



# Liberate Your Data

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## Our Vision

Liberate industrial data to redefine the real world from daily routines to business models.

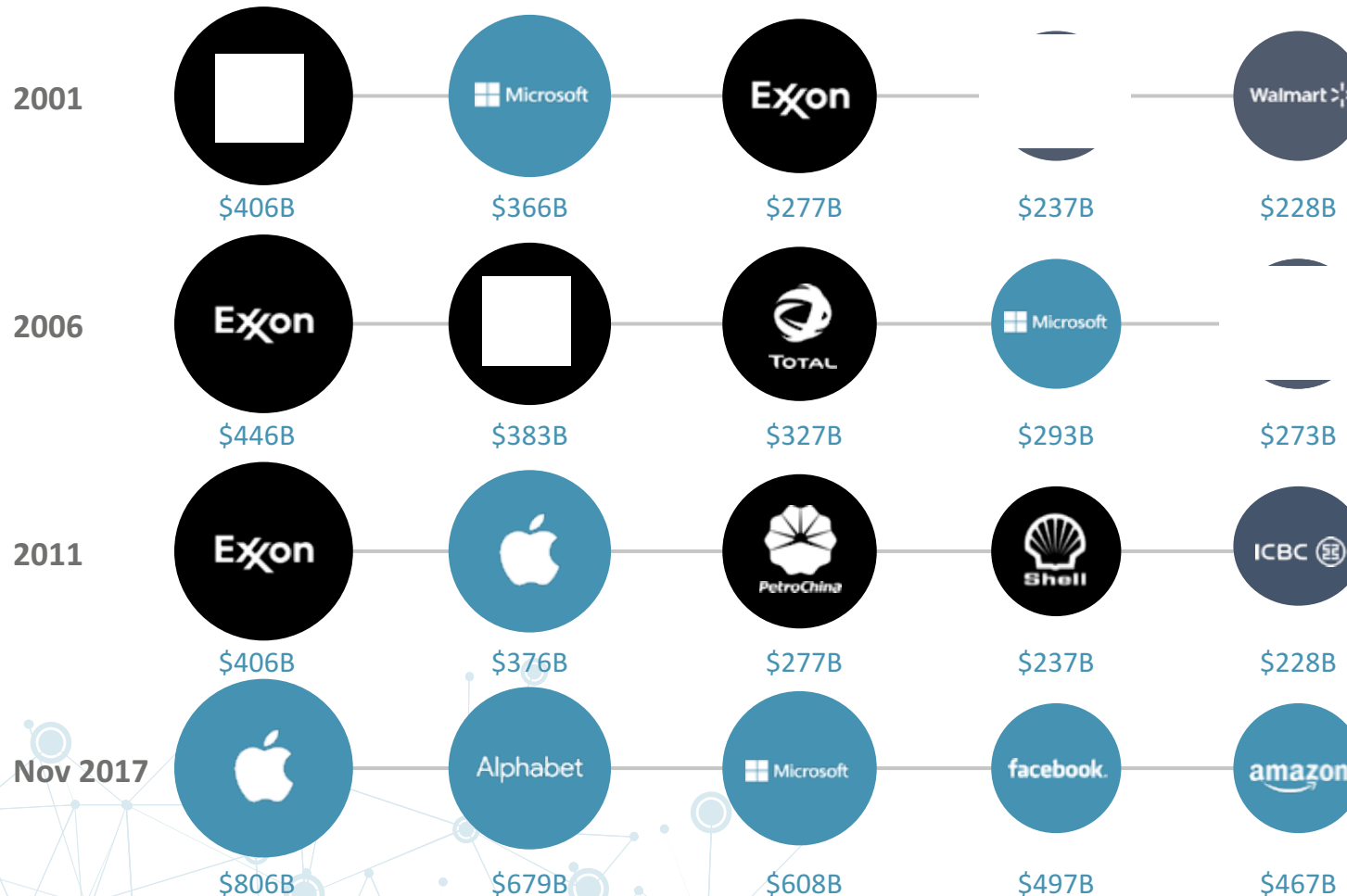


# The Largest Companies by Market Cap

## The oil barons have been replaced by the whiz kids of Silicon Valley

### Top 5 Publicly Traded Companies (by Market Cap)

● Oil ● Tech ● Others



Mastery of data and technology has led to the most rapid shift in economic models ever experienced by humanity.

