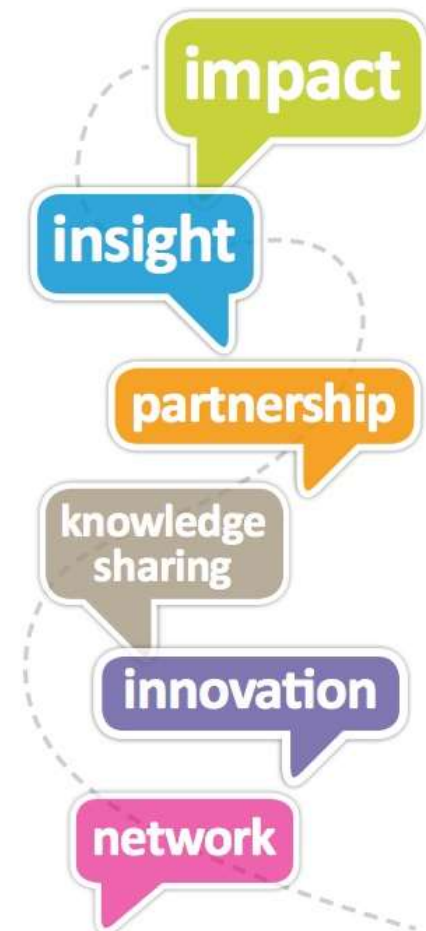
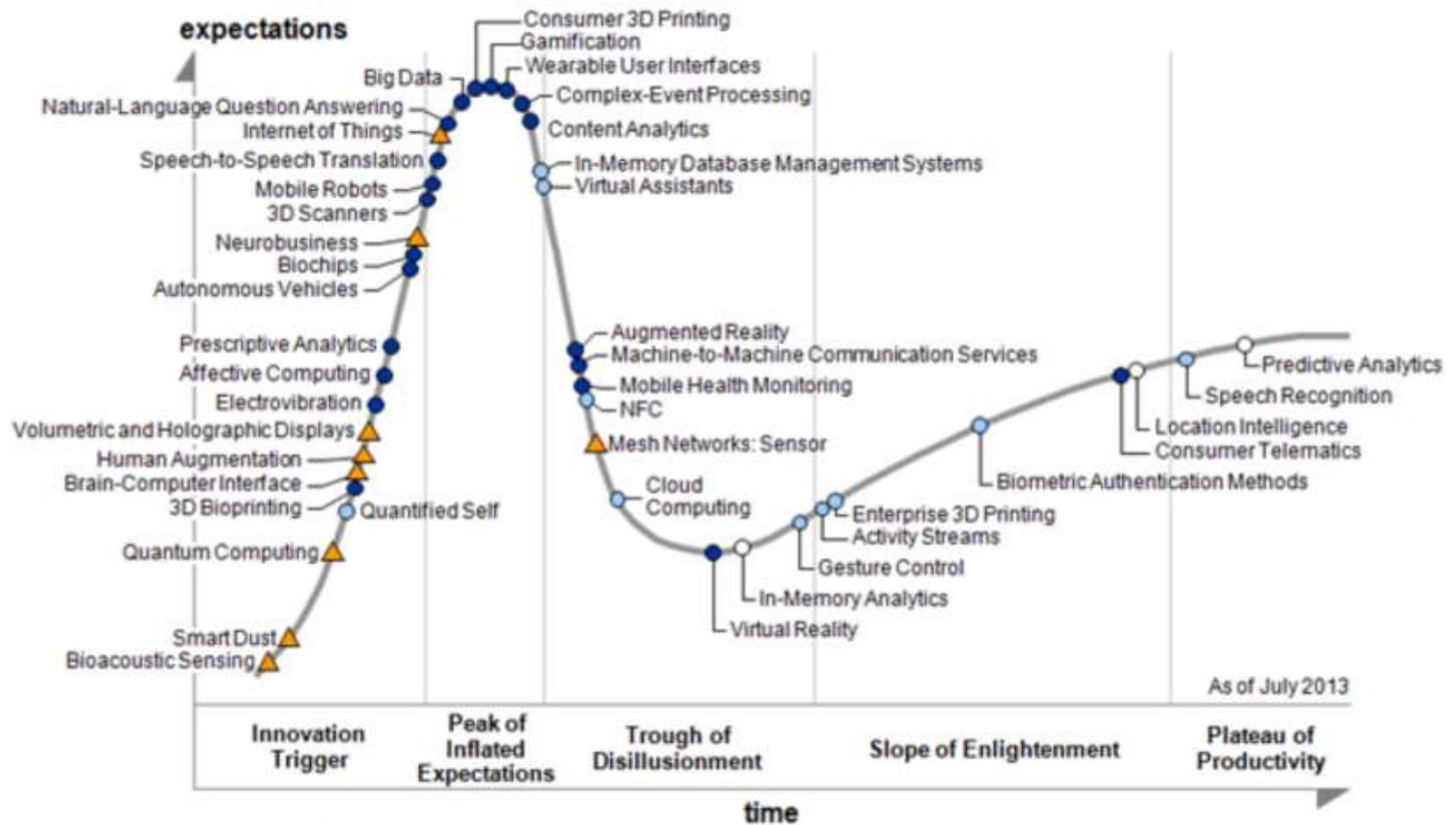


So whats all this big data
hype about then?

And why should it matter
to housing?





Plateau will be reached in:

