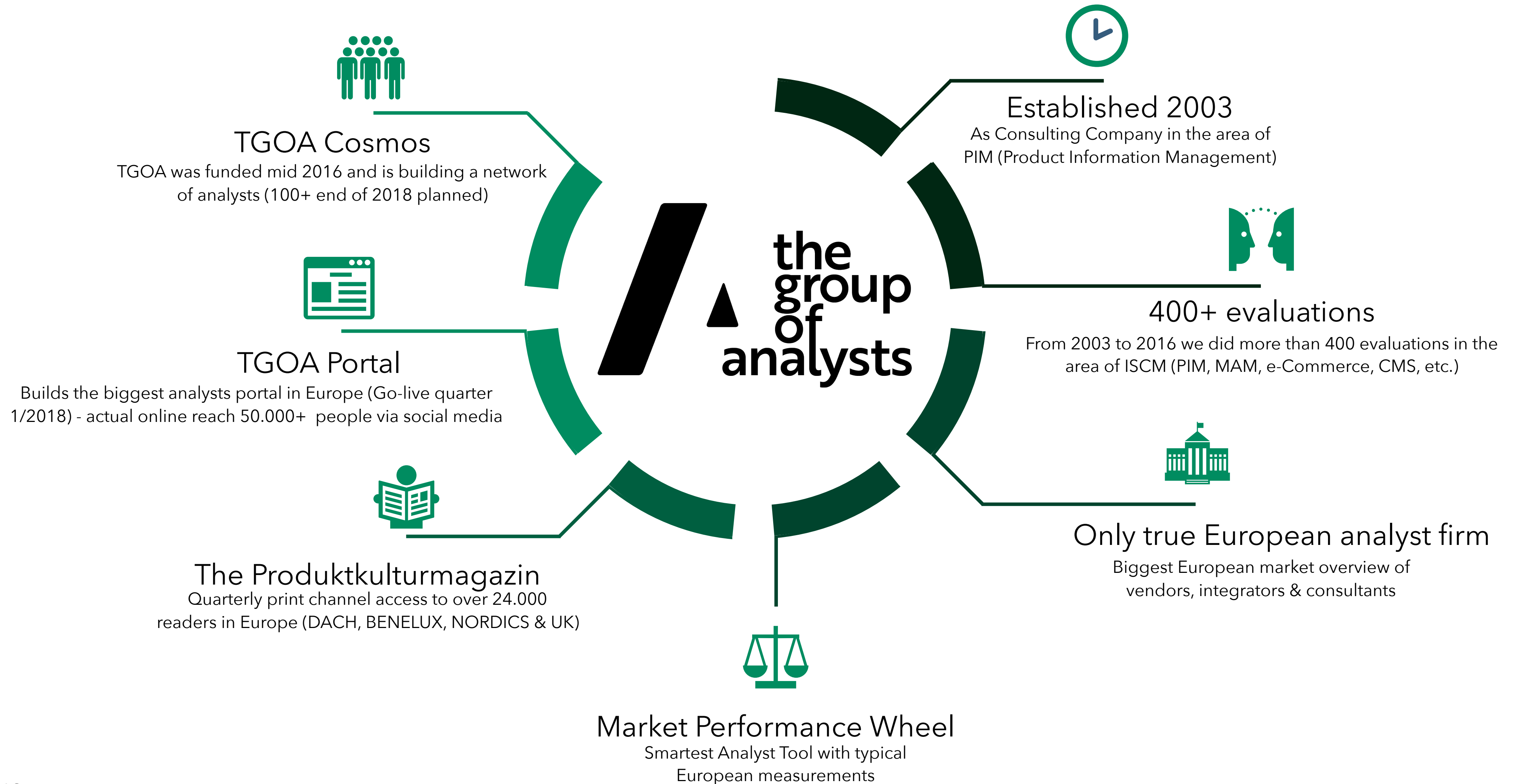


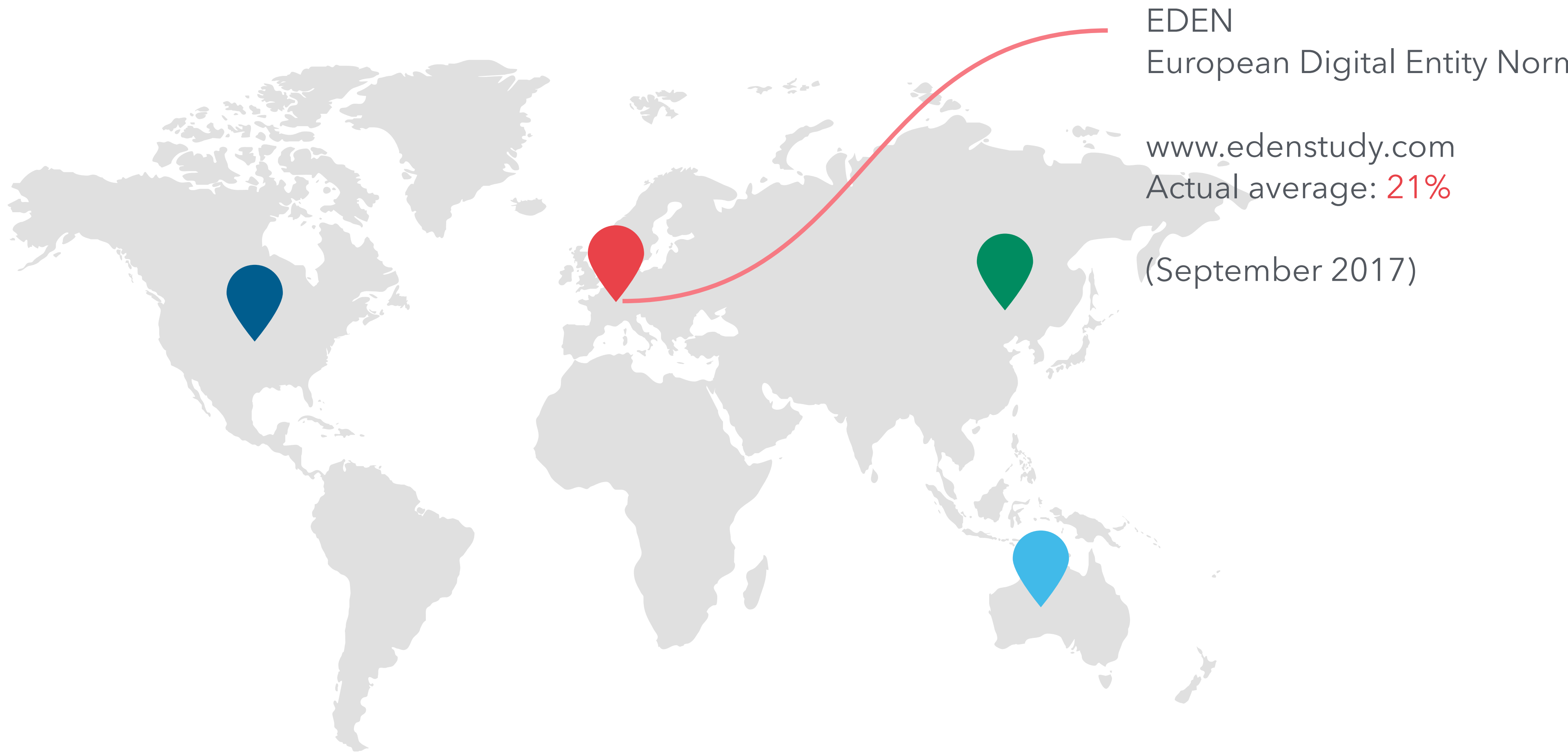


the
group
of
analysts

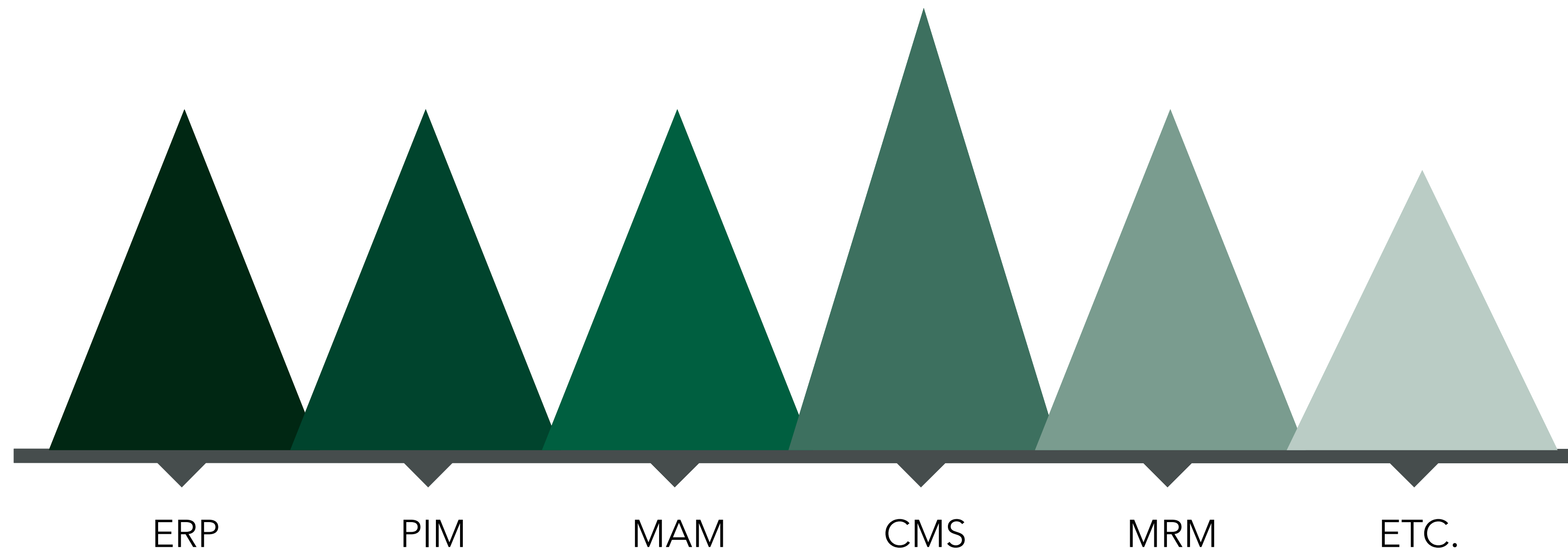