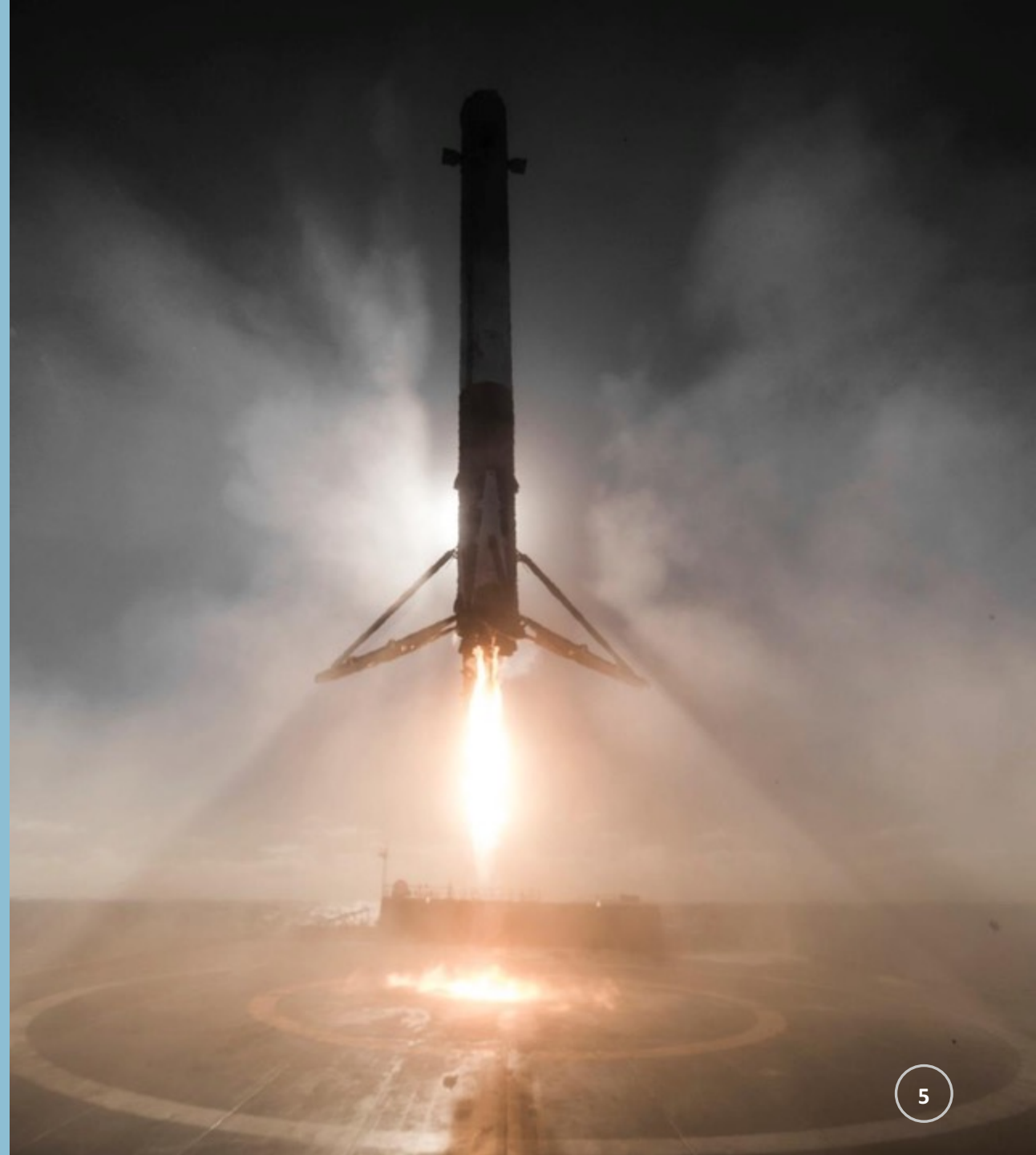




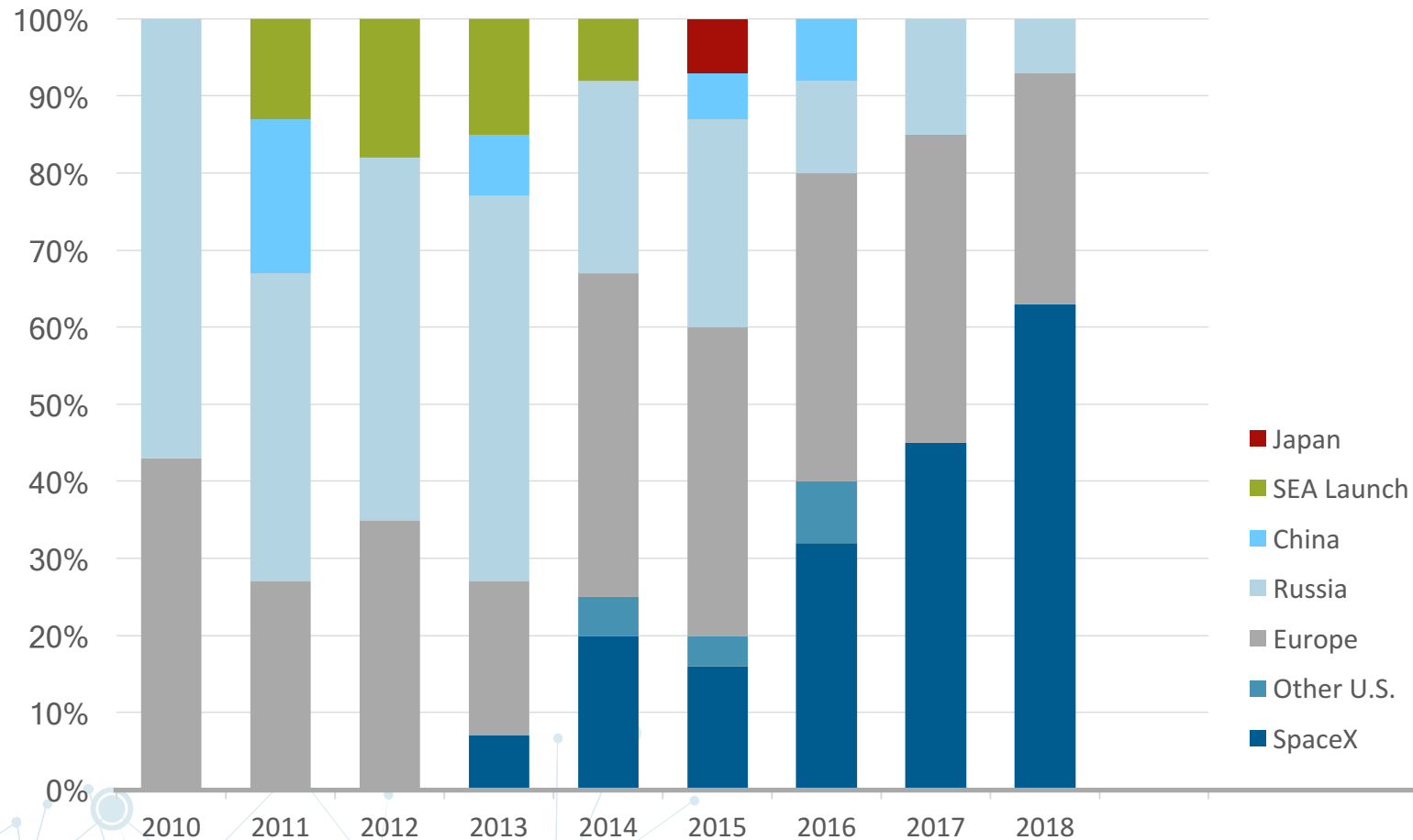
Systematic use of **vast pools of data** combined with **machine learning** enables new and improved business models beyond B2C into the B2B industrial world



SpaceX **autonomous rocket** learned from its initial falter to embark in an unbroken 18 successful landing of Falcon 9 first stage as of Oct'17.



