



The rampant rise of data: Why it matters and how to get above it



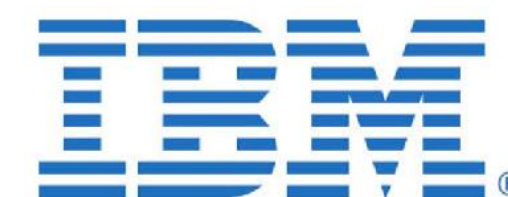
Cool Vendor List



A-List & Creativity Awards



ISO/IEC 27001 Certified



Global Partner Innovation Award



Innovation Award

Introduction



Dan Mallin
Founder & CEO, Lucy



Meet Lucy®

The AI companion to the
research and marketing professionals

Built for the Fortune 1000, Lucy reads, listens, watches
and learns all of the data that you share with her.

She never leaves, never forgets and
becomes smarter every day.



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What makes Lucy unique?



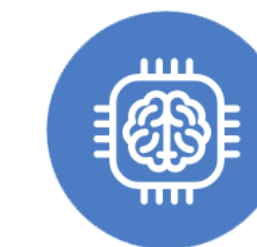
Precise Answers



Quick to Deploy

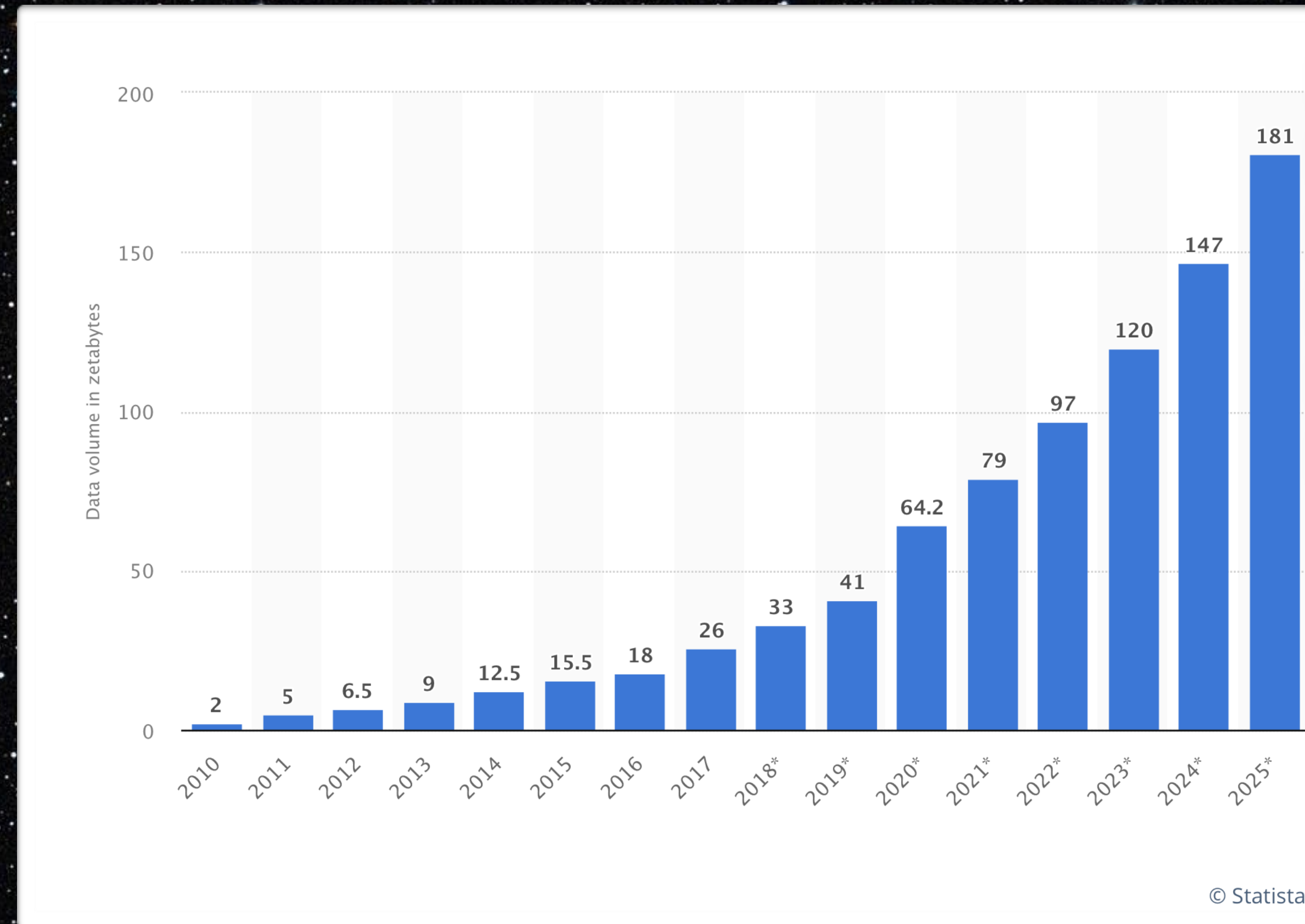


No Uploading of Data



AI Auto Tagging

The number of bytes in digital universe = 40x stars in the universe



Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2025 (in zettabytes)