The Group of Analysts AG




Digitalization of the World

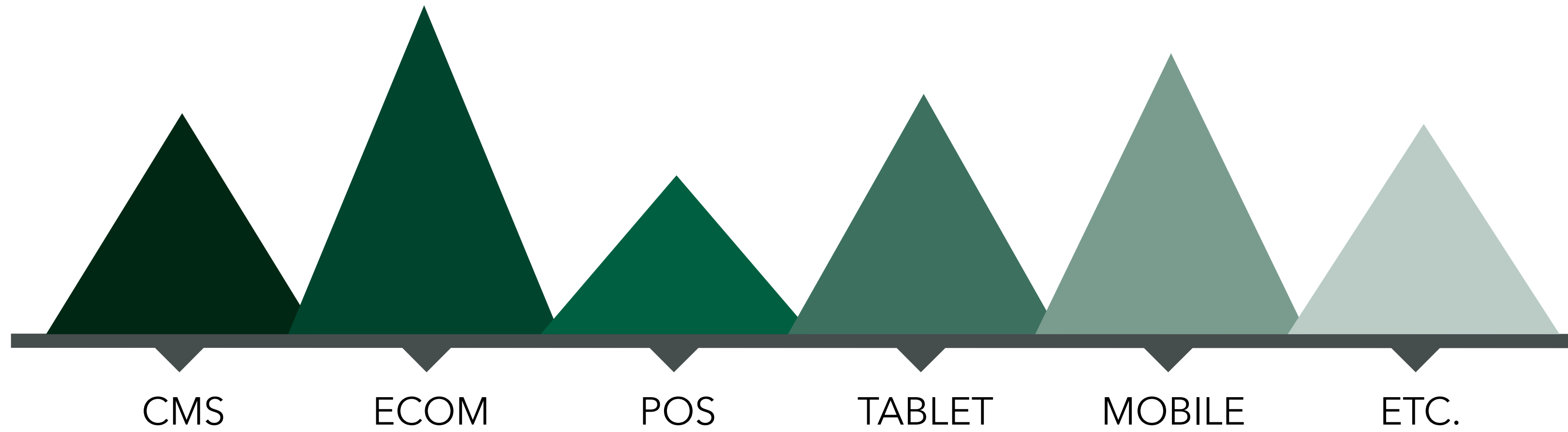


Digitalization: Software Industries




