

# GlobusWorld Lightning Talk Kilts Center for Marketing University of Chicago Chicago Booth School of Business

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## Kilts Center for Marketing

## "Marketing is the new finance"

Hal Varian - Chief Economist, Google

## Kilts and Nielsen partnership

#### **Datasets**

- Consumer Panel 40GB
- Retail Scanner 5TB
- Ad Intel 300GB

#### **User Base**

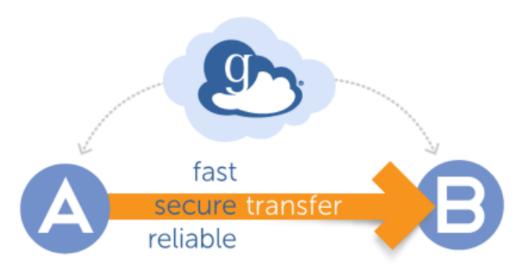
- 900 users
- 100+ institutions globally

# Data distribution challenges

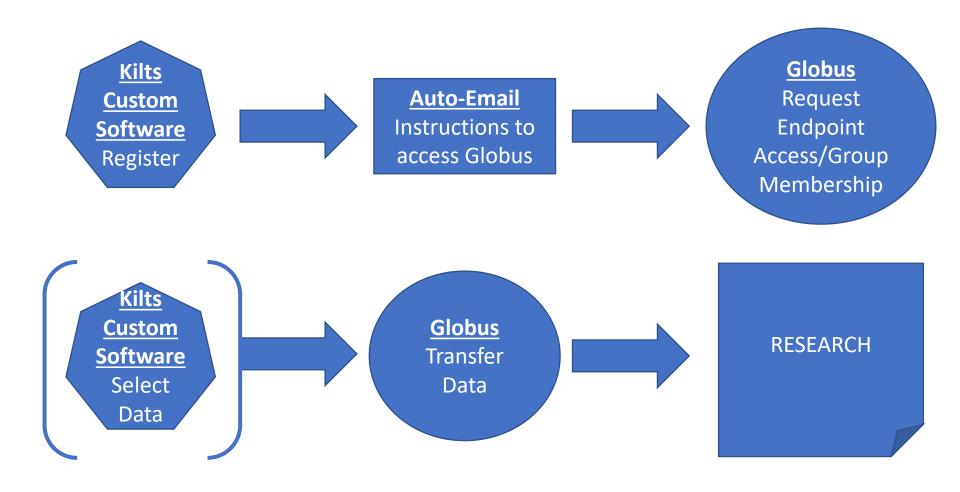


#### Solution: Globus

#### Transfer your data.



#### Workflow



#### Conclusions

- Globus make possible distribution of big data
- Solves issue with third-party access to private data
- Complement to other software/systems
- Easy to streamline and scale for hundreds of users
- Useful for teams with limited (human) resources

# Questions?