

Elixir Business Analytics Platform and Data API Server for Harnessing Data for Value Creation CFC



Presented by:

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Chief Executive Officer
Elixir Technology

About Elixir Technology

- **Company**

- Founded in 1993
- Presence in Singapore, US, and UK

- **Accolades**

- German Middle Market Innovation Award
- Red Herring 100 Asia Finalist
- APICTA Award Team Singapore
- Deloitte Technology Fast 500 Asia Pacific

- **Customers**

- Over 600 Worldwide Customers across 50 Countries, including Fortune 100 like Walt Disney, Cisco, Coface, Asahi Shimbun, and various banks and government
- Extended Presence through Partners in Asia Pacific, America, Europe, Middle East, and Africa



Our Valued Customers

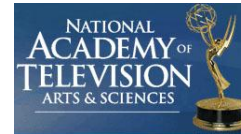
- Over 800 customers worldwide



Canada Customs
and Revenue Agency



Travaux publics et
Services gouvernementaux
Canada



WALT DISNEY
FEATURE ANIMATION



AirData



UNISYS



Mitsui Sumitomo Insurance



MUFG



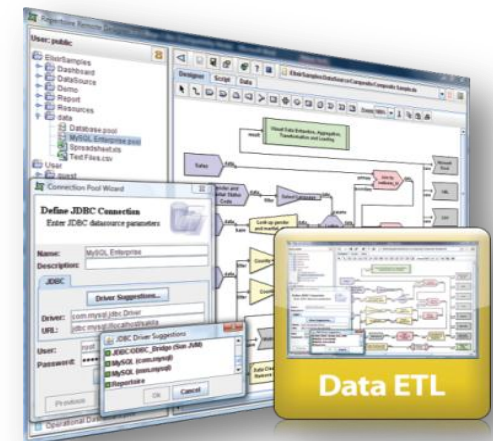
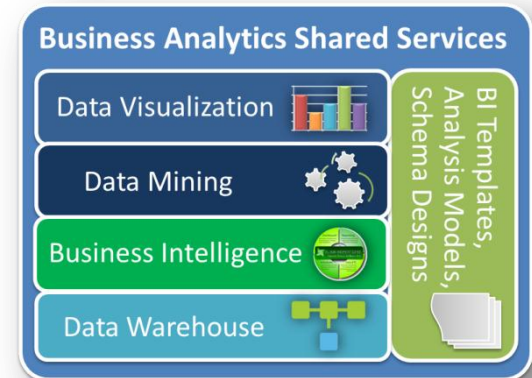
OCBC Bank



What We Offer for this CFC

Technology Partner for 2 Enabling Components

1. **Business Analytics Platform** for **Developing** and **Deployment** of applications for innovative use of government data
2. **Data API Server** for **Provisioning** of government data and **Mashing** with other sources



