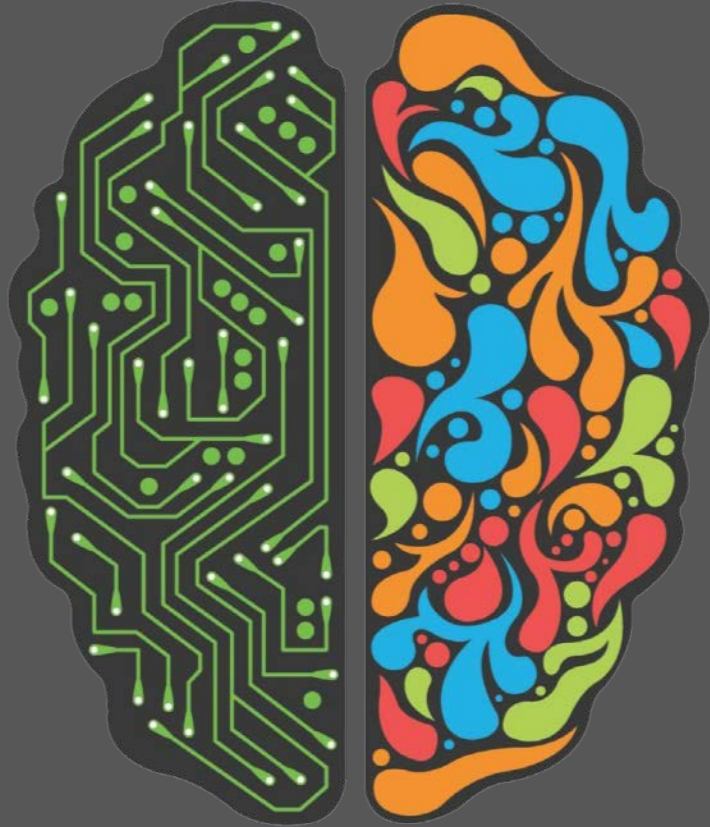




LEVERAGING **BIG DATA** MARKETING
TO CAPTURE
BIG OPPORTUNITIES



MA LOGICTM
when magic meets logic

MaLogic is a professional services and venture management group helping businesses to perform and create value.

WHERE ARE THE

 **BIG OPPORTUNITIES**

That was Web 2.0 a decade ago!



Big Data Landscape 2016

Infrastructure

Hadoop On-Premise
 cloudera, Hortonworks, MAPR, Pivotal, IBM InfoSphere, splice, bluedata, jethro

Hadoop in the Cloud
 amazon, Microsoft Azure, Google Cloud Platform, IBM InfoSphere, CAZENA, TREASURE DATA, altiscale, Quale, xplenty

Spark
 databricks, GridGain, TACHYON NEXUS

Cluster Services
 amazon web services, kubernetes, HPCC SYSTEMS, docker, MESOSPHERE, Core OS, pepperdata, StackIQ

Analytics

Analyst Platforms
 Palantir, AYASDI, Quid, enigma, Digital Reasoning, ORBITAL INSIGHT

Analytics Platforms
 Microsoft, guavus, Datameer, inter|ana

Data Science Platforms
 context relevant, CONTINUUM ANALYTICS, DataRobot, Alpine, MODE, plotly, ADATA, dataiku, nutonian, DOMINO, sense, yhat, ALGORITHMIA

Visualization
 +tableau, Google Cloud Platform, Roambi, GOMDATA, Qlik, CHARTIO

Applications

Sales & Marketing
 RADIUS, Gainsight, bloomreach, Zeta, livefyre, blueyonder, kahuna, Lattice, SAILTHRU, persado, infer, sense, AVISO, ACTIONIQ, QUANTIFIND, EN GAGIO

Customer Service
 MEDALLIA, ATTENSIY, CLARABRIDGE, STELLA Service, NG DATA, Preact, DigitalGenius, Wise.io, appuri, fuse|machines