○ less than 2 years

○ 2 to 5 years

● 5 to 10 years

▲ more than 10 years

○ obsolete before plateau

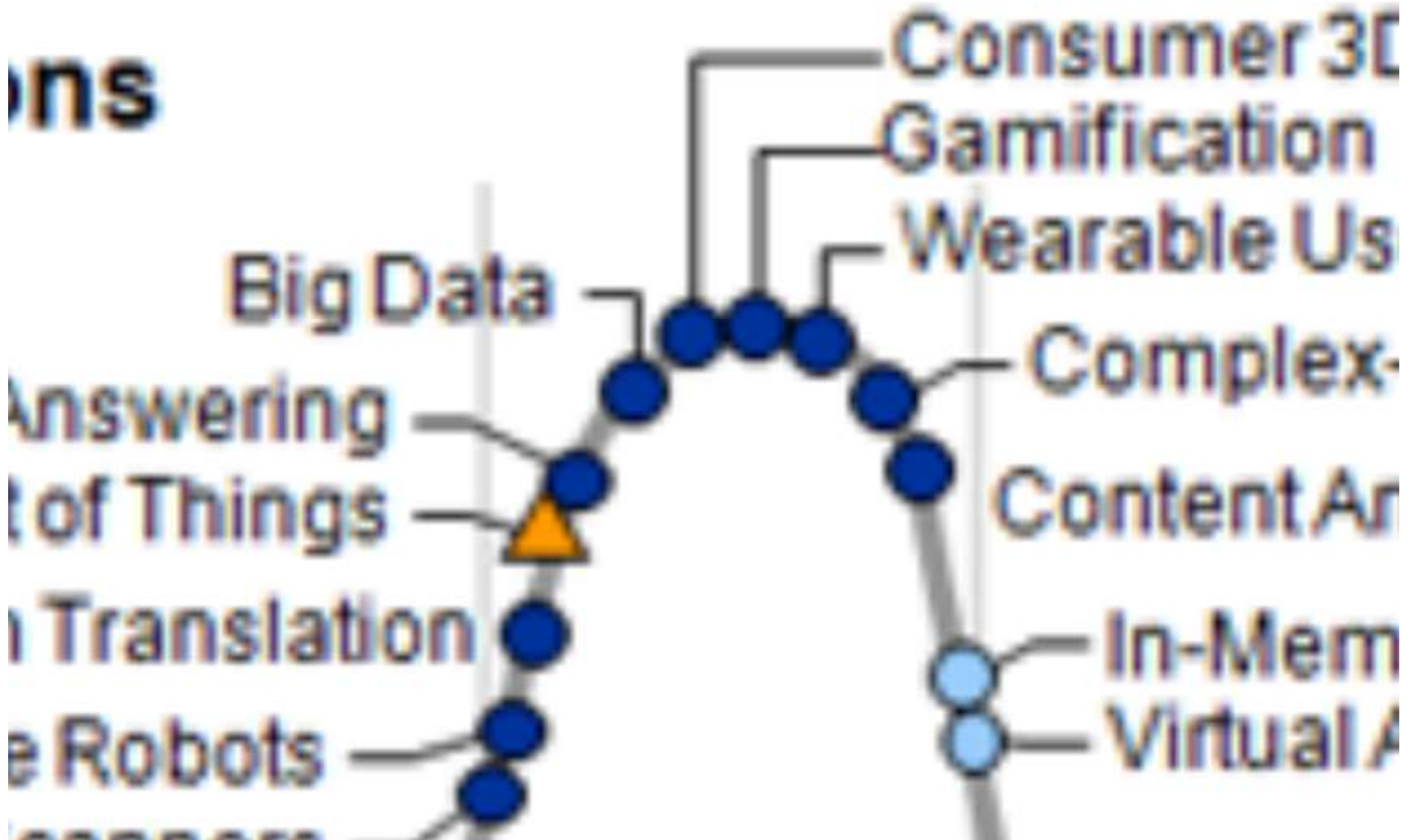


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Zoopla

TESCO
Every little helps

 **BARCLAYS**

Google

NHS



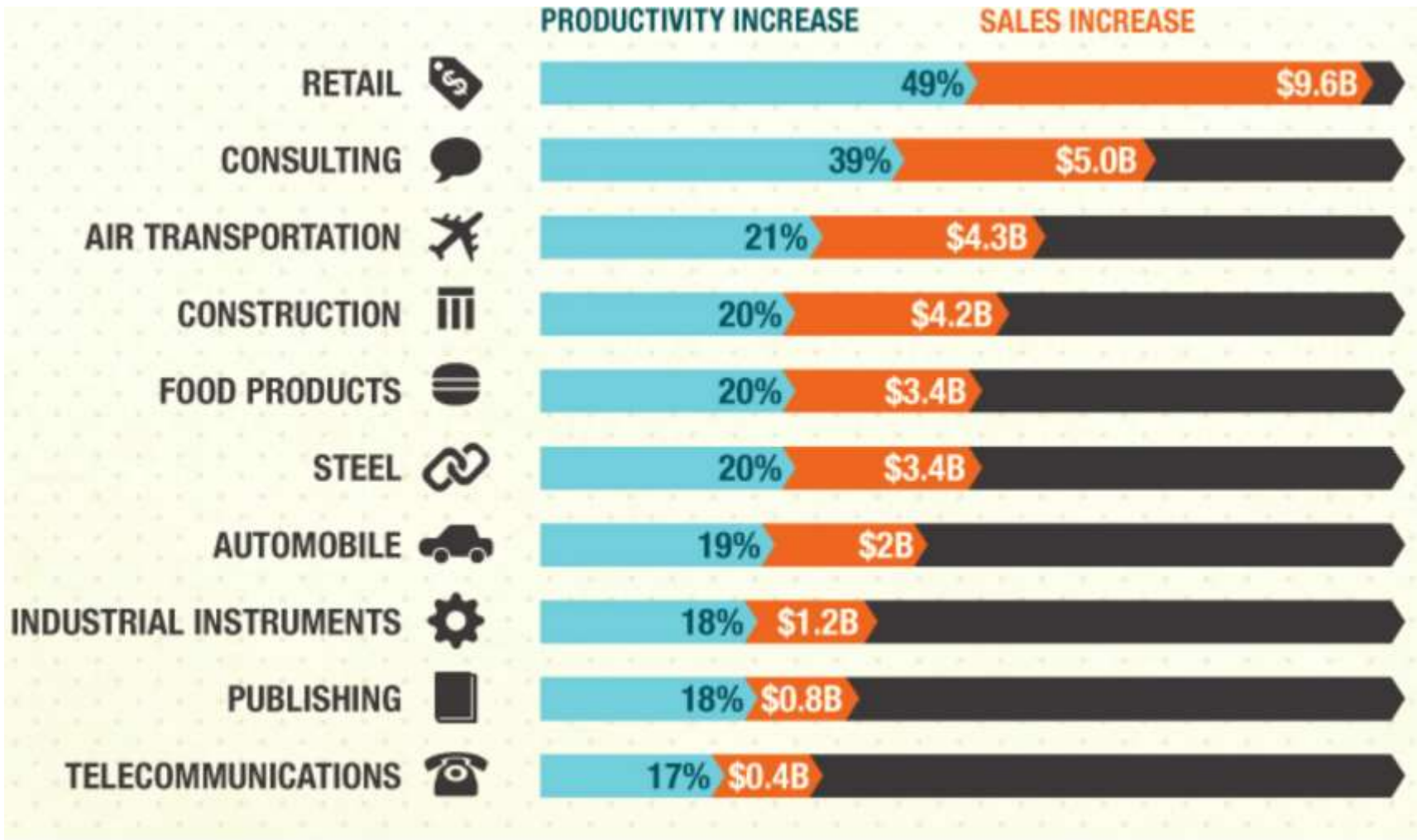
amazon.com



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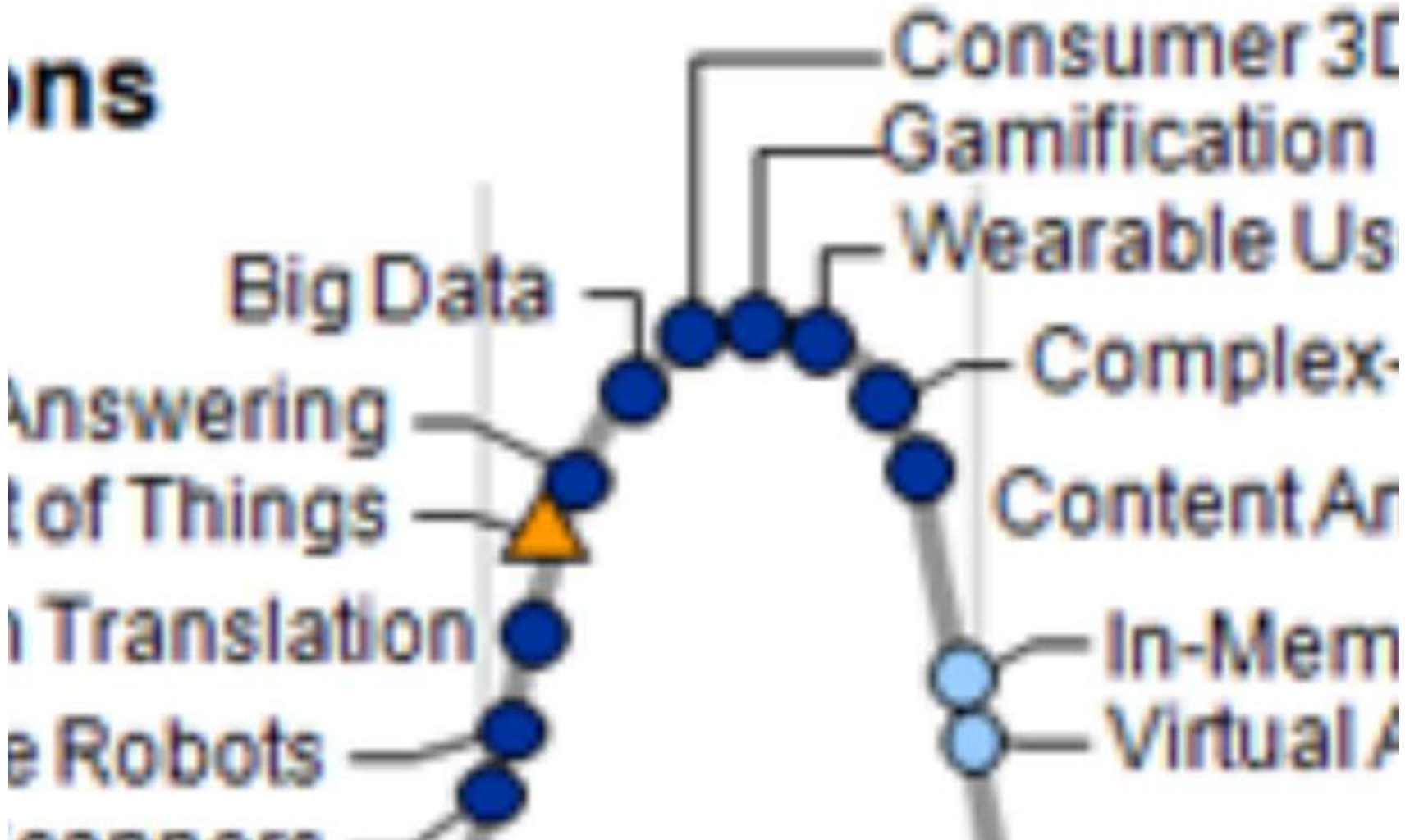


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Diversity

Support all data types—structured, semi-structured, and unstructured data at rest or in motion.



Enrichment

Enhance your data through discovery, transformation, sharing, and governance.



Insight

Provide insights to all users and enable decision-making through familiar tools.



