



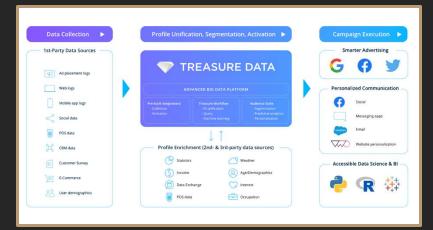
LIVE DATA MANAGEMENT

The Problem: Modern algorithms create immense data, but there's a problem with the data that fuels them. Ninety-nine-point-nine percent of data lakes are filled with expired insights, meaning most data is dead before it's ever used. Data has a half-life of minutes, not months.

The Solution: Live Data Management: a new category of software platform designed to help employers, and their employees navigate healthcare decisions by providing personalized information on cost, quality and provider options. The EHC guides users towards better healthcare choices and lower costs, effectively eliminating wasted spend and enabling better outcomes for employees, employers and the healthcare industry writ large.

The Category: Live Data Management

Category Blueprint



POV:

The half-life of most data is short. Like days. Not Months. In fact, the half-life of business data is between 30 minutes and 48 hours, meaning 99.9% of the data in your data lake is dead. Live Data Management is the discipline of getting live data from

Outcome: Acquired by ARM for \$600 Million

source to application in seconds.

Lightning Strike