Information Supply Chain Management

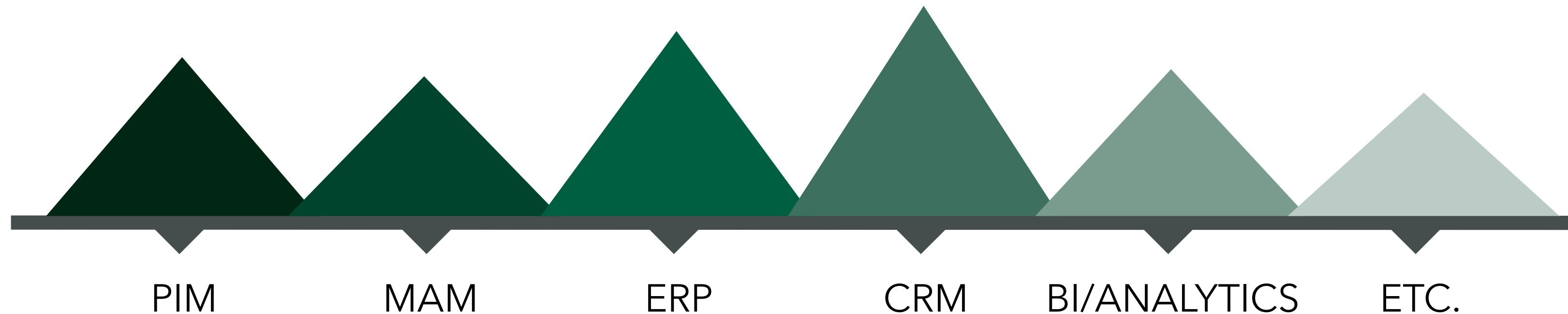

DATA
DISTRIBUTION





DATA
MODIFICATION