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Old approaches to doing data are history



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All the time

All the data

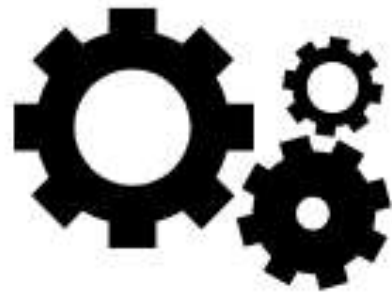
Any data



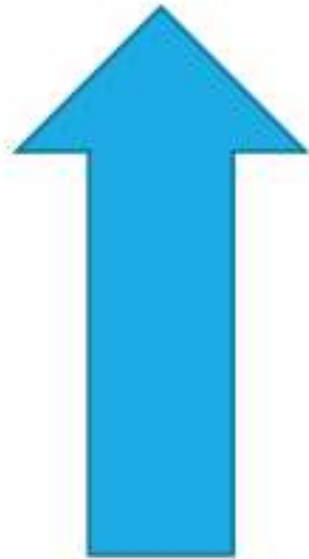
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Capability



Cost



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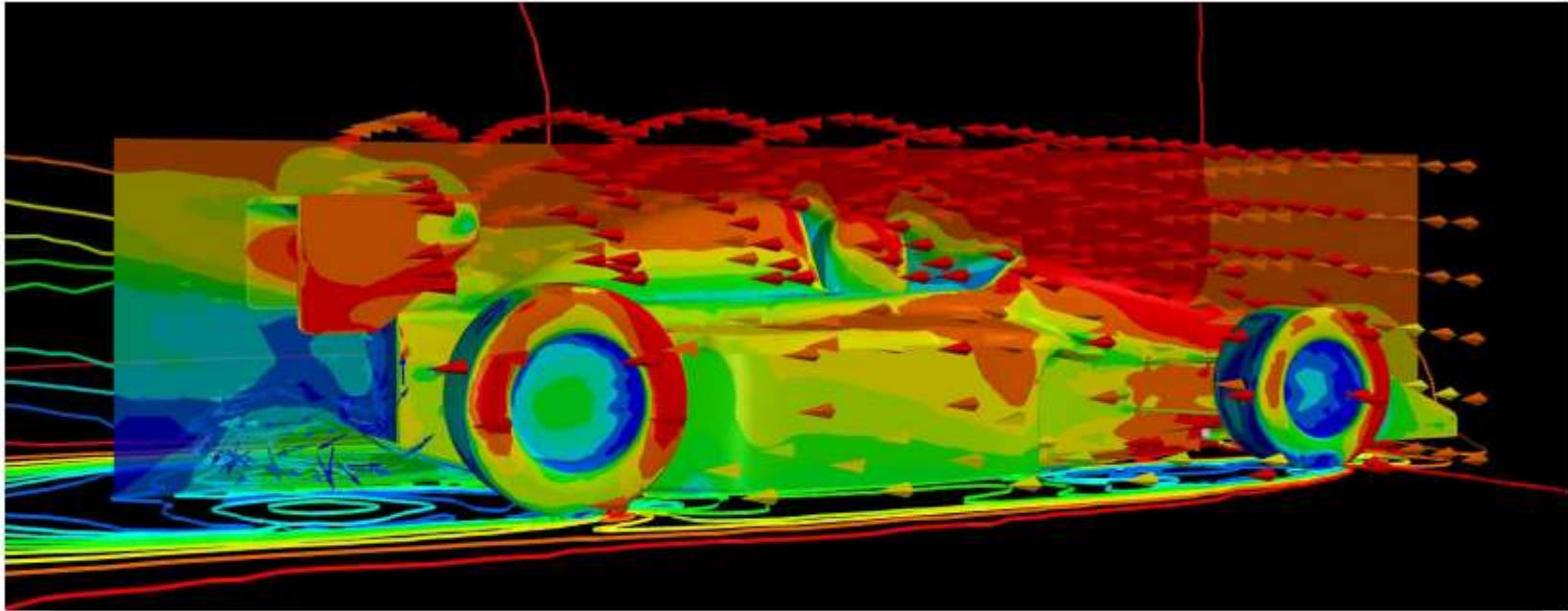
New tools



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F1 CAR FLUID DYNAMICS RENDERED TO ANIMATION BY 400 COMPUTING CORES.
PROCESSING TIME LESS THAN 5 MINUTES



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1. Book



2. Jump In



3. Enter PIN



4. Drive away!



Is a Car Club for me?