The number of bytes in digital universe = 40x stars in the universe

SURVEYS



INTERNAL FILES



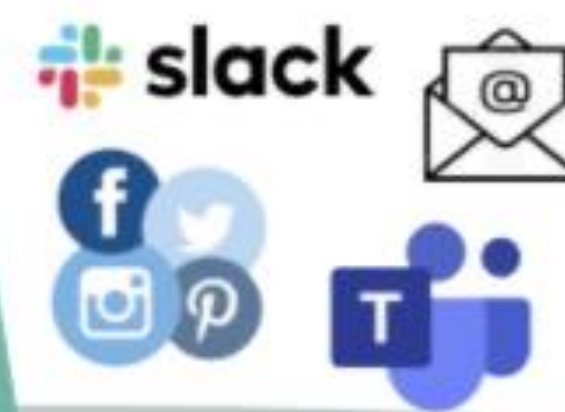
THIRD-PARTY RESEARCH



EXPERTS



CONVERSATIONS



CRITICAL TOOLS



Lost Data is a Universal Business Challenge

95%

Of accumulated data goes unused.
Permanently put on proverbial shelves and forgotten.



How can data disappear?



- **No way to extract the value from what has already been created.**
- **Can not find information.**
- **Nobody knows what exists**

**Top six reasons
why data gets lost**

1. People Leave

Every time an employee leaves a position, they take institutional knowledge with them.



2. Redundant (Costly) Research

Redundant research = Millions \$\$

Brands have researched this issues



3. Org Disruption

During M&A or reorganizations, data gets moved yet never unpacked.



4. Survey Data

After a survey you learn
there was a similar study.

