THE POWER OF DATA

Carmen Vicelich

CEO & FOUNDER

DATA INSIGHT

Valocity

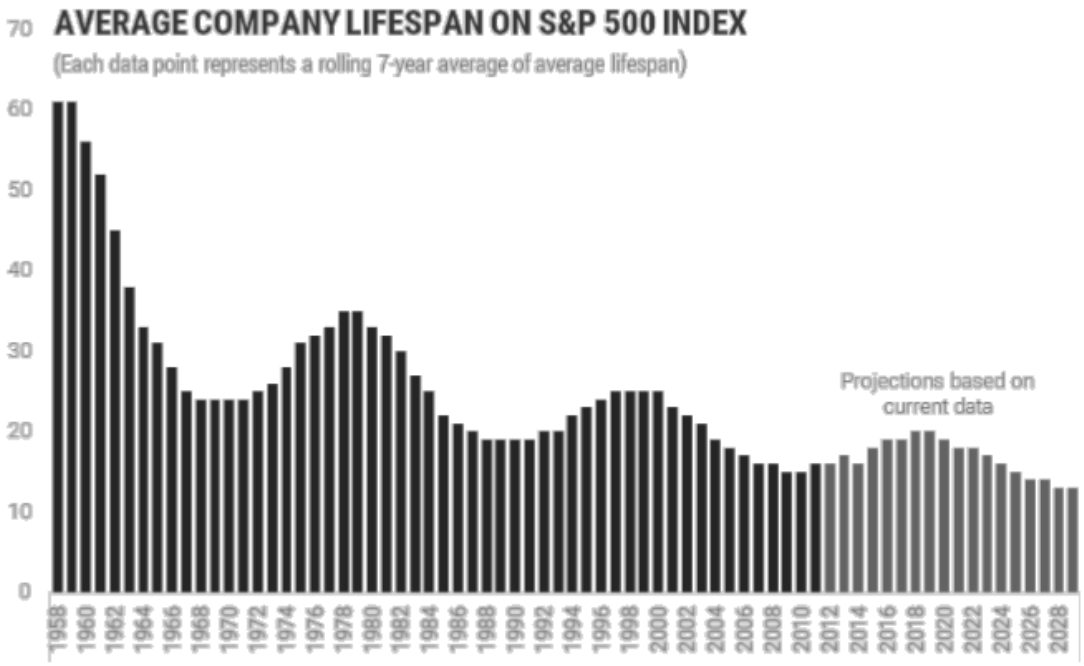
Why technology and data is everything!

Technology & Data is creating new value

52% of S&P 500 companies have disappeared

1955

61-year lifespan in S&P 500



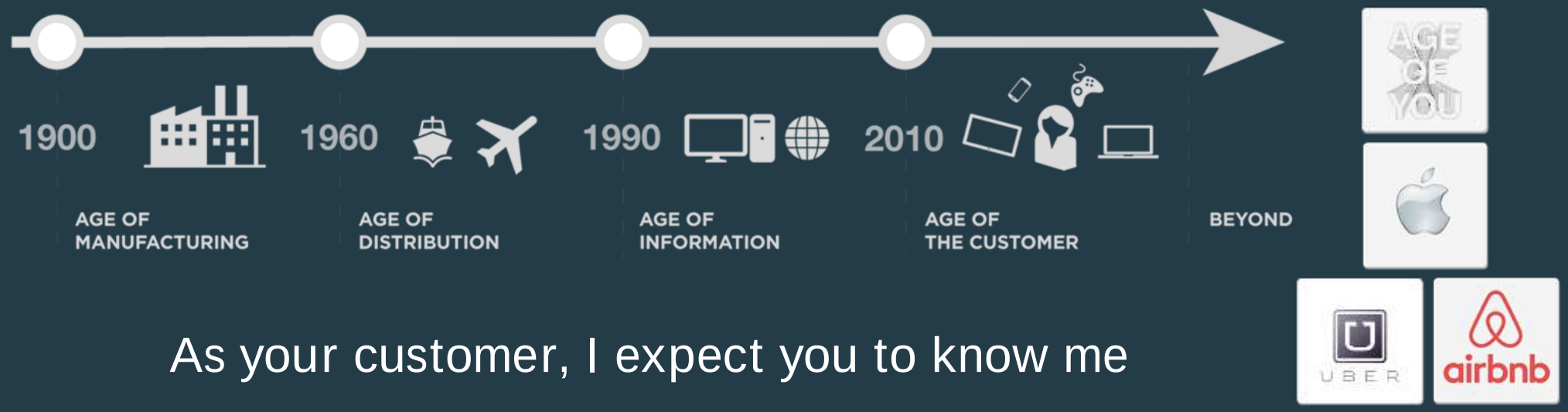
2015

17-year lifespan in S&P 500

Key drivers of change

- More data
- More connected
- Cloud storage
- Technology revolution
- Customer expectations

Change in customer expectations



As your customer, I expect you to know me

I expect you to deliver value and relevance

I expect you to make things easy for me

And I expect you to reward me for my business

Only possible with Data and Technology

Customer Centricity

Data and Technology

key to creating value and growth

DATA INSIGHT

Leverages the power of data to make data driven decisions and deliver customer centricity

