Really open
Getting serious about data as a factor of production
How far have we come?
Focus to date

FROM

Transparency & participation

Keep ‘em honest
We paid for it anyhow
Access to data is **goodness**
Current practice
A broader, economic view
“Data is just like crude. It’s valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc., to create a valuable entity that drives profitable activity; so must data be broken down, analysed for it to have value.”

Marketing commentator Michael Palmer
Data = goodness

*but*

Data + vehicle = impact
In the past
It was about pages
Then something happened
Today we have these super-computers on our bodies all day long…

Source: Bill Gross, UberLabs
Context
It's all about Me!

It's all about Me!
People now expect: easy relevant personalised
From search to ... ... anticipate
@Cath - I’m thirsty…

Consumer-led digital transformation
New physics: from drive to nudge
Device in-app experience

- Source Route info (Hadoop)
- User geo-location
- Route scheduling (Azure)
- Corporate calendar (Exchange)
- Mapping service (over Linux)
- Traffic flow
- Weather

**Time to leave...**
With traffic, it's likely to take 52 minutes to get to "Meeting" by 11:15 AM.
(As of 10:12 AM)

Get the fastest route
Something’s happening: people are going beyond the browser
Twitter traffic

- Twitter API
- Twitter.com

Twitter API
- Twitter.com
World is going from direct to indirect to serve them
People can now do things wherever they are, on the spur of the moment, in between the fragmented daily lives they lead.
Data has a new role
The rise of the API economy
We are industrialising data use …

… and democratising it.
Focus change

FROM

Transparency & participation

FORCES

• Unemployment,
• User services
• Govt efficiency

TO

Services, jobs &
economic development
Data’s new role demands a new architecture
A new way
Thank you