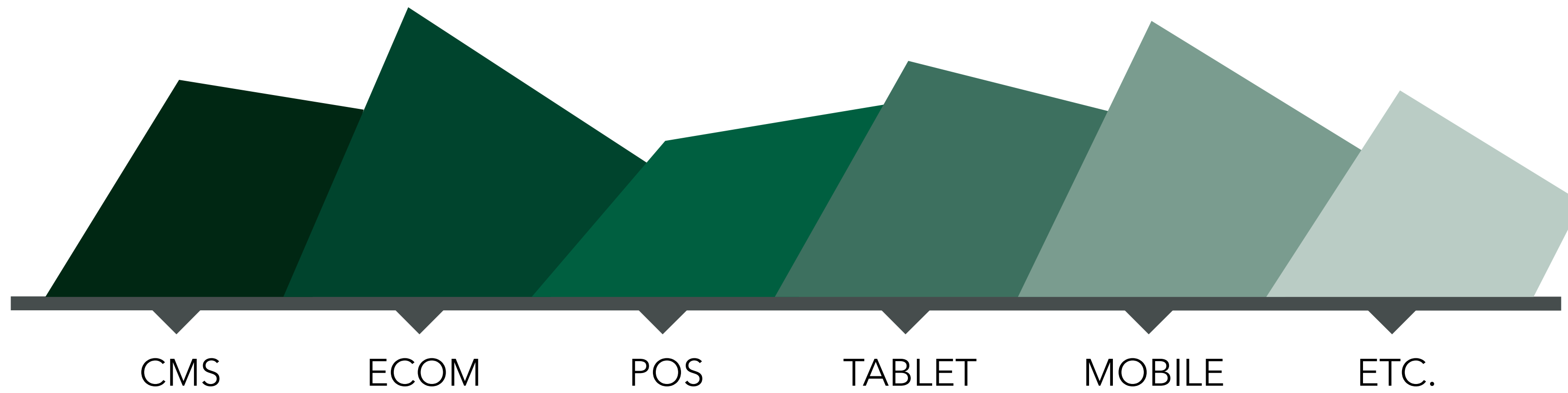



DATA
PROCUREMENT




Information Supply Chain Management

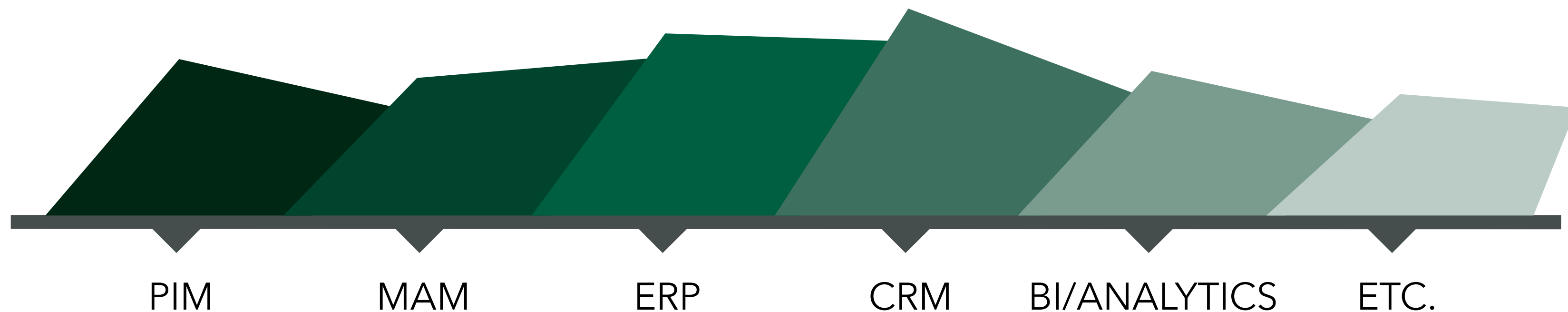