Business Analytics Platform

Business Analytics Shared Services

Data Visualization



Data Mining



Business Intelligence



Data Warehouse



5 Focus Areas

Business Planning

Conservation & Environment

Connecting People

Healthy Lifestyle

Optimised Mobility

General Public



Enterprise Users



Data Access via File
Extractions or API Calls

Participating Agencies: IDA, MOF, DOS, EMA, HPB, LTA, NEA, NLB, NPARKS, SLA

Data Visualization

Advanced Animated JavaScript-Based Visualization for Desktop and Mobile

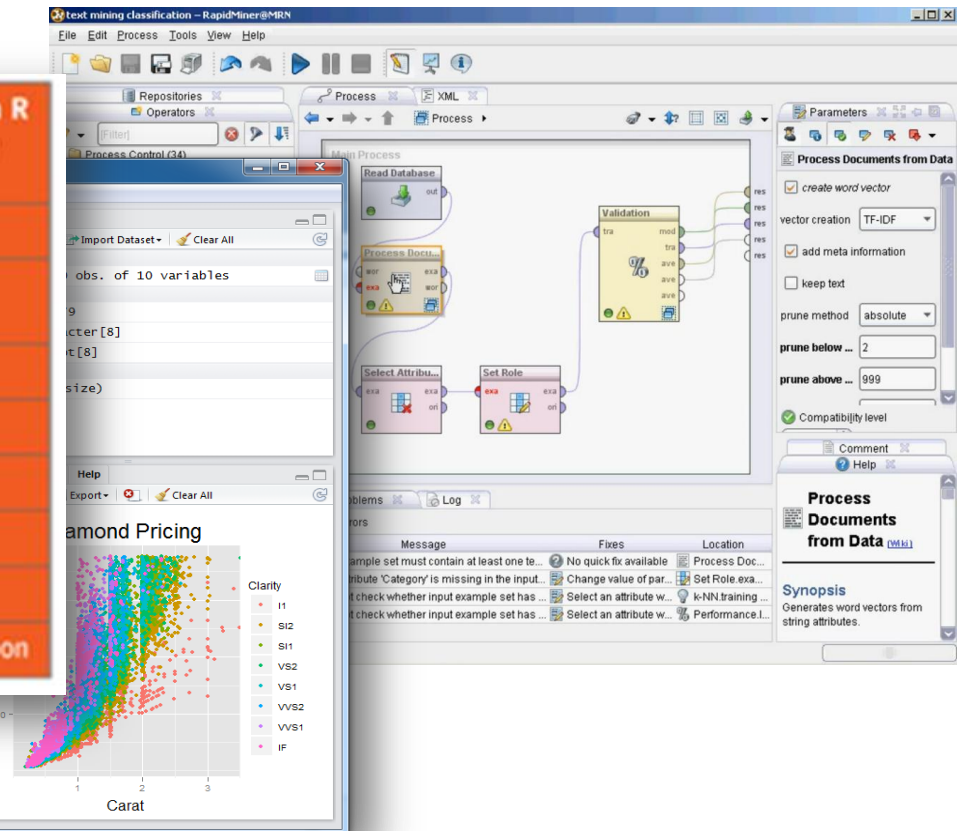


Data Mining

Integration with R and RapidMiner for Predictive and Descriptive Analytics

Revolution Analytics	Open Source R	Revolution R Enterprise
100% Compatible with R language	✓	✓
Thousands of Community-Developed Packages	✓	✓
Specialized Performance Enhancements		✓
Visual IDE & Debugger		✓
Can Handle 'Big Data'		✓
Scalable & Secure Web Deployment		✓
Professional Technical Support		✓
Graphical User Interface		Coming Soon

```
> clarity <- levels(diamonds$clarity)
> p <- qplot(carat, price,
+           data=diamonds, color=clarity,
+           xlab="Carat", ylab="Price",
+           main="Diamond Pricing")
> format.plot(plot=p, size=23)
> |
```



Business Intelligence

Integrated Dashboard, Report, Analysis and ETL



Dashboard

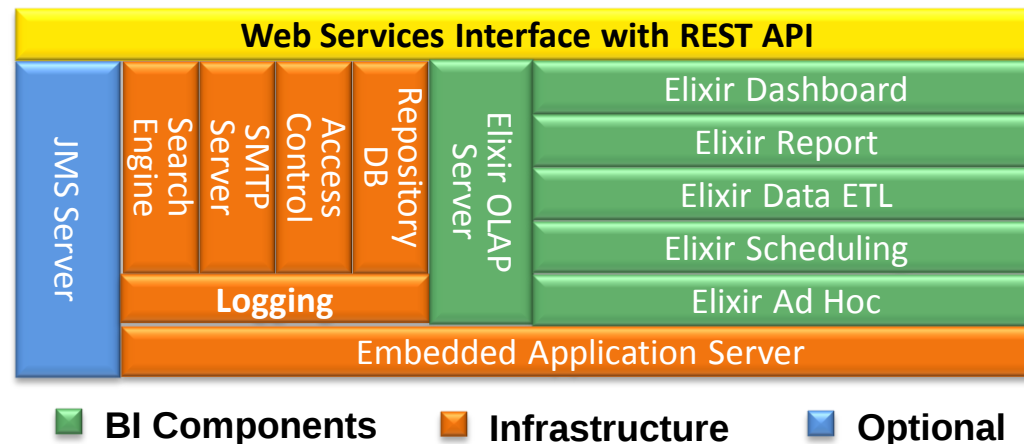
Dashboard for Content Mash-up, Navigation, Analysis, and Visualization



