

A woman with long blonde hair is shown in profile, looking towards a bright sunset. The sun is low on the horizon, creating a strong lens flare and illuminating the scene with a warm, golden light. The woman is wearing a dark, patterned top. The background consists of a grassy field and some trees in the distance.

# Data driven insights

JASON HUTCHINSON

D.

# Disney



# Disney



# Estonia



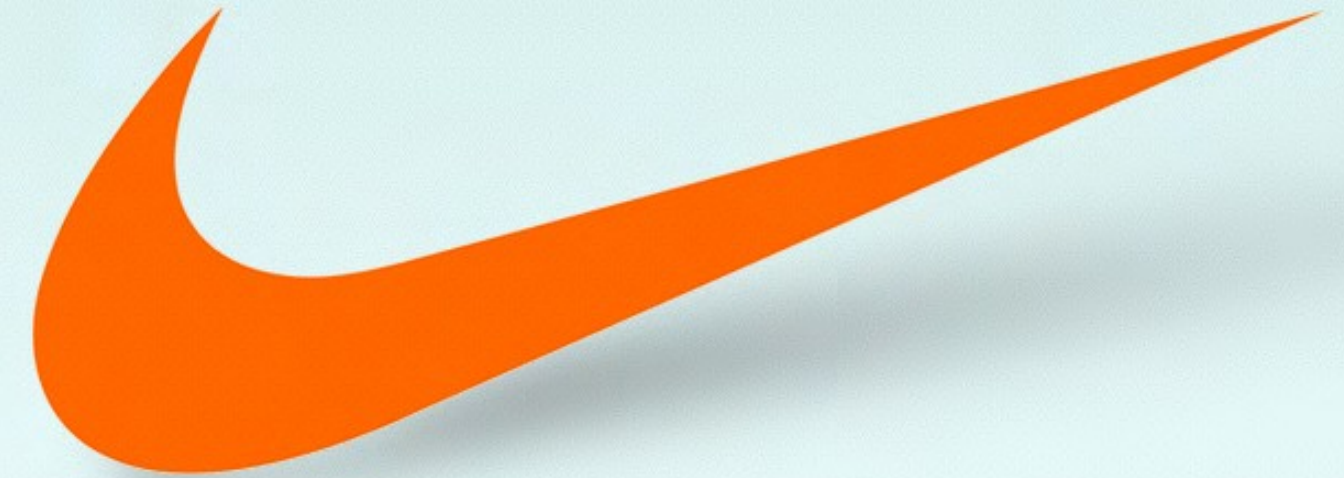