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DATA
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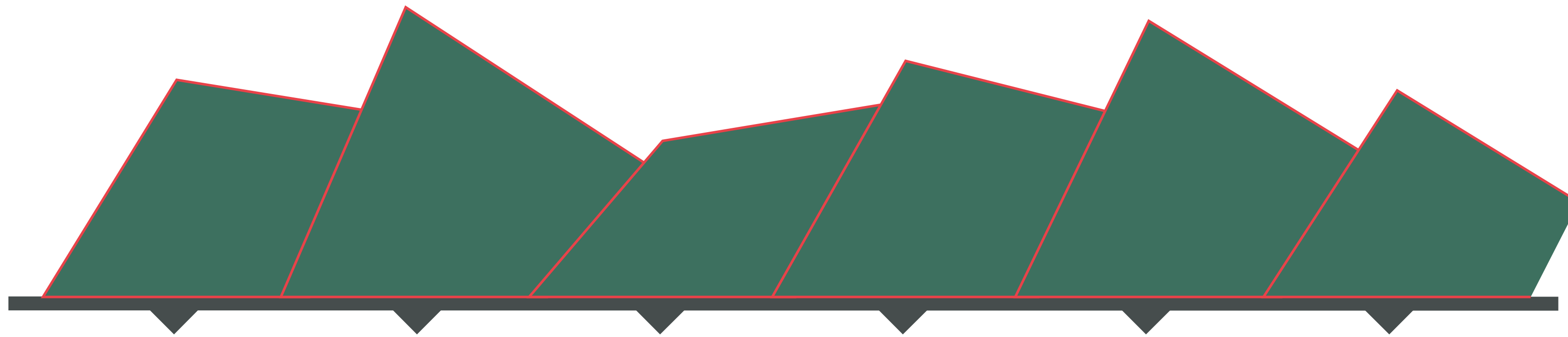

