



MARKETINSIGHTS | DECEMBER 2015



**HAVI Global Solutions** | Grow Smarter

# BIG DATA: Making Businesses & Cities Smarter



Robust data analysis has previously focused on past or present events, but cloud computing, machine learning, and in-memory technologies are creating the foundation for forward-thinking, predictive analysis. Emerging models can be used to forecast business events months, weeks, or even mere hours in advance, but the value is limited unless insights are integrated into business processes and applications.<sup>1</sup>

## LEARNING ENGINE

**InsideSales.com**, a machine-learning and analytics technology company, recently raised \$60 million in funding to advance its agenda: helping sales teams accelerate revenue by applying data science to the sales process. Part of the **Salesforce Analytics Cloud** ecosystem, the company's technology has proved to increase sales revenue by as much as 30 percent for more than two thousand companies, including **ADP, Sprint, Fidelity, Microsoft, Groupon, and Marketo**. Sales teams that use the Salesforce Analytics Cloud in combination with InsideSales.com's proprietary **Neuralytics** engine benefit from internal and external data that helps identify which sales representatives, leads, and activities generate the most revenue. **Neuralytics**, a breakthrough, self-learning predictive



analytics engine that runs throughout the company's sales acceleration platform and product suite, collects more than three billion pieces of sales data each quarter—literally growing smarter by the minute.<sup>2</sup>

## STORM-READY SMARTS

**IBM's Intelligent Operations Center (IOC)**, created in conjunction with **The Weather Company**, injects Big Data into processes where communities are preparing for natural disasters. IOC taps into weather-tracking algorithms to follow storm patterns, providing governmental and emergency organizations up-to-the minute information about the worst-hit areas. The predictive data and live updating allows emergency responders to know where to send help without guesswork. IOC also allows responders to simulate dangerous weather events in order to predict where problems will most likely occur, rather than relying solely on traditional weather forecasts.<sup>3</sup>

# Apple's Apps Set to REVOLUTIONIZE TV



The world's most valuable brand is making bold moves in the media space.<sup>4</sup> Apple's redesigned **Apple TV** has been positioned by the company as the future of television. The company's new smart set-top box aims to deliver a revolutionary viewing experience, leveraging the success of (and consumer familiarity) with iPhone and iPad apps as the basis for change. Apple TV's new "app ecosystem" will allow consumers to build and customize their large-screen viewing experiences, making TVs feel as personal as one's mobile device.

## CONSUMERS IN COMMAND

The updated **tvOS** operating system is powered by voice assistant Siri, allowing consumers to speak directly to their TVs when searching for movie and television show programming across multiple content providers. The included Siri remote also supports "smart" searches, enabling indirect language queries like "Show me funny family movies" that help simplify the viewer's experience.<sup>5</sup> Searches for chosen shows instantaneously reveal where content is available to watch, including integrated media apps such as HBO NOW, Netflix, HULU, and iTunes.

## COUCH COMMERCE

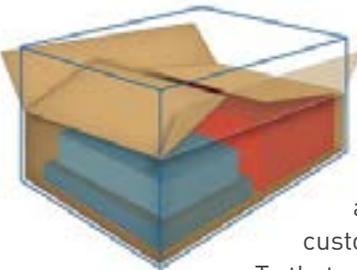
What does this mean for traditional advertisers and brands? Marketers will now have the ability to promote their content across devices. Apple TV's seamless integration with consumer iPhones and iPads means that audiences gained on mobile devices can easily be converted to Apple TV, where messaging can continue—or vice versa. The hidden opportunity,

however, may lie in the dedicated app store, as brands can now develop Apple TV-specific apps to facilitate "couch commerce."<sup>6</sup> One example of this phenomenon occurred during the 2015 finale of *The Great British Bake Off*, a U.K. reality competition show that heavily featured **KitchenAid** appliances. Interestingly, searches for "KitchenAid" increased by 36 percent during that episode alone.<sup>7</sup> With the new Apple TV, multitasking consumers can now stay on the Apple platform—and engaged with their choice of content—while searching for other items of interest (from products to food delivery) with a few simple voice commands.