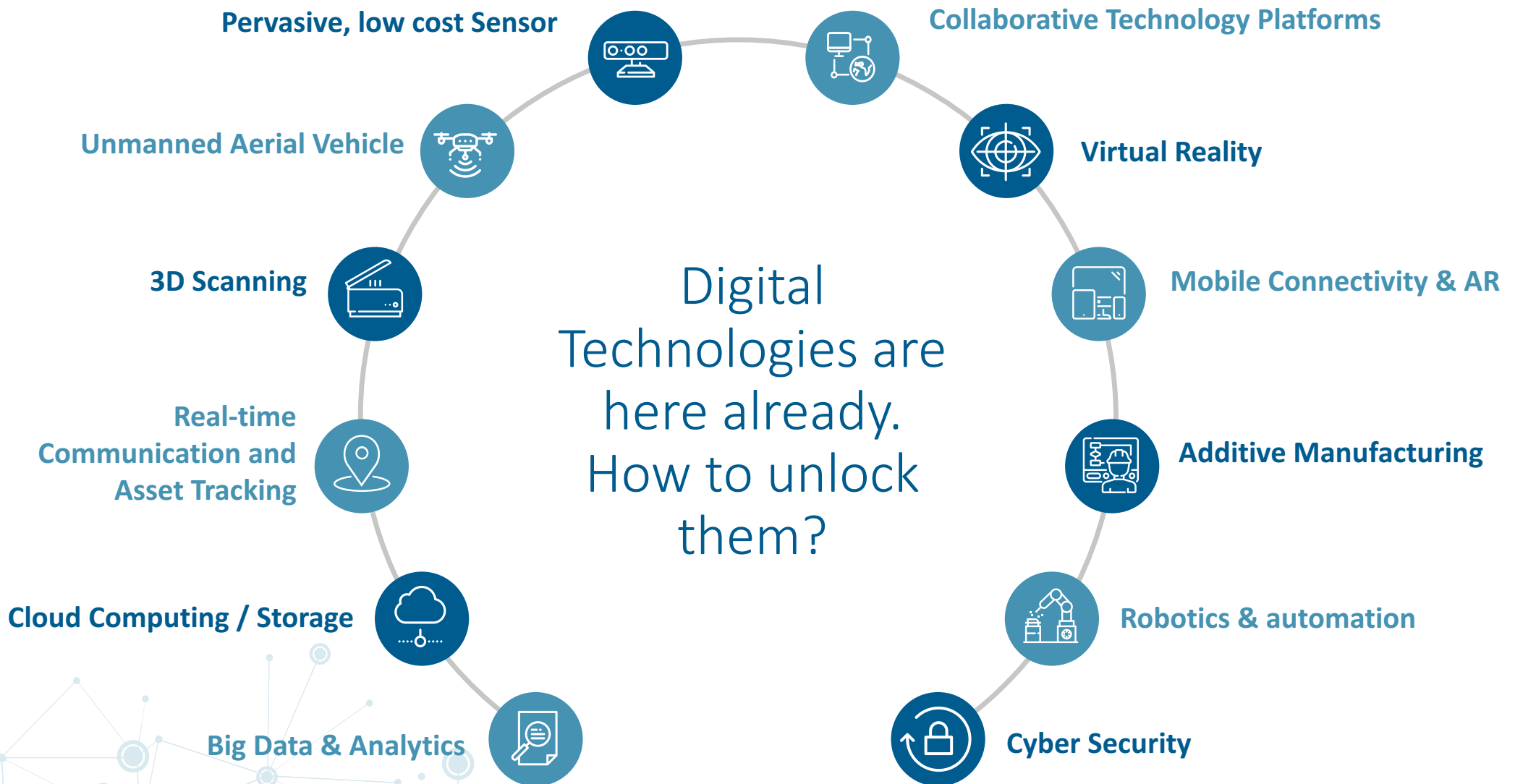
# Awarded Global Commercial Launch by Market Share

