

A ROUGH GUIDE TO THE DATA BUSINESS





RMG
LISTED
NYSE

RiskMetrics Group
The Center for the Financial Community

RMG
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Transparency • Expertise • Access

NO
STANDING
ANYTIME



MARCH 1, 2010, 7:23 AM MERGERS & ACQUISITIONS

MSCI Buys RiskMetrics for \$1.55 Billion

BY DEALBOOK

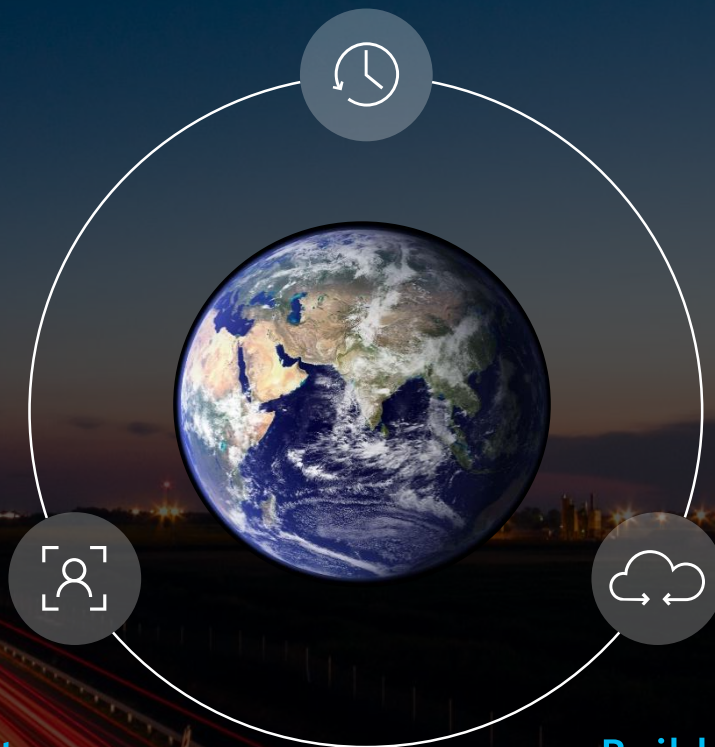


OUR MISSION

Empower every person and every organization on the planet to achieve more.

