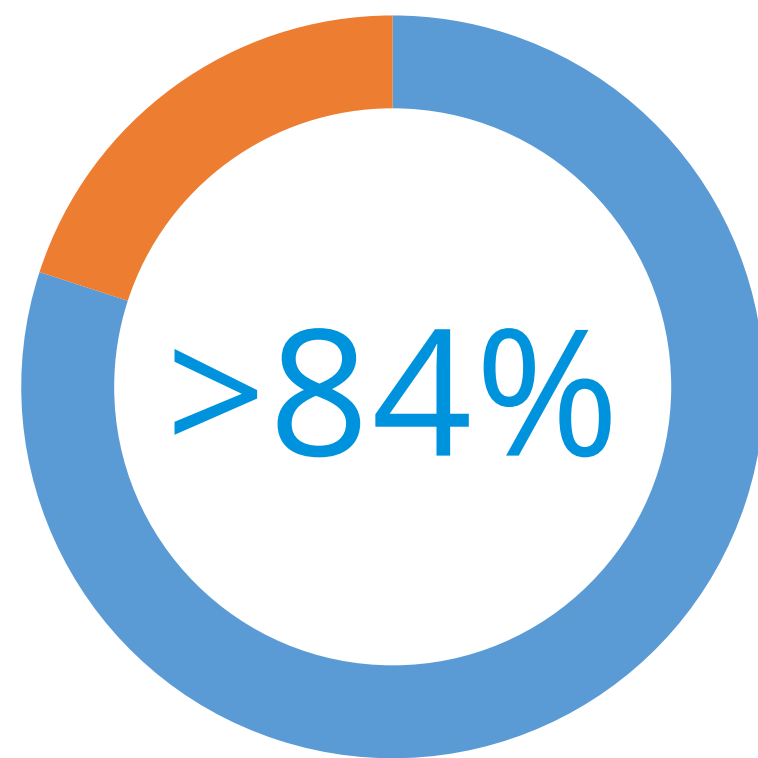# BIG DATA SOLUTIONS

R&R SOFTWARE

2017

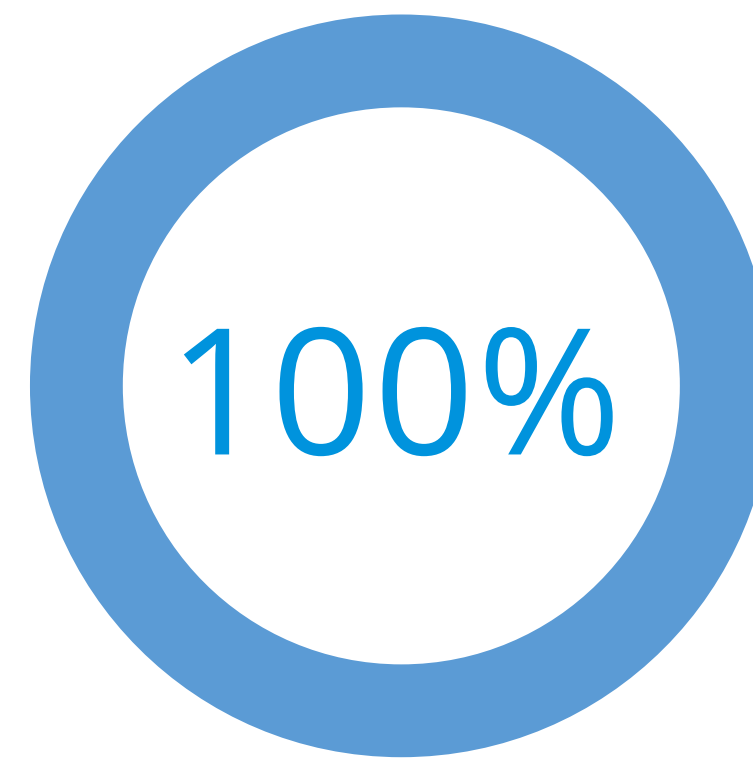**R&R Software**

R&R SOFTWARE CO. LTD.

COMPANY KPIs

>84%

OUTSTANDING CUSTOMER SATISFACTION

High above industry standards since measured.

100%

HUNGARIAN OWNED

Original founding owners still actively take part in managing the company.

