

# THE EVOLVING ROLE OF ANALYTICS



2009: Is analytics a necessary, core competence for F500 companies?

2019: Are there any business processes in F500 companies that do NOT depend on analytics?

# *2019: Are there any business processes in F500 companies that do NOT depend on analytics?*

**IT Ops**

**Marketing**

**Consumer Devices**

**Web Ops**

**Security Ops**

**Logistics**

**Industrial Devices**

**Advertising**

**Sales**

**Compliance**

**HR**

**Customer Support**

**Manufacturing**

**Testing**

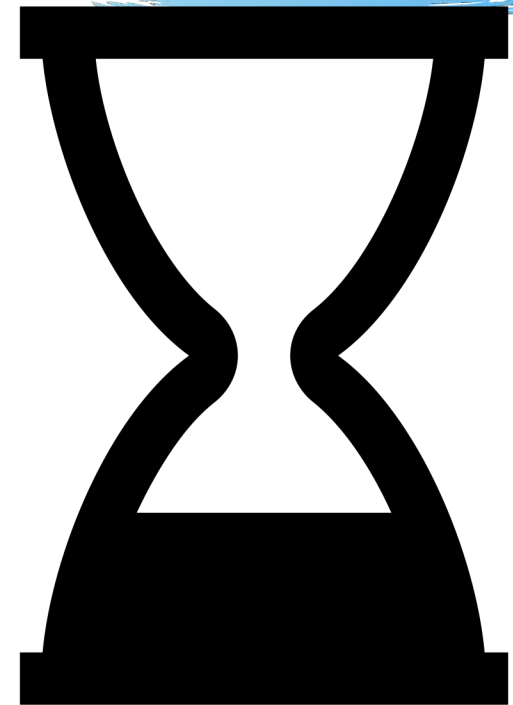
**Product R&D**

**Healthcare**

**Analytical Foundation – Tools, Processes, Expertise**

**How did this happen  
in ten short years?**

**How did analytics  
become the  
foundation of most  
business  
processes?**



**A virtuous cycle.**

**Ever-faster cycles of automation and M2M communication have led to the Internet of Things, or IoT.**

**More devices and systems throwing off more and more data.**



# Forcepoint Success Stories

**Bank of America**



**Huntington**

**CREDIT SUISSE**



**JACOBS**  
Engineering Group



**BNP PARIBAS**



Florida Power &  
Light Company

**FPL**



**Exelon**

**Blackstone**



TECHVISION



Publically owned since 1893

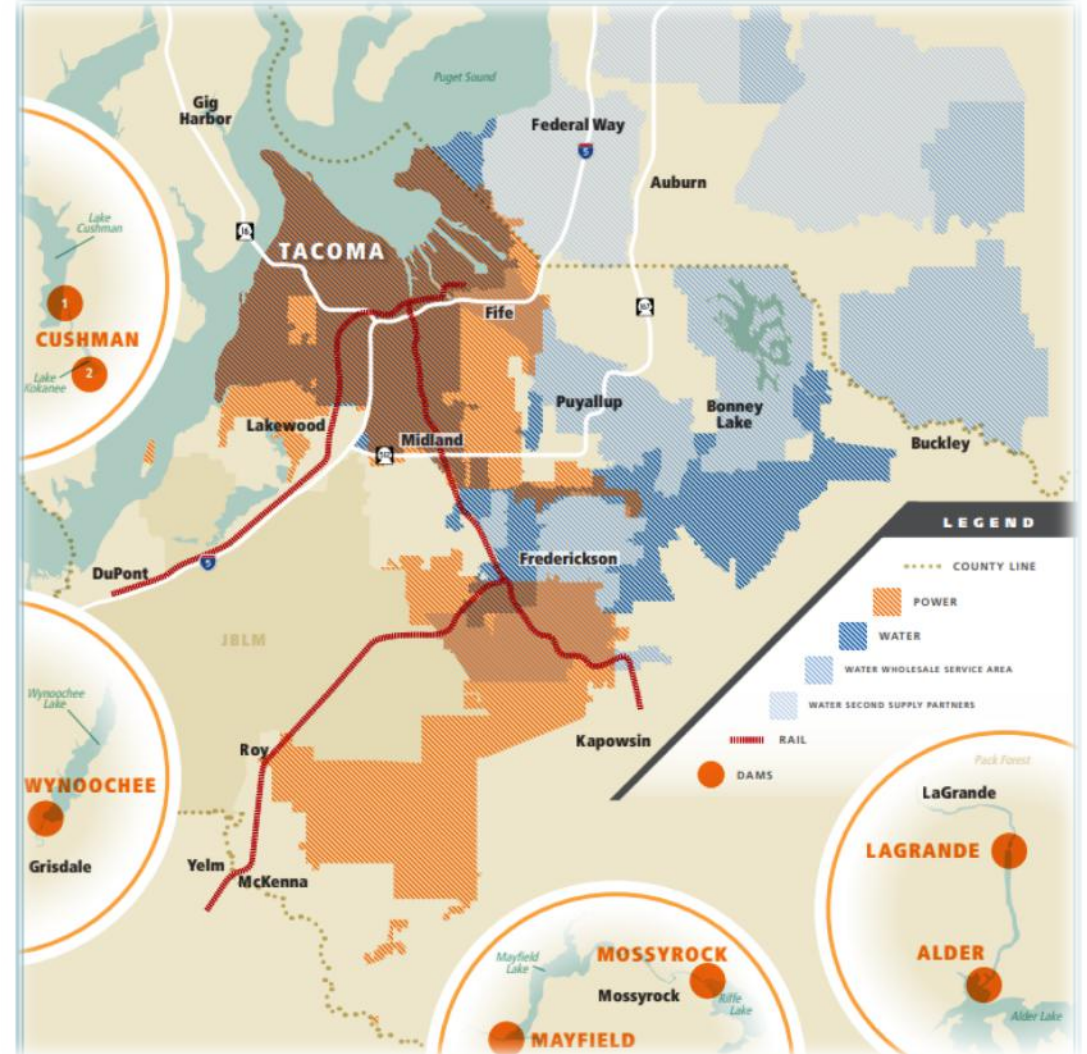
Power and water utility services