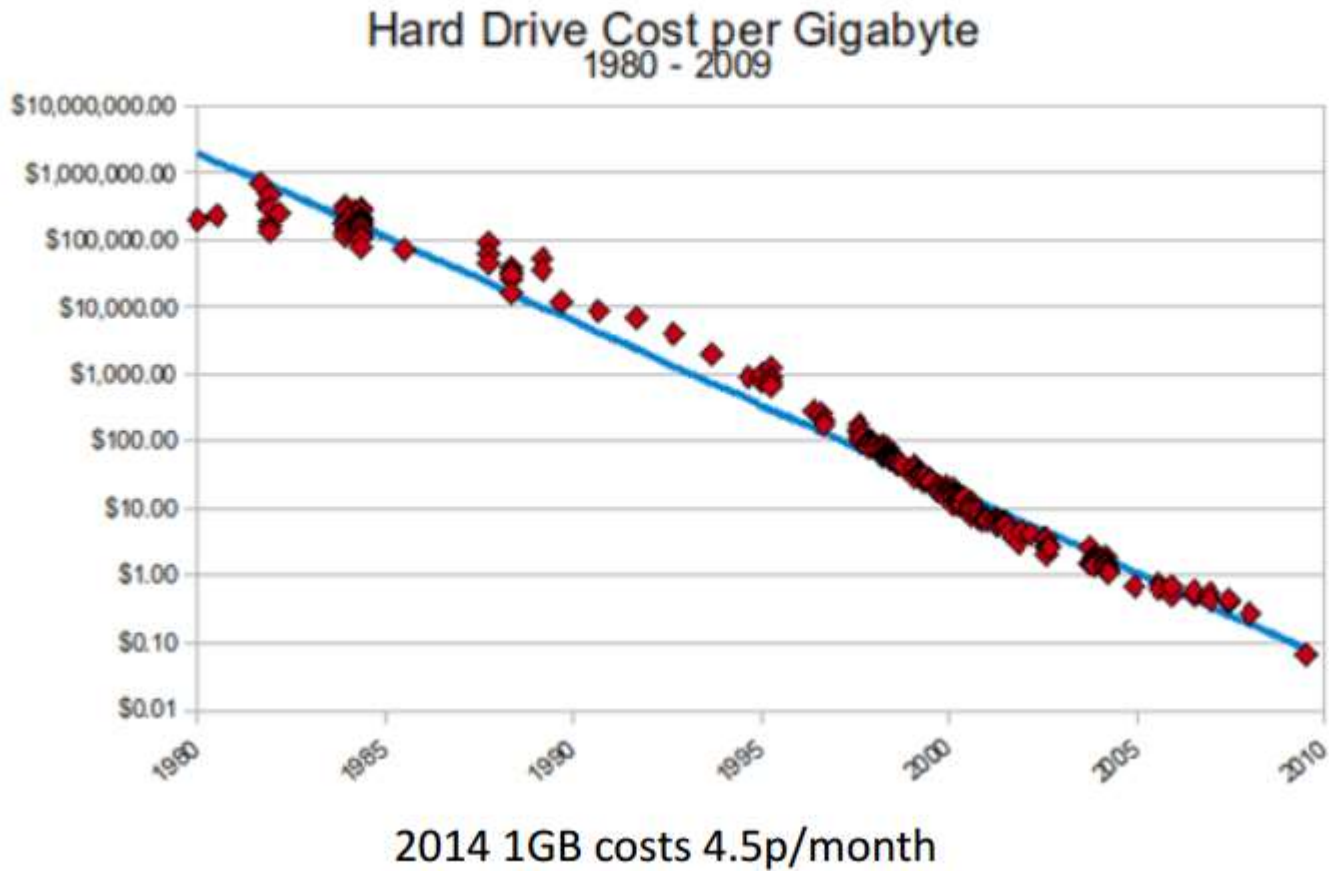
Thousands of people think so!



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Storage cost $\rightarrow 0$