185+ EXPERTS AVAILABLE

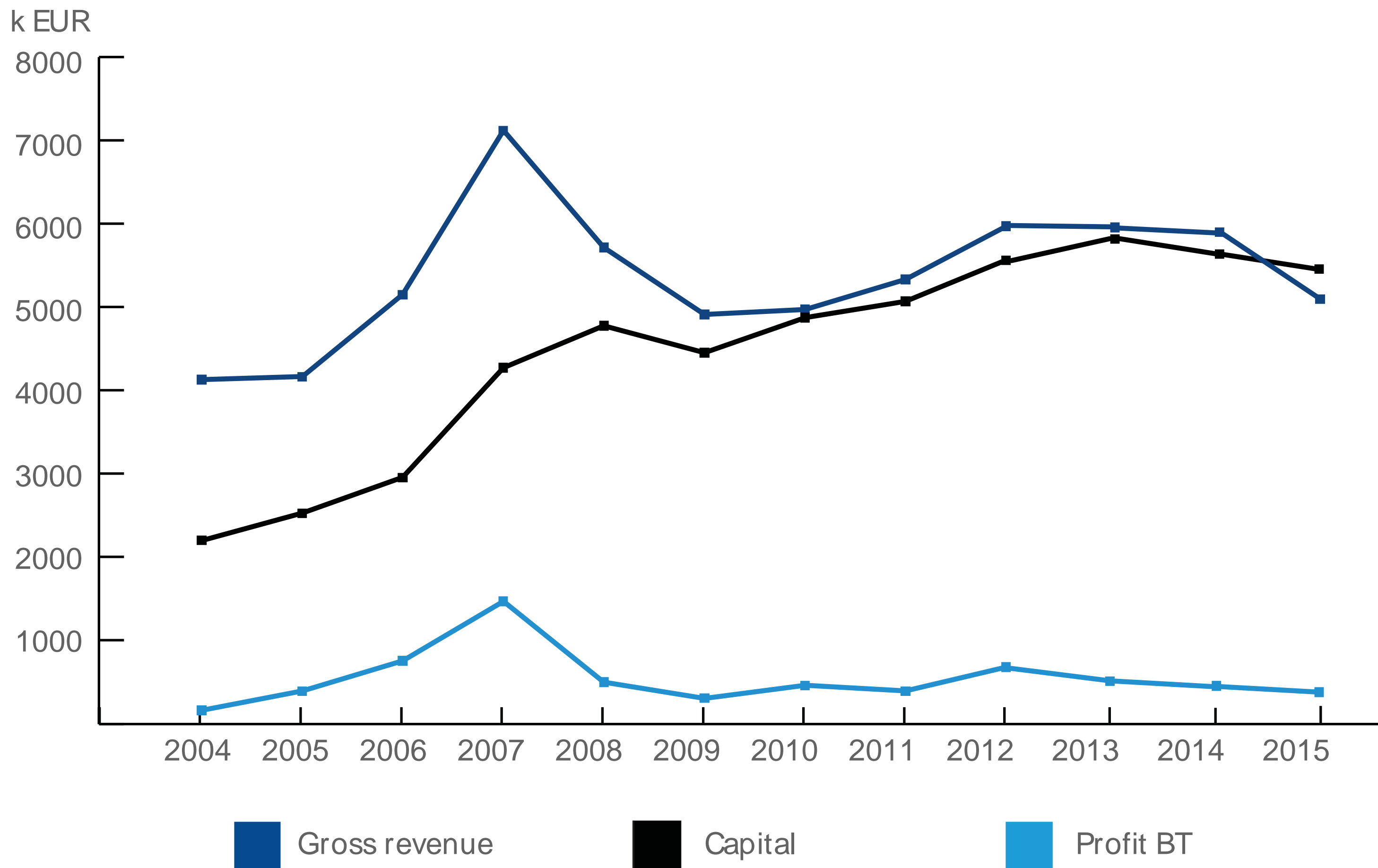For carrying out customer or internal development projects in Budapest and Szeged.

R&R Software

R&R SOFTWARE CO. LTD.

BUSINESS DATA

1 25 successful business years, conservative economy (~ 6 million EUR own capital).

2 Among the top HU suppliers according to IDC and BBJ.

3 More than 130 successful projects in Central Europe, the US and Africa.

k EUR

Legend: Gross revenue, Capital, Profit BT

R&R Software

R&R SOFTWARE CO. LTD.

STRATEGY: SATISFACTION THROUGH QUALITY

ISO 9001 QUALITY

Ensured and enforced for all software development and consulting activities.

ISO 14001 ENVIRONMENT

Environmental protection, control and monitoring.