Human Capital
 gild, Connectifier, textic, entelo, hiQ

Legal
 RAVEL, JUDICATA, Everlaw, Brevia, PREMOMITION

NoSQL Databases
 amazon DynamoDB, Google Cloud Platform, Microsoft Azure, MarkLogic, mongoDB, DATASTAX, Couchbase, SequoiaDB, redislabs, influxdata

NewSQL Databases
 SAP HANA, Clustrix, Pivotal, memsql, paradigm4, NUODB, MariaDB, VOLTDB, citusdata, deepdb, Trafodion, Cockroach LABS

BI Platforms
 Power BI, amazon web services, DOMO, GoodData, platform, looker, atscale, ARCADIA

Statistical Computing
 R

Log Analytics
 splunk, sumologic, kibana, CLOUD PHYSICS, loggly

Social Analytics
 NETBASE, DATASIFT, tracx, bitly, synthetio, bottlenose, simplereach

Graph Databases
 neo4j, ORIENTDB, InfiniteGraph

MPP Databases
 TERADATA, VERTICA, NETEZZA, kognitio, dremio

Cloud EDW
 amazon web services, Google Cloud Platform, Microsoft Azure, Pivotal, snowflake, WATERLINE DATA, Infoworks

Data Transformation
 alteryx, TRIFACTA, tamr, Paxata, StreamSets, Alation

Data Integration
 informatica, MuleSoft, snapLogic, BedrockData

Real-Time
 amazon web services, METAMARKETS, confluent, DATATORRENT, dataArtisans

Machine Learning
 IBM Watson, Cortana, sentient, VIV, nervana, nara, SI, HyperScience, MetaMind, clarifai, DEXTRO, Geometric Intelligence

Management / Monitoring
 New Relic, APPDYNAMICS, amazon web services, actifio, Numerify, splunk, DATADOG, Trocana, Anodot

Security
 TANIUM, illumio, CODE42, DataGravity, CIPHERCLOUD, VECTRA, sqrrl, BlueTalon

Storage
 amazon web services, Google Cloud Platform, Microsoft Azure, panasas, nimblestorage, Qumulo

App Dev
 apigee, CASK, Keen IO, Typesafe, CONCURRENT

Crowd-sourcing
 amazon mechanical turk, CrowdFlower, WorkFusion

Search
 hp, Autonomy, ORACLE ENDECA, EXALEAD, Lucidworks, elastic, ThoughtSpot, MAANA, swifttype, Algolia, SINEQUA

Horizontal AI
 IBM Watson, Cortana, sentient, VIV, nervana, nara, SI, HyperScience, MetaMind, clarifai, DEXTRO, Geometric Intelligence

SMB / Commerce
 Google Analytics, AMPLITUDE, RJMetrics, BLUECORE, sumAll, granify, Airtable, retention science, custora

Cross-Infrastructure/Analytics
 amazon, Google, Microsoft, IBM, SAP, SAS, hp, Autonomy, vmware, talend, ORACLE, NetApp

Ad Optimization
 MediaMath, Integral Ad Science, OpenX, rocketfuel, theTradeDesk, Adgorithms, LiveIntent, dstillery, DataXu, Appier, TAPAD

Security
 CYLANCE, CounterTack, cybereason, ThreatMetrix, AREA 1 SECURITY, SentinelOne, Recorded Future, Guardian Analytics, FORTSCALE, sift science, Keybase, feedzai, SIGNIFYD

Vertical AI Applications
 facebook, Clara, KASIST@, lumiaata

Publisher Tools
 outbrain, mixpanel, Chartbeat, yieldbot, Yieldmo

Govt/ Regulation
 Socrata, OPENGOV, FN FiscalNote, enigma, mark43, PREDPOL, OpenDataSoft

Finance
 Affirm, LendingClub, OnDeck, Kreditech, zest finance, LendUp, Kabbage, tidemark, Payoff, INSIKT, ZUORA, Dataminr, Lenddo, KENSHO, AIDYIA, ISENTIUM, Quantopian, sentient technologies