Scheduler

Task Scheduling and Event Activation with External Trigger

Elixir Repertoire Server

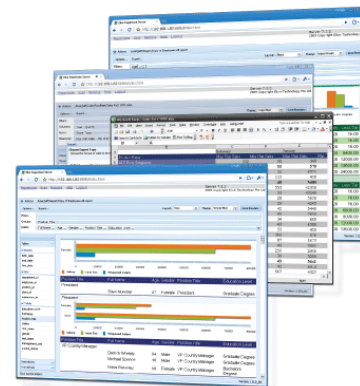


Ad Hoc Reporting

Self-Served Report Design, Scheduling, and Email Delivery

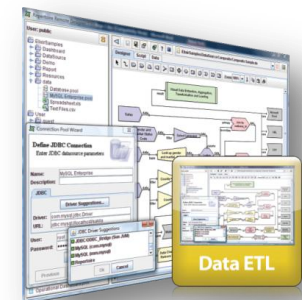
Ad Hoc Analysis

Self-Served Multi-Dimensional Pivoting with Built-in OLAP Server



Reporting

Web, Print, and Mobile High Performance Reporting and Information Delivery

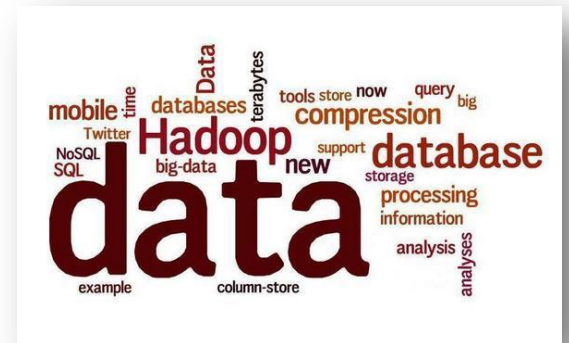


Data ETL

Extract, Transform, Load, Aggregate, Cube, Cleanse Data

Data Warehousing

- Relational Database for Conventional Data Warehousing
- Analytic Database for Big Data Analytics with Columnar or NoSQL
- In-Memory Database for Real-time Analytics



On-Premise or Multi-Tenanted SaaS

Company A

Company B

Each machine can run multiple job engines of various types. Each engine can be tied to a particular domain for data and process separation.