Graph source: <http://www.mkomo.com/cost-per-gigabyte>

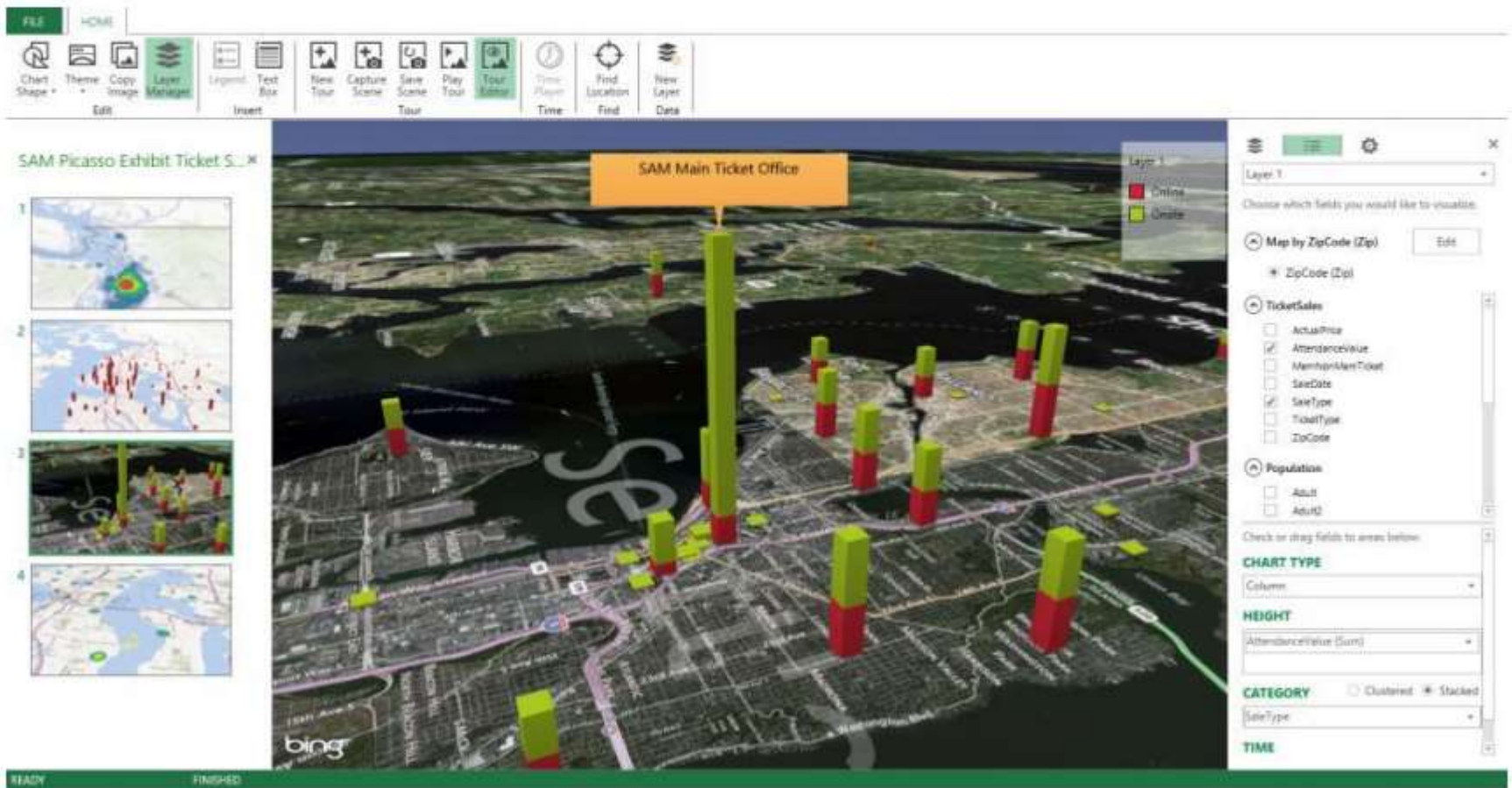


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Power MAP in Microsoft Excel



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2.75m homes



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£12bn turnover



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£140bn assets



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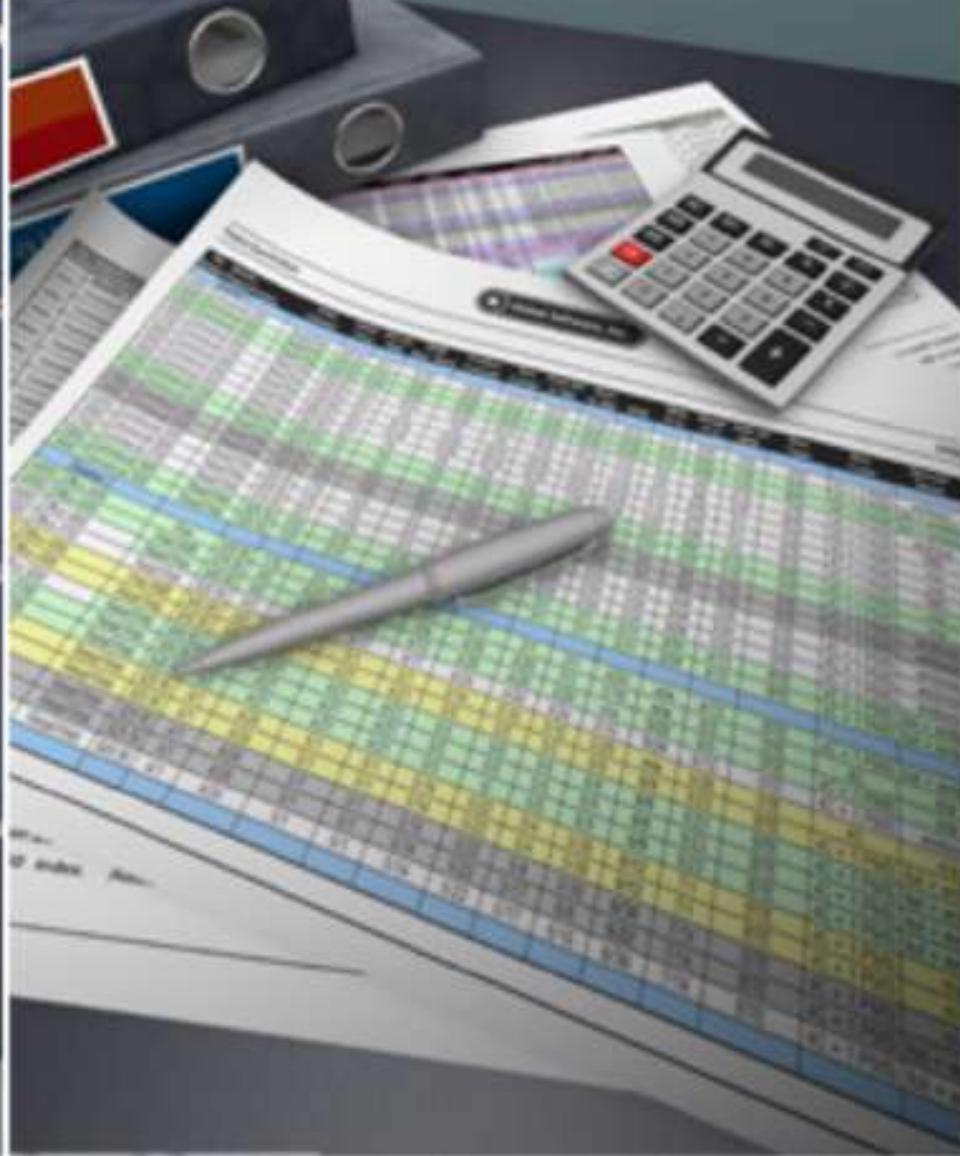




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Zoopla! ?

DWP ?

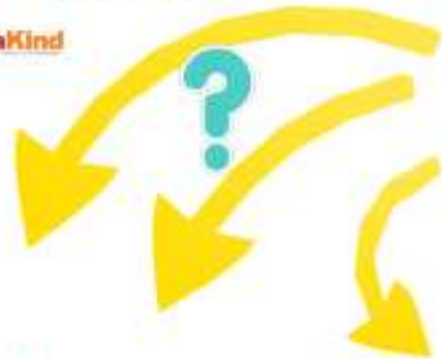
national STATISTICS

BHPS British Household Panel Survey

Communi Insight

Microsoft

DataKind



Arrears

Maintenance

Voids

ASB

Satisfaction



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Zoopla! ?

DWP ?