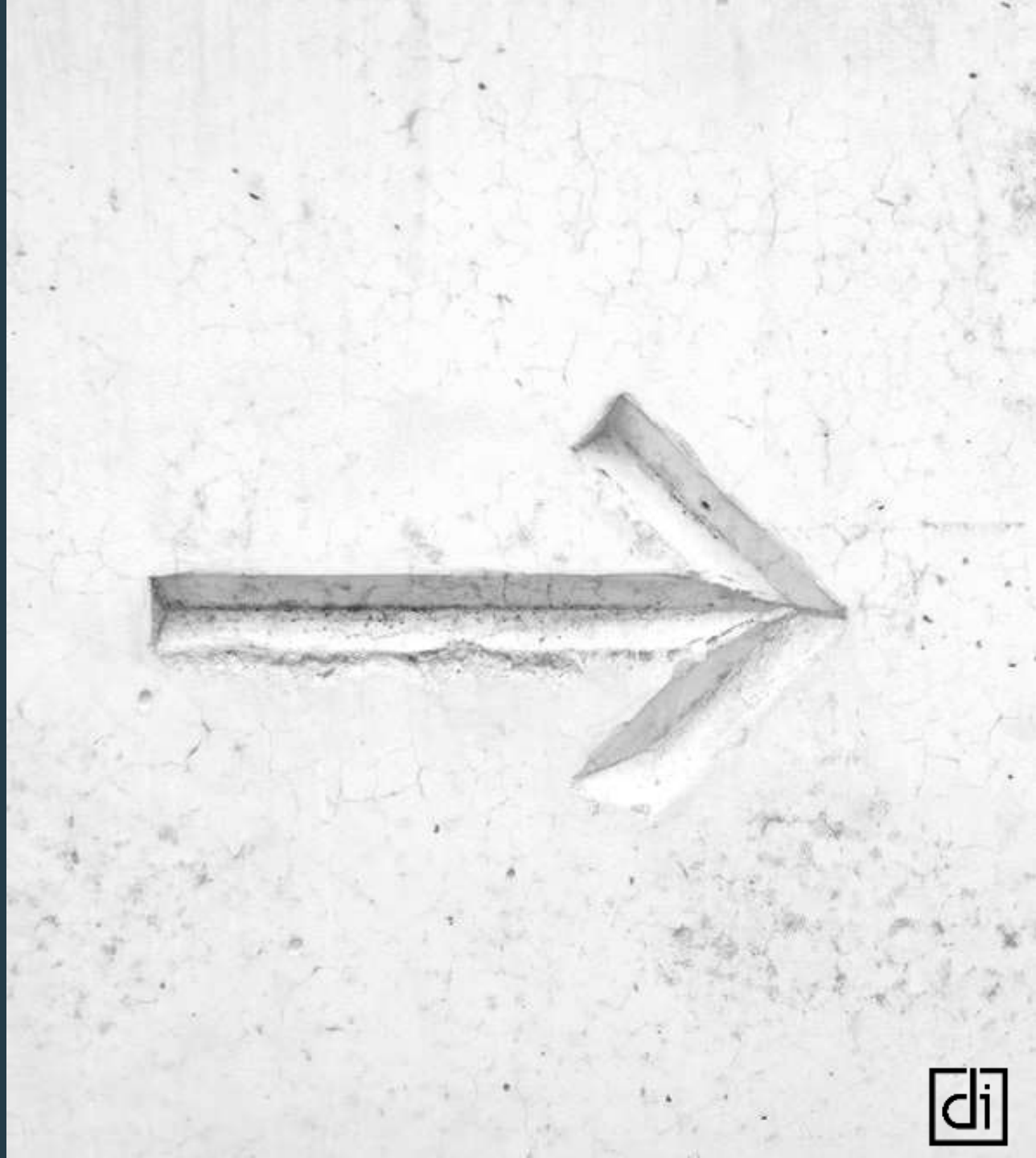
Valocity

Puts the power in our customers hands, enabling them to deliver seamless and relevant experiences that transform the mortgage process

Our measure of success

90% of the world's data has been created in the last two years

The ability to predict, leverage and execute on this data is key



We need to realise **that the ways we've** been taught were made for a world that no longer exists