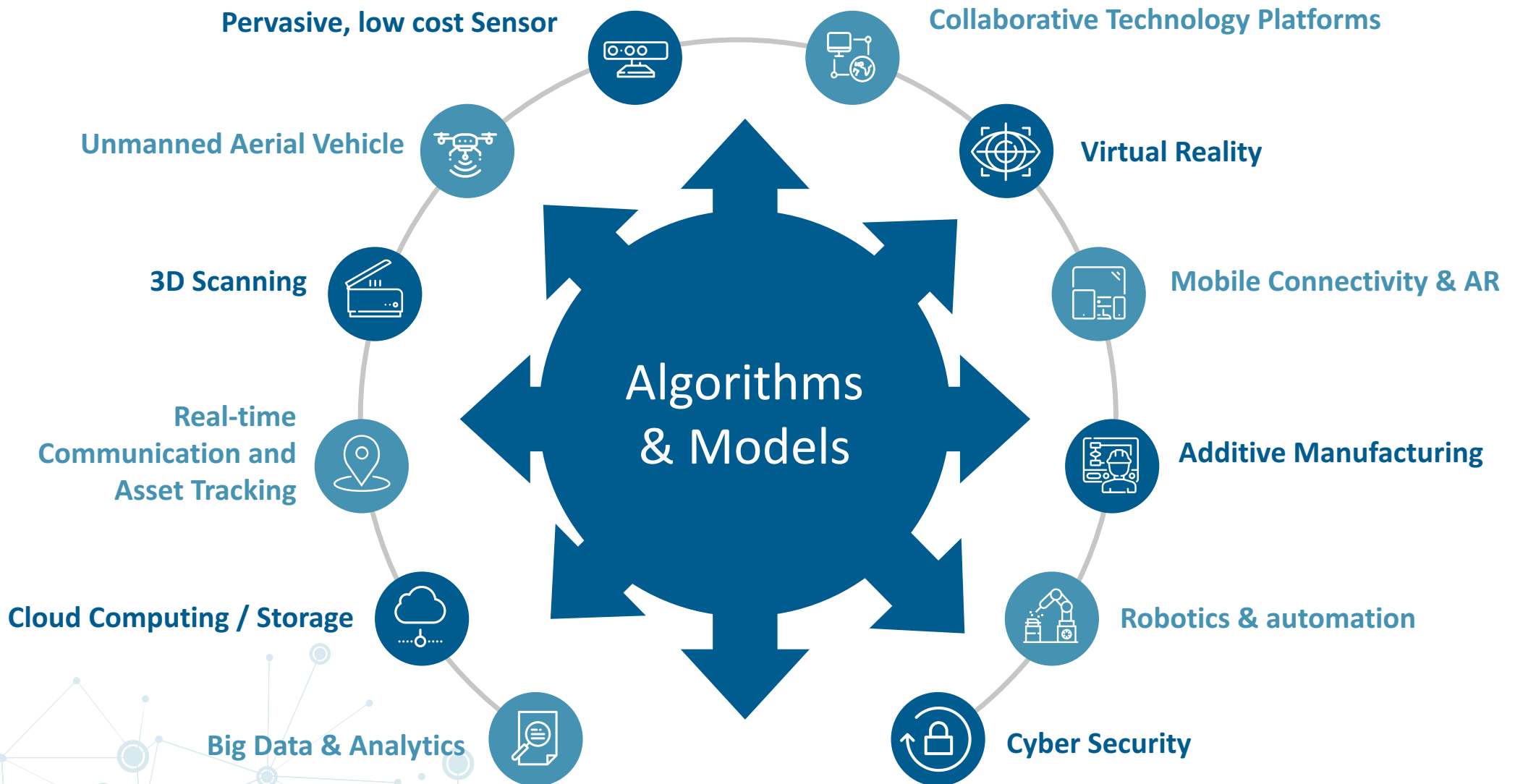


The result:

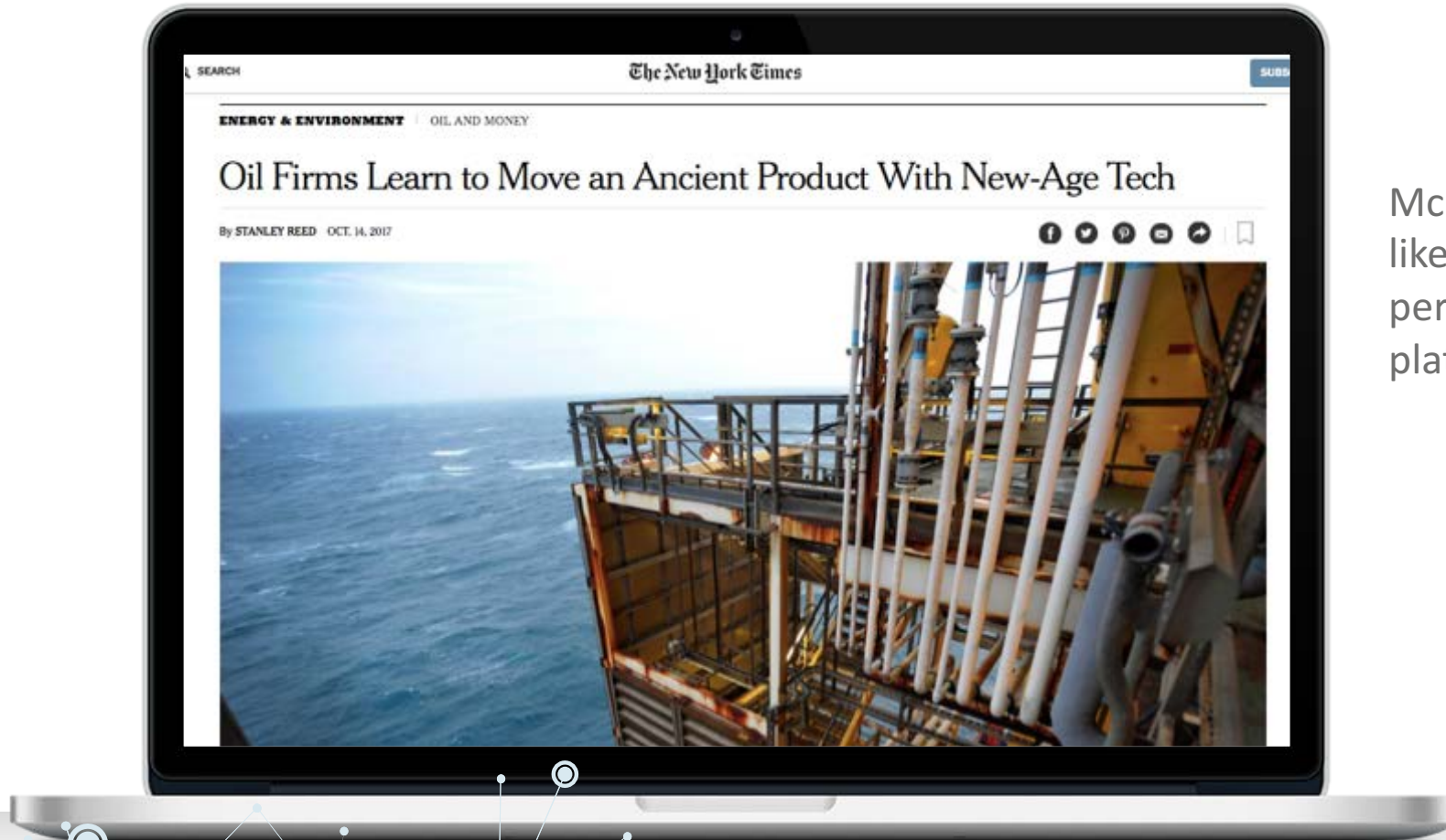
**Complete disruption** of the commercial launch industry in just a few years.