BOLD AMBITIONS

Reinvent productivity
& business processes

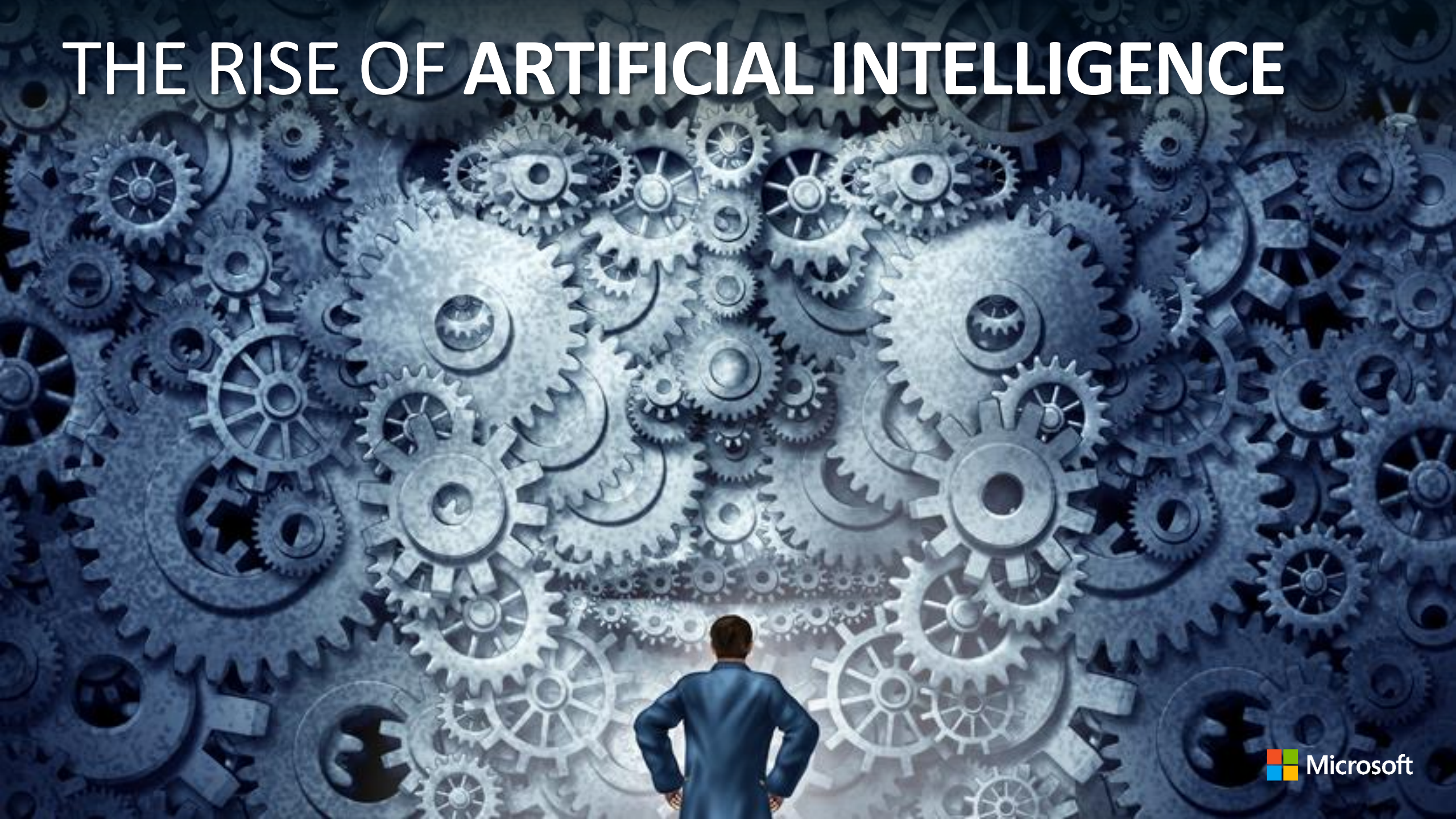


Create more
personal computing

Build the
intelligent cloud platform

THE DATA AGE

THE RISE OF ARTIFICIAL INTELLIGENCE

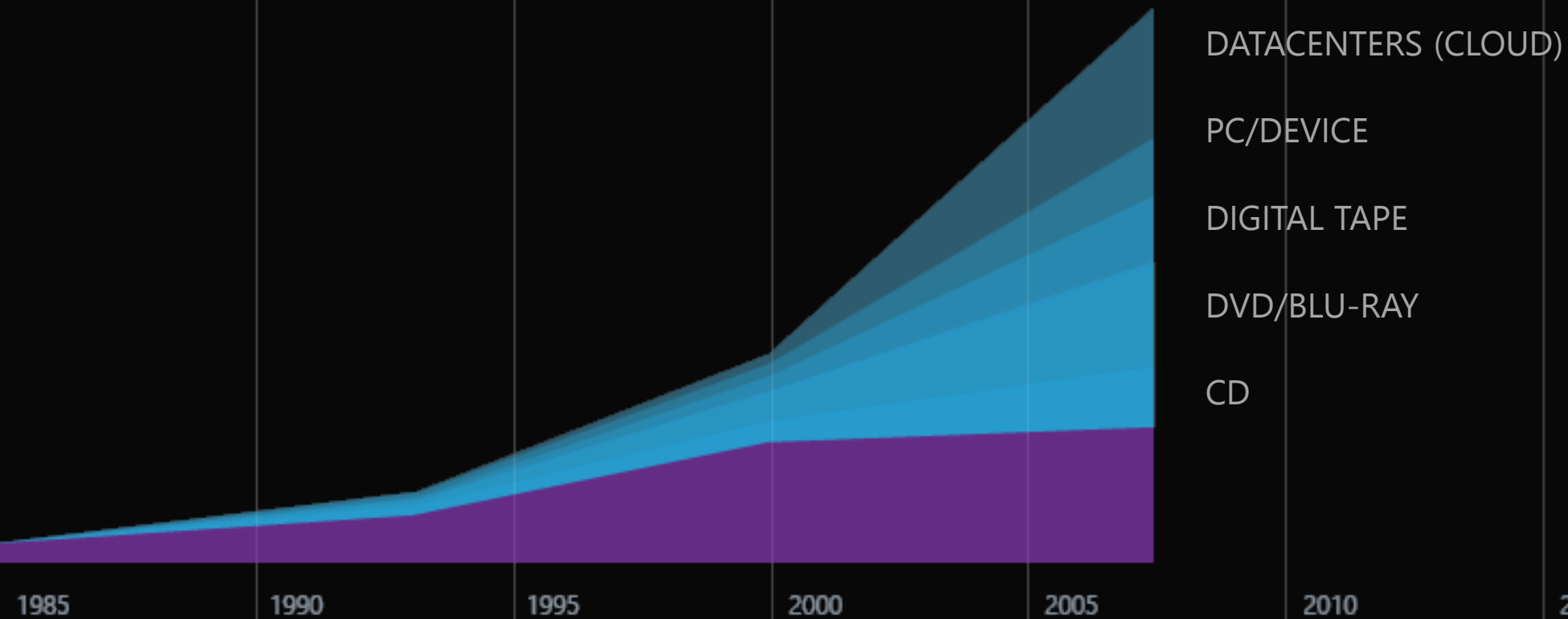
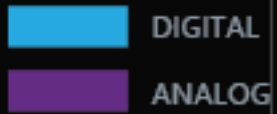