Load Balancing, Usage Metering, Zookeeper Clustering, Multi-Tenancy

Machine 1

Report Engine

Data Mining Engine

Machine 2

ETL Engine

Data Mining Engine

Machine 3

Ad Hoc Engine

Dashboard Engine

Dynamic scale out with auto or scheduled control



Machine N

As required

As required

Data API Server

Mash-up and API Provisioning with Extract-Transform-Load Capability

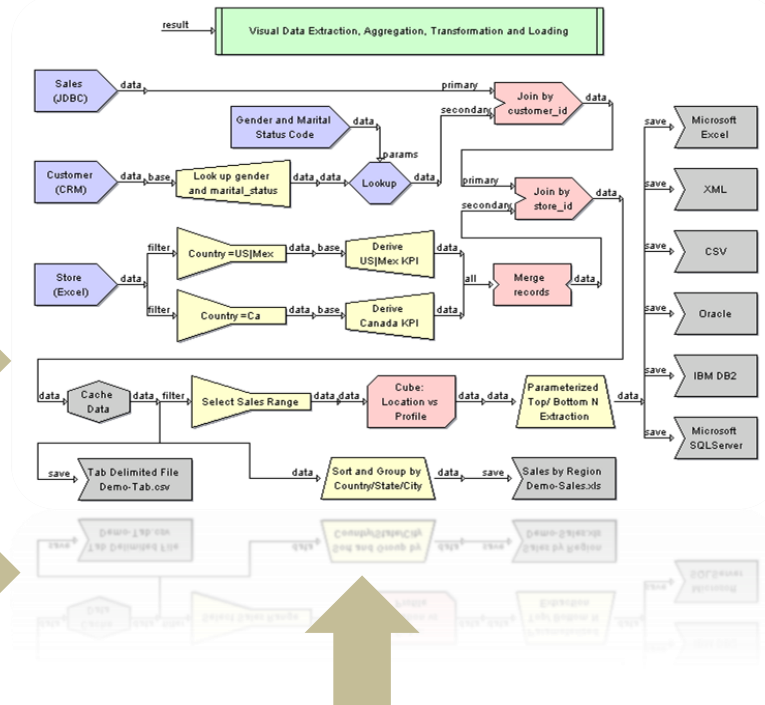