EXCEPTIONAL SOFTWARE QUALITY

Monitored and improved upon with the help of market leading automated source code analysis tools.
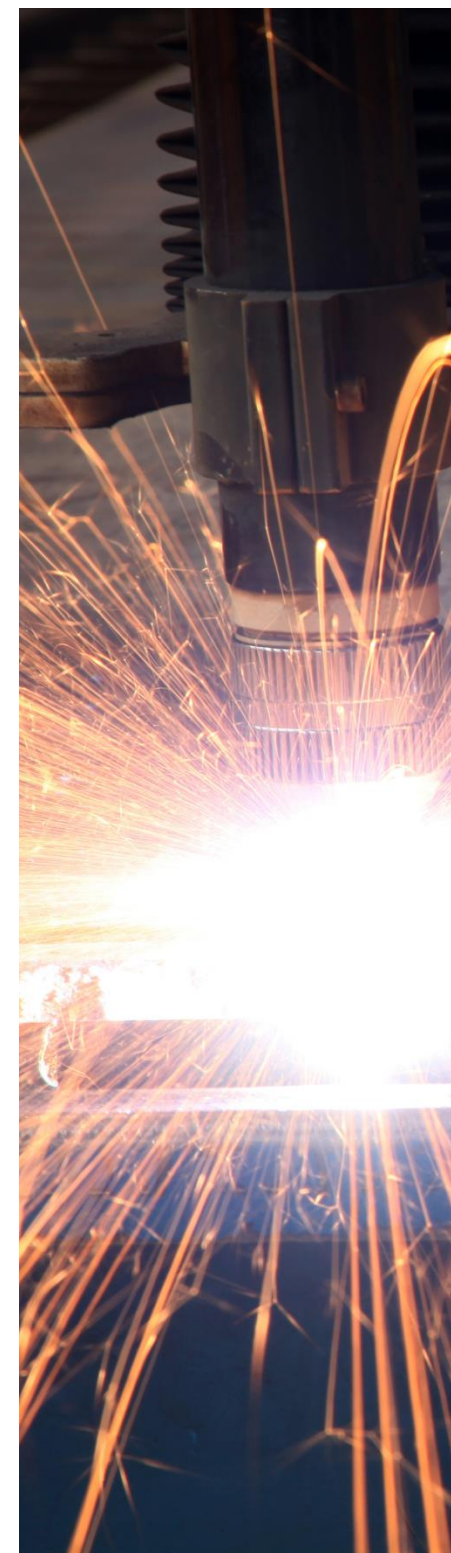
R&R Software

R&R SOFTWARE CO. LTD.

INDUSTRY-SPECIFIC SOLUTIONS

INFOCOMMUNICATION

PRODUCTION

BANK AND INSURANCE

CITY WORKS

TRADE AND LOGISTICS

CAR DEALERSHIPS AND SERVICES

PUBLIC UTILITY

R&R SOFTWARE CO. LTD.

PORTFOLIO

ERP

CRM

EM: Enterprise mobility, field work support (SFA/FFA)

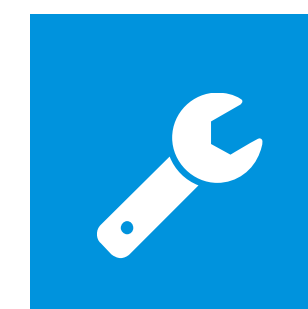SCM: Supply chain management

Energy management

Business Support Systems

BA: Business analytics (data warehouse, business intelligence, Big Data)

EDM: Electronic document management

IIS: Infrastructure integration services

Custom developments

R&R Software

BIG DATA SOLUTIONS

R&R Software

R&R SOFTWARE CO. LTD.