EMBRACE THE INEVITABLE

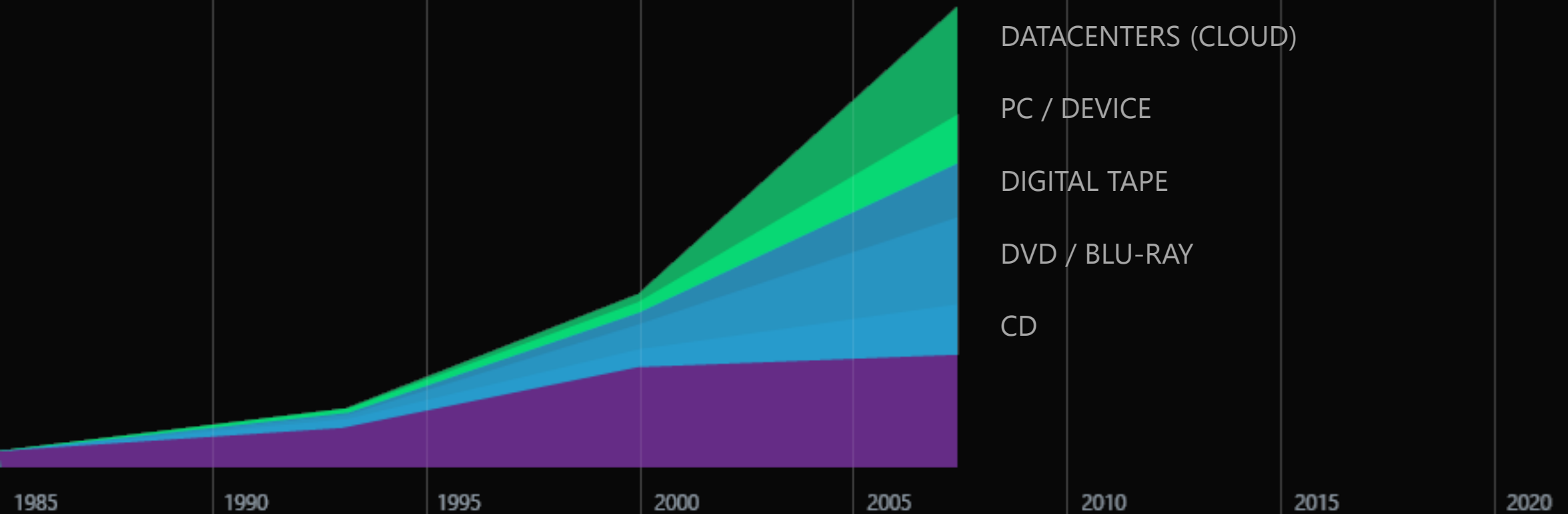
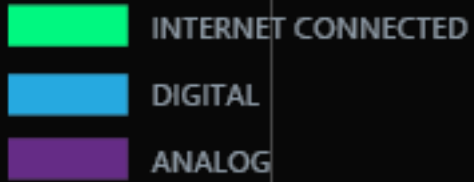
**NO
CHOICE**

