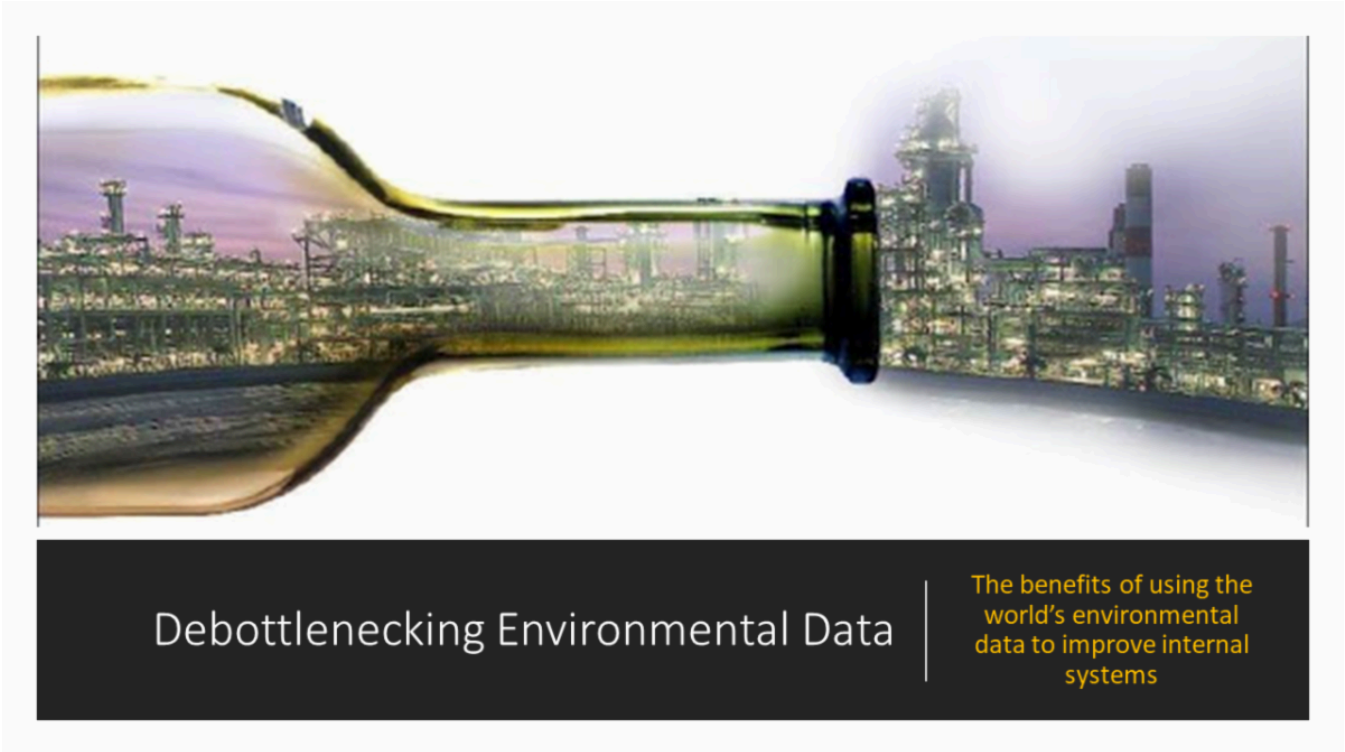
POST

Where is the bottleneck?

July 12, 2020

Debottlenecking Environmental Data---EnviroAI “Digital Twin”