THE IMPACTS HAVE BEEN PROFOUND

They’ve changed how & what we think about

Rational, empirical decision-making

Constant redrawing of competitive lines

Faster product, process, disruptive innovation

DATA OVER DECIBLES

A more rational, empirical world

Spotify®

TARGET

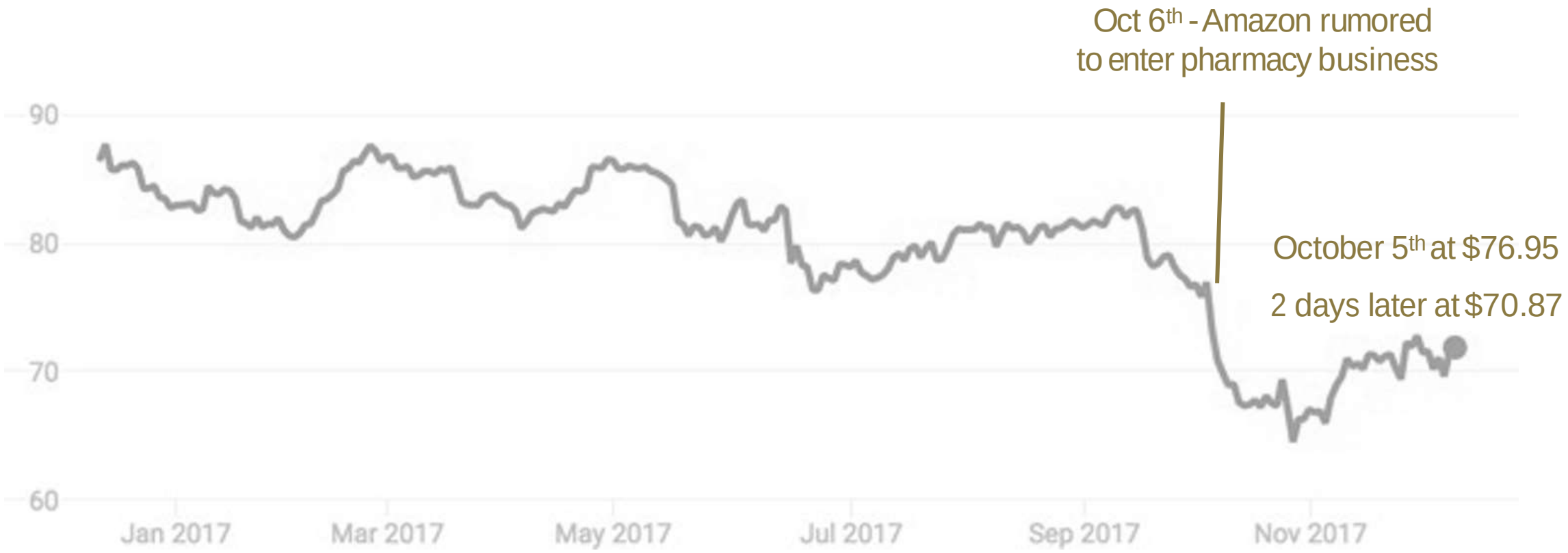
FiveThirtyEight

Moneyball / Sabermetrics

Discover Weekly Playlists

Pregnancy Prediction Score

Predicting Elections



The Amazon Impact on Walgreens

Faster Product, Process, Distribution Innovation

Airbnb's valuation is greater than Hyatt and Starwood / Marriott combined

“Google’s not a real company. It’s a house of cards”

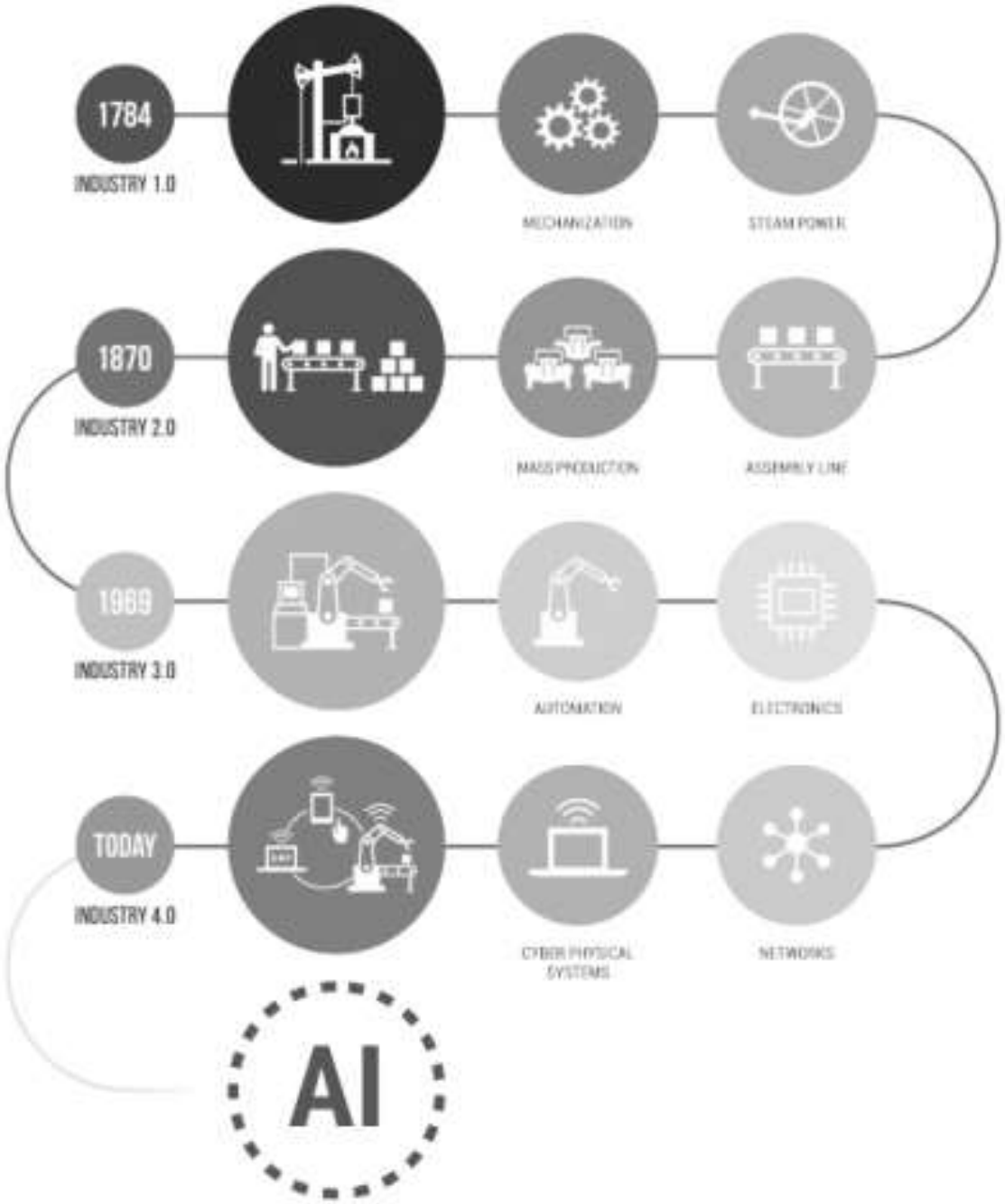
Former Microsoft CEO
Steve Ballmer

Speed is everything!