Chart presented to the House Subcommittee on Space, Science and Technology by SpaceX Vice President Tim Hughes

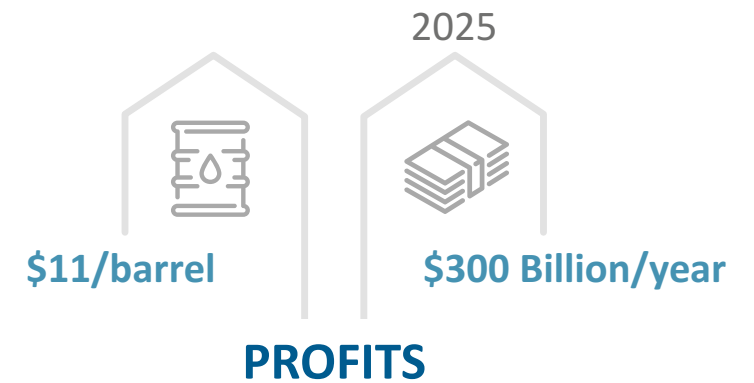








McKinsey estimates that through activities like using big data to analyze the performance of various production platforms, oil companies can improve:



**Pilot**

**Case Study Project**

**Test Run**

**Proof of Concept**

Where are the large scale operationalization projects?

“We don’t have better  
algorithms than anyone else; we  
just have more data”

Google’s Chief Scientist Peter Norvig





# Liberate your data

## McKinsey&Company

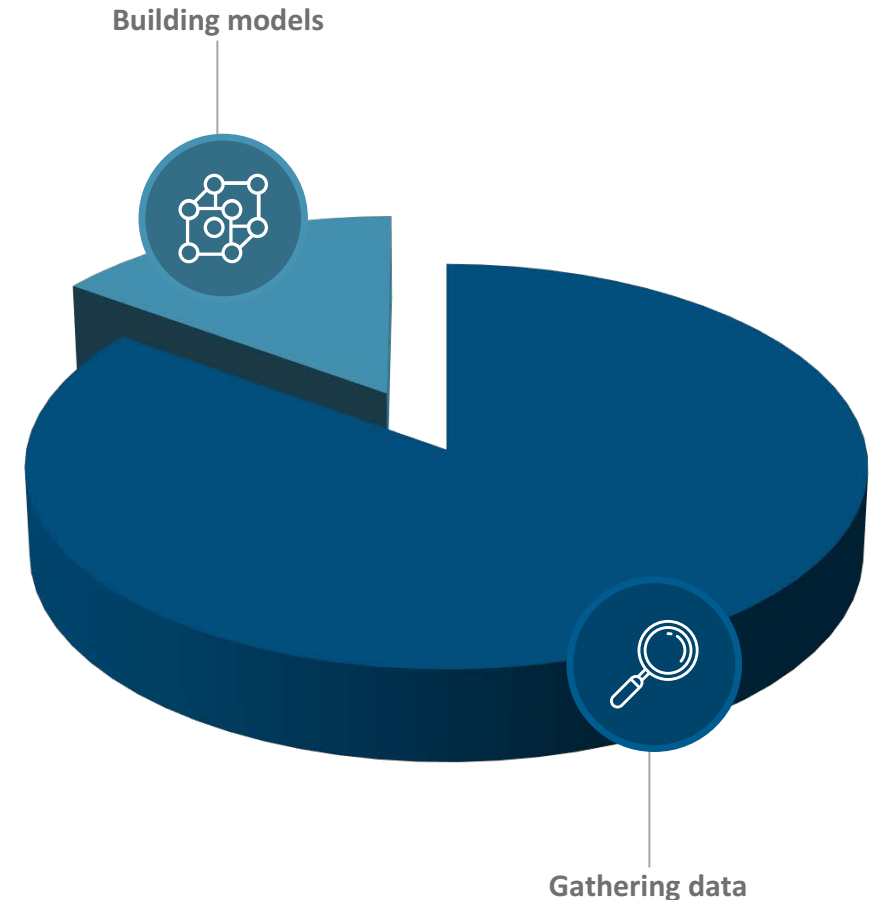
McKinsey Advanced Analytics experts estimate that 80 to 90% of all advanced analytics projects time in asset heavy industries is spent gathering and cleaning the data not building models.



Google estimates the time lost to 75% across industries.

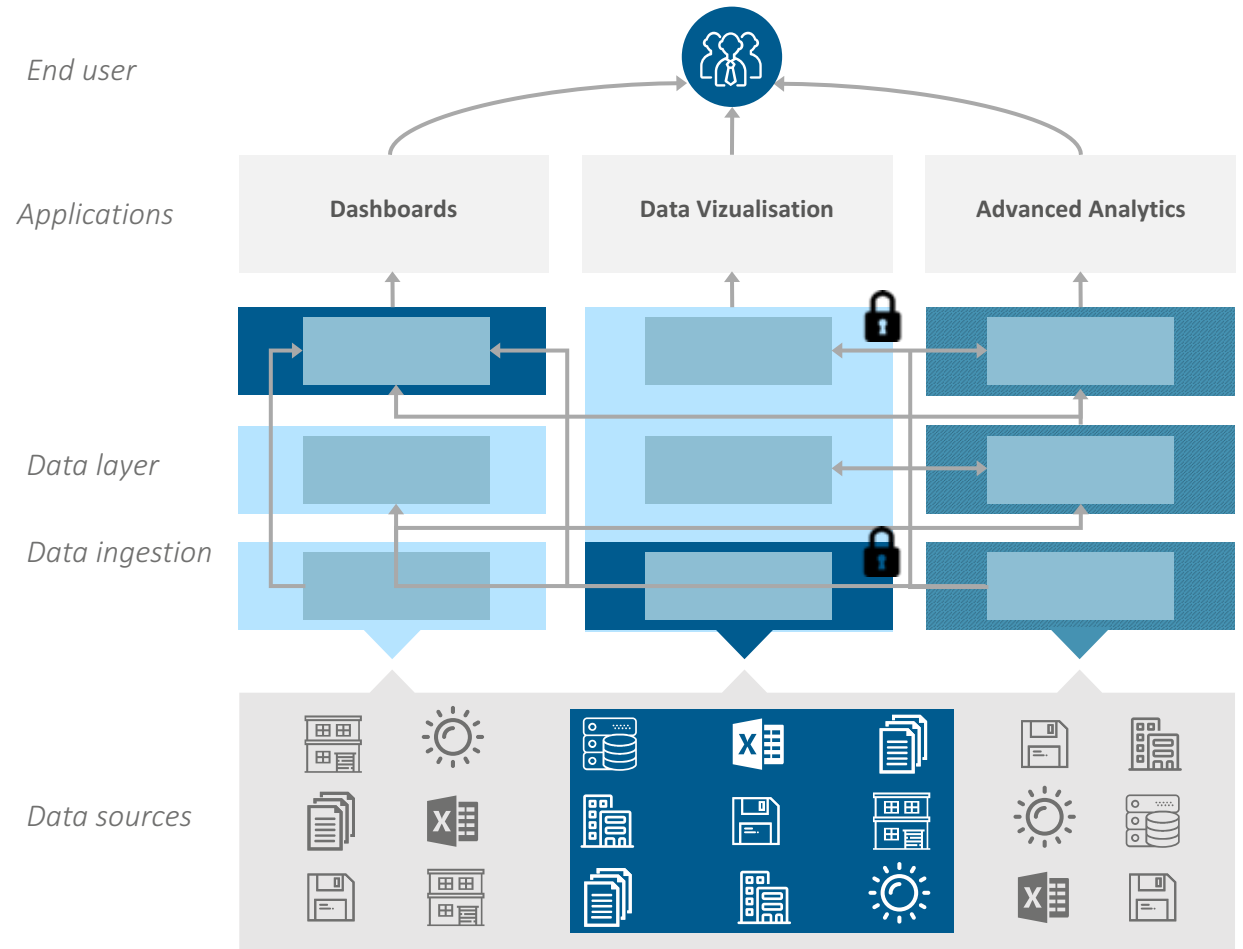
**Every new Advanced Analytics project starts from zero again.**

