

(OCIENT)[®]

**LEVERAGING DATA + AI
TO TRANSFORM THE
AUTOMOTIVE INDUSTRY**

ICA Summit, 2024



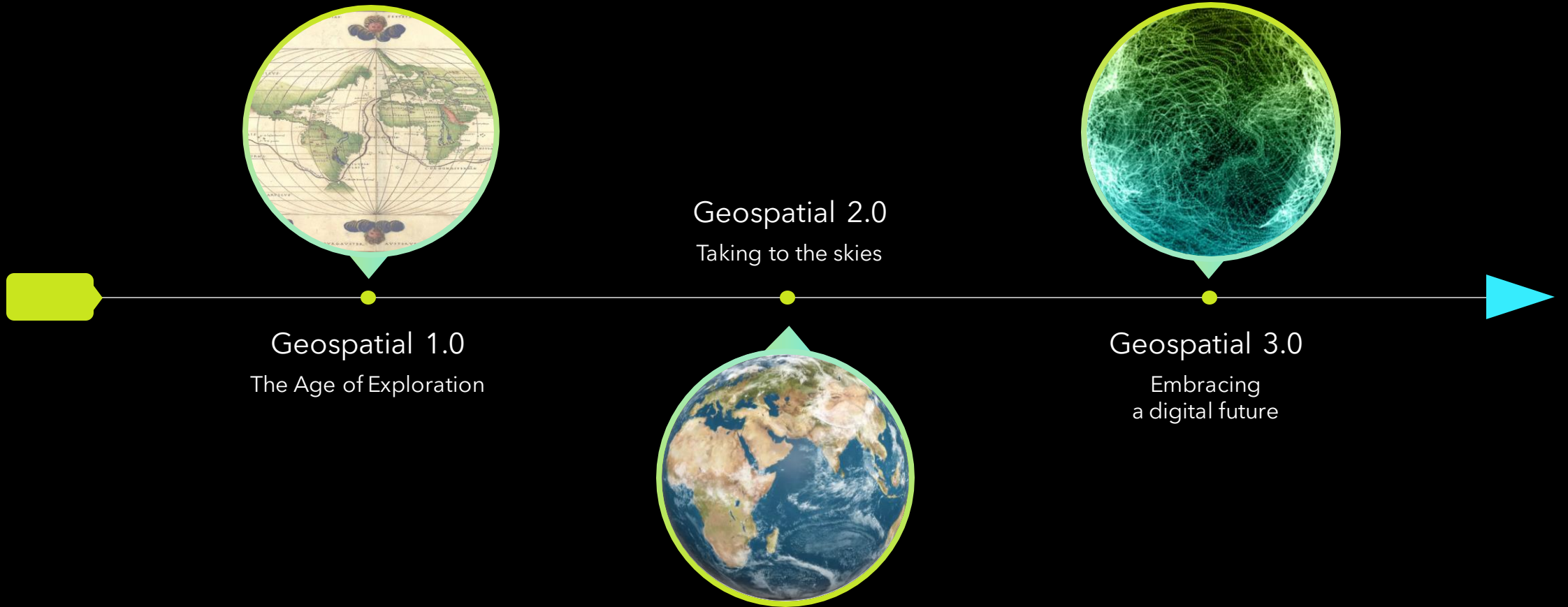


HELLO!

- Experienced Database and Product Management leader
- Enjoys Jiu Jitsu and Hanging with my Wife and 2 Kids
- Graduate of Pepperdine University and Univ. Of British Columbia

Dylan Murphy
VP of Product, Ocient

MAPPING THE HISTORY OF GEOSPATIAL DATA



TELEMATICS AT SCALE

500,000

Electric Vehicles

Equal to one car driving

47,564 years

Creates **1.5 trillion**
data points each year

Generating data every
second at **10%** usage

**ORGANIZATIONAL
AND INNOVATION
TRAFFIC JAMS ON
THE ROAD TO AI**



WHY IS THIS SO DIFFICULT?



Scale



Performance



Cost



Preparation for AI



Security & Governance



Existing Infrastructure

**THE FUTURE IS
SAFE, HEALTHY,
PERSONALIZED,
AND PROFITABLE**



THE FUTURE REQUIRES HYPERSCALE DATA MANAGEMENT

Safer, Cleaner, More Enjoyable Driving

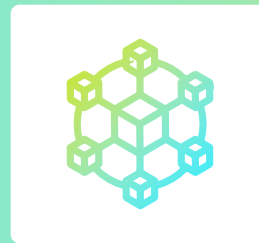
Automotive Challenges at Hyperscale



Autonomous
Vehicles



Electric Vehicles
Adoption



Delivery and
Logistics



Safer Driving



Personalized
Experience

WHERE TO START

**Understand
your data and
growth rates**

**Understand the
limitations of your
current infrastructure**

**Plan for the future
from the start**

**Begin testing with
datasets at scale**

STRATEGIES FOR SCALING WITH GEOSPATIAL DATA

Align with
Companies
Focused on Scale



Use Common
Skillsets

Minimize
Data
Duplication



Indexing,
Compression,
Parallel
Processing

Improve Data
Movement &
Preparation at Scale



Increase Data
Sampling and
Aggregation

OCIENT: Always-On Compute-Intensive Data & Analytics for the Enterprise

Via a **single solution** covering:

- Real-Time Analytics
- Data Warehousing
- Complex Data Movement & Preparation
- Machine Learning
- Geospatial Data Analytics
- Cloud & On-Prem Deployments

... with a lower total cost of ownership

Ocient Advantage

10X-100X

Price Performance on trillion+ record workloads

50-90%

Lower TCO and energy consumption vs incumbent solutions

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THANK YOU!

Come visit the Ocient team at our booth to learn more about our **OcientGeo™** capabilities & watch our vehicle telematics demo showcasing:

- **250 billion** data points analyzed **in seconds**
- **Complex geospatial analytics** working with points, lines, and polygons
- **OcientML™** guiding new charging locations and battery performance prediction