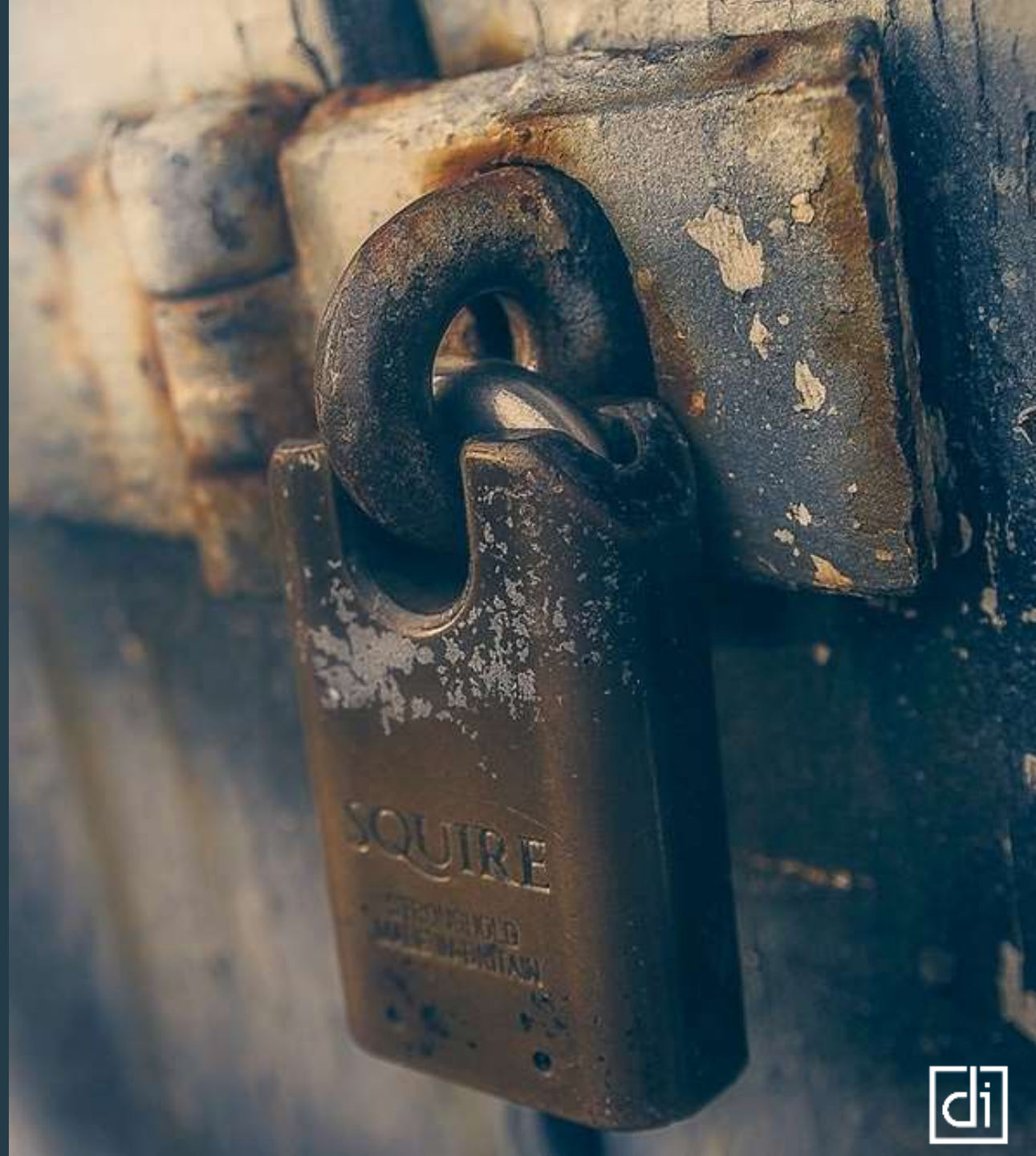
AI and Machine Learning will be used to enhance analytics, actions and interfaces of nearly every technology enabled system

Cusp of the 5th industrial revolution

Recent rapid adoption and application of artificial intelligence algorithms – triggered by access to big data and better hardware-processing capabilities – are changing the game



