

ORACLE

# APDSI MeetOn

O Valor económico da Transformação dos Dados em Conhecimento

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# Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.



Our mission is to help people see  
data in new ways, discover insights,  
unlock endless possibilities.



# Where are we today?



“Computing hardware used to be a capital asset, while data wasn’t thought of as an asset in the same way. Now, hardware is becoming a service people buy in real time and the **lasting asset is the data.**”

**Erik Brynjolfsson**

Director, MIT Initiative on the Digital Economy

# Technological tools available... today!



Databases & Big Data technology are mature technologies for a long time



Artificial Intelligence, a technology that exists for a very long time, has gone mainstream



Cloud, democratizing access to technology and equalizing opportunities

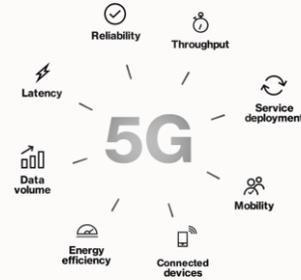


Autonomy, built into systems, is a reality in early stages but already providing added value

# What are the trends & what the future holds?



Cloud and AI will scale to the point of being almost ubiquitous



5G networking will be the conduit for increased data capture and knowledge delivery



IoT is the technology that allows the data generation and data consumption at the point of interaction



Autonomy fed with data captured in IoT, transferred via 5G and processed in Cloud with AI will allow massive gains in productivity

# Examples of improving the world with data



Cern investigates the origin of the universe



National Grid ESO reduces its carbon footprint



Universities investigating COVID19 virus effects and potential medicines



Portuguese private & public sector improve the products and services offered to customer's and citizen's

# Thank you

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