BIG DATA USAGE METHOD EXAMPLES

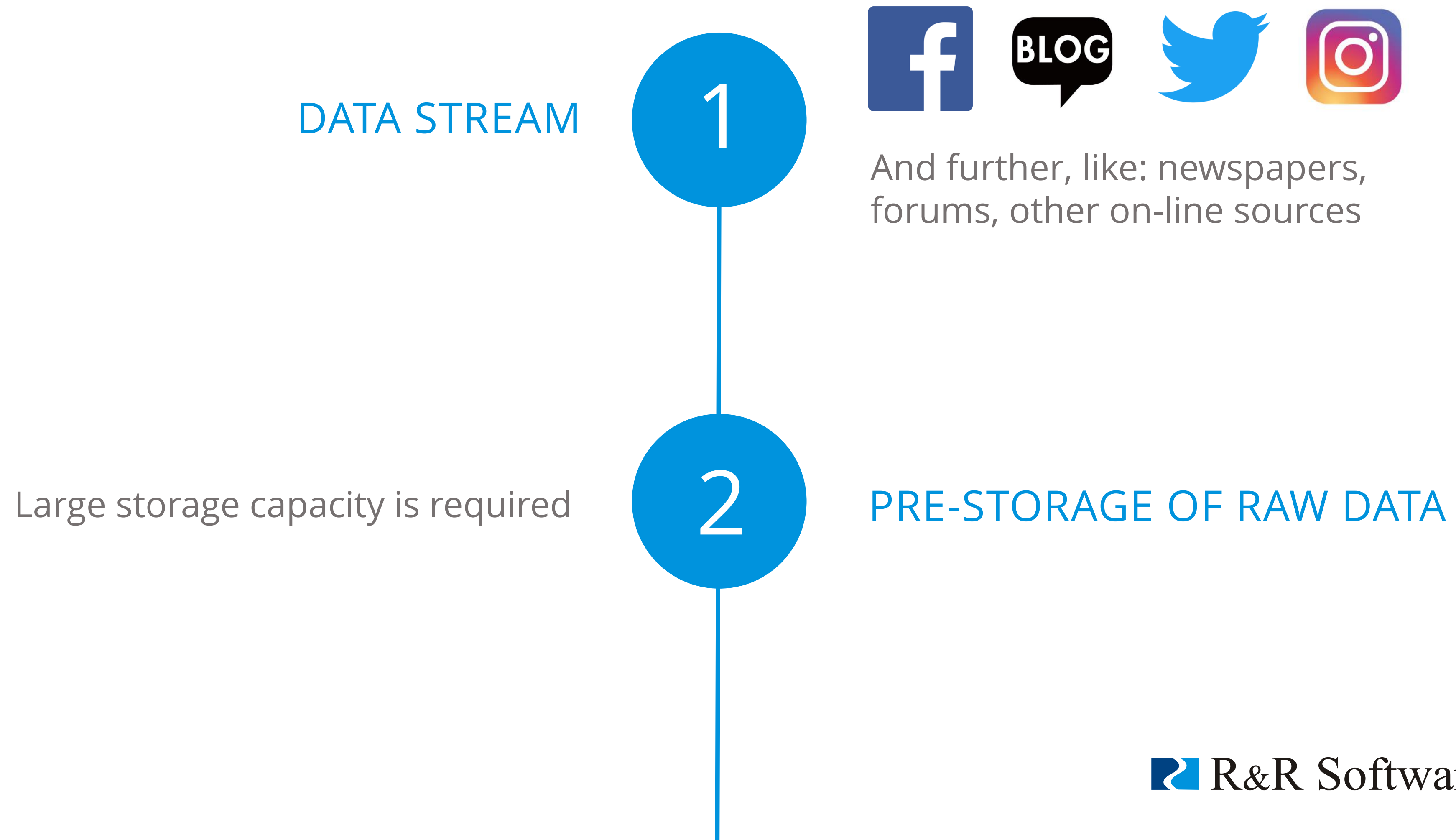| STRUCTURED DATA (QUANTITATIVE)	NON-STRUCTURED DATA (QUALITATIVE DATA)
• Performance Management Using machine learning algorithms and enormous amount of data for sampling to achieve more precise results. • Data Exploration Using data visualisation to understand more of the data than with modelling or testing hypothesis.	• Social (Media) Analytics Profile authors, understand the propagation of information, and the formation of opinions. • Decision Science Tools for normative predictions and descriptive analysis (can be connected to profiling).

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AN EXAMPLE (OUR REFERENCE) FOR A BIG DATA SYSTEM

DATA STREAM **1**

And further, like: newspapers, forums, other on-line sources

Large storage capacity is required **2** **PRE-STORAGE OF RAW DATA**

R&R Software

PROCESSING (TRANSFORMING QUALITATIVE DATA INTO QUANTITATIVE)

3

Filtering and sorting for topics, authors. Enrichment (connecting relevant information in different sources), detection of emerging topics / entities.

Native language processing (NLP), visual data processing, sentiment scoring.