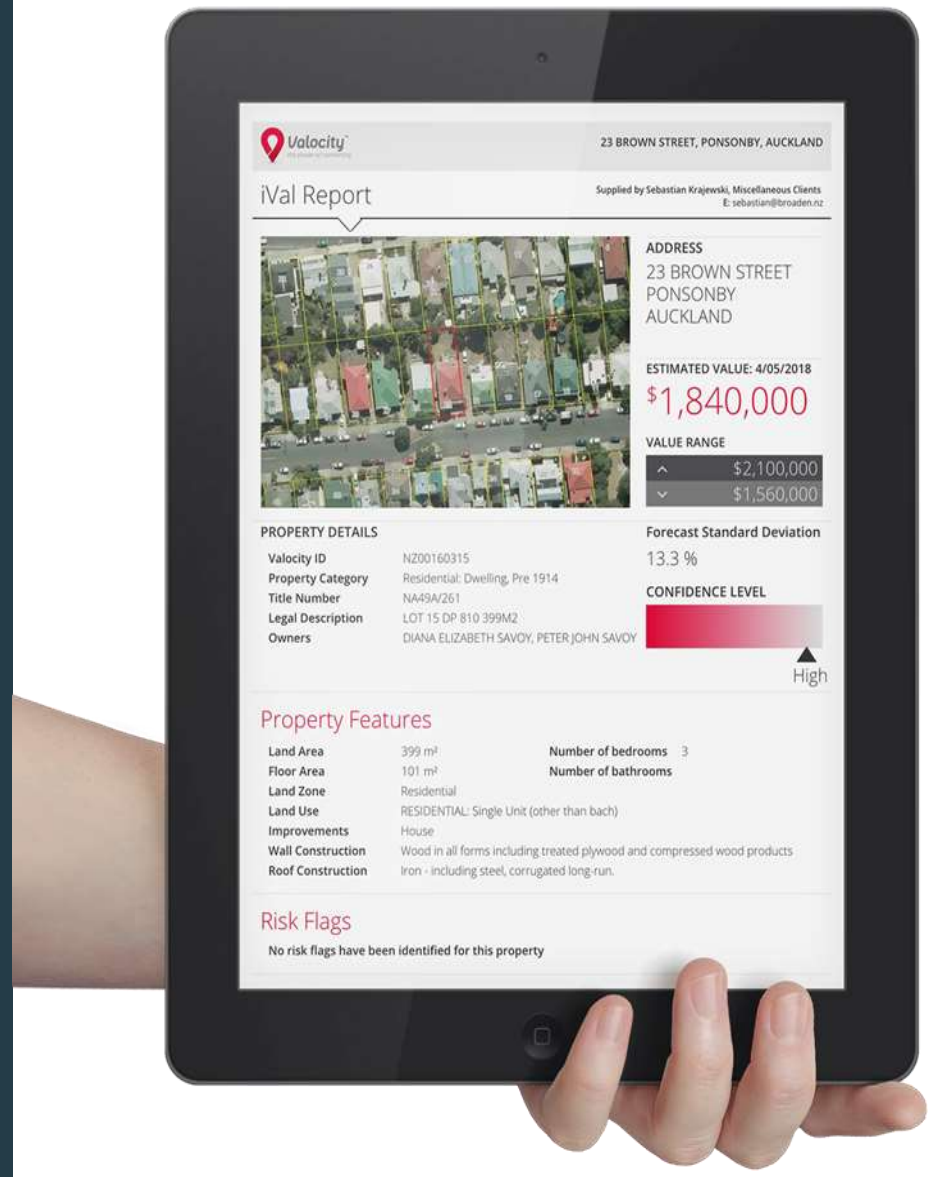
If data is an asset, then it needs to be protected



Strategic Data Frameworks

DATA STRATEGY & FRAMEWORK

- What data and why
- Capture
- Store
- Access/Terms and conditions
- Future proofing
- Always on approach



Deriving value from data

- Creating shared value exchange
- Building an asset
- Creating insights
- Actioning data
- Commercialisation & differentiation

Customer Centricity

CUSTOMER CENTRICITY

Show you know me

Show you value me

Surprise & delight me

You don’t have time.
Suddenly can come
quickly!

“Neither Redbox nor Netflix are even on the radar screen in terms of **competition**”

CEO of Blockbuster (2008)
Jim Keyes

“We do not believe our vendors selling products directly on **Amazon is an imminent threat ...** There is no indication that any of our vendors intend to sell premium athletic products, $100 + sneakers that we offer, directly via that sort of distribution **channel”**