External Source, eg, Social Media



Internal Source, eg DB, CSV, Excel



Public Source, eg PSI from data.gov.sg



Data Caching in Memory

RAM

DB

CSV, Excel, XML, etc

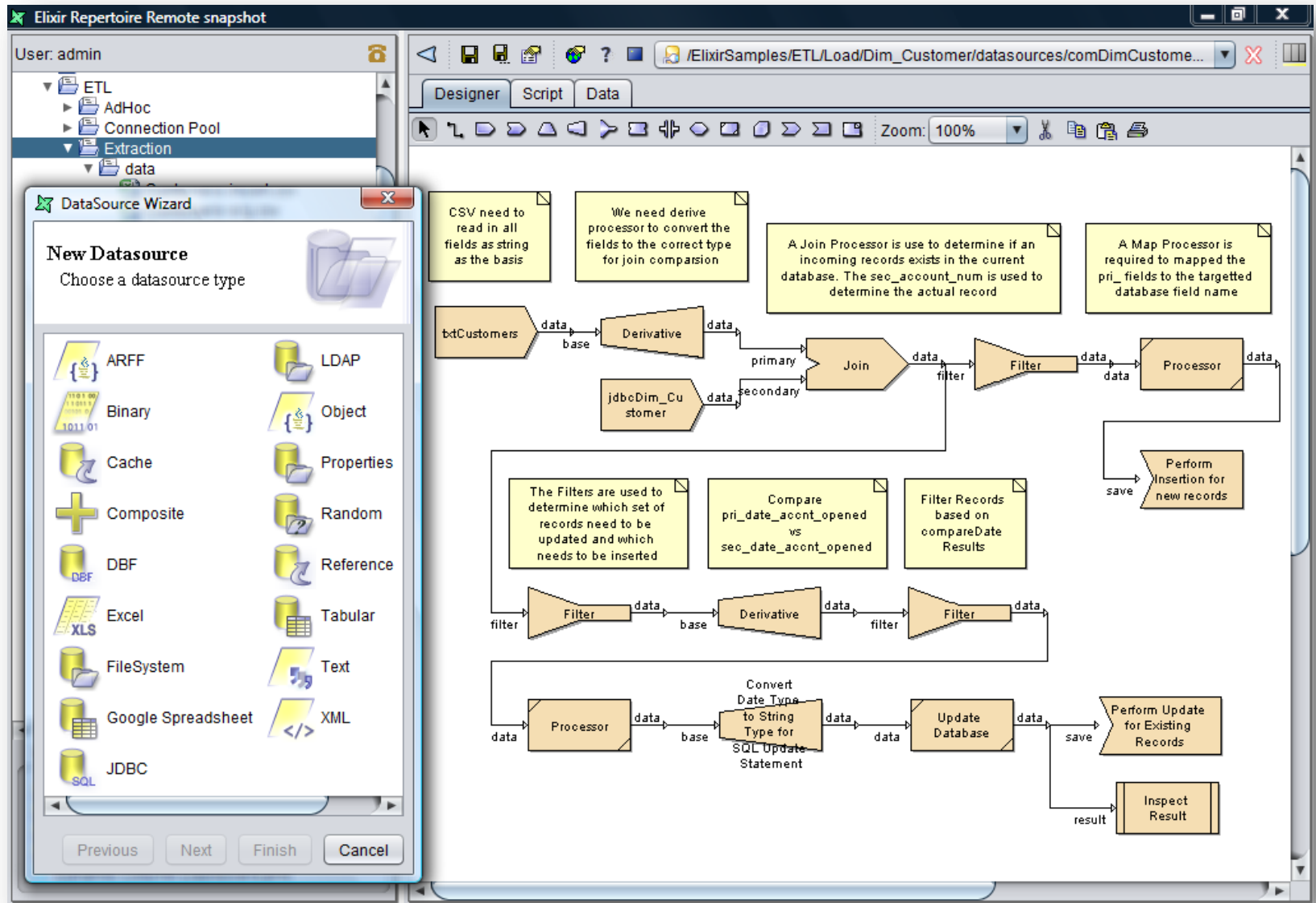
Database Updates and Data Export

Data Diagnostics, Validation, Cleansing, Standardization, Transformation Logic

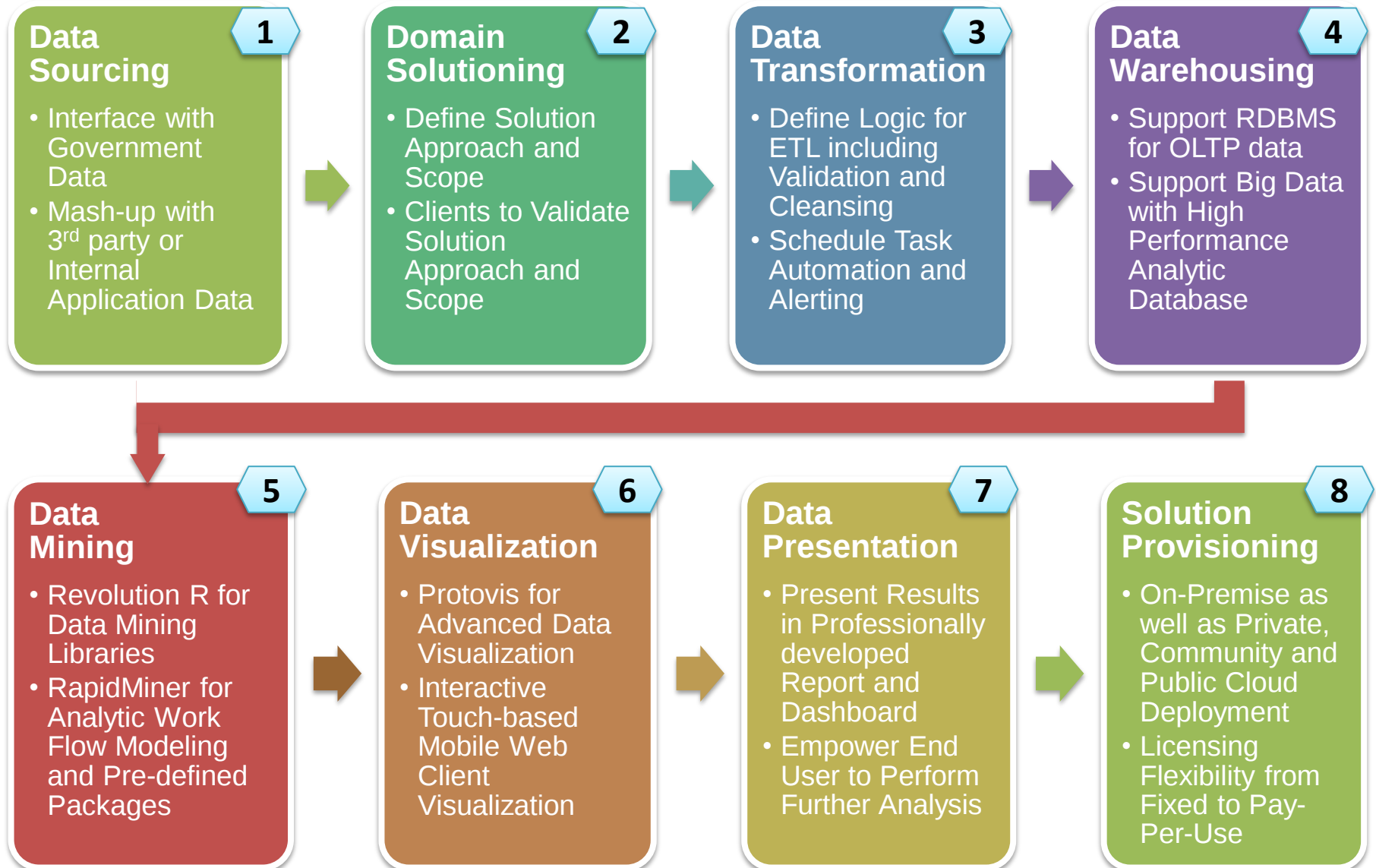
Direct Data Feed for On-Line Data Presentation



