

DATA PROCESSING

DATA QUANTIFICATION

DATA AUTOMATA

INFORMATION DELIVERY

remove data myopia

collaborative information creation

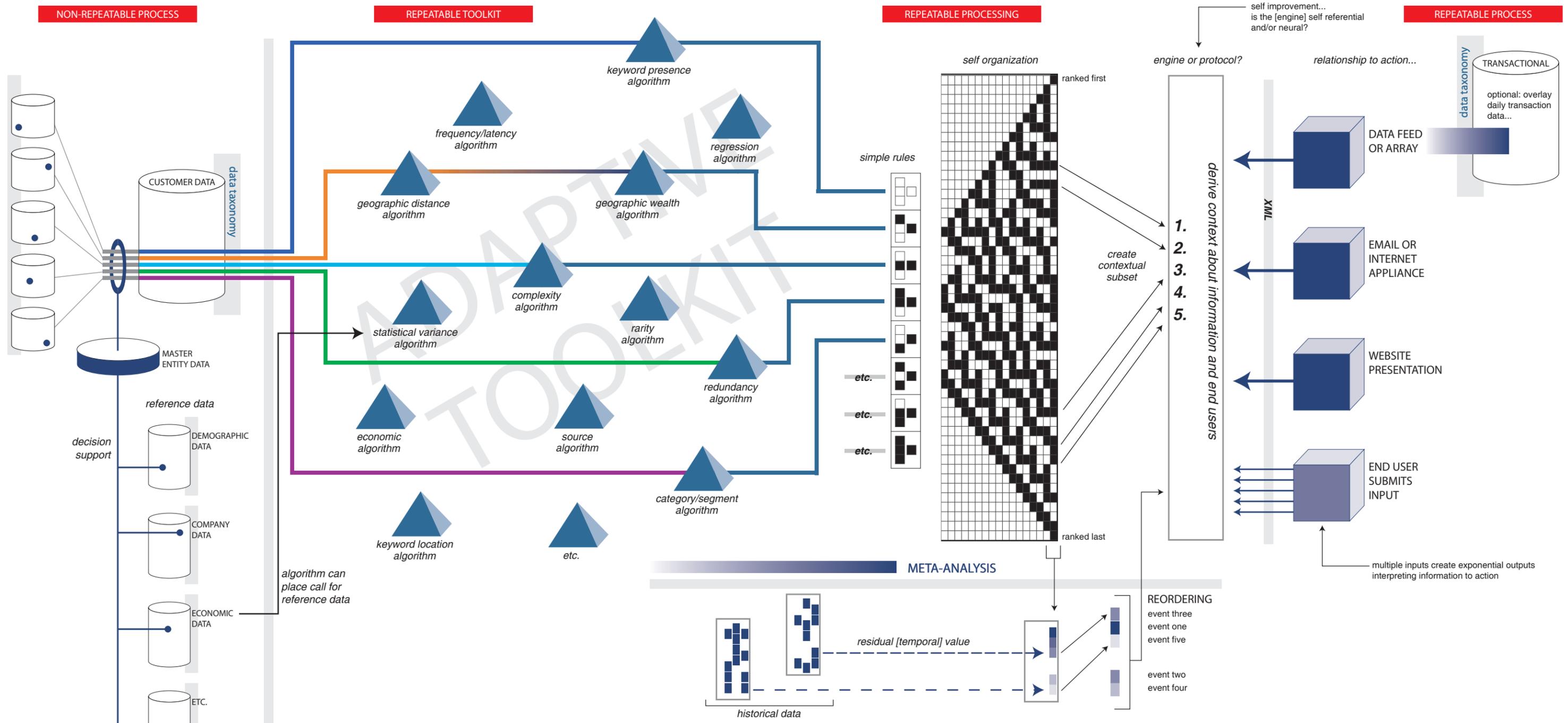
remove context myopia

NON-REPEATABLE PROCESS

REPEATABLE TOOLKIT

REPEATABLE PROCESSING

REPEATABLE PROCESS



EXAMPLE USES FOR DATA AUTOMATA TOOLKIT
 Disease management: detailed patient behavior is studied > used to match new patient to patient-level, legacy treatment protocols
Examples: MD Anderson, Blue Cross Blue Shield, Federal Government
 Client potential value: rank millions of customers from first to last > overlay poor performing products and define exit strategies
Examples: Continental Airlines, Charles Schwab, Cell phone carriers
 Product demographics: analyze customer buying trends > move product placement from palette level to macro-buying trends
Examples: Target, Best Buy, Grocery stores
 Product acceptance: study products after they go to market > use existing behavior to create future buying trends/forecasts
Examples: PricewaterhouseCoopers, Simon & Schuster, General Mills

GLOSSARY OF KEY TERMS
 Algorithm: step-by-step problem-solving procedure, especially an established, recursive computational procedure for solving a problem in a finite number of steps.
 Automata: self-moving machine, or one which has its motive power within itself; -- applied chiefly to machines which appear to imitate spontaneously the motions of living beings
 Meta-analysis: process or technique of synthesizing research results by using various statistical methods to retrieve, select, and combine results from previous separate but related studies
 Protocol: A set of formal rules describing how to transmit data, especially across a network
 Taxonomy: classification of objects in an ordered system that indicates natural relationships

ADAPTIVE TOOLKIT			PLACEMAT
DESC A planned approach for the creation of a set of algorithms that are agnostic to taxonomy, repeatable and allow multiple delivery options. Toolkit can be used one-time or applied to data flow over time.			
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SCALE		ARCH SPEC Color	SHEET 1 OF 1