Footlocker CEO and Chairman
Richard Johnson

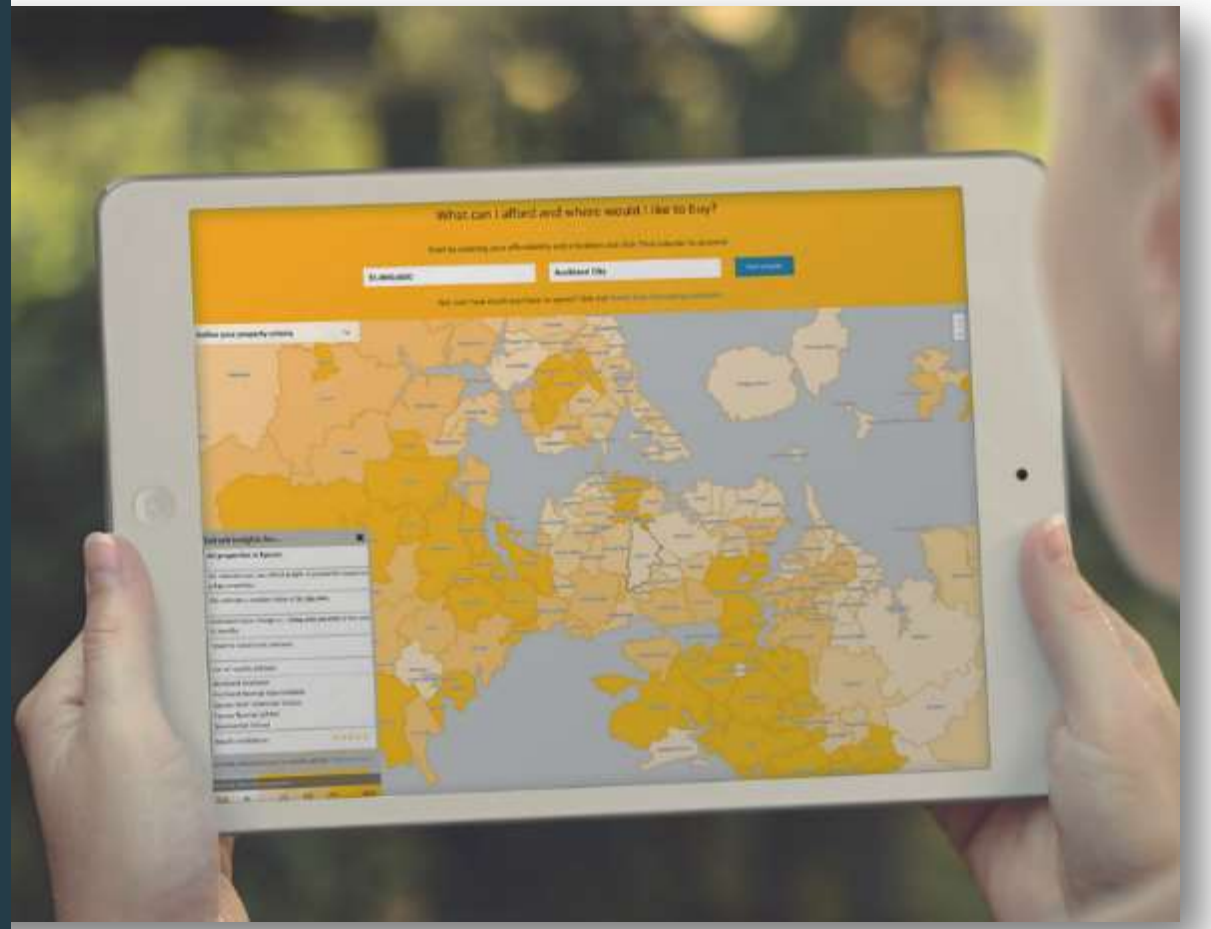
Flavor innovation is fine

It just cant be all you do

What is customer centricity?

Customer Centricity?

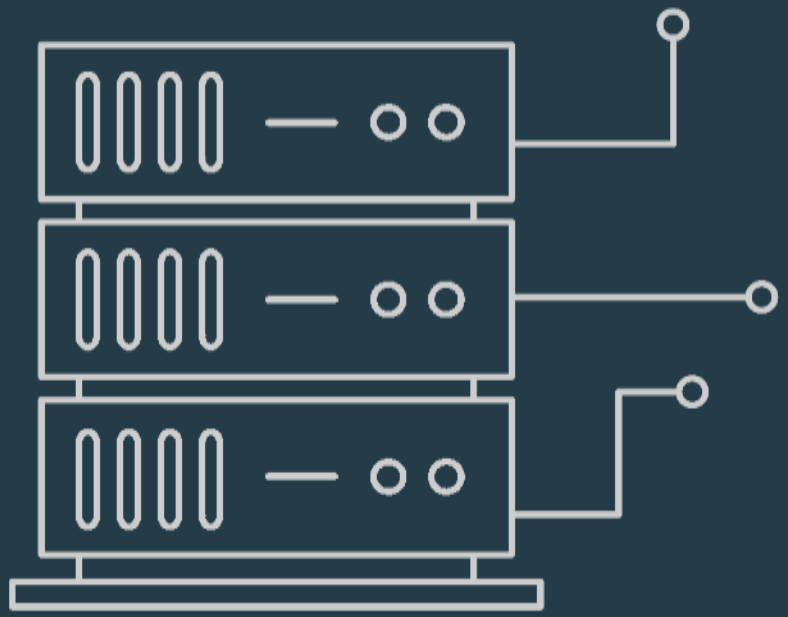
Deliver micro moments that really matter