Education/ Learning
 KNEWTON, Clever, Declara, PANORAMA, knowTe

Life Sciences
 23andMe, PATHWAY GENOMICS, Counsyl, deep genomics, Recombine, KYRUUS, FLATIRON, zymergen, HealthTap, METABIOTA, ZEPHYR HEALTH, ovia, Ginger.io, transcriptic, Glow, enlitic, AiCure, Atomwise

Industries
 OPOWER, eHarmony, RetailNext, duetto, STITCH FIX, WorkFusion, BLUE RIVER, TACHYUS, Seeq, FarmLogs, SwiftKey, HowGood, select, SIGHT MACHINE, statmuse, BOXEVER

Open Source
 Framework, Query / Data Flow, Data Access, Coordination, Real-Time, Stat Tools, Machine Learning, Search, Security



MALOGIC PROVIDES...

BDMM (BIG DATA MANAGEMENT & MARKETING)

- A COMPLETE MANAGEMENT PACKAGE!

Data Platform Management
数据平台管理

- Data Cleansing
- Data Structure
- Data Tagging
- Data Visual
- 2nd & 3rd P Profiling

And more...

Annual Service Fees
服务年费

Application modules
应用工具模块

- Automated MR
- Campaign Plan & Mgt
- Media Optimizer
- CRM Retail Tracking
- IOT Deploy

And more...

SaaS license and annual maintenance fees
软件授权使用及保养年费

Professional Services
专业服务

- Business Insights
- Customer Journey
- Marketing Services
- Training
- System Integration

And more...

Task / Project based fees
工作项目费

Consulting Services
咨询服务

- Corporate Strategy
- Brand Strategy
- Product Strategy
- Business Modelling
- Digital Transform

And more...

Retainer / Project Fees
项目聘用费



PATH TO WONDERLAND



Internal data

Where are you now?



PATH TO WONDERLAND



Internal data
Where are you now?