Lower capacity, and very low latency is required.
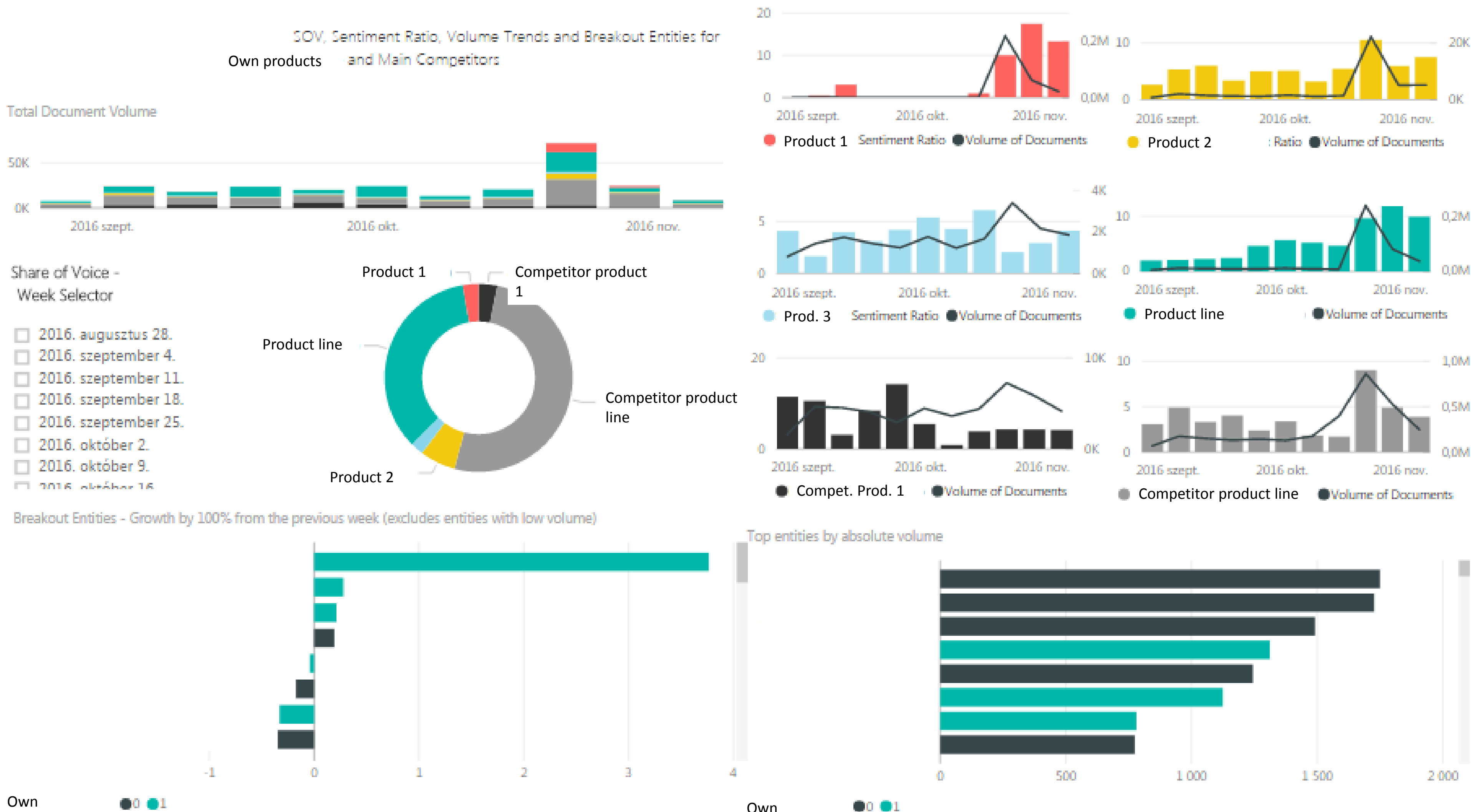
4