## Time Spent on Data Science Projects



# A world of silos

- **Oil Services provider:**
  - 100 operational data systems.
  - 4.800 active integrations.
  - **500 connections** rebuilt every year.
- **Large O&G Operator:**
  - **less than 60% of 4M sensor IDs** can be mapped to equipment.
  - Backfilling of historical data impossible at scale.



# Cognite's Contribution



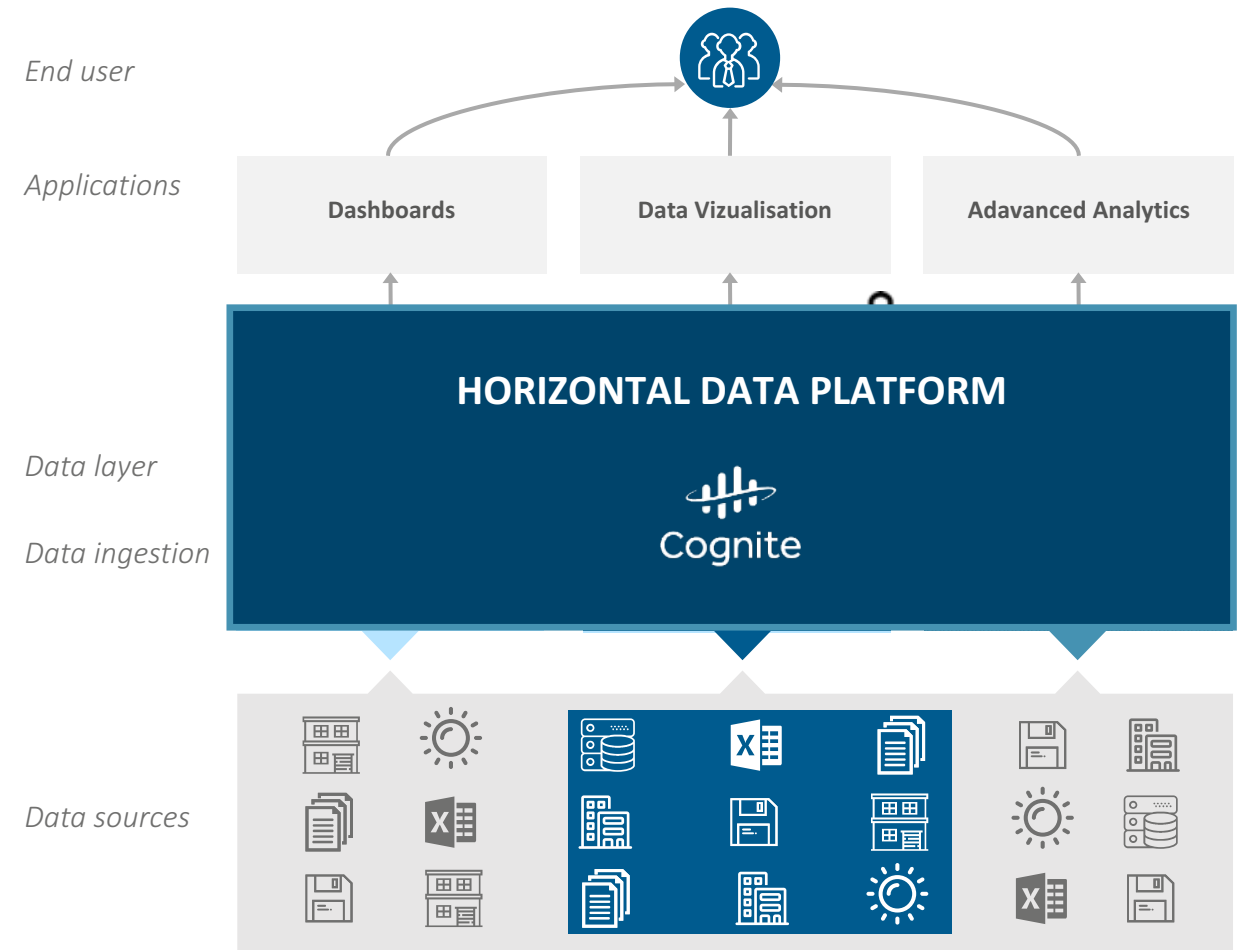


# Remove the silos

- **Oil Services provider:**

- 100 operational data systems.
- 4.800 active integrations.
- **500 connections** rebuilt every year.

