

Velocity of Business Data is Doubling Every Year

AnalytixInsight Signs Deal with Dow Jones and Samsung

By [Technology Venture News](#)



The information age has exploded like a hand grenade. Big data is overwhelming the processing capacity of conventional systems.

Big data analytics has the power to unearth buried insights and opportunities. But the volume and velocity of the data requires new software architecture and new methods of processing.

The generation of meaningful content from big data using algorithms is expected to be a big value play in the business-to-business field as well as banks, retailers and financial institutions.

For years, only powerhouses like Google (GOOGL-NASDAQ), WalMart (WMT-NYSE) Amazon (AMZN-NASDAQ) and Facebook (FB-NASDAQ) have possessed the financial resources to process big data.

Now a group of software engineers at AnalytixInsight (ALY-TSX.V) is bringing this power to the street. ALY's analytical platform, which operates in a cloud, collects and processes big data into an "actionable narrative".

"'Actionable narrative' means taking big data from multiple sources and meshing it and analyzing in such a way that you can generate a qualitative report," stated Prakash Hariharan Chairman of AnalytixInsight in an exclusive interview with Tech Venture News.

On April 14, 2014 AnalytixInsight announced that it had signed a licensing agreement with Dow Jones & Company to provide content across the Dow Jones News dissemination network including The Wall Street Journal, MarketWatch and Barron's.

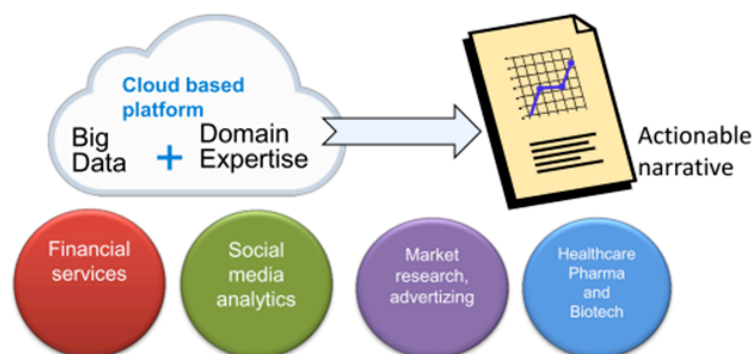
"The platform we've created has many potential business applications," stated Hariharan, "but we have extreme confidence in the platform and we

wanted to start with something big. Our first commercial product is 'Capital Cube', which is the foundation of our partnership with Dow Jones. It provides financial research for investors, information providers, finance portals and media, integrating data from about 45,000 global companies and ETFs."

Capital Cube's current business model generates two revenue streams. One is payment on a per-page view basis. The platform generates a lot of page views. Peer Analysis - Valuation Drivers - M&A Action; these all generate page views. The other revenue stream is through subscriptions.

"Our agreement with Dow Jones indicates how quickly we can become a big player in complex data analysis and prescriptive analytics," stated Hariharan.

- ❖ Proprietary predictive analysis tool
- ❖ Data integrated from multiple sources
- ❖ Extensible, customizable domain based rules (currently 10K+)
- ❖ **100 billion+** data computations daily
- ❖ Cloud based, Scalable architecture
- ❖ Produces actionable narrative, not just numbers



AnalytixInsight Advantage: Big Data investments continue to rise, with 64% of organizations investing or planning to invest in Big Data technology.

"The revenue potential and exposure offered by the tens of millions of unique visitors to leading sites like Wall Street Journal, Barron's and MarketWatch is a great start for us to grow our media customer segment globally." confirmed Chaith Kondragunta, CEO of AnalytixInsight.

Descriptive analytics is traditional management reporting. It identifies causes for things that have already happened. *Predictive* analytics tells you what will happen.

Prescriptive analytics – which is the focus at AnalytixInsight - goes further than these two methods. It uses analytic algorithms to process data and then suggests actions to solve a problem or gain a benefit.

Capital Cube's analysis of Newsun's (NSU-TSX) "Merger & Acquisition Action" reads: "NSU-CA's relative size and current valuation make it a possible merger target within this peer group. NSU-CA's relatively small size (by book value) suggests that it would be tougher for it to be able to make meaningful acquisitions within this peer group."

The integration and launch of Capital Cube content on Dow Jones websites is scheduled for the end of Q2 2014.

For a small technology company, The Dow Jones deal is big, but it may be eclipsed by the January 2014 announcement of a multi-year partnership with Samsung Electronics.

Capital Cube will now offer financial analysis and real-time stock prices on Samsung's Smart TV and mobile phones and tablets platforms.

Samsung will provide marketing and technology support to this partnership.

"We expect the Samsung deal to be a substantial stock price catalyst," stated Hariharan, "We've signed a multi-year agreement to provide a pre-loaded financial App to Samsung's wide range of products, including mobile phones."

"The App will provide analysis and real-time stock data. All live stock streams, equity tickers will be pulled by AnalytixInsight."

Samsung shipped 319 million Smartphones in 2013 up from 213 million in 2012. Its over-all market share rose in 2013 to 29%.

"AnalytixInsight's unique platform allows us to process structured data to rapidly create narratives with analysis and insights," stated Hariharan, "Samsung's innovative products are an engaging part of the lives of people in nearly 80 countries. By teaming up with the global leader in consumer electronics, we are putting the power of Big Data and Analytics into the hands of millions of people around the world."

The initial launch is scheduled for end of Q1 2014 with a roll-out strategy that is expected to cover major markets in Europe, North America and Asia over the next few months.

IBM (IBM-NYSE) recently announced a \$100 million investment in its "Big Data" driven customer experience technology.

According to a 2013 Gartner Survey, Big Data investments continue to rise, with 64% of organizations investing or planning to invest in Big Data technology.

AnalytixInsight is currently trading at .42 with a market capitalisation of \$11.1 million.