Microsoft
DataKind

national
STATISTICS

BHPS
British
Household
Panel Survey

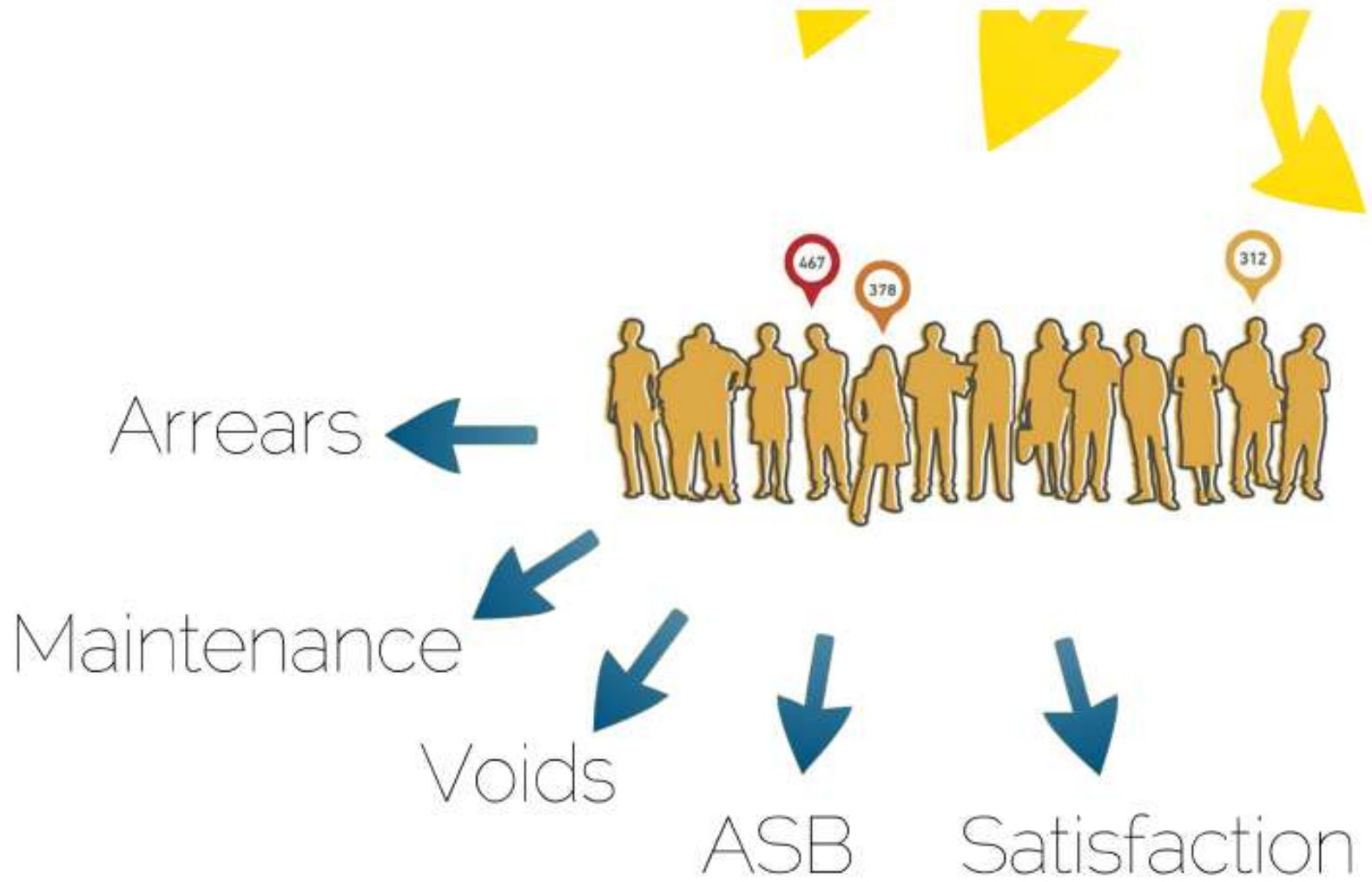
Community
Insight



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DATA PROTECTION



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PEABODY



building communities



Riverside

north lincolnshire homes part of ongo



Halton Housing Trust



we can



Symphony HOUSING GROUP



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housing group



Riverside

shire homes part of



Tower Hamlets Homes



Halton



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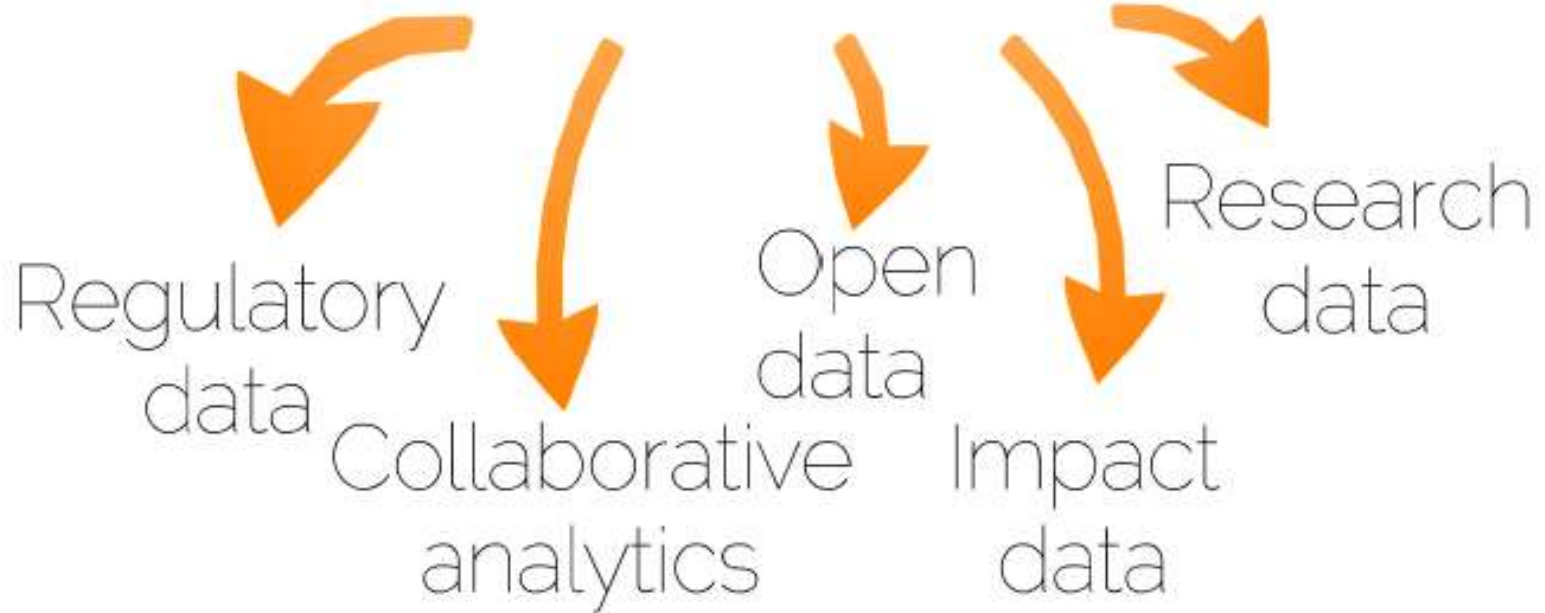
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UK Housing



Data Repository?