STORAGE OF PROCESSED DATA

ANALYSIS INTERFACE, VISUALISATION
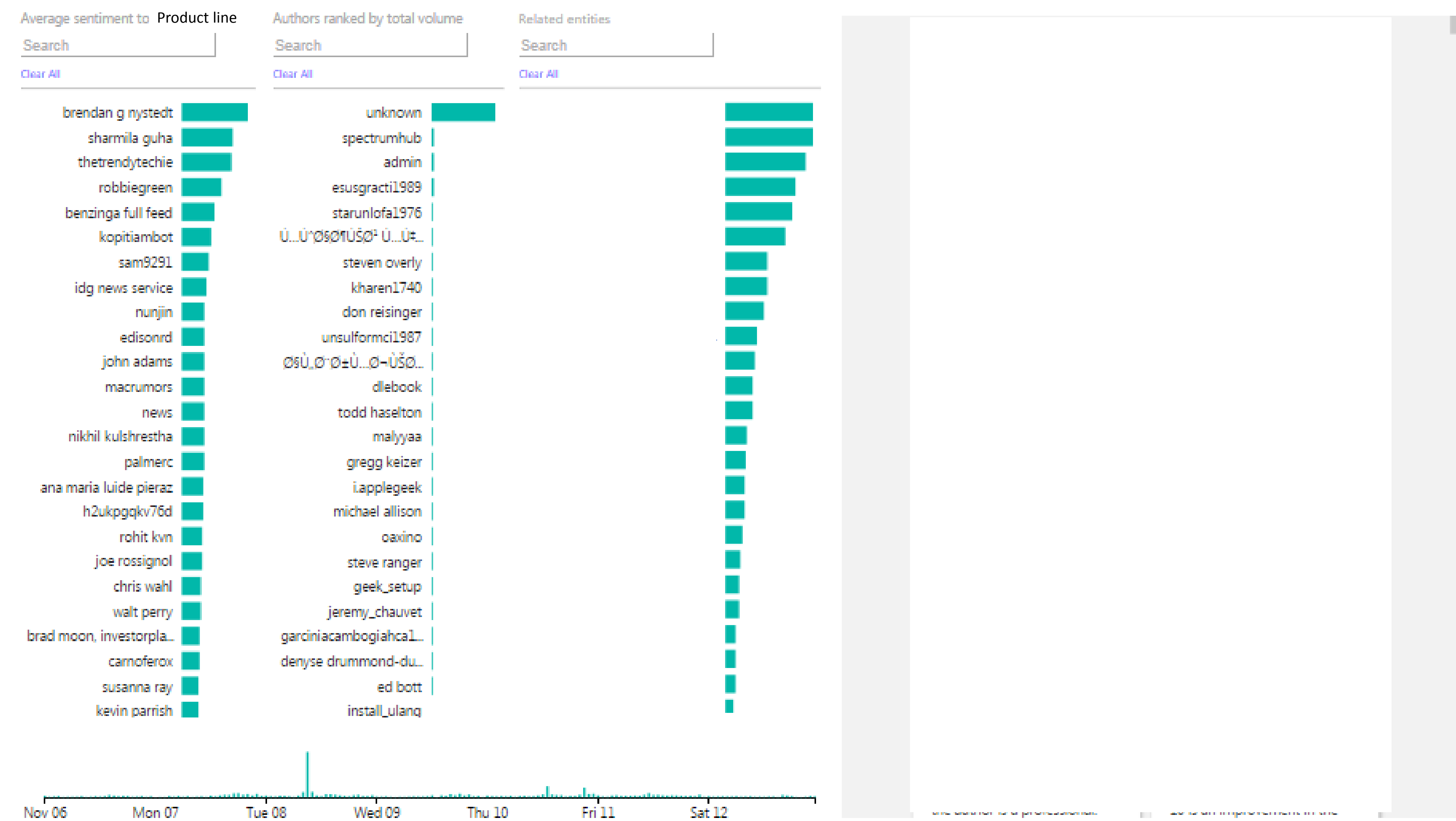
5

Power BI

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SOCIAL ANALYTICS (FORTUNE 500 TOP 25 COMPANY IN THE US)

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SOCIAL ANALYTICS (WHO LIKE US / TALK MUCH / ABOUT WHAT TOPIC)
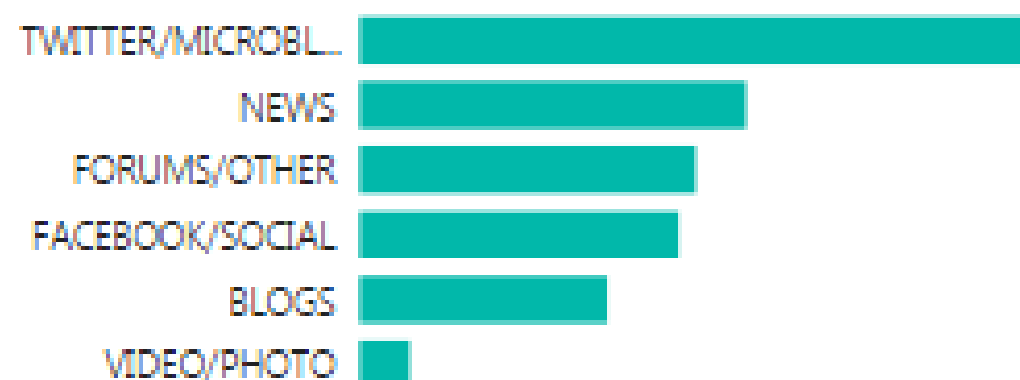
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SOCIAL ANALYTICS (ANALYSIS OF EMERGING ENTITITES)

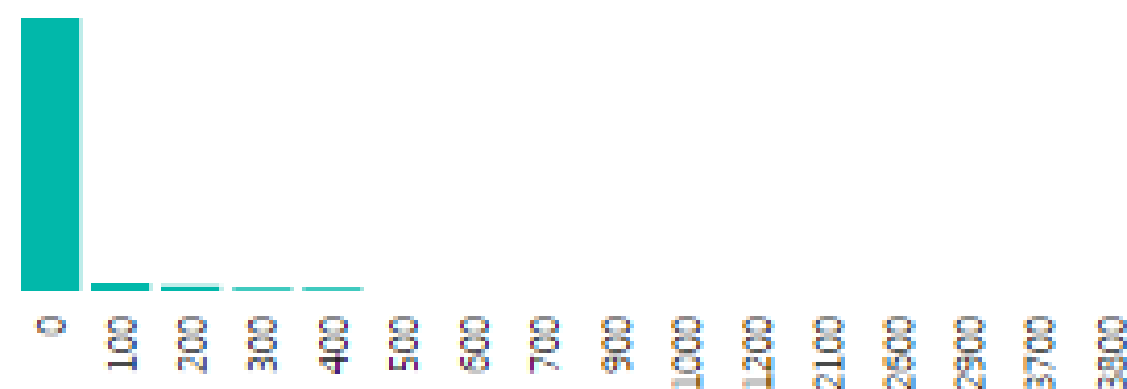Cloud: Breakout Entities - Volume Analytics

