ABOUT US

• Founded in 2007
• Specialize in:
  • Oil & gas
  • Utilities
  • Finance
  • Sports
  • Entertainment

• 100+ Customers
• In-house data scientists
• Enable self-serve BI and analytics
• Offices in
  • Calgary, AB, Canada
  • Denver, CO, USA
Finalist – JWN Energy Excellence Awards

Cadeon: Putting customers first

“Our whole model is to support our customers along their journey and teach them how to fish rather getting them to sign multiyear contracts where we do all the work and show them nothing.”
OUR METHODOLOGY

People
50%
- Professional, motivated, experienced, certified

Process
40%
- Authority in key data management processes

Technology
10%
- Productive, agile, cost effective technology

LEVERAGE THE EXPONENTIAL GROWTH OF INFORMATION
FEATURED IN CIO REVIEW MAGAZINE

#3 Out of Top 20
Data Visualization Providers

Only Canadian Company
CORPORATE VISION AWARDS 2017

BEST DATA DELIVERY PLATFORM

Only Canadian Company

Best Data Delivery Platform - Canada

Cadeon is the leading provider of data and information management services. We invited Phil Unger to talk us through the aims of the firm and what services it offers.

Helping others in their quest to become leaders in their industry, Cadeon helps businesses to make smart, data-driven decisions, recover lost revenue and predict future business trends. The firm has a portfolio of solutions which includes data virtualization, data visualization and analytics, unified information management and enterprise information architecture solutions. Phil discusses what he believes to be the reasons behind the firm’s recent success.

"Focusing on customer service and producing results, our success equation is centred around 50% People, 40% Process and 10% Technology. The firm leverages its Synapse must take steps in order to make this achievable. The client is always able to access new and existing information as quickly as they want, with Cadeon ensuring that it increases its customer’s potential to increase productivity and profitability, something Phil is keen to point out.

"The service provided to clients is vital to forming the ethos of the company and lays the foundations for our overall mission. Our mission is to enable our customers to increase productivity and profitability by giving them access to information at their fingertips. We provide a framework of capabilities that allow our customers to leverage their existing information footprint and enrich it quickly and easily with new information that is available on a daily basis. Our the timeless and most cost-effective way."

As a company, it is ready to stay ahead of emerging developments amidst the evolution of technology. However, Phil is confident the firm is ready to achieve its main goal of delivering tremendous value, as the staff and teams are motivated to stay on top of innovations.

"Cadeon is always looking at what innovation is coming next. We are partnering with vendors that are moving into areas of IoT and others. As our goal is to deliver tremendous value to our customers, we are motivated to stay on top of innovations in the information space."

Moving forward, the company aims to expand its business and Phil is obviously excited about helping our customers get the most value out of it. We cannot wait to see where this growth in knowledge is going to take us and to be a part of that is very exciting."

"Advances in Advanced Analytics and Artificial Intelligence will continue. The new world of the Internet of things is going to bring tidal waves of information that..."
DIGITAL ADVANTAGE IS COMPETITIVE ADVANTAGE

ORGANIZATIONAL LIFESPAN SHRINKING: EVOLUTION OR EXTINCTION ARE THE ONLY OUTCOMES

Source: Innosight, "Corporate Longevity: Turbulence Ahead for Large Organizations", 2016
DIGITAL ADVANTAGE IS COMPETITIVE ADVANTAGE

ORGANIZATIONAL LIFESPAN SHRINKING: EVOLUTION OR EXTINCTION ARE THE ONLY OUTCOMES

"By 2020, information will be used to reinvent, digitalize, or eliminate 80% of business processes and products from a decade earlier."

Source: Gartner Identifies the Top 10 Strategic Technology Trends for 2017 (Gartner, 2016)
The Information Tsunami – Exponential Growth

Exponential Growth of Digital Data

![Graph showing exponential growth of digital data from 2010 to 2020. The graph indicates a significant increase in the amount of structured and unstructured data created over this period.](Image)
CORPORATIONS ARE BURSTING AT THE SEAMS WITH DATA
60% - 80%
Time Spent Searching For Information to Do the Job
SYMPTOMS OF CORPORATE INFORMATION OBESITY
WHAT ARE THE ROAD BLOCKS?

