

Open Data in Action

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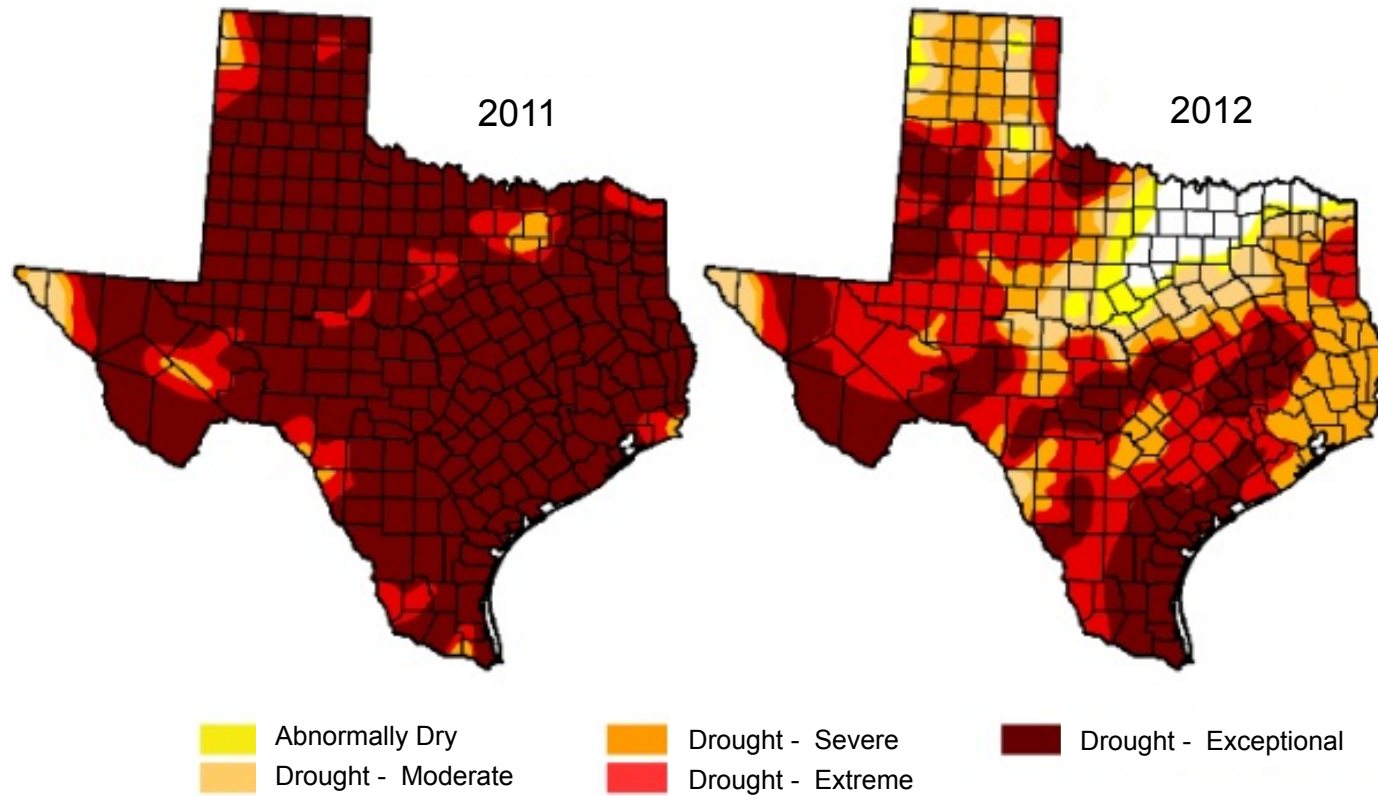
Personal Case Study

- Land purchase in Texas
- Key criteria
 - Close to family
 - Good investment
 - Support for cattle

Brenham, Texas



2011/2012 Texas Drought Severity



It's All about the Water

- Farmlogs app
 - 25 year old CEO – Jesse Vollmer
 - 5th generation farming family
 - Forbes 2014 30 under 30
- Mobile app used in 50 states and 121 countries
- NOAA – Weather data
- USDA – Crop data
- Commodities market

Open Data Attributes

- Completeness
 - Frequency
 - Specificity
- Quality
- Accessibility
 - Analytics
 - Trends
 - Predictions

FarmLogs

- New ranch purchased in 2014



Information Builders About Us

Information
Builders

- A leading independent global software provider
 - Market leader in large-scale business **intelligence** deployments, inside and outside the firewall
 - Market leading provider of **integration** technology
 - Leading edge data **integrity** and governance solutions
- We help customers rapidly deploy high value information solutions that deliver game changing results
- Our top priority is **customer success**
 - Superior engineered software
 - Highest-rated customer service



- 39 years of expertise
- 1,350 dedicated professionals
 - 60 offices worldwide
 - Tens of thousands of customers
- Millions of users

Gartner

“Only Information Builders achieves above-average ease of use, below-average implementation costs per user, above-average support for complex deployments and above-average business benefits.”



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