DATA
PROCUREMENT



Information Supply Chain Management



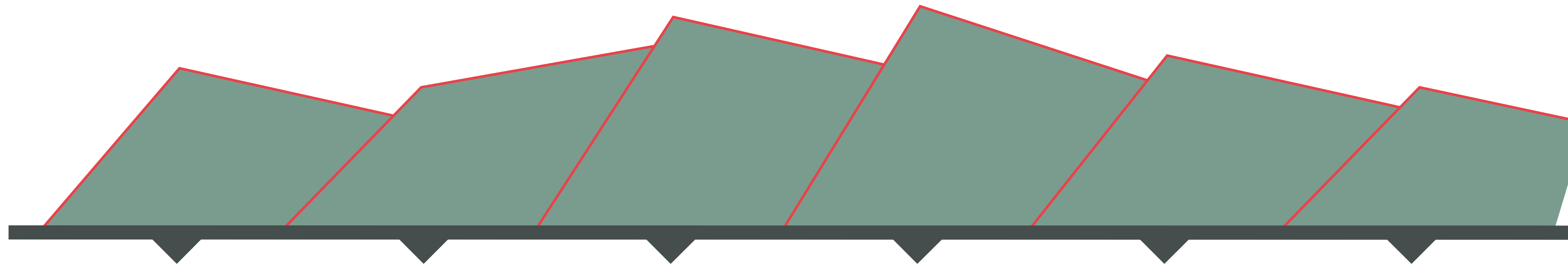
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DIGITAL EXPERIENCE PLATFORM



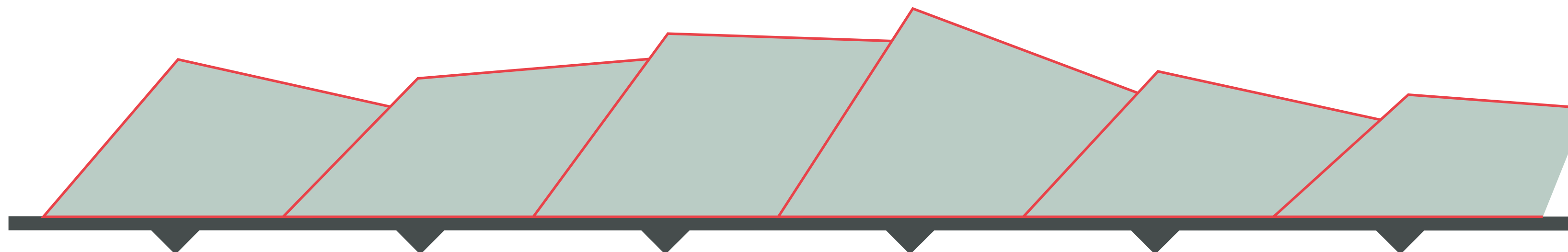
DATA
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MODIFICATION COCKPIT