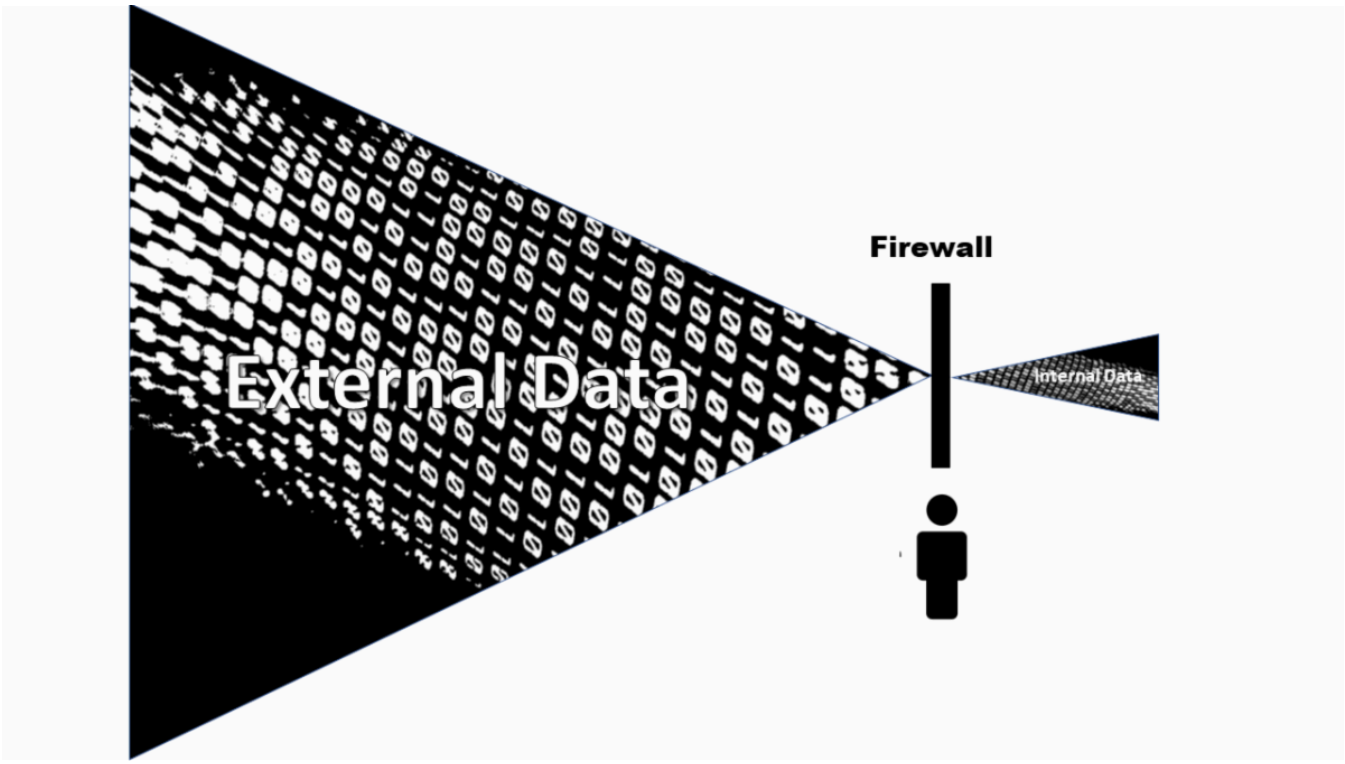


EXTERNAL DATA.

INTERNAL MONEY.

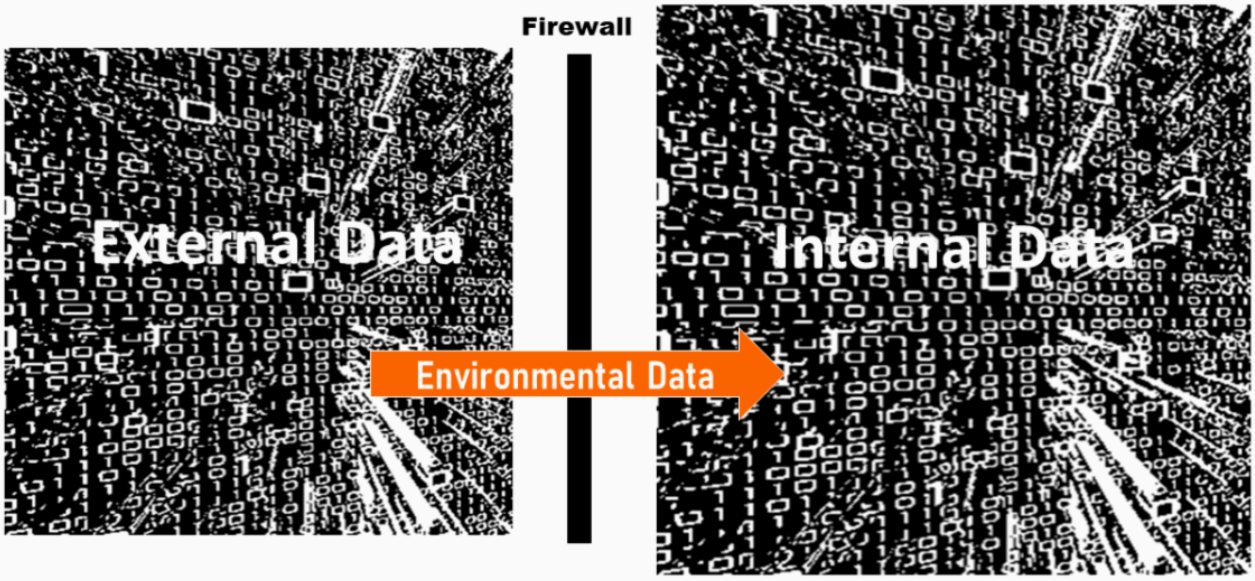
—“Companies can make millions more dollars taking advantage of external environmental data—borrowing the environmental ideas of other companies and using external data to further improve environmental and operational performance.” —Jed Anderson, Creator, EnviroAI