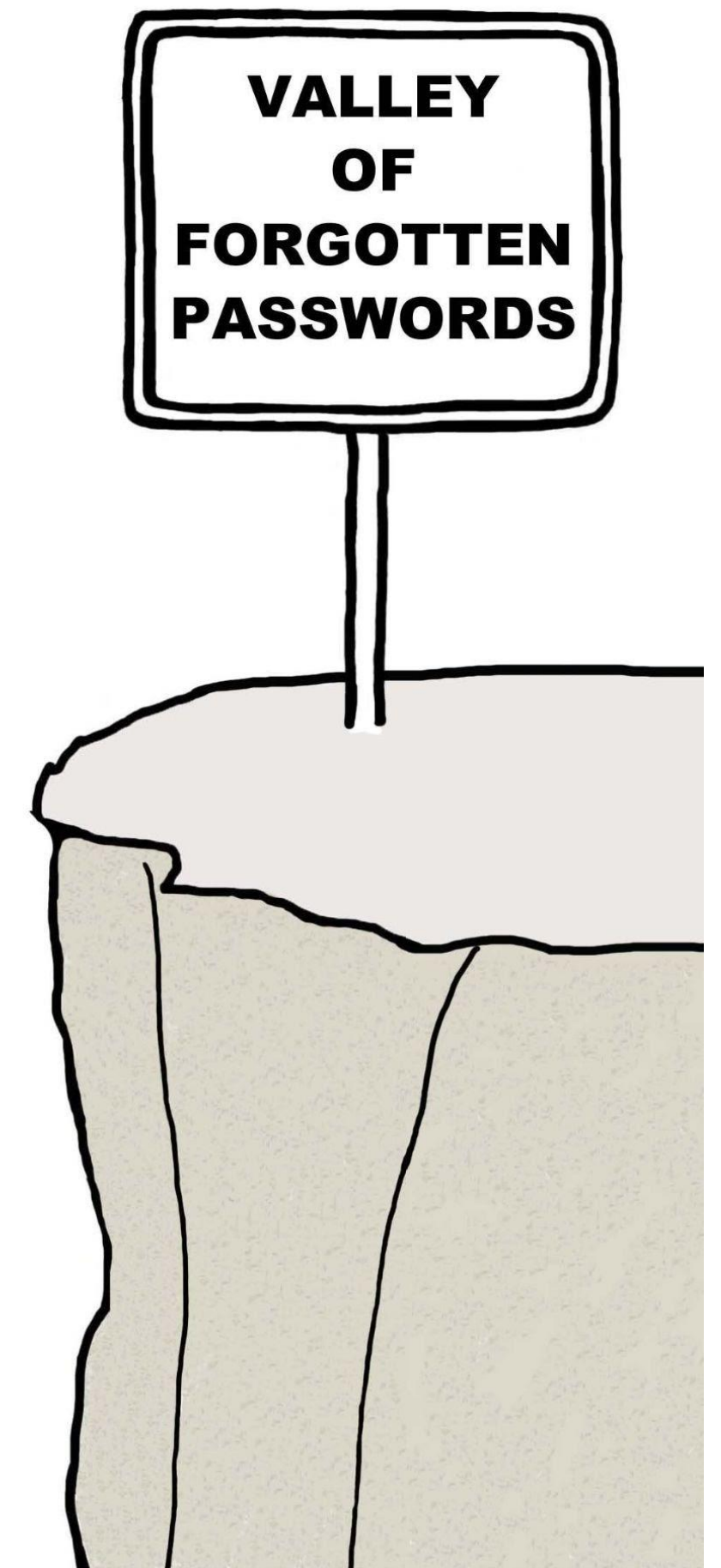
Most survey data is never
collected, discarding millions
of data points/assets.



5. DIY Tools

Each tool requires a different logins though a different user interface.

Data effectively stuck inside.