Nearly 100% hydroelectric power

Approximately 1,400 employees

Approximately 155k residential customers

Approximately 18k commercial customers





Overall Retention Efficiency

**72%**

Fish Collected  
of all entering NTS in 2017

Release Year

2017

Species Name

(All)

Pre-Retention  
Conversion

**98%**

Fish Collected  
of all approaching retention  
in 2017

NTS Transition

**74%**

Approaching Retention  
of all fish Entering the NTS  
in 2017

Entrance  
Efficiency

**81%**

Entering the NTS  
of all fish Detected in ZOI in  
2017

Discovery  
Efficiency

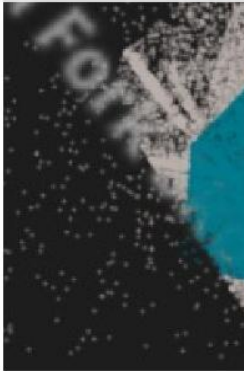
**97%**

Detected in ZOI  
of all fish released in 2017





Cushman  
Acoustic and PIT



North Fork Skokholm



# Cushman Fisheries | SalmonID™



Fish: 3DD.003C09B80E

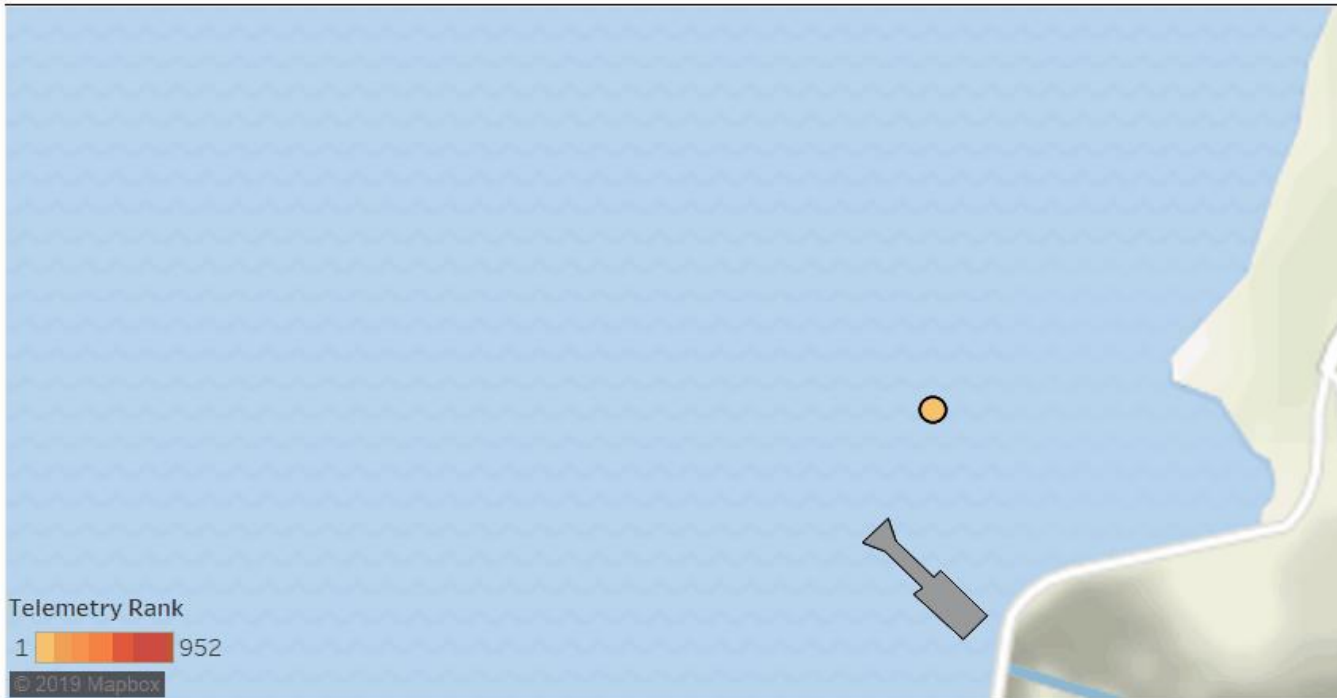
Select Telem Year ▶ 2018 ▼

Select a Fish ▶ 3DD.003C09B80E ▼

Species Coho	Release Date 4/19/2018	Release Cohort FCE	Length at Release 135.0mm	Weight at Release 27.7g
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Follow the Fish | Observed 5/10/2018 10:54:30 AM to 5/24/2018 3:56:35 AM



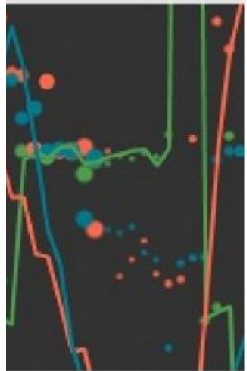
## Captured

21  
Days to First  
Observation

35  
Residence Days



A  
A data



ap  
records





**TECHVISION**

**CHRYSALIS**