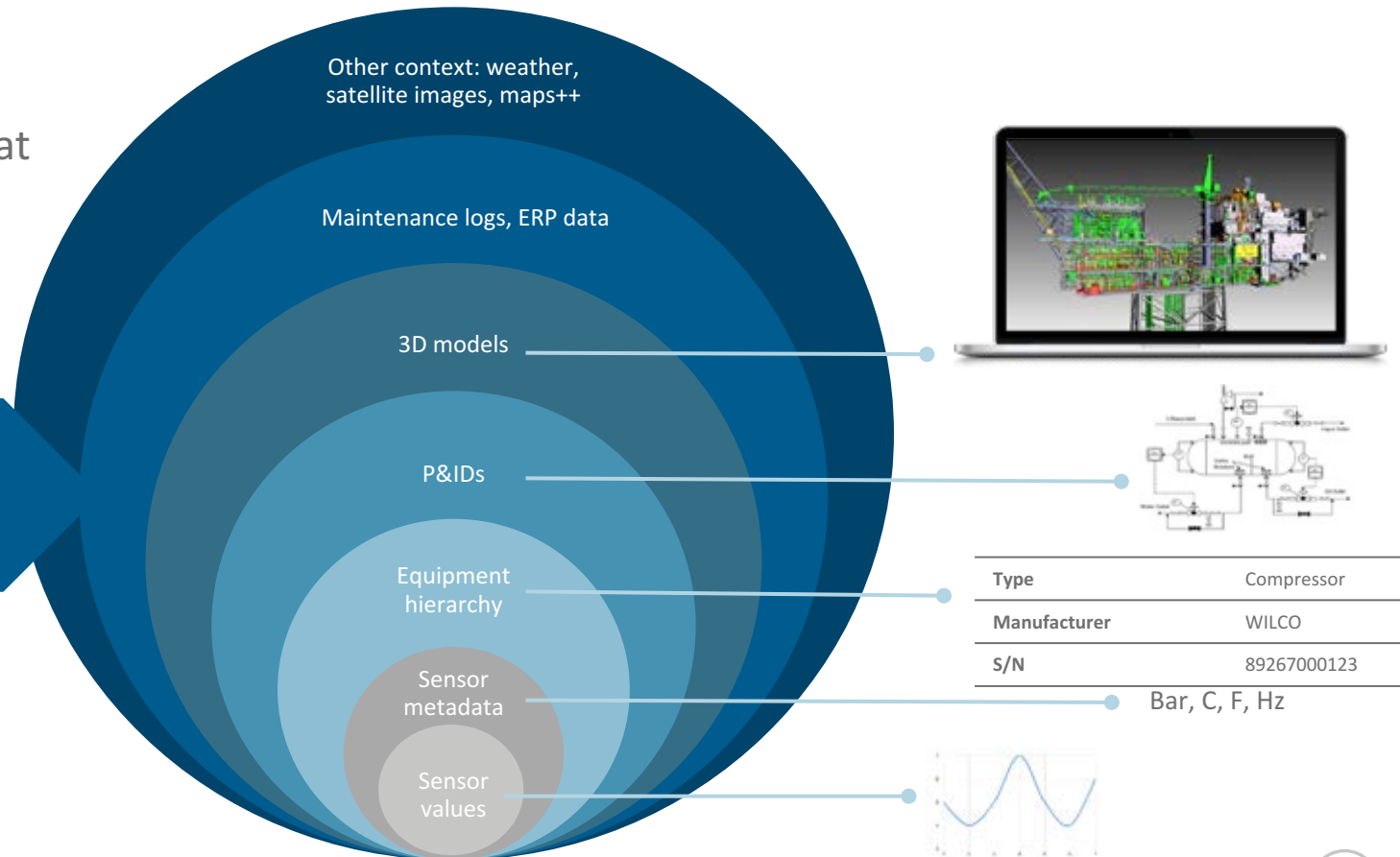
Need a single integration for all operational data analytics