THE WORLD'S DATA

THE WORLD'S DATA



THE WORLD'S DATA



DATA CENTERS (CLOUD)

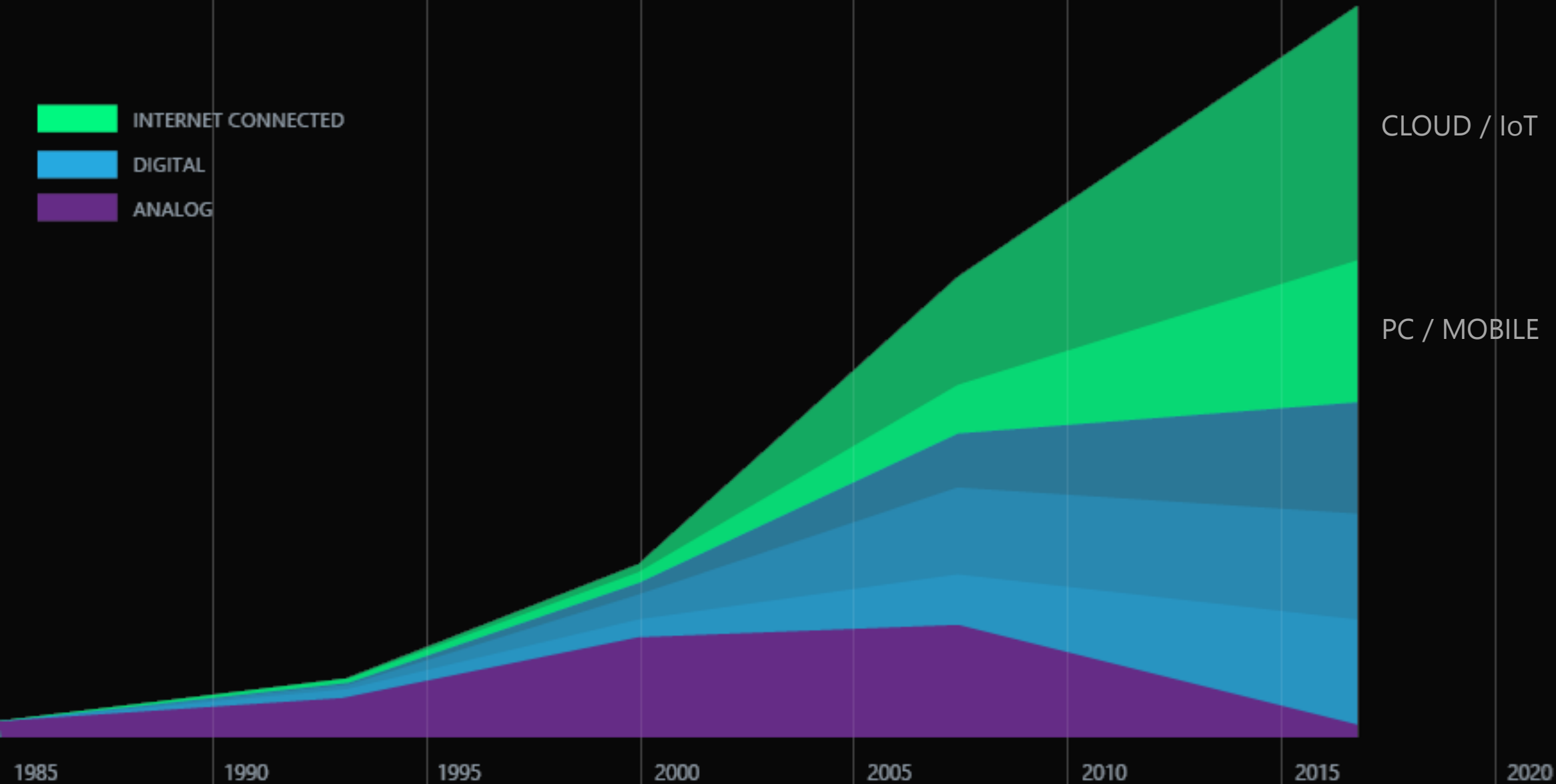
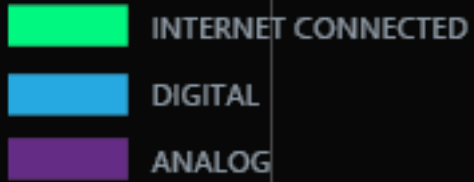
PC / DEVICE