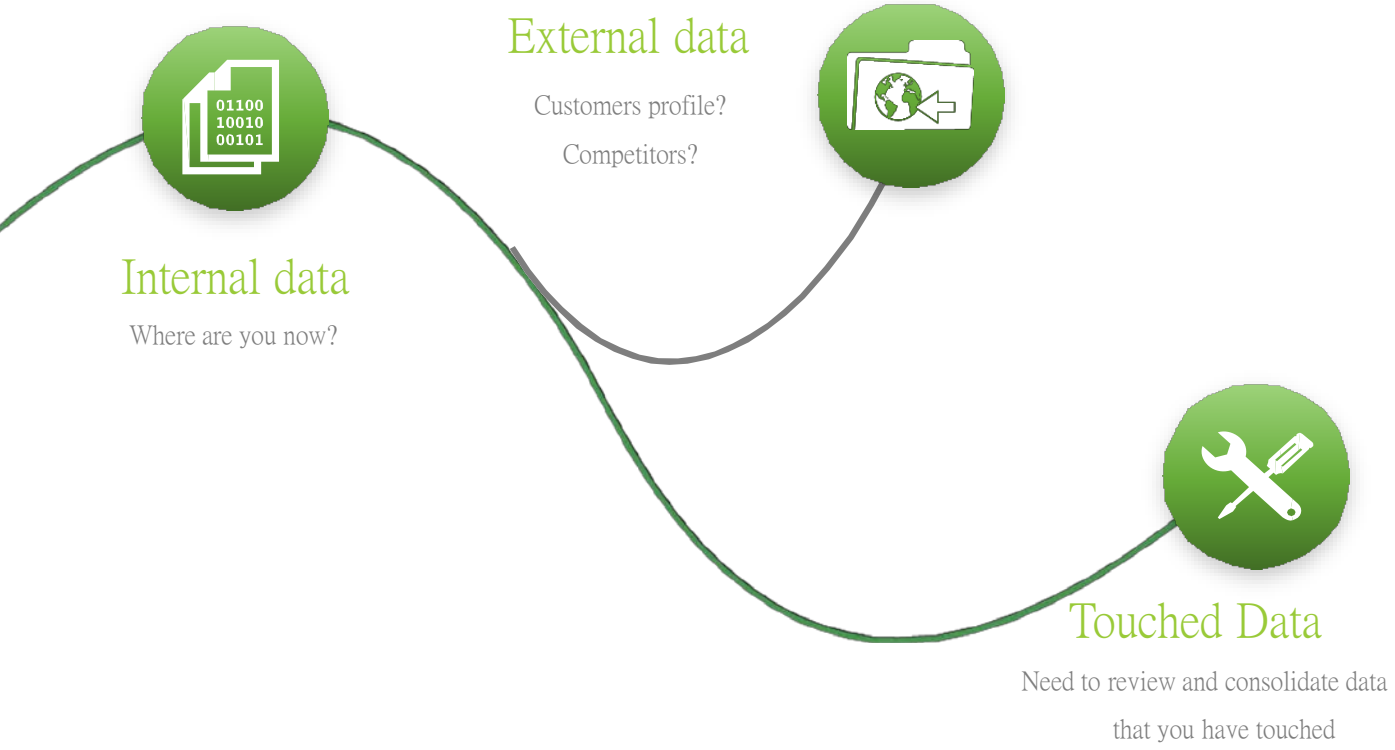
External data

Customers profile?
Competitors?