# PACKEXPO'S NEWEST Waste & Time Savers

The industry's most recognized experts gathered at PackExpo in Las Vegas earlier this fall to share knowledge of breakthrough technologies, see exciting and creative packaging ideas, discuss the latest regulations, and view some of the most advanced technologies for enhancing end-to-end production.<sup>8</sup>



## CORRUGATED WASTE SAVERS

Sealed Air Corporation, a global manufacturer of protective and specialty packaging for food and consumer goods, wants its customers to use less packaging.

To that end, the company introduced its **FloWrap Automated Mailer** and **e-Cube** machines. The FloWrap Automated Mailer provides real-time, inline measurement of product height and length to “custom- and right-size” the packaging needed for apparel and other products that use poly-bagging. Operating at speeds of thirty or more packs per minute, the FloWrap is designed to wrap packages efficiently and effectively.

Like the FloWrap, the e-Cube system handles various shipment sizes and adjusts in real time, but actually completes its adjustments on the fly based on the shipment contents. Beginning with standardized regular slotted case blanks, the e-Cube measures the height of the contents, scores and folds the excess corrugated, and seals the flaps automatically to create a perfect fit. Company officials say this system can package three hundred to three thousand boxes daily, reducing void-fill requirements by 60% for multiple SKUs. This system saves users 10 to 30% on freight charges when compared to noncustomized reduced box sizes.<sup>9</sup>

## ROBOTIC RIGHT HAND

KUKA Robotics Corporation debuted its **KR AGILUS HM (Hygienic Machine)** or **JoeBot**, an “attendees’ personal barista.” The lightweight iwa (intelligent industrial work assistant) robot demonstrates the technology behind the first “series-produced sensitive robot suitable for human-robot collaborations.” KUKA Robotics states that automated tasks previously considered too delicate and/or complex for robotic



assistance are now possible. Positioned as a potential “third hand” for a service operator, the JoeBot is able to assist humans without the need for safety fencing. With a high Ingress Protection (IP) rating of 67 against solids and liquids, the JoeBot meets industry standards for use in both food and pharmaceuticals.<sup>10</sup>

# FALLING for Flavor

The growing trend of flavored alcohols shows no sign of slowing down, with spirits and beers alike taking on new flavors that push the bounds of creativity. Craft brewers are exploring new flavors with fruits, including herbs, spices, and aromatics, while bourbons are now being flavored with honey, chili pepper, and even pumpkin spices.<sup>11</sup> From additive ingredients to twists made possible through technology, consumers have plenty of options available to delight their palates.



## MIXING THINGS UP

The first rum brand that allows consumers to customize their flavor profiles, Guatemalan rum house **Casa Botran**

recently launched **Botran & Company** in celebration of its 75th anniversary. The specially packaged, flavor-customizable rum features elegant dark purple organic paper and gold hot-foil typography. The anniversary product pairs traditional rum with flavored rums in smaller quantities, empowering consumers to create their vision of a perfect drink by emulating mixologists.<sup>12</sup> The company is producing 9,972 limited-edition packages. Designed by **Appartement 103**, the wooden box contains a 50-cL rum bottle aged five to thirty years, along with two 5-cL bottles, one containing spiced rum and the other citrus rum. Consumers also receive a pipette and an educational brochure.

## TASTING THE UNFAMILIAR

Cocktail bars are now using centrifuges and sous-vide machines to create intense and unusual flavorings,

transforming a bourbon-based **Rosa Corsa** into a sweet concoction via a nitrogen-powered ice cream maker. Conversely, already-sweet cocktails are evolving with dashes of bitters including rhubarb, chamomile and celery, and other bitter liqueurs.<sup>13</sup> Adding African-based flavors has also grown in popularity, with new ingredients such as African blue basil and falernum adding unique undertones of anise, almond, ginger, clove, lime, vanilla, and allspice.<sup>14</sup> **New Amsterdam Spirits** recently announced the US release of its mango-flavored vodka. Made from 100 percent American grain and fruit flavors, the company's master distiller compares the profile to "biting into a fresh, juicy Alphonso Mango," with supporting layers of tropical fruit. Other flavored vodkas in the company's line include red berry, peach citron, coconut, pineapple, and orange.<sup>15</sup>