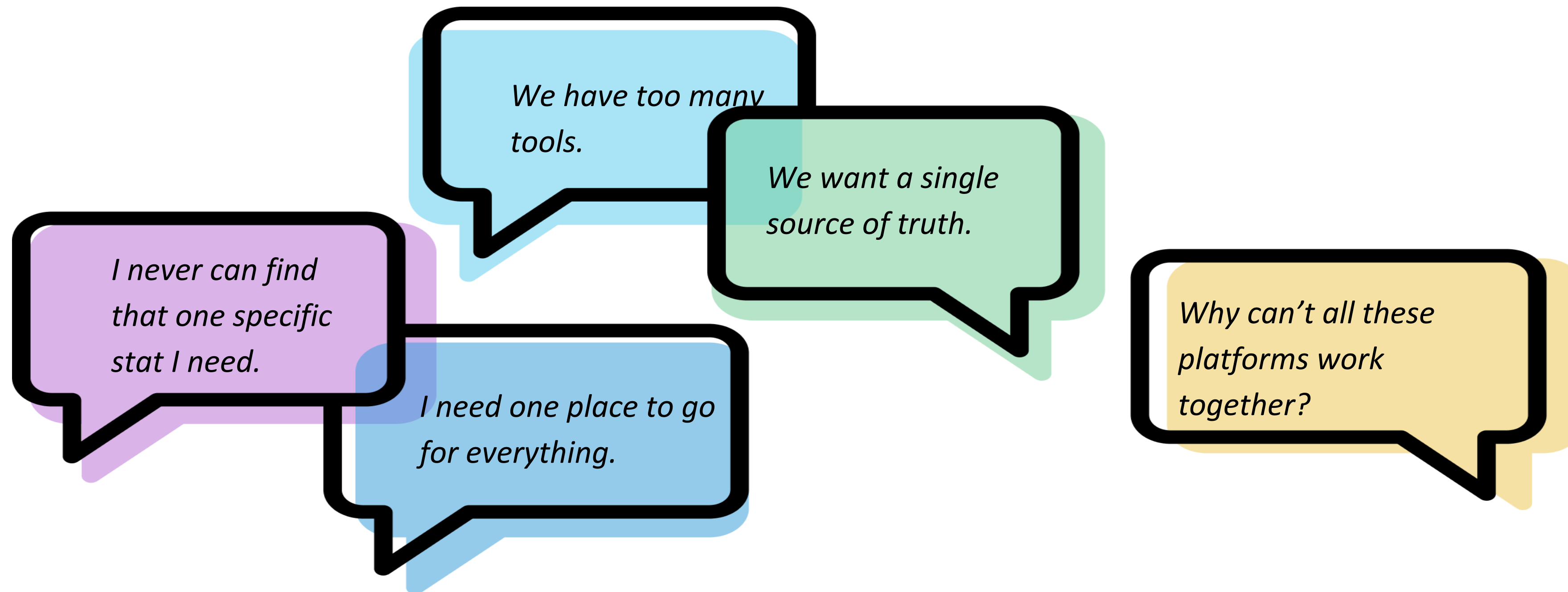
6. Individual Hard Drives

Valuable work is hidden from everyone in the company.



What We Are Hearing from Clients and the Market

There's an industry trend towards the one stop shop for knowledge.



One Stop Shop for Knowledge

Insights Engine helps you find the best answers across all of your files, systems and critical tools.

Lucy
BETA

Home Projects

🔔 ⚙️ ⇄

Welcome, Scott Litman

SL

Home > who listens to podcast

←

Welcome back **Scott**, ask me a question or click on one of your recent questions to see what we can find today

how does clorox support diversity?

how is ecommerce effecting CPG sales in the pandemic?

who listens to podcast

who listens to podcast

Did you find what you are looking for?

Yes No

Ask me... 🔍

10 results

Metadata Sources Timeframe File Types

94 Do you listen to podcasts?
Source: KnowledgeHound

Filters Customize

Change question % 1,2,3

Custom responses ~ Create

Question responses
Deselect All
☒ Yes
☒ No

Compared By
Age
Deselect All
☒ Total
☒ 18-24
☒ 25-34
☒ 35-44

Do you listen to podcasts?
Consumer Segmentation Sample: Adults 18+
Study Sample: 39,903 Question Sample: 39,905 Current Sample: 273 - 39905