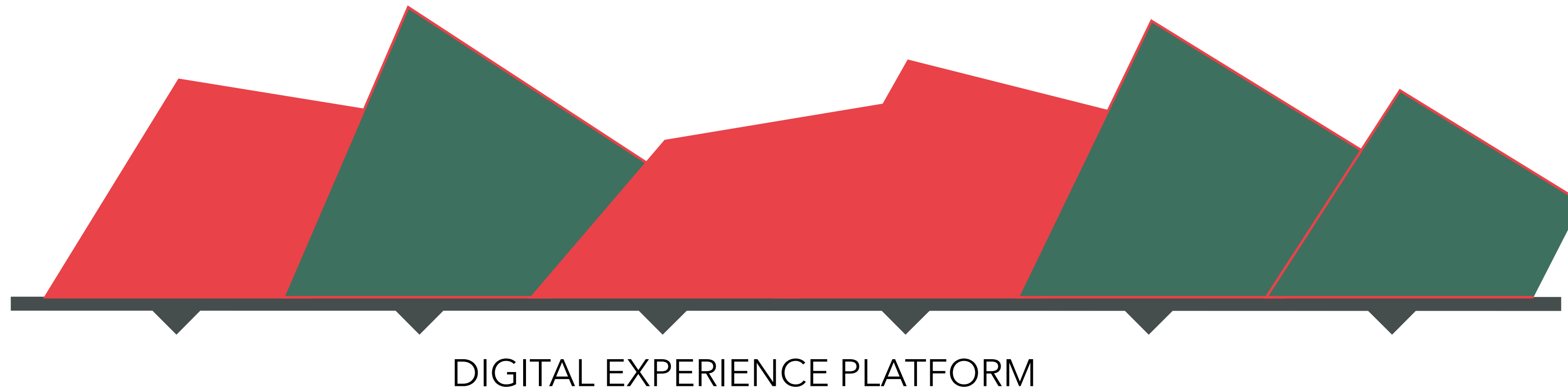
DATA
PROCUREMENT



CONTEXTUAL DATA MANAGEMENT


Information Supply Chain Management - HOLISTIC VENDORS

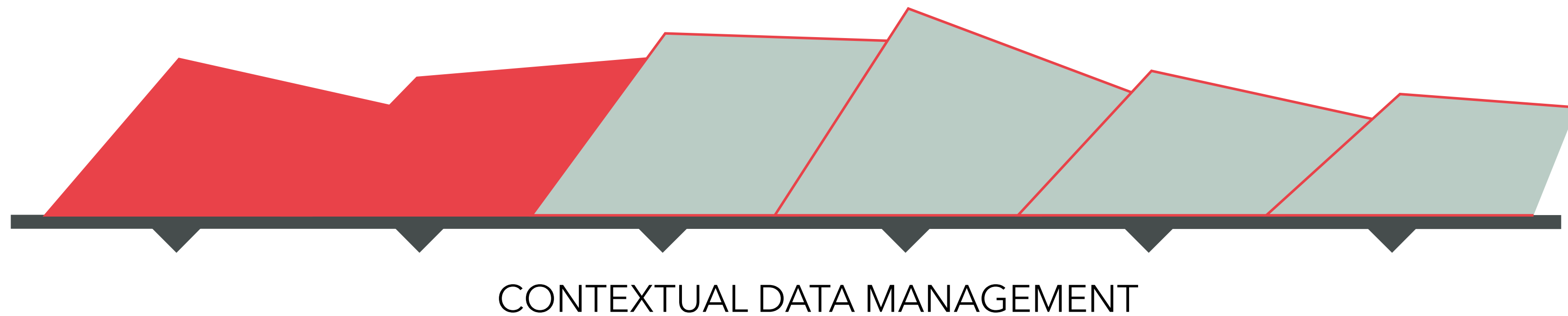

DATA
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DATA
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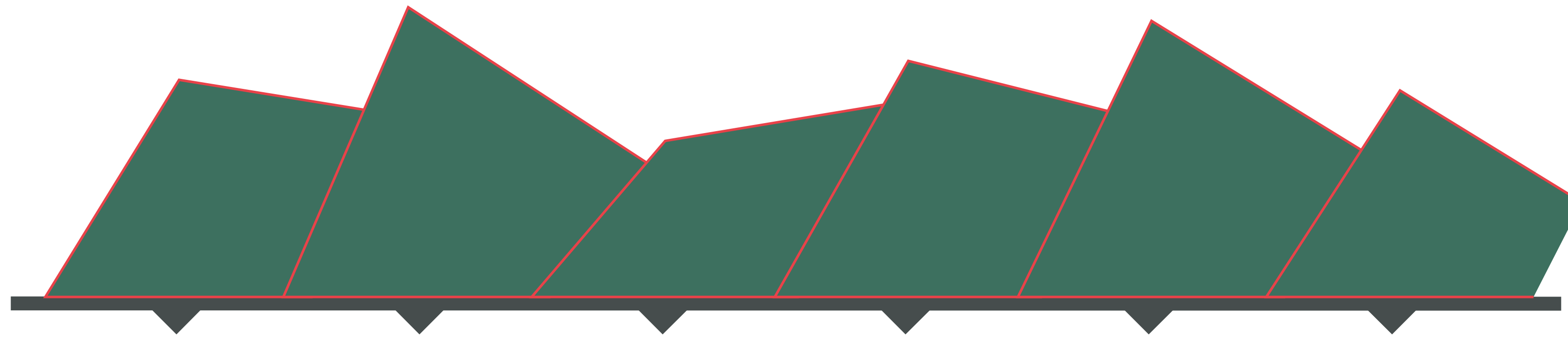