DIGITAL TAPE

DVD / BLU-RAY

CD

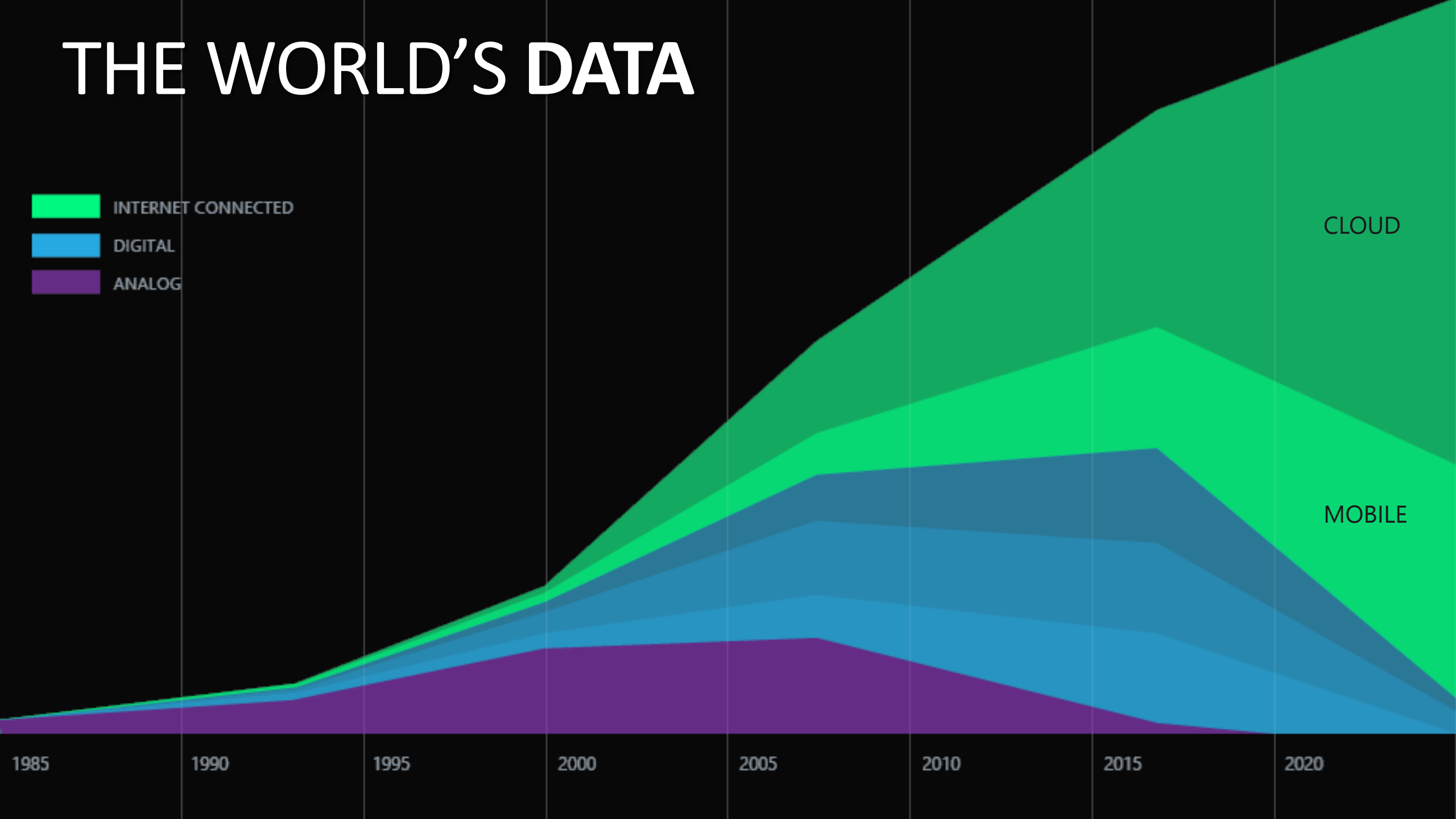
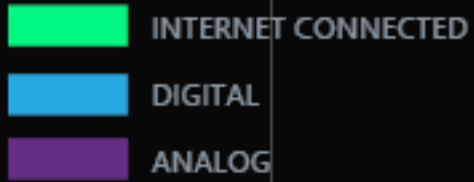
THE WORLD'S DATA