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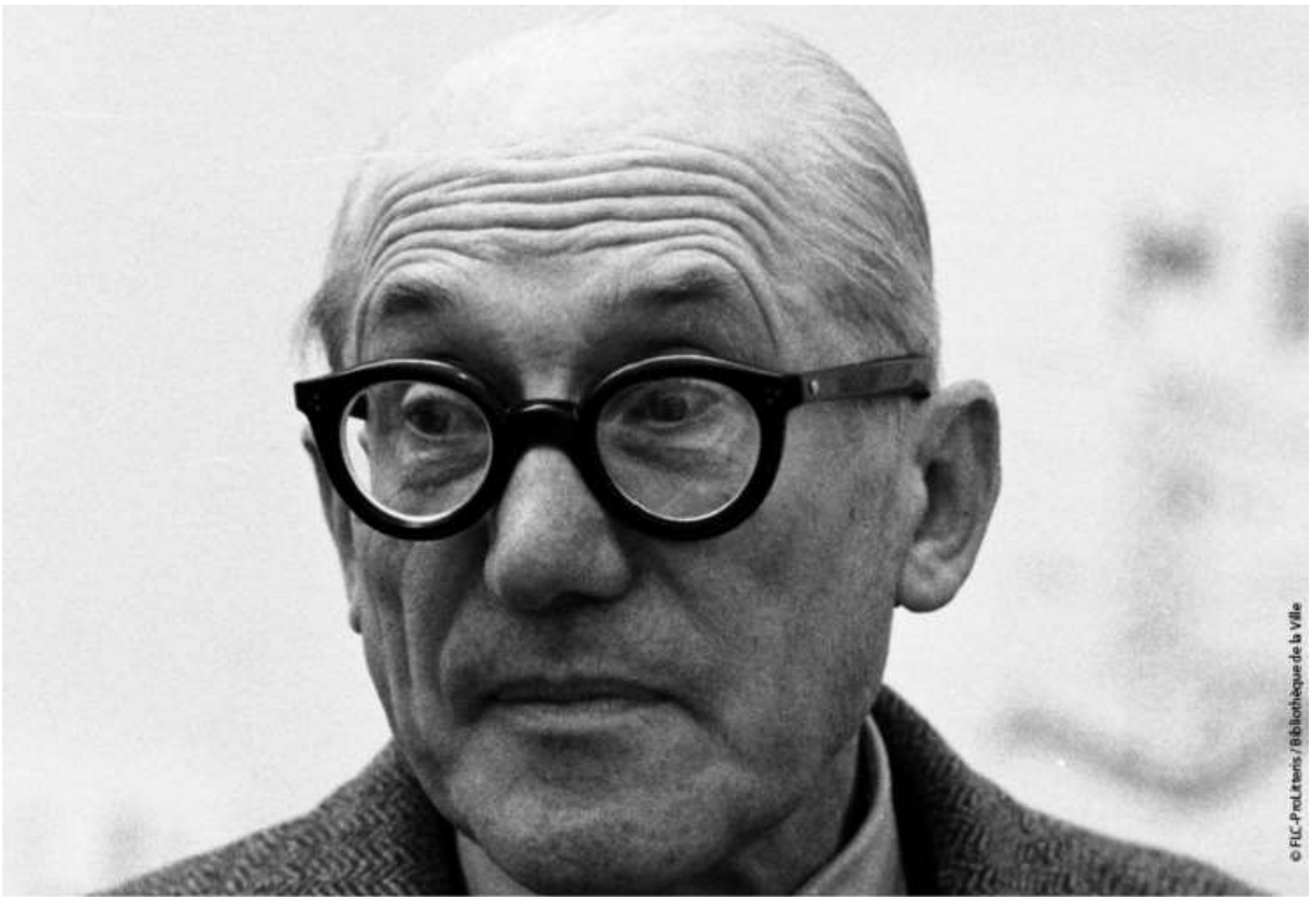
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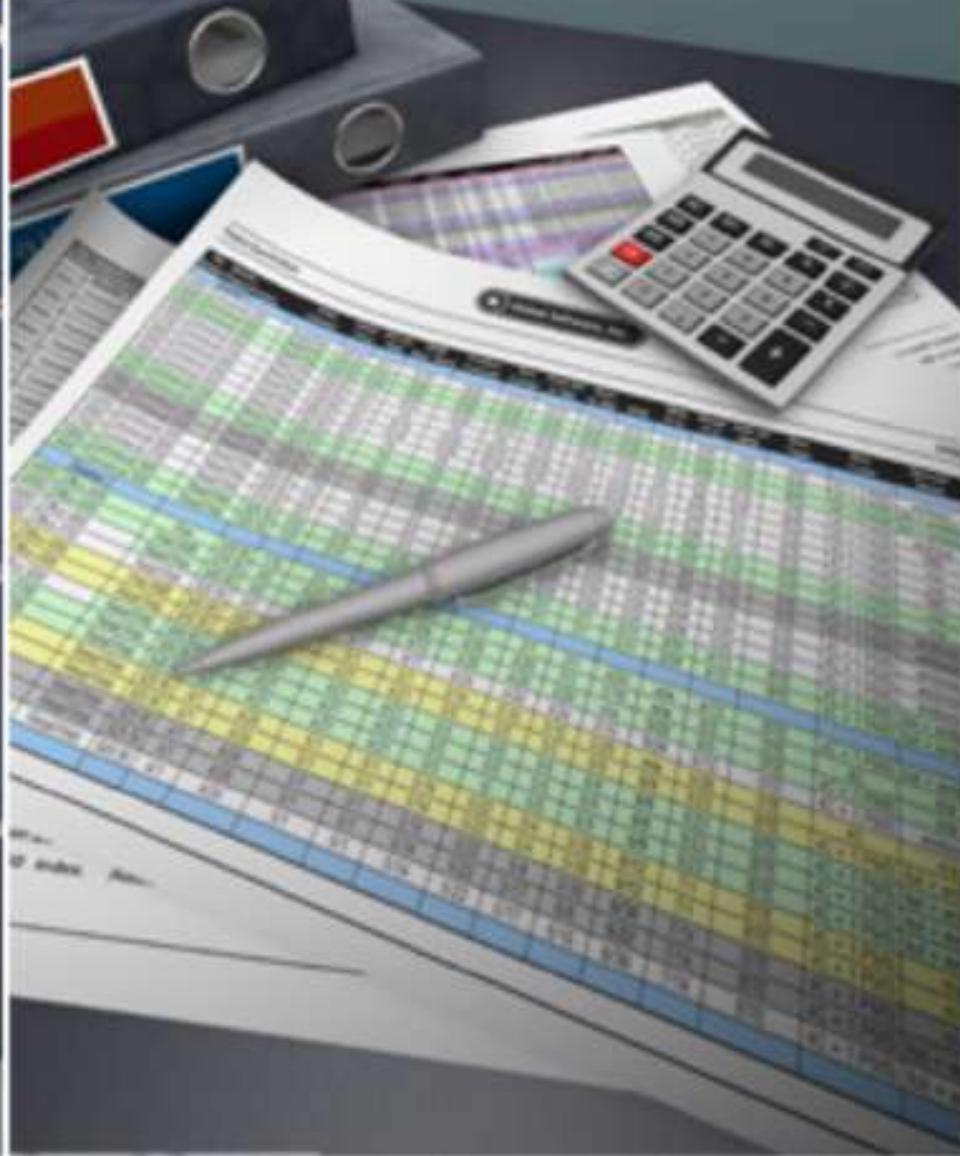
A machine for living