91 ESPN PODCASTS:
Source: Lucy Dropbox - Entertainment

66 Trendscope report: Podcasts
Source: BlackSwan

60 The Weekly Listen: The
Source: Emarketer ContentNA

56 Primary Method Used by US
Source: Emarketer TotalAccess

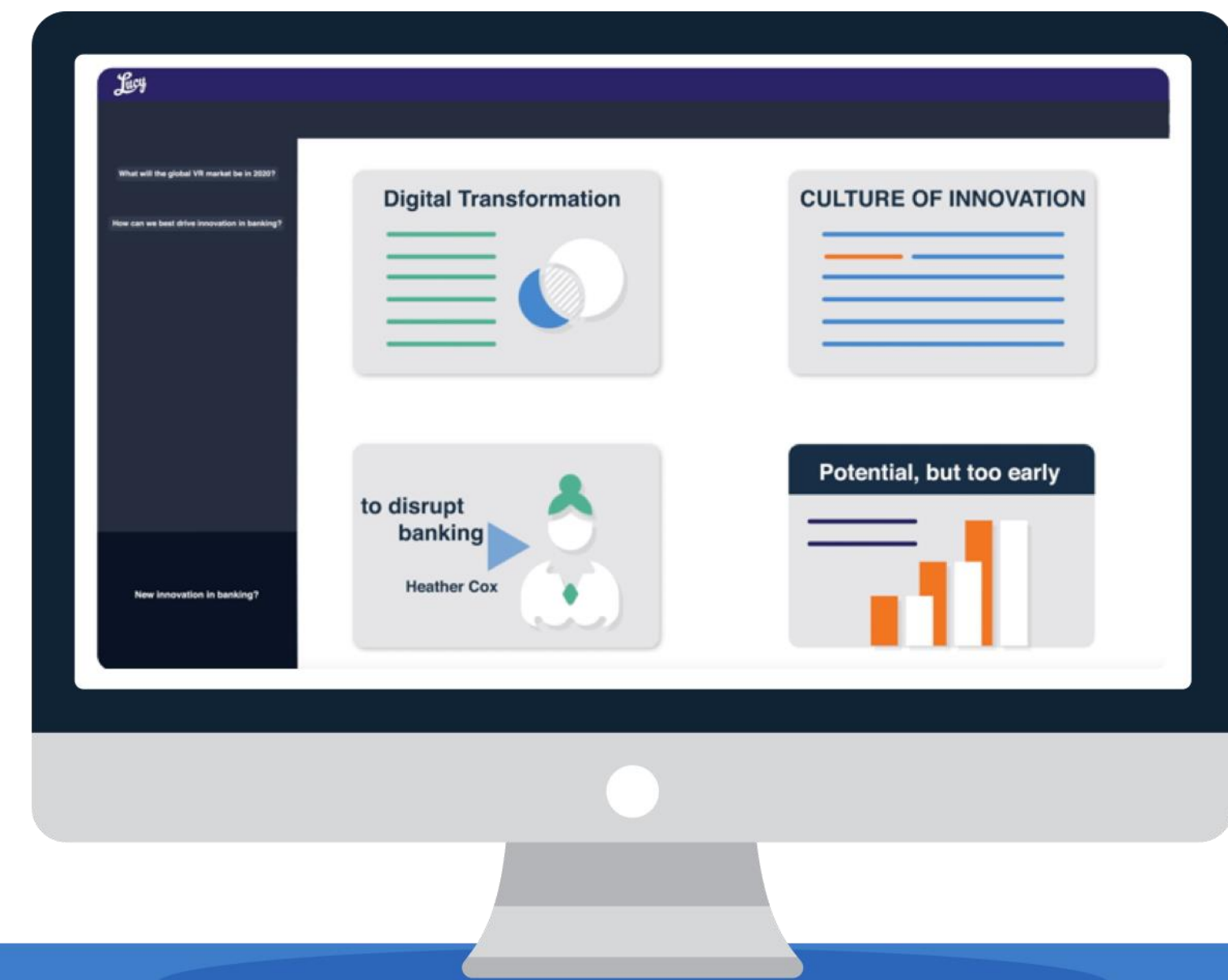
“Who is listening to podcasts?”

From that single query Lucy delivers:

- Survey data from KnowledgeHound
- A slide found in a PPT from our Dropbox
- Reporting from BlackSwan’s Trendscape
- Report from eMarketer



What do Market Insights Engines Look Like?



Identify Your Goals & Build Your User Story

Common Goals We See:

- ❑ Avoiding Redundancy
- ❑ Increase utilization of tools and subscriptions
- ❑ Increase use of historic data
- ❑ Drive efficiency and save time for all
- ❑ Create better outcomes through use of better data
- ❑ Reduce demands on SME's (Subject Matter Experts)