Most thinking and methods used are designed for a bygone era

Leverage things that are making business faster

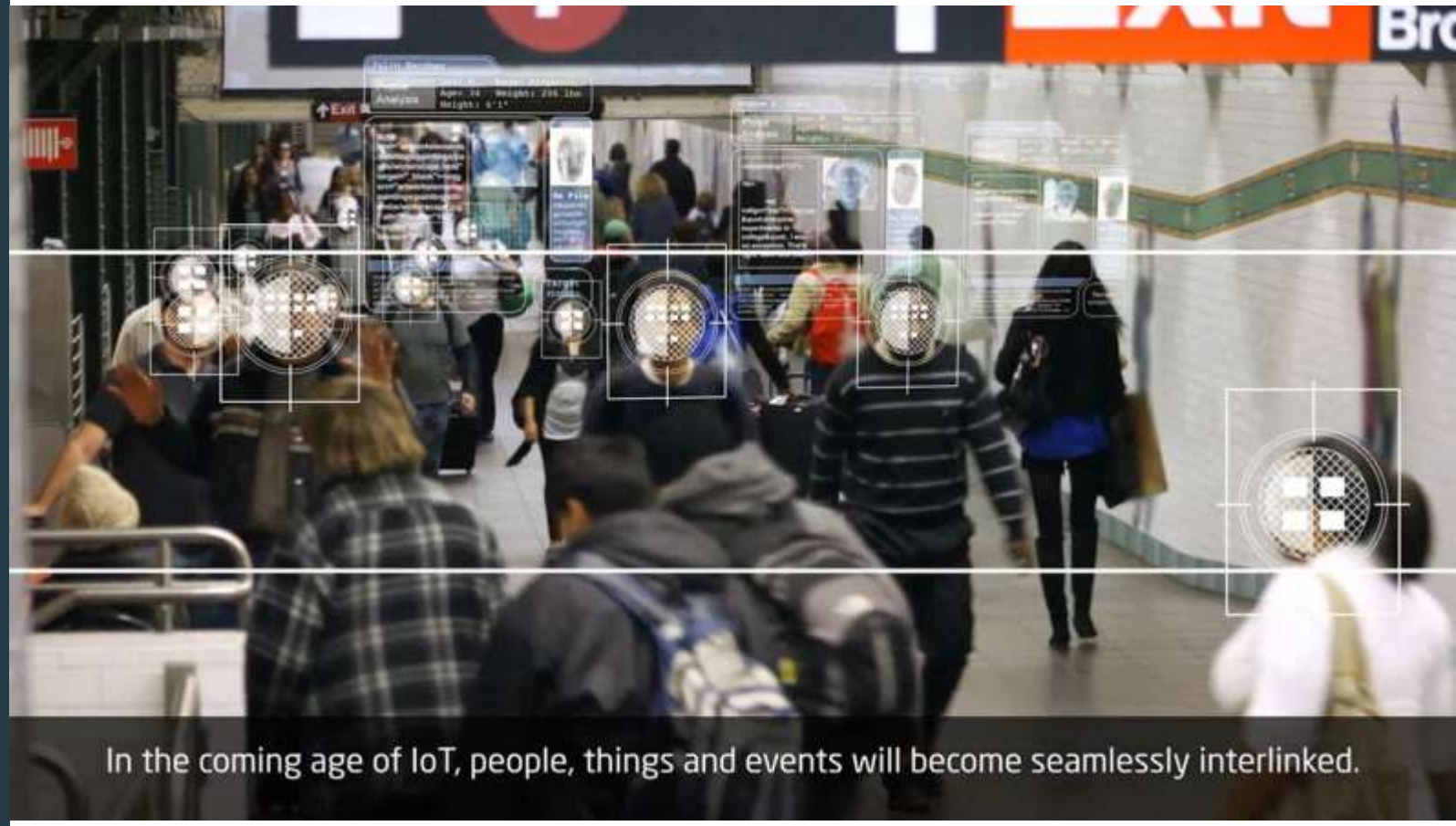
Technology



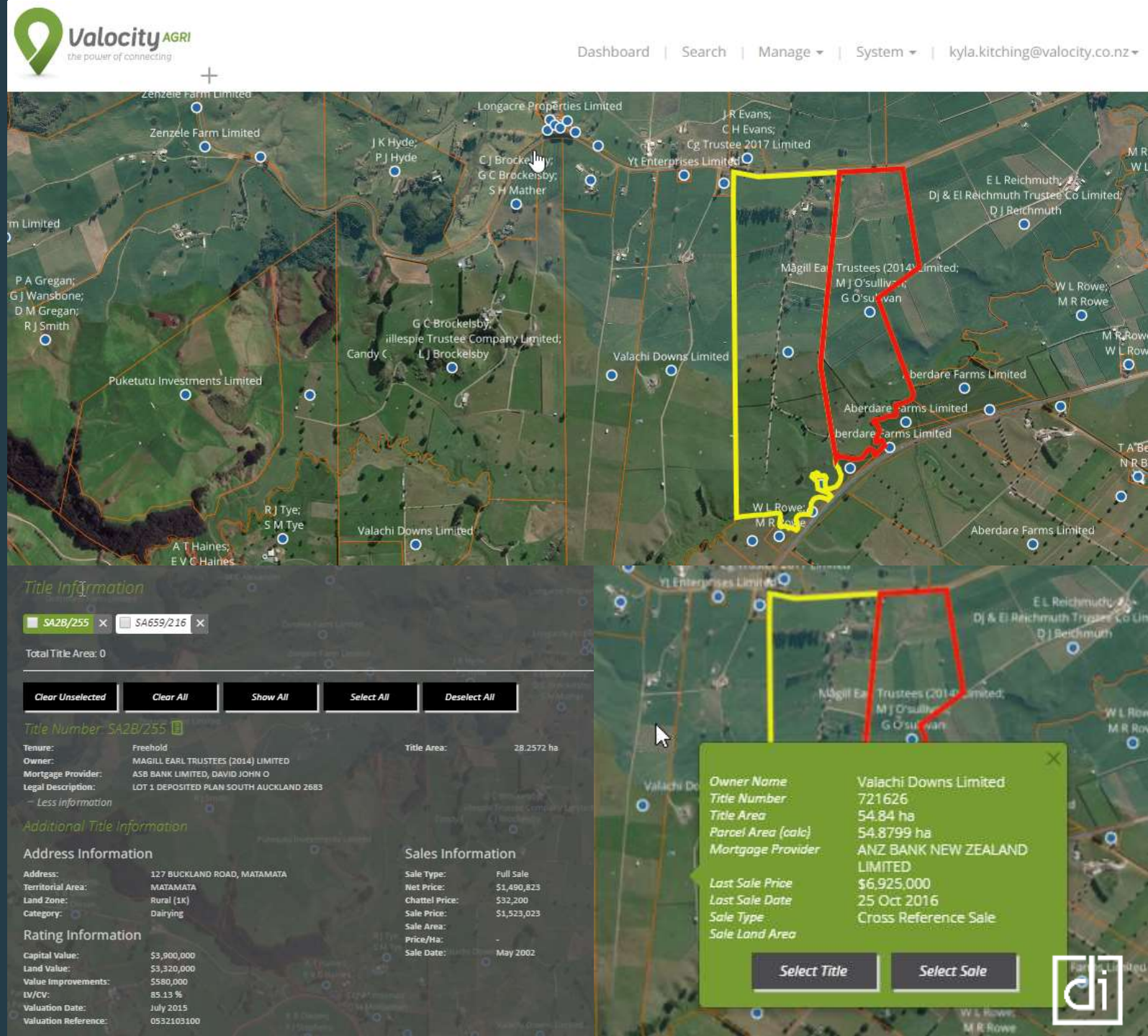
Data

Change in how we live our lives

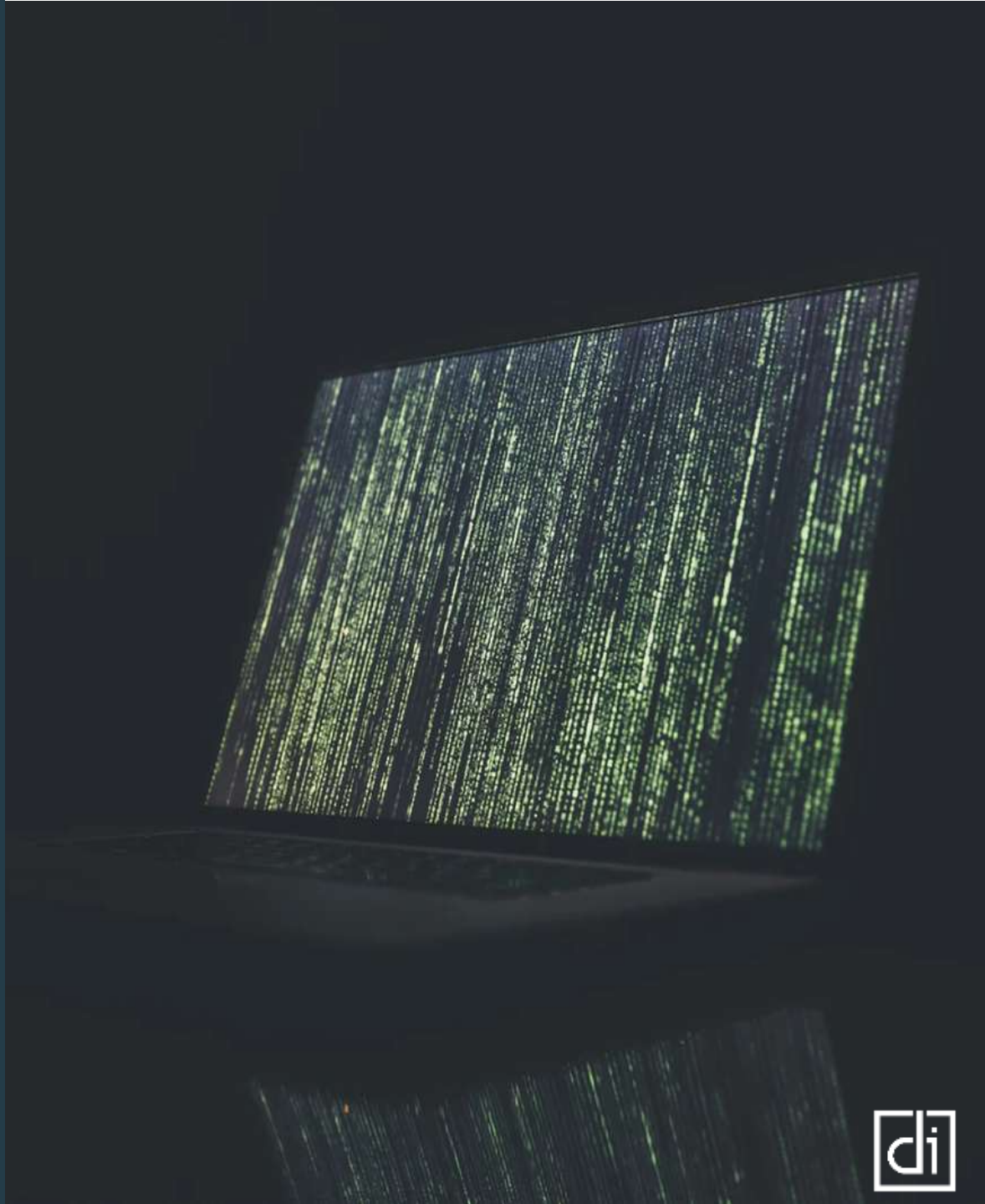
Change is happening now



It's a race!


Valocity AGRI
the power of connecting
Dashboard | Search | Manage | System | kyla.kitching@valocity.co.nz
Zenzele Farm Limited
Longacre Properties Limited
J K Hyde; P J Hyde
C J Brockelsby; G C Brockelsby; S H Mather
J R Evans; C H Evans; Cg Trustee 2017 Limited
Yt Enterprises Limited
E L Reichmuth; Dj & El Reichmuth Trustee Co Limited; D J Reichmuth
P A Gregan; G J Wansbone; D M Gregan; R J Smith
Puketutu Investments Limited
G C Brockelsby; L J Brockelsby
Valachi Downs Limited
W L Rowe; M R Rowe
Aberdare Farms Limited
R J Tye; S M Tye
A T Haines; E V C Haines
Title Information
SA2B/255
SA659/216
Total Title Area: 0
Clear Unselected
Clear All
Show All
Select All
Deselect All
Title Number SA2B/255