CLOUD / IoT

PC / MOBILE

THE WORLD'S DATA



CLOUD

MOBILE

1985

1990

1995

2000

2005

2010

2015

2020

THE MYTH OF THE ETHEREAL CLOUD



THE MYTH OF THE ETHEREAL CLOUD



Microsoft

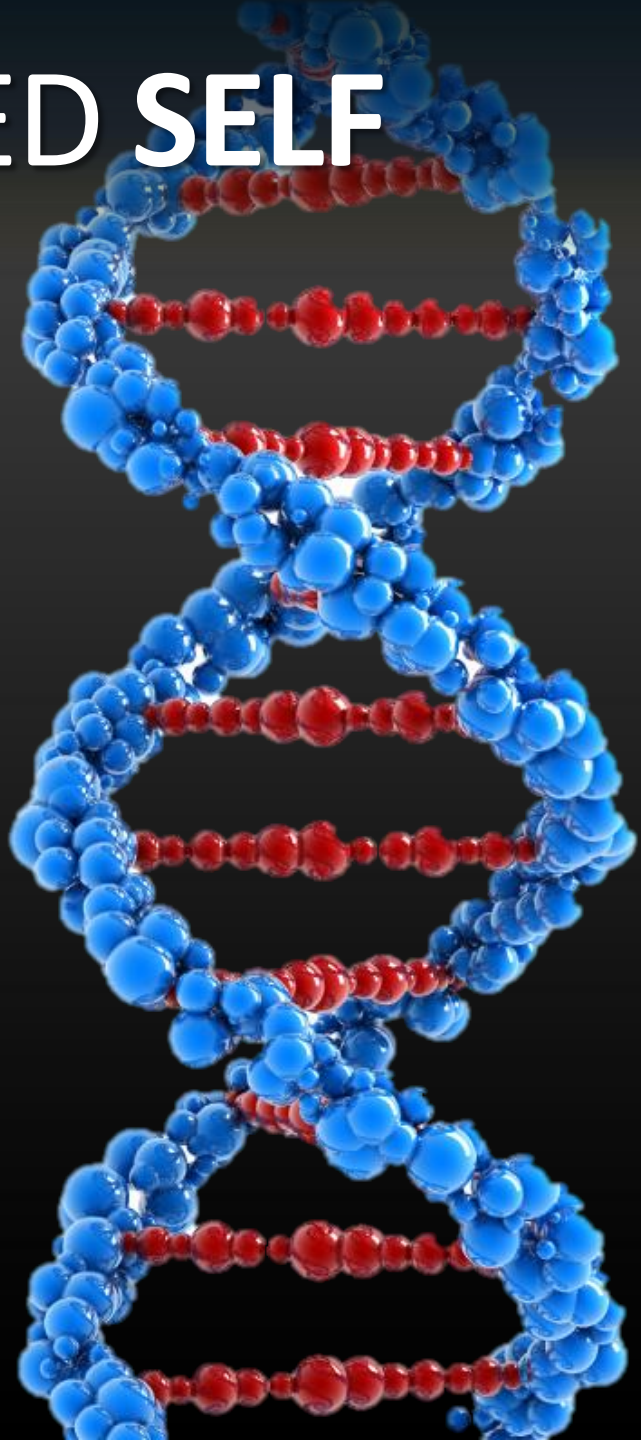
THE MYTH OF THE ETHEREAL CLOUD



MOBILE FIRST
CLOUD FIRST



THE QUANTIFIED SELF



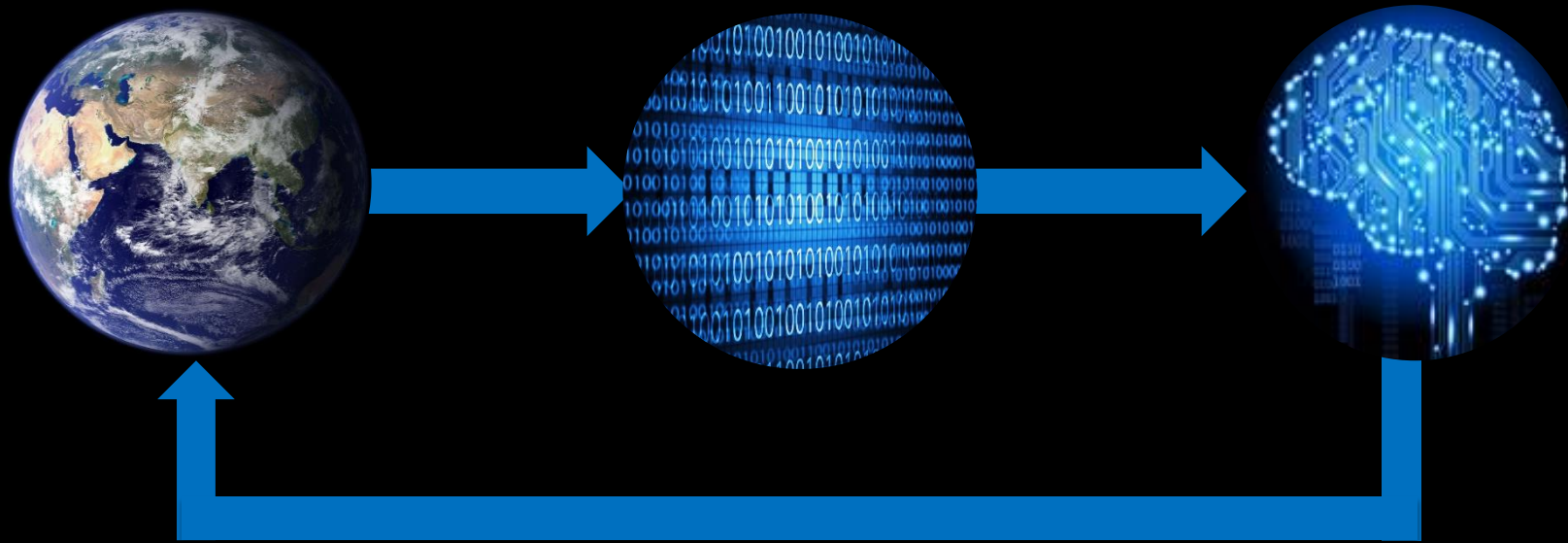