Uploading is Obsolete, Lucy Automates All Data Integration



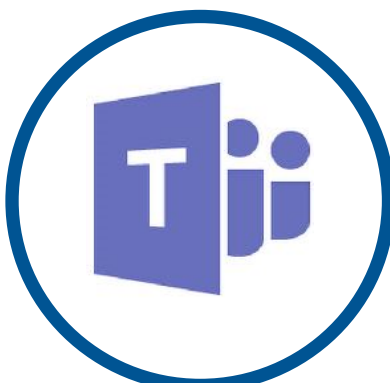
Box



SharePoint
Online



OneDrive
for Business



Teams



Streams



Office 365



Azure Storage



Dropbox



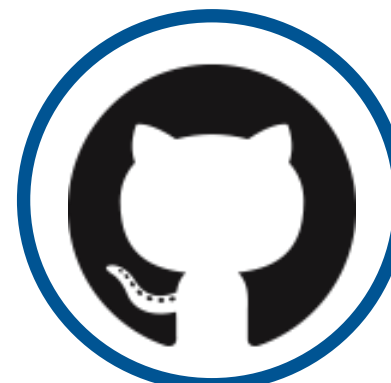
Google Drive



Egnyte



Confluence



GitHub



Jira



Amazon S3



SAP



Salesforce



Trello



ShareFile



WebDAV



SMB



File Transfer
Protocol (FTP/STFP)

Questions?

Dan Mallin
Founder & CEO
Dan.Mallin@Lucy.ai



Knowledge
Empowering
People

the most popular movies?

What are the most popular genres of movies?

Welcome back **Taylor**, ask me a question or click on one of your recent questions to see what we can find today

What are the most popular genres of movies?

How is technology improving health care?

Did you find what you are looking for?

Yes

No

Ask me...



Sources ▾

Timeframe ▾

File Types ▾

Content ▾



91

Business Review...



SharePoint - Healthcare



Business Review Commercial *continued*

Information technology and
information services resources

We believe the future of healthcare
is one of individualised healthcare
solutions focused on improved patient



66

A consumer-centered future of health...



SharePoint - Healthcare

A consumer-centered future of health: Deloitte's 2019 global health care consumer survey finds evidence that the future is now

Our survey finds people are exhibiting traditional "consumer behaviors" when it comes to health care: They are willing to shop for deals, disagree with their doctor, and use technology to track and maintain their health.

59

From the Hospital to the Home: From the ...



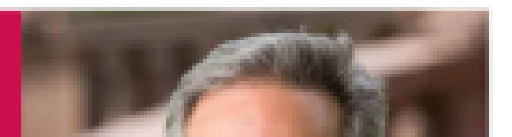
SharePoint - Financial Service

From the Hospital to the Home: The Health Care Technology Revolution

From the Hospital to the Home

Analysts estimate that by 2018, 65 percent of interactions with health care facilities will occur via mobile devices, and that's just a small element of the changes to come. New technology, including wearables and

"We'll see people get a lot more care from



2019

Which generation consumes the most beer in us?

What are the most popular genres of movies?

Welcome back **Taylor**, ask me a question or click on one of your recent questions to see what we can find today

What are the most popular genres of movies?

Did you find what you are looking for?

Yes

No

Ask me...

🔍

JavaScript;

Sources ▾

Timeframe ▾

File Types ▾

Content ▾



90

Podcasts genres in the U.S. 29 Podcasts: by country 30...

👍👎

GW

📄



90

What is your favorite genre of movie

👍👎

KnowledgeHound - search_trial_Mil002.json

🔗



72

question. So for this one asked what is the ...

👍👎

Lucy Tutorials

📄





[← Prev Answer](#)

[Next Answer →](#)

Generational Influencers Study

Adults 18+

Chart type (Column chart)



Categories (X-axis)

Base variable

What is your favorite genre of movie?

☐ ☒ Total

☒ Deselect All

☒ Action or Adventure

☒ Horror

☒ Comedy

☒ RomCom

☒ Documentary

+ Add new category variable

[Swap/Transpose](#)

Series (Legend)