DATA
PROCUREMENT



Information Supply Chain Management



DATA
DISTRIBUTION



DIGITAL EXPERIENCE PLATFORM

- The requirements are evolving
- Enterprise Search (combined results)
 - Floating Interface (cumulated view on several databases)
CDN, Tablet, Mobile, TV ready, etc.
 - personalized content (melting with CRM)
- ETC.

PIM 2.0 or MDM 3.0 - We call it CIP (Contextual Intellectual Property)

The requirements are evolving

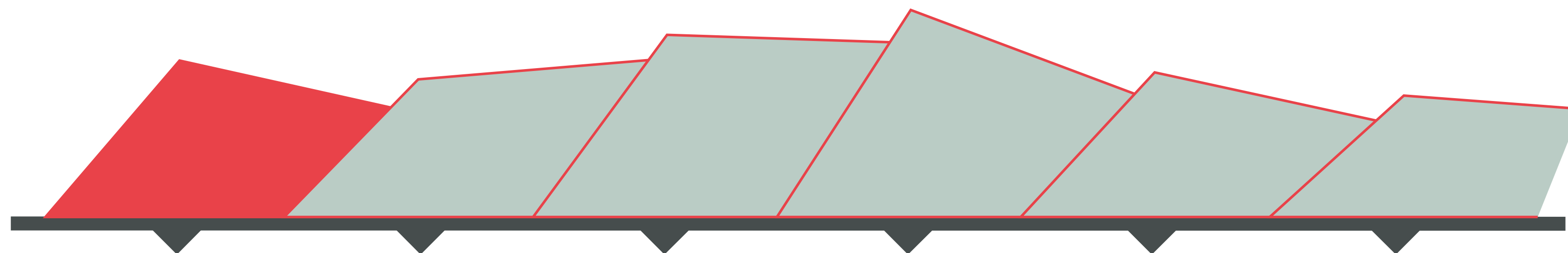
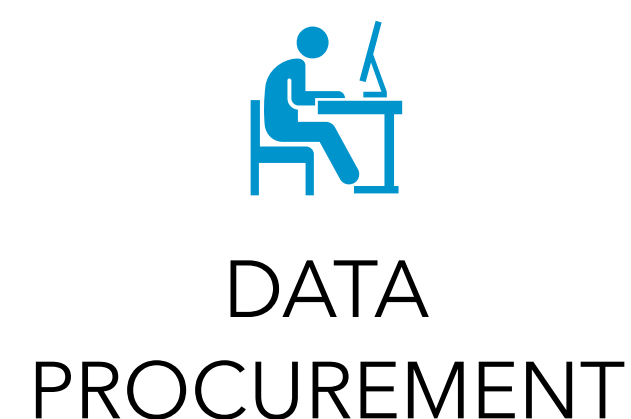
Open Entity Model Capability to build several data models on each entity

Connections between nodes are built as an entity with an own data model (contextual intellectual property)

Big Data compatible database (Graph) to manage the billions of context entity information

Multiple Domains can be managed in one system like product, customer, competitor, etc.

The output channels are not limited - one can build multiple experience platform



CONTEXTUAL DATA MANAGEMENT

Predictive requirements for the next gen PIM/MDM