Here’s why most external environmental data is not getting through to inform internal data systems:


Firewall
External Data
Internal Data

The solution is to allow external data to inform internal data systems through EnviroAI's "Digital-Twin" technology that protects the internal data and allows EHS management to be the gate-keeper.

EnviroAI™ Digital Twin



Deloitte on External Data

“Companies know they can gain valuable insights by analyzing the data they generate from their operations. But internally generated information can leave gaps, and companies are increasingly moving to incorporate new, nontraditional, and

external sources of data into their analyses. This data can include almost anything, from historical demographic and weather data to satellite imagery and private company information.

Companies increasingly operate as part of networks consisting of business partners such as suppliers, resellers, channel partners, regulators, and other stakeholders. These networks are often globally distributed and potentially affected by economic, political, and/or environmental factors. Analyzing external data can help companies see risks and opportunities that they would miss with inputs limited to data generated from internal operations, customers, and first-tier suppliers. Analyzing external data can illuminate how factors such as shifting consumer behaviors, competitor initiatives, or geopolitical events can affect a business.

As most business and technology professionals know, the volume of data being created, shared, and stored is increasing at an exponential pace. According to one study, the data stored in data centers will nearly quintuple by 2021 to reach 1.3 zettabytes globally by 2021.6 (http://r20.rs6.net/tn.jsp?f=001ZJ4Vyn0HYPuuJIfGu3y8e37agJ8jn484O6_gBfDveZ2ruJViJ593MxWyl2X_NvJobRpxMwYtI5-6D5rTT2TBz1hYZl8CekNU2byNYXq12wsiRPBGDHRLsuqKLg1awPLXu3rLHrN9Hfm5lI4WMi2VZO4IGxcMxWZehRdk4_Zj20IGxw_aFm1pGcWscNlia8hpFBzjoe6t8X2SE31IDXOuSWKsYWKk3AxxRzuISXwpSIkA4WBrNOh_Rvl-y1GkjzJLaJy_noPaQRdlgejwqaKI1hZCLn0yN_Uf&c=&ch=) (One zettabyte is equivalent to one trillion gigabytes.) Along with the volume of data available, the potential value of analyzing this data grows bigger by the day.

It's not surprising, then, that companies on the leading edge of data and analytics are more likely to make use of external data. An MIT Sloan Management Review report published last year found that the companies making the most innovative use of data and analytics were more likely than others to leverage more external data sources, including social, mobile, and publicly available data.7 (http://r20.rs6.net/tn.js

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vAI91w0N81LbnuaYG9lUkOSLG-2gHAXpqn5dfayapn55m1rQdcymlNbAIWLPmWUMOFtGACg&c
=&ch=) A different study found that faster-growing companies were more likely to be planning to expand their ability to source external data than companies with lower growth rates." (Read Full Deloitte Article (http://r20.rs6.net/tn.jsp?f=001ZJ4Vyn0HYPuuJ
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Environmental Intelligence

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