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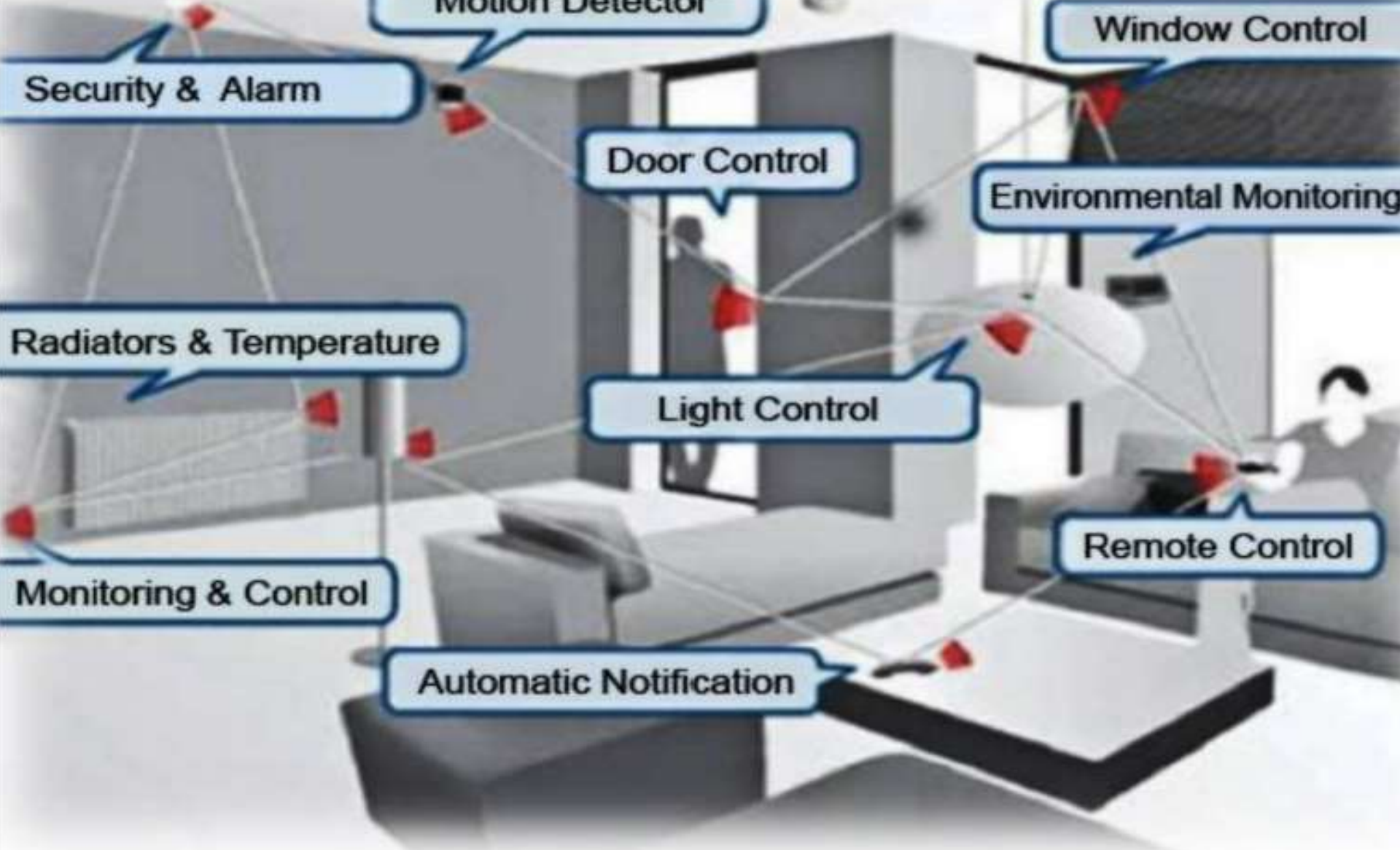




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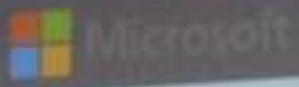




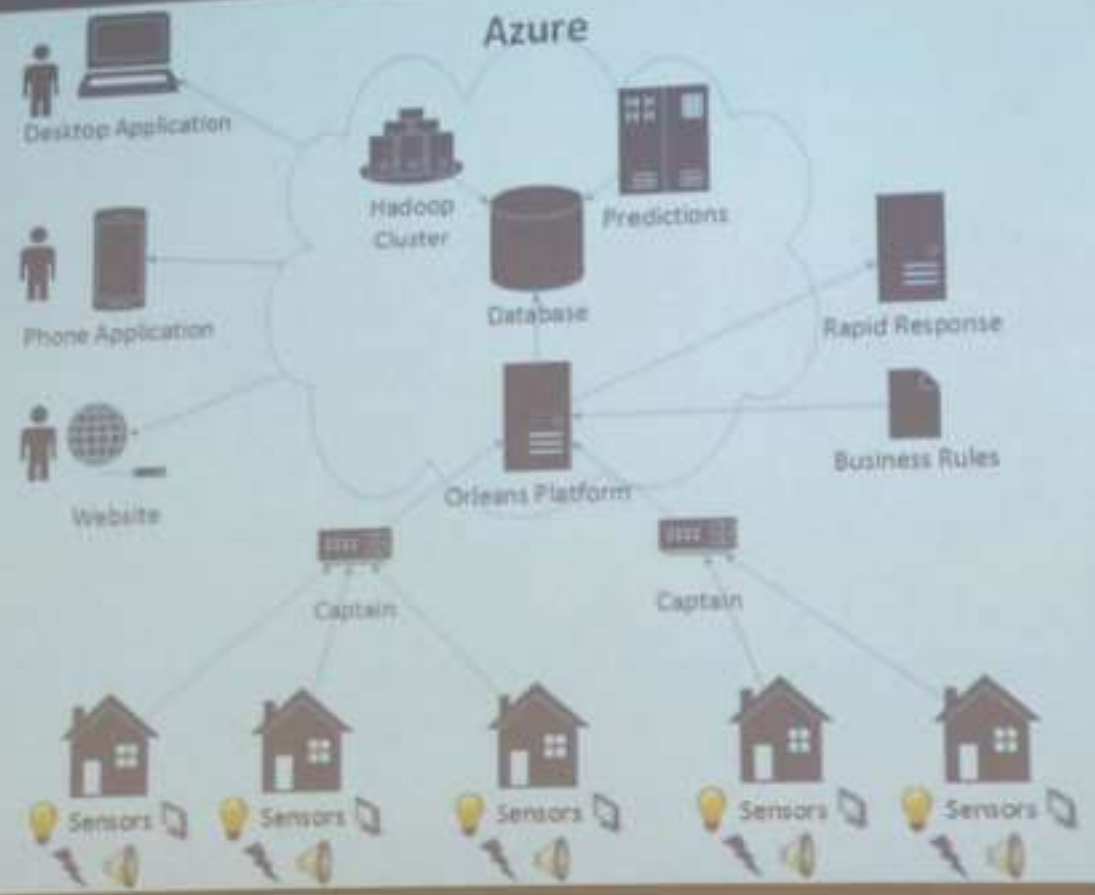
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The Solution



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