# Government



# Government



# Nike



# Macro trends



Data  
Natives



Mobility



Social  
Connectivity



Internet  
Of Things



Emerging  
Competitors



Security &  
Privacy

# Implications



Customers  
in control



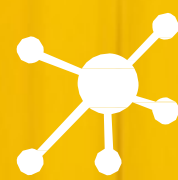
Expectations  
are higher



Trust is  
the currency



Massive  
generation  
of data



Proliferation of  
channels & devices



Battle  
for skills



# New ecosystem

**SENSE**



**LISTEN**

Detecting significant moments  
in our customer's world



**INTERPRET**

Understanding what makes  
our customers different and what  
matters to them

**RESPOND**



**DETERMINE**

Choosing the best pathway  
to meet our customer's needs



**ENGAGE**

Personalising conversations  
to communicate their way

# New data



Deutschland **1:0** Italien  
56:04

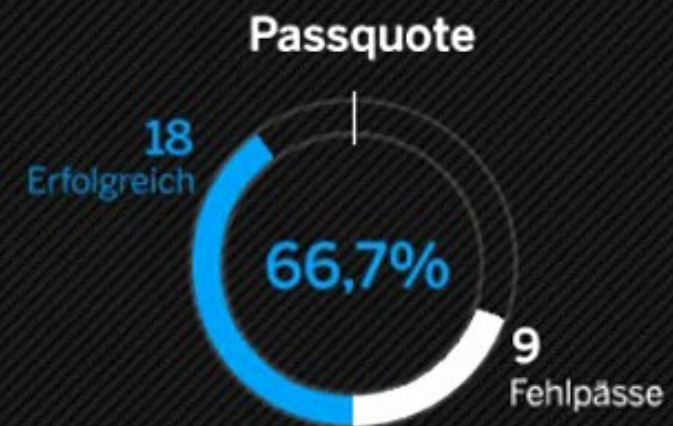