# A NEW INTERNATIONAL CLIMATE Agreement

Global environmentalists from 195 nations gathered in Paris, France, for the **United Nations (UN) Conference on Climate Change**, also known as COP21. The aim of COP21 for governmental leaders was to negotiate a new, legally binding global climate agreement, one that will rise to meet the climate change challenge by providing a model for growth that keeps global warming below the scientifically acknowledged critical threshold of two degrees Celsius of warming.<sup>16</sup>



## KEY PLAYERS TO LEAD CHANGE

As the largest producers of greenhouse gases, China and the United States are viewed as critical participants to achieve COP21's ambitious goal. US President Barack Obama stated the United States recognized its role in creating climate change as well as its role in solving the issue. However, Obama reinforced the country's position in needing a global, assertive, and flexible agreement, citing that recent economic growth in the

United States has occurred despite a lack of growth in carbon emissions, proving that climate advancements are possible without risking the economy or individual livelihoods. Chinese President Xi Jinping affirmed his views that COP21 is a starting point for climate change, not a finish line. China's view that the global agreement takes into account the differences among nations appears to be consistent with that of the United States.<sup>17</sup>



## COUNTERPRODUCTIVE CATCH 22?

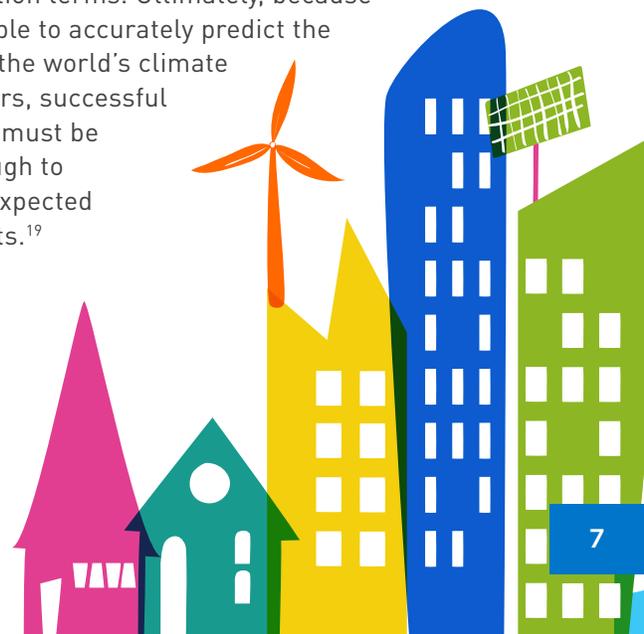
A multiyear research study from the **University of Oslo** supports the United States' and China's positions, pointing out the weaknesses of previous international climate agreements. After analyzing connections among emissions, negotiations, and the development of new technology, experts argue that agreements should center on much-needed investments in renewable energy sources. Previous emission agreements did not incentivize the investment in or advancement of green technology, which was necessary due to the increasing amounts of global energy needed at the same time that the goal was reduced emissions. Further, although renewable energy costs have decreased significantly, it is not inexpensive enough to replace fossil fuels entirely, especially since extraction costs of shale oil and gas have dropped even more significantly.

The crux of the challenge is that countries that invest in green technology (such as Denmark with its wind power investments) are often requested to reduce emissions more significantly in future rounds of climate negotiations to reduce their

overall investment costs. Thus, countries that are most committed to green technology are actually subjected to more stringent requirements, reducing the incentive to strive for success. It is possible, therefore, that climate agreements may actually reduce investments in green technology rather than encourage them. However, according to the study, a potential hybrid solution could be the development of long-term agreements that are renewable rather than ones with fixed expiration dates, as successful agreements must provide incentives to stimulate new technology development.<sup>18</sup>

## KEY ELEMENTS FOR SUCCESS

According to the University of Oslo research, time frames are crucial and must be long enough for countries to invest sufficiently in sustainability. Ideally, agreements must also include ambitious targets for emission reduction to stimulate demand for innovative green technology. In the event that a longer time frame is not possible, then emissions cuts must be by even larger margins to stimulate appropriate motivation. As stated above, the research study supports agreements that are renegotiated rather than those that expire, and calls for countries that do invest in green technology to benefit from new negotiation terms. Ultimately, because it is impossible to accurately predict the condition of the world's climate in future years, successful agreements must be flexible enough to adapt to unexpected developments.<sup>19</sup>



# Credits

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