# Automated contextualization algorithms

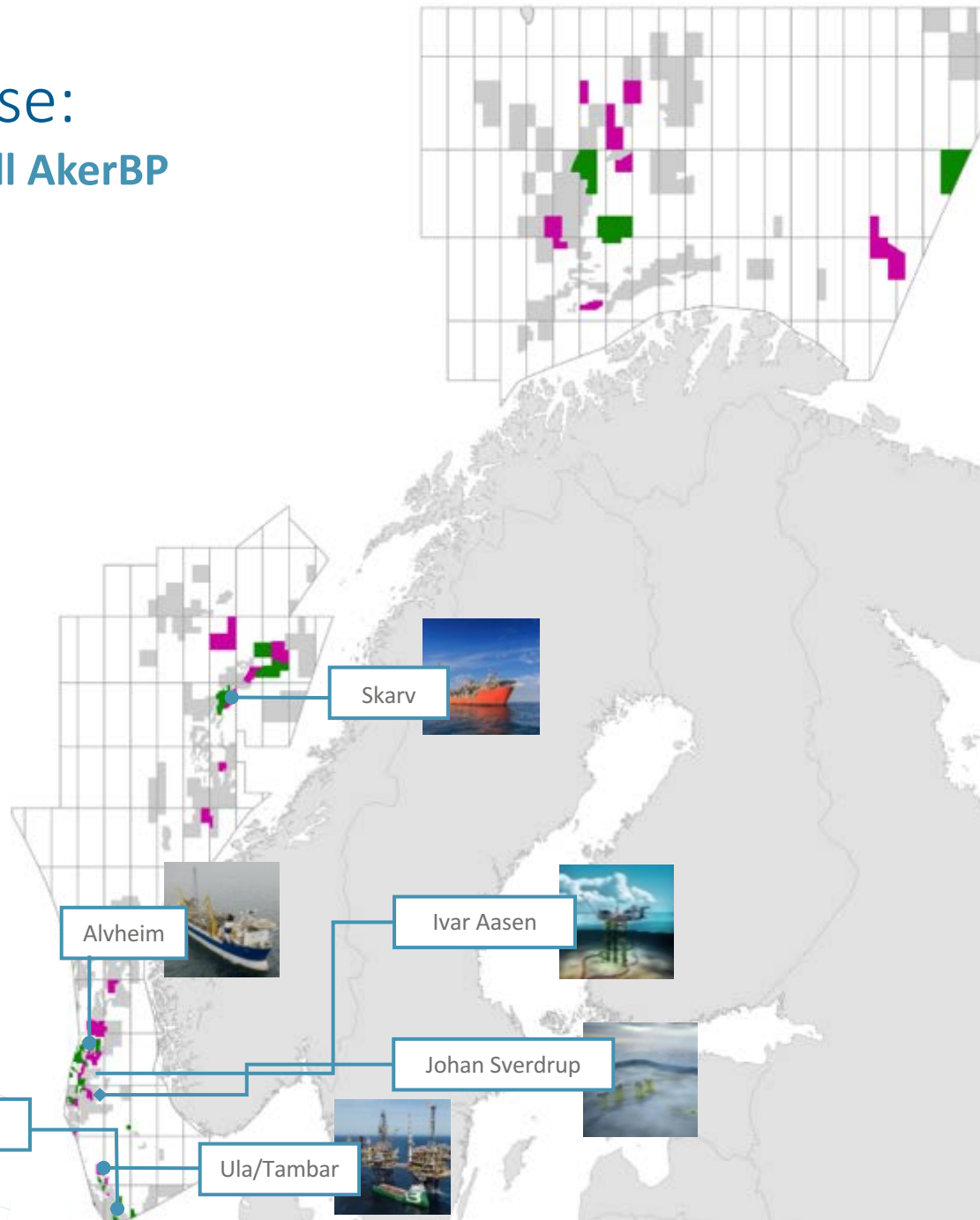
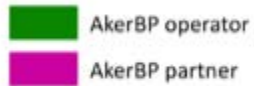
- **Large O&G Operator:**
  - **less than 60% of 4M sensor IDs** can be mapped to equipment.
  - Backfilling of historical data impossible at scale.

**Current results show 90% positive mapping**



# Sample use case:

## Data Liberation for all AkerBP operational data



- All operational data from all AkerBP operations available in the system instantly (more than 350.000 sensors, 0,5 Tn data points historical and live).
- Backfill performed in weeks from historians.
- All live data available with a 2-300ms delay for freshness.
- Combined with contextual data:
  - Tag mapping
  - All available 3D assets
  - P&ID process files
  - Maintenance modules
  - ERP





## Clear strategy

Develop world-class horizontal IoT data platform making data a strategic asset for industrial companies



## Lighthouse customer – real from day 1

Cognite IoT Data Platform developed by solving real business problems based on real data for Aker BP



## Uniquely talented team

Combining founders of several companies, world-class tech and business talent



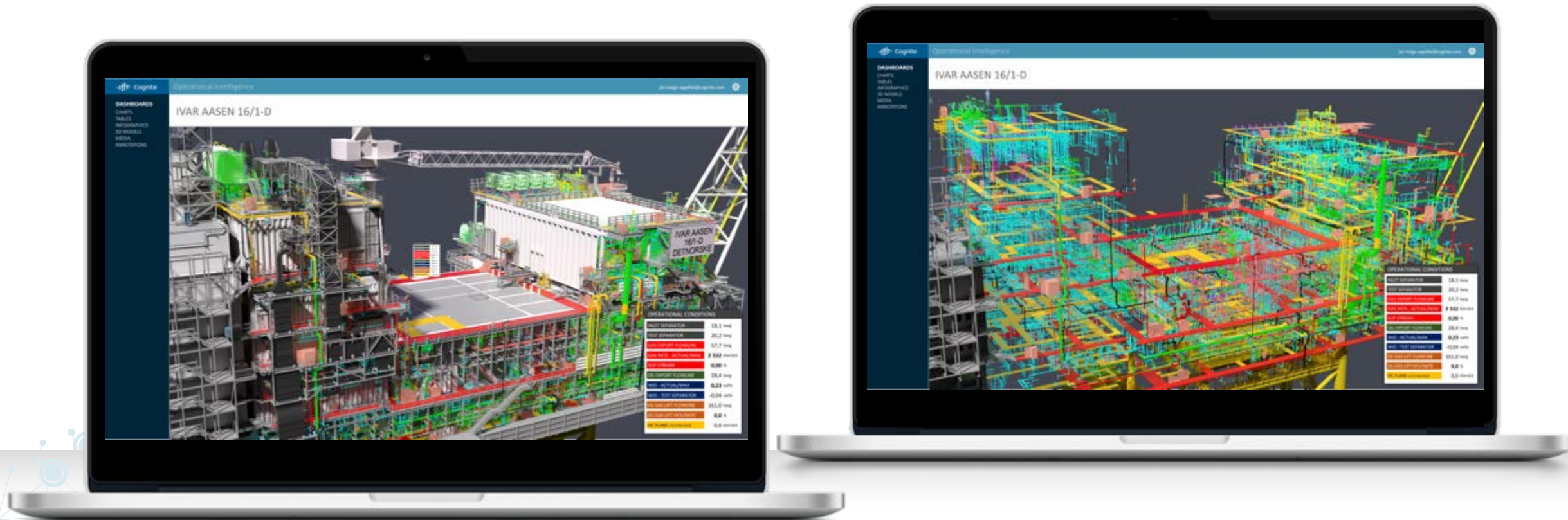
## Solid owners providing industrial backing

Owned 70% Aker ASA and 10% Aker BP – industrial credibility, access to global network and funding



*The Cognite Data Platform is an enabler for Digitalization across industries*

## Democratize access to 3D models and operational data







- The largest game development competition for students in Norway
- 23rd February 2018, Trondheim
- Sign up your game today, win amazing prizes!





# Optimizing the Real World

**Thank you**