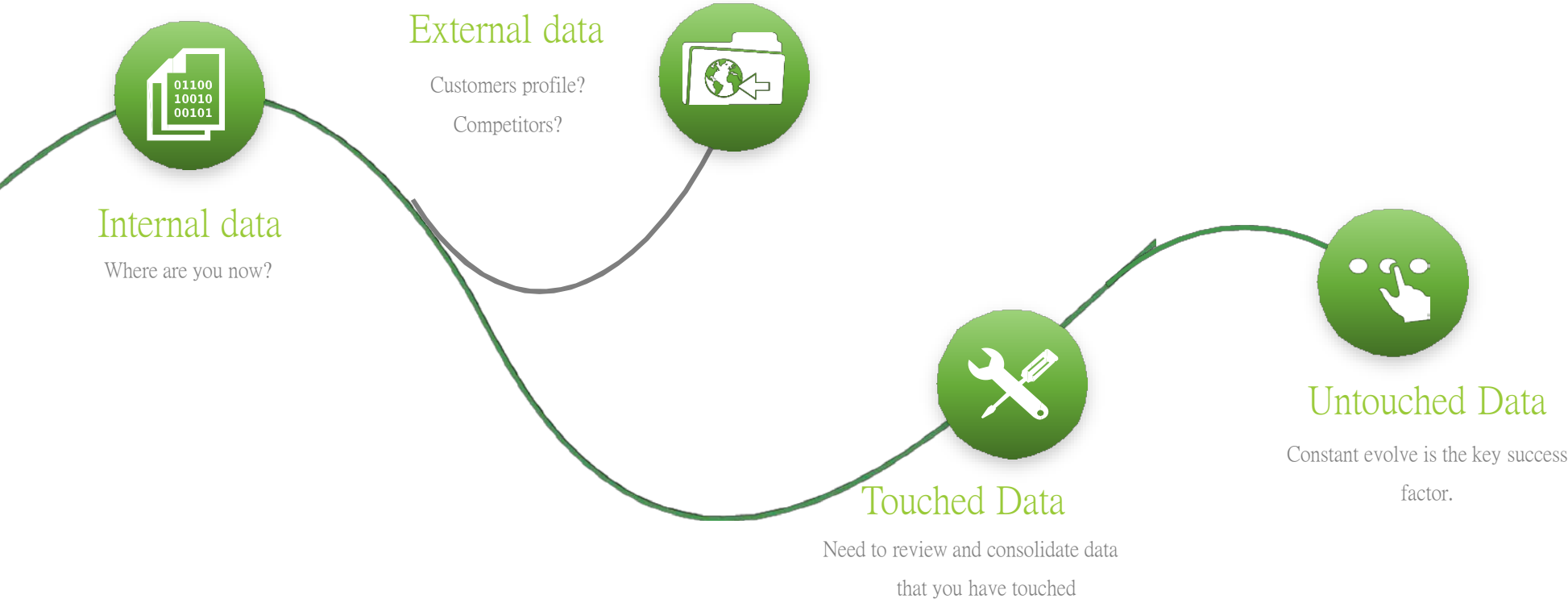


PATH TO WONDERLAND



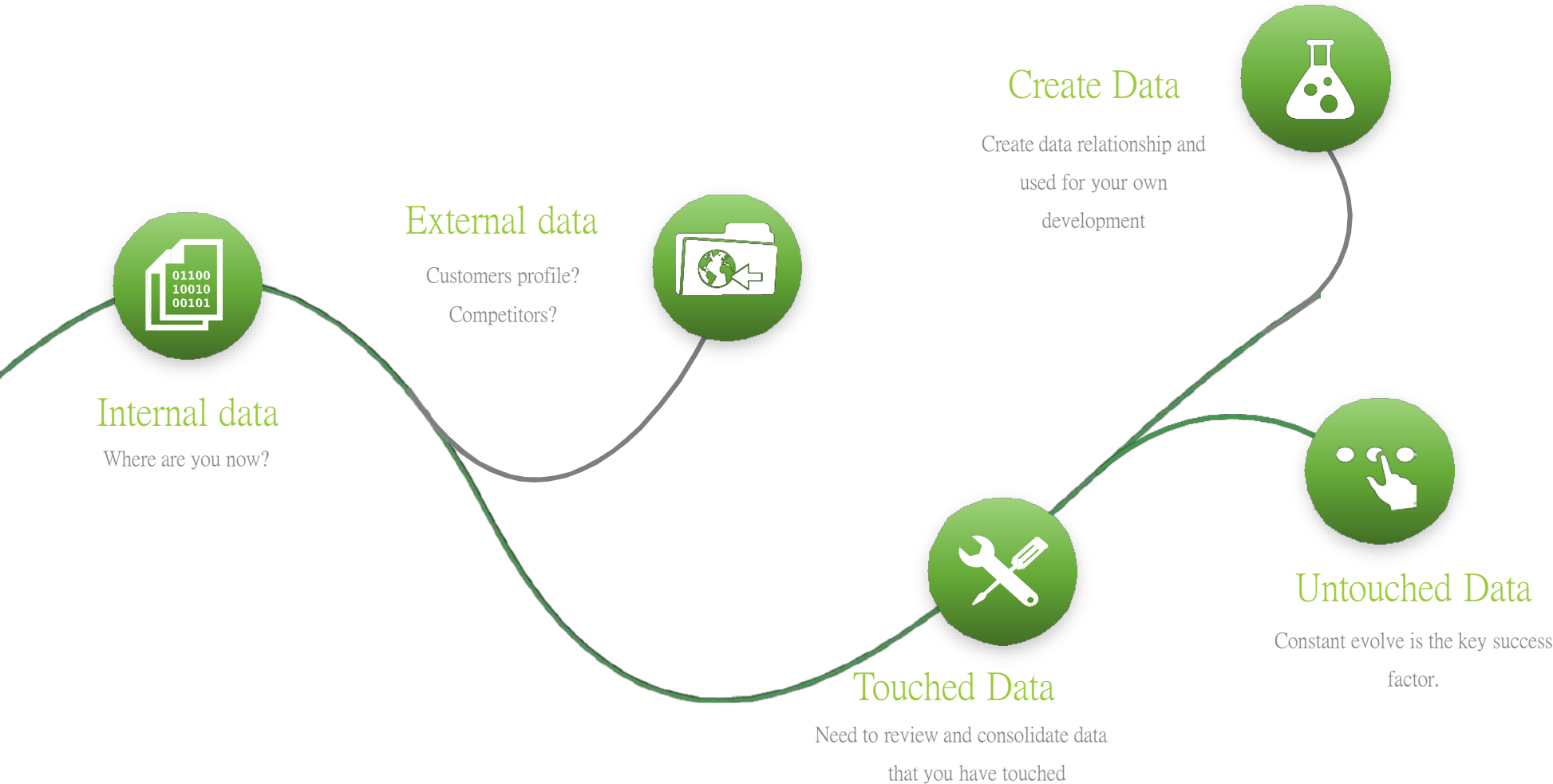


PATH TO WONDERLAND