THE INTERNET OF THINGS



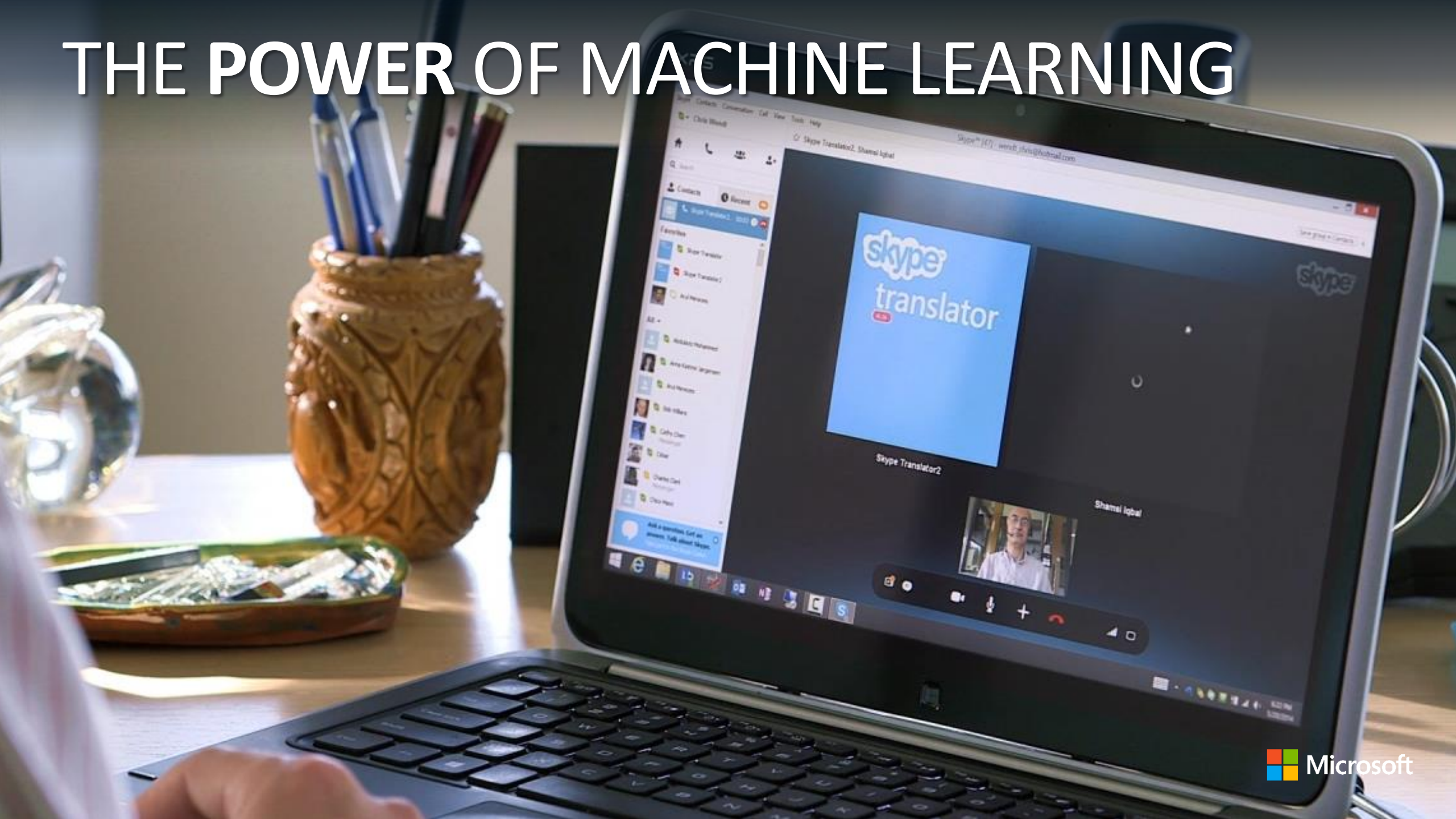
THE INTERNET OF TRIVIALITIES



THE REAL INTERNET OF THINGS



THE POWER OF MACHINE LEARNING





Neutral: 
Happiness: 
Surprise: 
Sadness: 

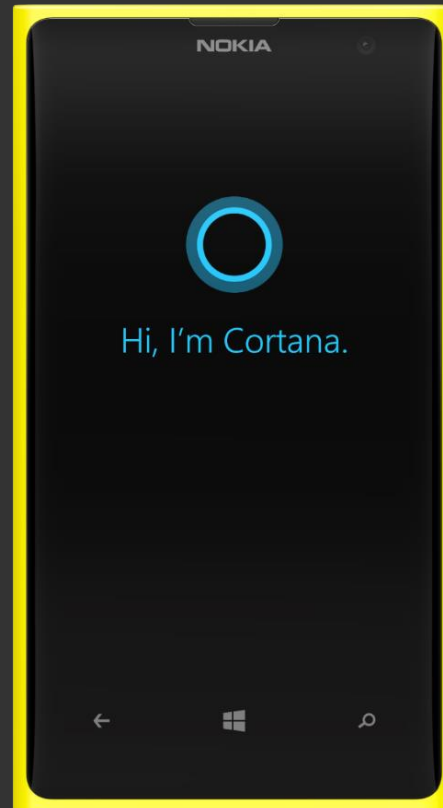
Anger: 
Disgust: 
Fear: 
Contempt: 



 Microsoft

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AMBIENT INTELLIGENCE



THE (ABSOLUTE) NEED FOR TRUST



A STEP CHANGE IN PRODUCTIVITY

ORGANISATIONAL INSIGHT



REDUCING (THE COST OF) UNCERTAINTY



FROM BATCH TO REAL TIME BUSINESS



EVERYTHING AS A SERVICE



BUILD YOUR DATA BUSINESS



FOCUS ON DIFFERENTIATION



EMBRACE NEW TOOLS & PARTNERS

THE NEW (CORPORATE) ROCK STARS...

LIVE WITH URGENCY





Microsoft