Analytics Challenges Today

Way too much data to efficiently, manually analyze

Long delays between information, insights, and actions

Data science talent shortage for uncovering insights in oceans of data
THE PROBLEM - SILOED ORGANIZATIONS

Horizontal and Vertical Integrated Performance across all segments of the Business
AUTOMATING INFORMATION LIFECYCLE

AUTOMATED PROCESSES

- CAPTURE necessary data
- CHECK for quality and consistency
- DISPLAY in different forms
- PERFORM analysis
- PRODUCE results
- RECOMMEND actions

MANUAL PROCESSES

ROUTINE ACTIVITIES TIME CONSUMING

VALUE ADDING ACTIVITIES

80% 20%
SYNAPSES FOR BIG DATA

Cadeon

INFORMATION CAPABILITIES

DATA PREPARATION

VISUALIZE / ANALYZE
VIRTUALIZE
DIARIZE
STRUCTURALIZE
MACHINE LEARNING
ARTIFICIAL INTELLIGENCE
OUR PARTNERS

TIBCO

Microsoft

denodo

DataRobot

DARKTRACE
SPOTFIRE UNIFIED INFORMATION ARCHITECTURE

Search, Analytics, Self-Serve
SYNAPSES FOR BIG DATA - VISUALIZE
SYNAPSES FOR BIG DATA - VISUALIZE
"The answer to our data problem is a single copy of all data...

...The challenge is to deliver the data to the user when and how they need it."

Steven Hirsch, Chief Data Officer, NYSE Euronext
Understanding Data Virtualization: ETL vs DV

DV overcomes conventional tool shortcomings with a solution that:

- Can manage every type of data from any number of sources
- Is rapid to prototype and implement
- Easy to manage and change
- Tracks all changes/history for a full, anytime, ‘as of’ view of the information
- Is equipped with data stewardship and governance
- Provides a dependable and complete audit trail
Enables Syndication with Built-in Control

Cisco UCS

Cisco Data Preparation (Self-service)
- Explore
- Enrich
- Shape
- Combine
- Clean
- Publish
- Discover
- Access
- Govern
- Discover
- Authority
- Access
- Abstract
- Deliver
- Cache

Cisco Data Virtualization (Spotfire ADS)
- Directory
- Publish
- Governance
- Explore
- Shape
- Combine
- Clean
- Publish

End-user Data Sets
Big Data / IoT Sources
Traditional Data Sources
Cloud Data Sources

Analytics
Self-Service
BI
ESBs & Apps

Cisco UCS
VIRTUALIZATION - Demonstration

- CISCO DV Demo
  - https://www.youtube.com/watch?v=5mV_Lk_i288

- NYSE
STRUCTURALIZE - Big Data Requires a New Approach

“I know what I need”
Business determines what questions to ask

CLASSIC BI
• Structured
• Repeatable

“It structures the data to answer those questions”

“I don’t know what I need!”
Business explores data for questions worth answering

“Capture everything”
IT delivers platform to store, refine & analyze all data sources

BIG DATA DISCOVERY
• Multi-Structured
• Iterative
STRUCTURALIZE - Simplification and Unification

Information as a Service

SEARCH & DISCOVERY
ENTERPRISE APPLICATIONS
PERSONALIZATION
CONTENT & eCommerce
ACTIVE DASHBOARDS
AD HOC QUERY TOOLS
BUSINESS INTELLIGENCE TOOLS

WEB SERVER
FILE SERVER
EMAIL
HADOOP
CMS, CRM, ERP
A/RDBMS/EDW
Demo Screen

Sourced from PPDM Well Master database

Extracted from Daily Drilling report text
STRUCTALIZE - DEMO

- http://spotfire.tibco.com/demos/attivio-energy-well-analysis
- Oil and Gas Demo
RESULTS EXAMPLES

EXECUTIVE DASHBOARDS
Saving Millions in Operations and Decision Making

UNIFYING STRUCTURED & UNSTRUCTURED DATA
Saving Millions in Operations and Decision Making

VISUALIZATION OF PRODUCTION ACCOUNTING DATA
Significant Production Increases
RESULTS EXAMPLES

DATA UNIFICATION & VISUALIZATION

*Triple Digit Revenue Growth That Led To Retail Acquisition*

REAL-TIME DECISION MAKING

*Decreased Information Gathering By 80 Hours Per Sporting Event*

OVER $300 MILLION FOUND FOR OUR CLIENTS
Our Promise

“Cadeon delivers the best, fastest, most relevant and measurable information at your fingertips”
Thank You!

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