Generation

☐ ☒ Total

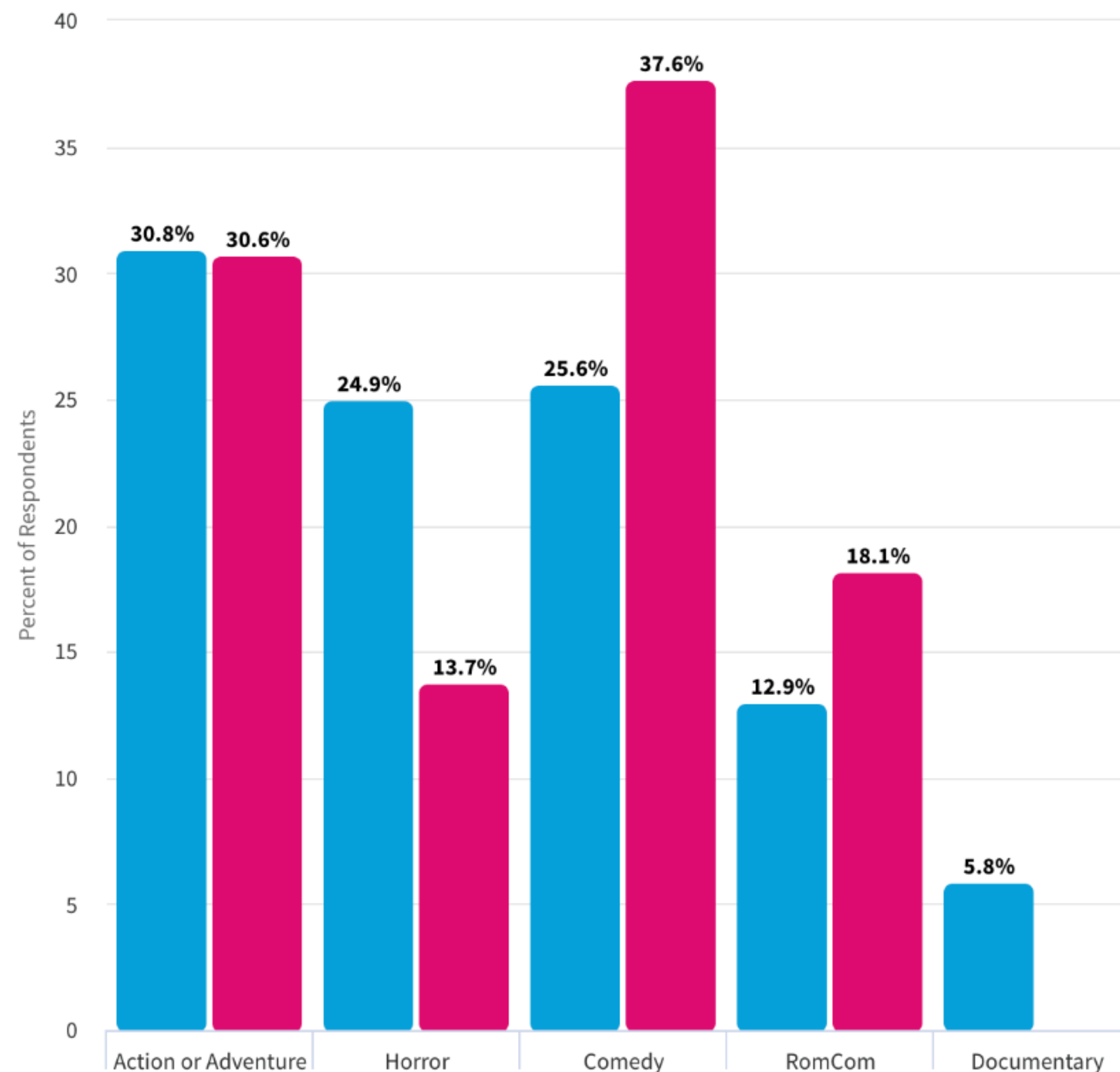
☒ Deselect All

[%](#) [123](#) [💬](#) [🔍](#) [≡](#) [Σ](#) [📱](#) [☁️](#) [v](#)



Σ Looking for statistical significance testing? Click the button above.

Study sample size: 39,905 Current base size: 39,905



2019

Which generation consumes the most beer in us?

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Did you find what you are looking for?

YesNo

Ask me...

https://ask.lucy.ai/home

90

What is your favorite genre of movie

Source: KnowledgeHound - search_trial_Mil002.json

← Prev Answer

Next Answer →

Categories (Y-axis)

Base variable

What is your favorite genre of movie?

Total

Deselect All

Action or Adventure

Horror

Comedy

RomCom

Documentary

+ Add new category variable

Swap/Transpose

Series (Legend)

Generation

Total

Deselect All

Millennial

General Population

%

123

Σ

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