Filter the dashboard based on the selected media channels that you are interested.
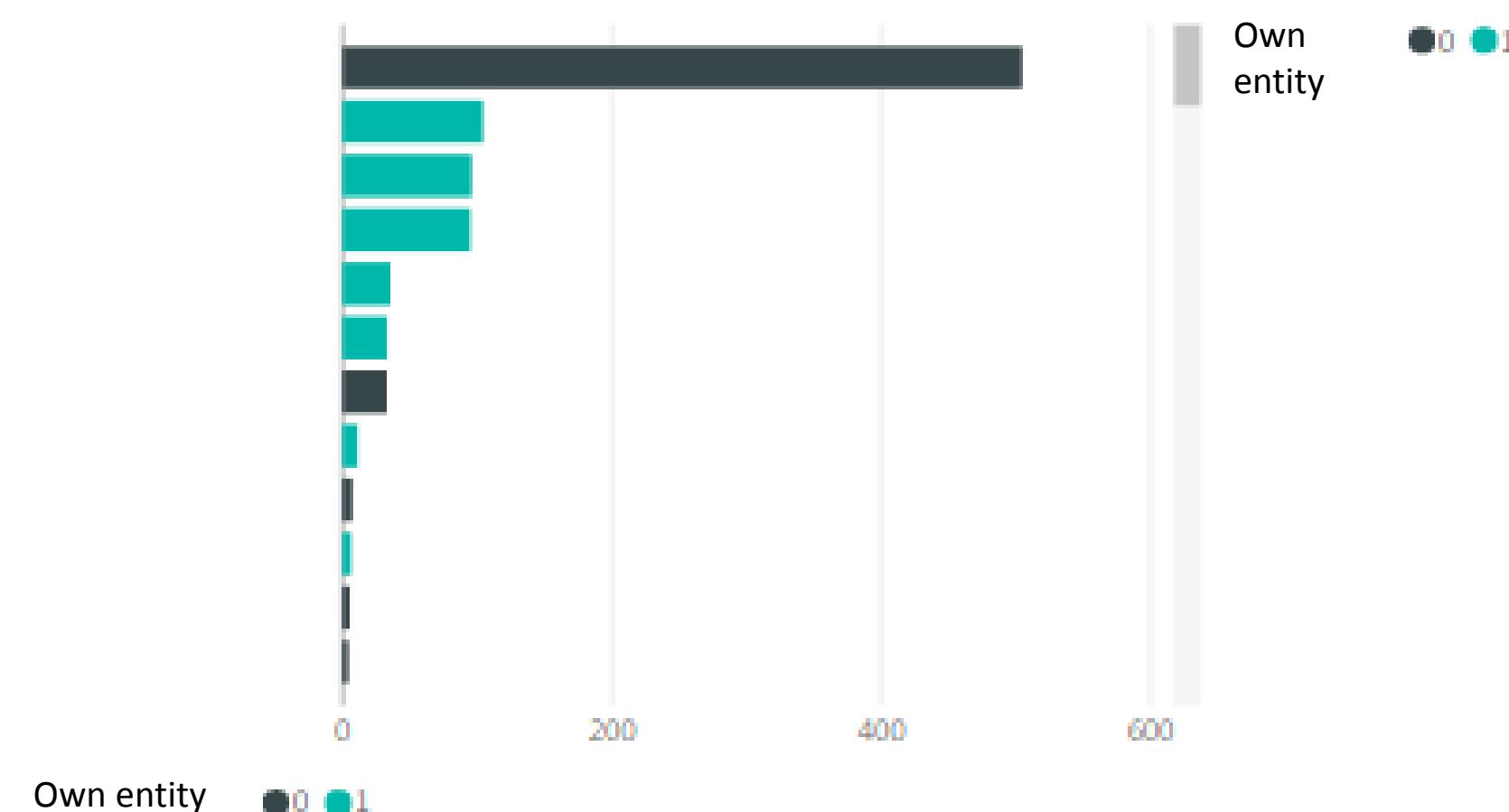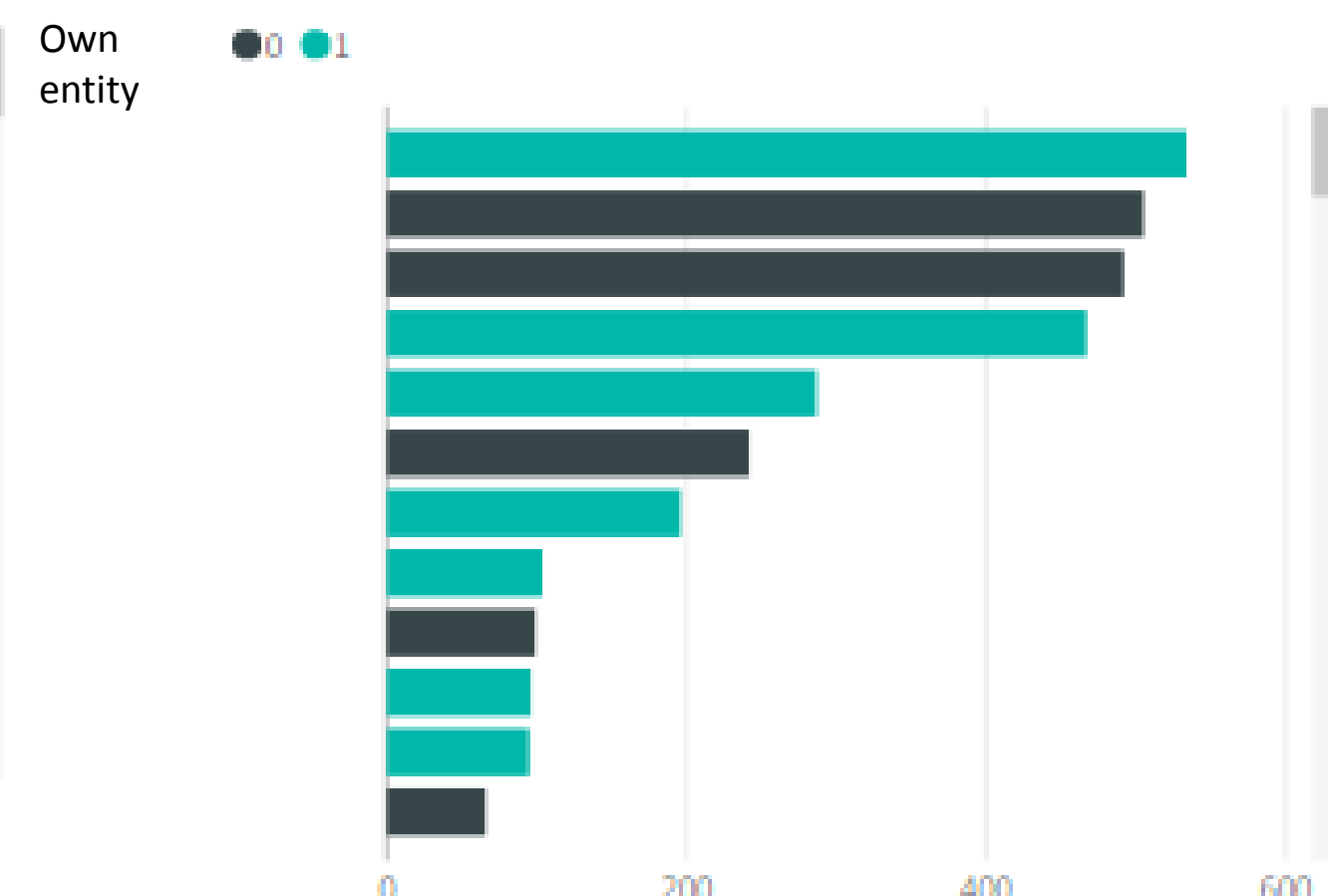
Search

Clear All

- TWITTER/MICROBL...
- NEWS
- FORUMS/OTHER
- FACEBOOK/SOCIAL
- BLOGS
- VIDEO/PHOTO

Previous week volume filter

Breakout Entities - Growth by 100% from the previous week

Own entity ●0 ●1

Delta, current and previous by entity and Own entity

Own entity   ●0 ●1

Own entity

Top documents ranked by follower count

| craigbrownphd • Nov. 8, 2016 | zdnet • Nov. 8, 2016 | shanselman • Nov. 11, 2016 | dez_blanchfield • Nov. 8, 2016 | ungleich • Nov. 9, 2016 | mybroadband • Nov. 7, 2016 |

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BIG DATA CHALLANGES

Obtaining dependable, good quality data from law-compilant sources.

Define usage as clearly as possible: what (and how) we would like to achieve using the data?

IT companies usually can't fulfill the Data Scientist role – they can only help in developing and delivering the IT tools necessary for creating a working „proof of concept", and then developing and delivering the solution itself.

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