**Philipp Lahm** ▼

Spielzeit **56:04**

Tore **0**

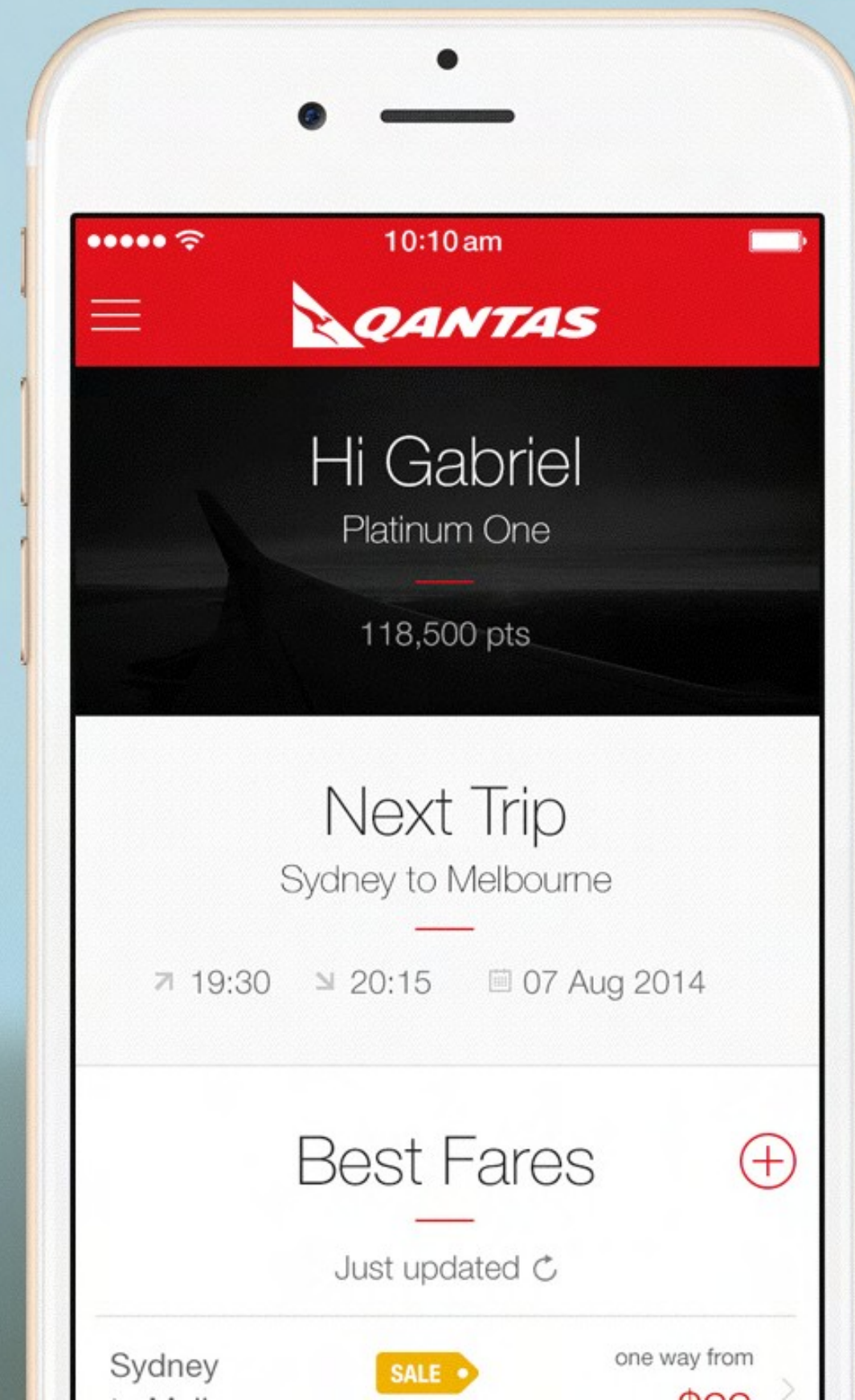
Chancen **5**



# Self learning



# Continually sensing



# Continually sensing



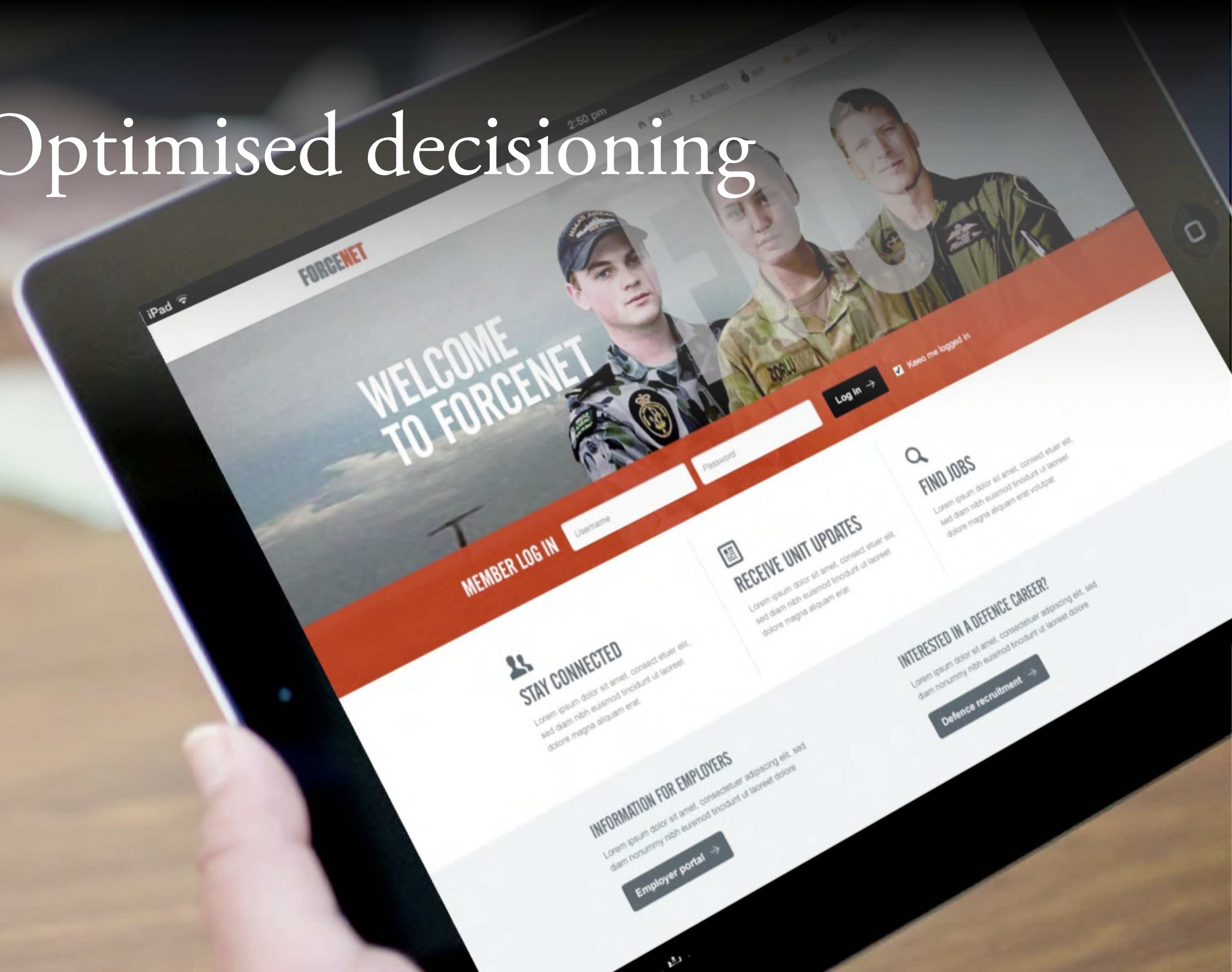
# New opportunities



SENSING DATA

2,238

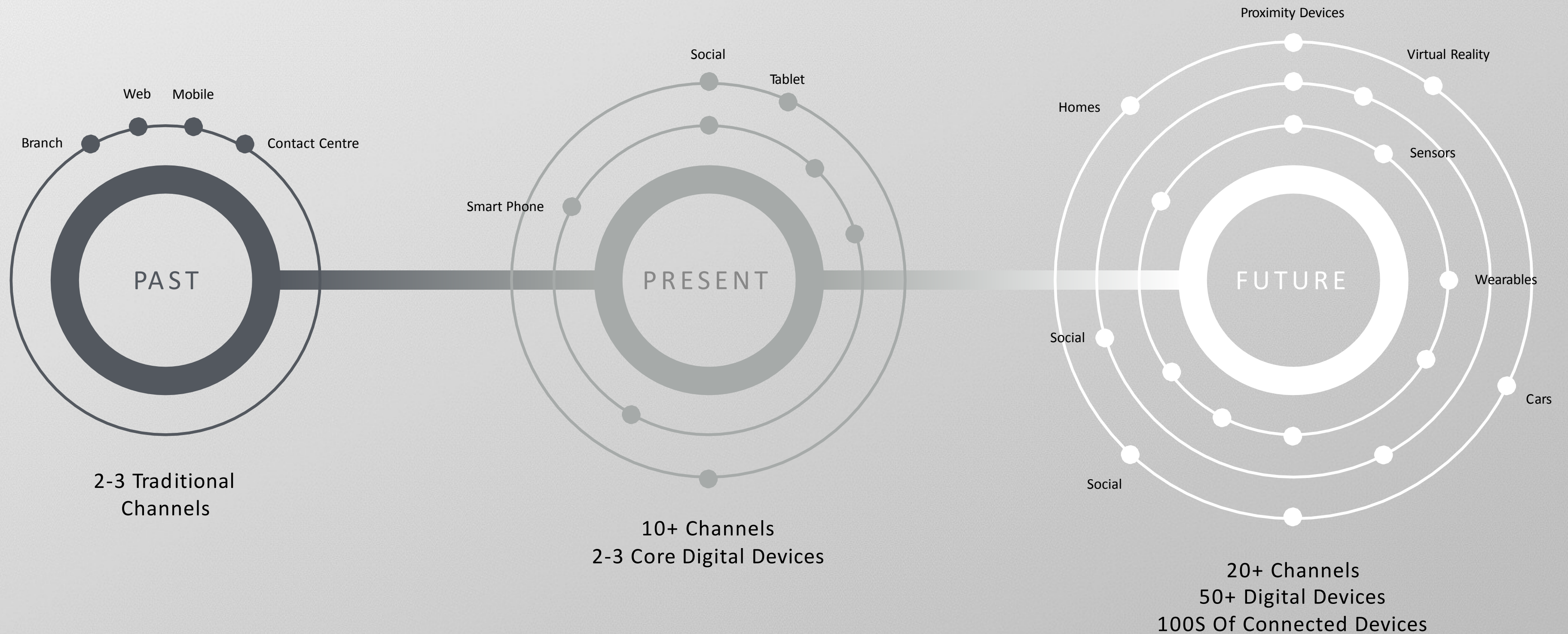
# Optimised decisioning



# Improving outcomes



# Connectivity to value



**Deloitte.**  
**Digital**