Data Takes Center Stage

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#STMInnovations

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“We need to capture usage data so we can improve our platforms.” Wouter Haak
STM Frankfurt 2017

“Key to being competitive is data linking outcomes with content” Amy Brown, Pearson, MLW17

“82% of transformation projects fail” Carl Robinson, Ixxus 4.2 Hot Spot
Data in Publishing Today

Content → Metadata → Taxonomies → Semantics

Planning → Editorial → Production → Distribution → Experience

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The Impact of NOT using All Your Data

Like being in a submarine with no sonar

Keith Underwood
Director, Strategy & Technology Channel 4
The Impact of NOT using Customer Data

Keith Underwood
Director, Strategy & Technology Channel 4
The Answer? Invest in Data

Sven Fund
CEO FullStopp

Shelly Palmer
February 19, 2015

Data rich or data poor, companies with the greatest ability to turn data into action are going to win.
Data Connecting Content

- Customers
- Products
- Sales

- Biology 
  - type of
  - Related To
- Neurology
  - Specializes In
- <Author>
  - Authored By
  - Studies
  - Works at
- <Institution>
  - Located in
  - Funded By
- New York <place>
  - Lived in
- London <place>
  - Lives in

- Article
  - Title
  - Dates
  - Abstract
  - Body
  - Section
  - Para

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BSI – Compliance Navigator
Integrated Regulatory Compliance for Medical Device Standards

IMPACT OF DATA

- Standards documentation needs context
- Investment in data to bridge gap
- Delivers semantic search for improved precision and discoverability
- Rapid development from data foundation
BSI: Invest in Semantic Data
Content is Everywhere and Advertisers can find audiences on their own ...

Gene Bishop
VP, Technology
ALM – Customer 360
Integrated Publishing Data to Drive Better Customer Engagement

60+ DATA SOURCES
- TRANSACTIONAL
  - Oracle
  - On24
  - Quadrant
  - Event
- BEHAVIORAL
  - Marketo
  - ExactTarget
- ALM PROPERTIES
  - ALM
  - ALM Legal Intelligence
  - ALM Litigation
  - Smart Litigator
- DESCRIPTIVE
  - FatWire
  - LinkedIn

IMPACT OF DATA?
- Invest in connecting data to maintain value
- Integration of all data – customers linked to content
- Personalized content delivery
- More efficient advertising

CONVERGE MDM
- De-duplication
- Mapping and linking
- Source prioritization
- Point-in-time scoring
- Provenance

DOWNSTREAM OUTPUTS
- PREDICTIVE ANALYTICS
- WEBSITE RECOMMENDATIONS
- WEBSITE PERSONALIZATION
- MARKETING CAMPAIGNS
- INSIGHTS AND REPORTS
- PERMISSIONS
- SYNDICATION
NBCUniversal – SNL40 App
Transforming and Modernizing Content Delivery

IMPACT OF DATA?

- Connect fans with content using semantic data
- Recommendations and search powered by concepts, not keywords
- Make a meal of snacks: deep access to 40+ years of amazing content

40 YEARS OF CONTENT
Great Content + Great Data =
Go Beyond Content and Use All Your Data
Thank You!

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