Data Mash-up with ETL



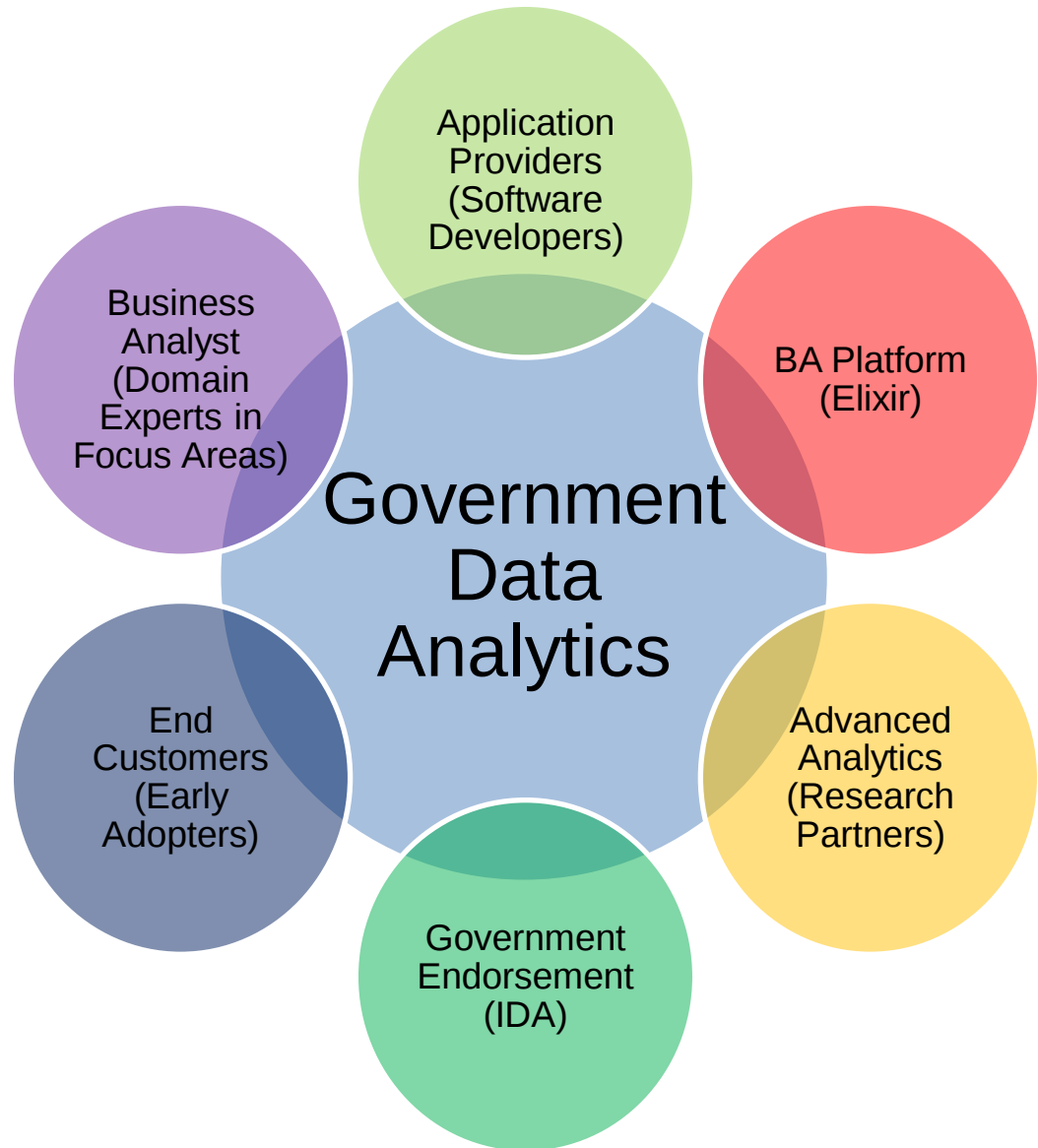
Business Analytics Life Cycle



What We Look For

Looking to Partner with:

- **Consortium Lead:**
Coordinates and Lead the members from End-to-End collaboration
- **Application Providers:**
Providing Existing or New Applications in the 5 Focus Areas
- **Domain Experts:**
Specialists in the 5 Focus Areas
- **Early Adopters:**
Interested in Using the Solutions in any 5 Focus Areas



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Thank You!



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