Tenure: Freehold
Owner: MAGILL EARL TRUSTEES (2014) LIMITED
Mortgage Provider: ASB BANK LIMITED, DAVID JOHN O
Legal Description: LOT 1 DEPOSITED PLAN SOUTH AUCKLAND 2683
Title Area: 28.2572 ha
Less information
Additional Title Information
Address Information
Address: 127 BUCKLAND ROAD, MATAMATA
Territorial Area: MATAMATA
Land Zone: Rural (1K)
Category: Dairying
Rating Information
Capital Value: $3,900,000
Land Value: $3,320,000
Value Improvements: $580,000
LV/CV: 85.13 %
Valuation Date: July 2015
Valuation Reference: 0532103100
Sales Information
Sale Type: Full Sale
Net Price: $1,490,823
Chattel Price: $32,200
Sale Price: $1,523,023
Sale Area:
Price/Ha: -
Sale Date: May 2002
Owner Name Valachi Downs Limited
Title Number 721626
Title Area 54.84 ha
Parcel Area (calc) 54.8799 ha
Mortgage Provider ANZ BANK NEW ZEALAND LIMITED
Last Sale Price $6,925,000
Last Sale Date 25 Oct 2016
Sale Type Cross Reference Sale
Sale Land Area
Select Title
Select Sale

Leverage
the power of technology and data



Thank you!