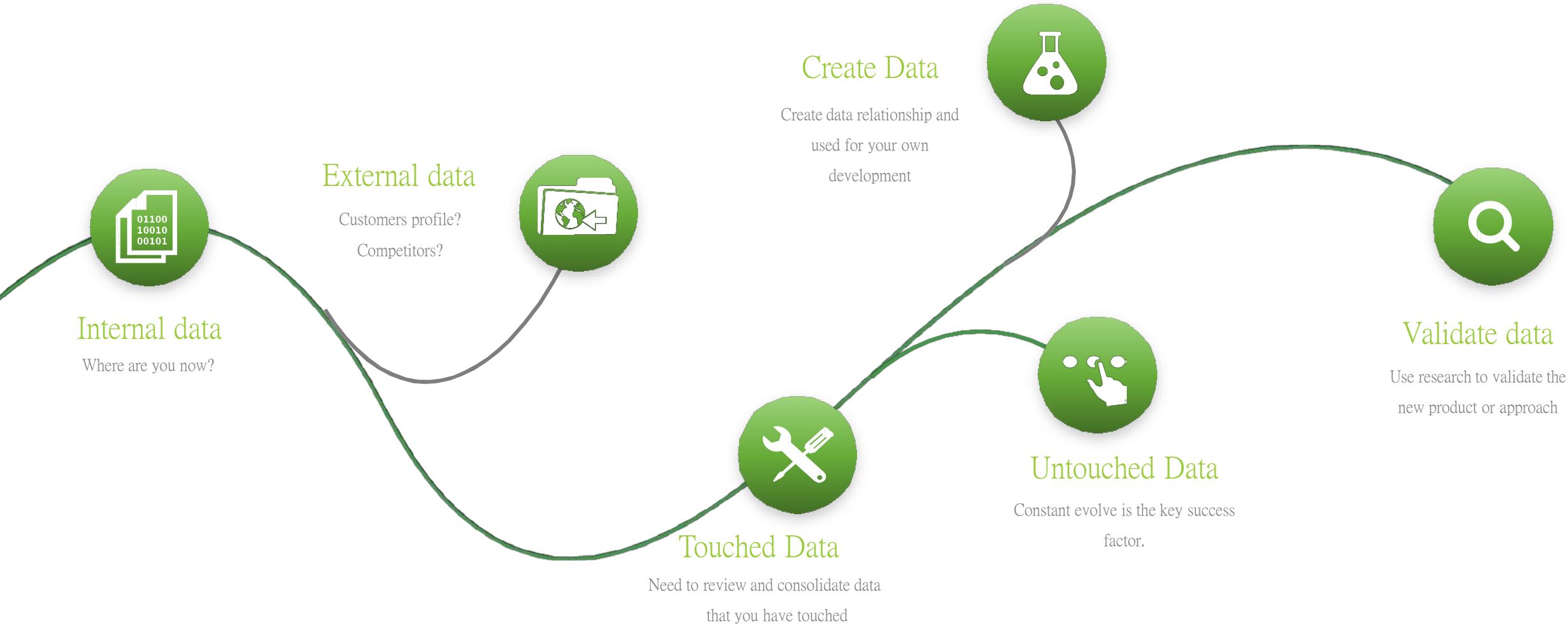


PATH TO WONDERLAND





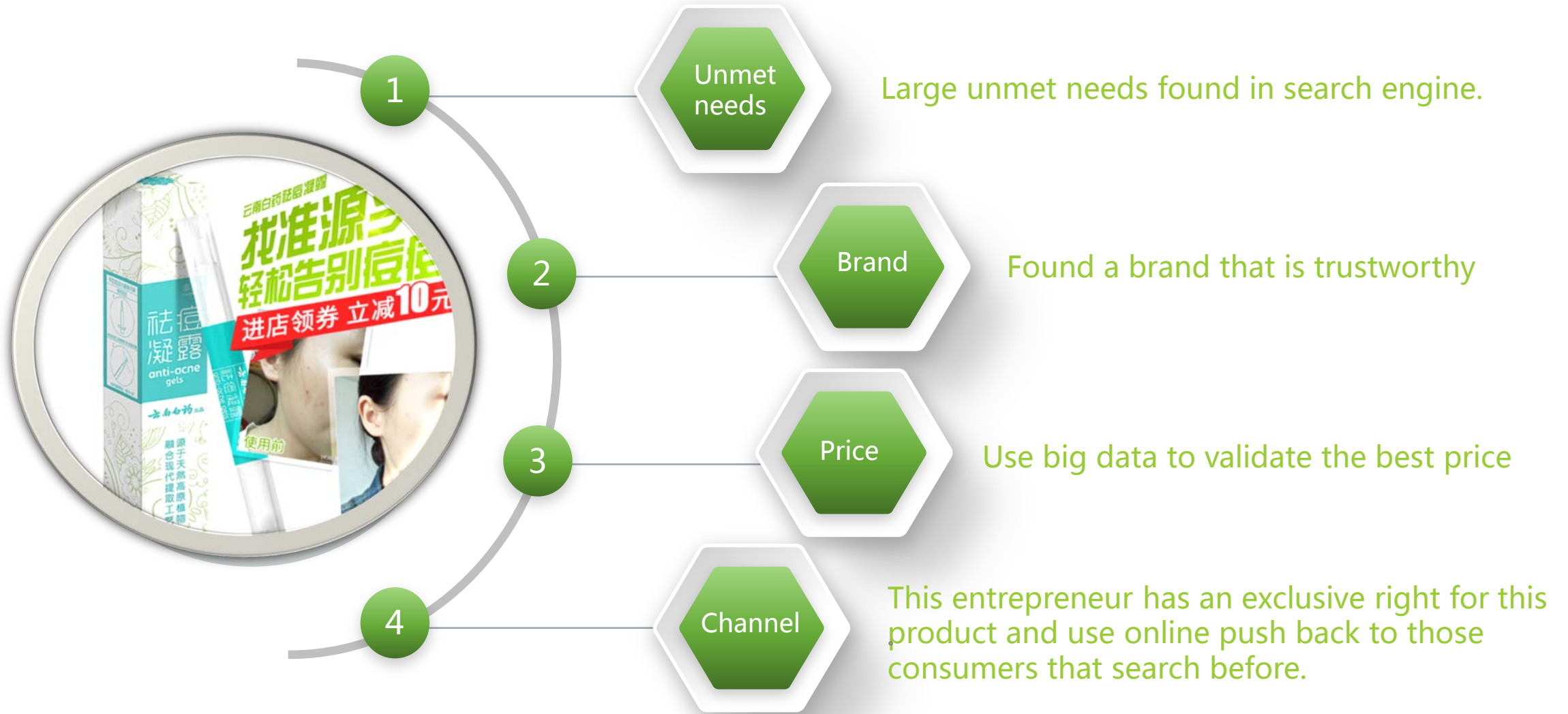
PATH TO WONDERLAND



CASE STUDY



A CASE STUDY IN CHINA – YUNNAN BAIYAO



MALOGICTM

when magic meets logic

Contact: eliza.wong@malogicgroup.com

Tel: HONG KONG +852 95341587 / CHINA +86 18616672233