CWT 3.0
The Digital Difference





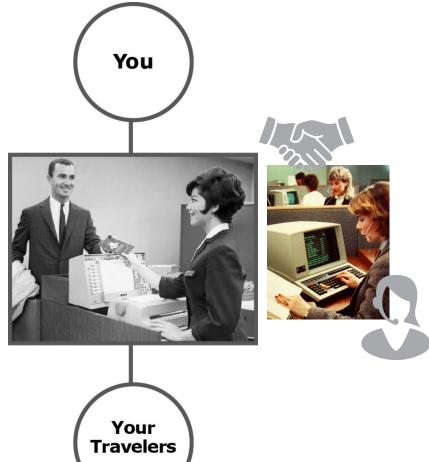
24<sup>th</sup> April 2017



## CWT 1.0



**People** 













# Today me me me



- Primarily descriptive analytics and reporting
- Internally sourced, relatively small, structured data
- "Back room" teams of analysts
- Internal decision support



- Complex, large, unstructured data sources
- New analytical and computational capabilities
- "Data Scientists" emerge
- Online firms create databased products and services

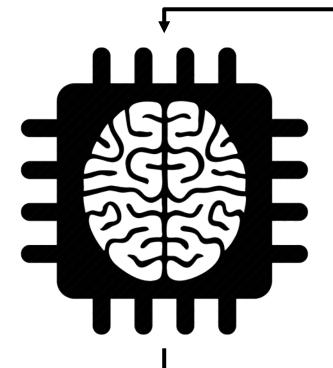
3.0 Fast Business Impact for the Data Economy

- A seamless blend of traditional analytics and big data
- Analytics integral to running the business; strategic asset
- · Rapid, agile insight delivery
- Analytical tools at point of decision
- Industrialized decisionmaking at scale



### Mobile Growth Continues Through 2020 By 2020, more people will have mobile phones than electricity at home People with mobile phones: 5.4 billion 69% of Global Population People with electricity: 5.3 billion 68% of Global Population People with bank accounts: 4.5 billion 58% of Global Population People with running water: 3.5 billion 45% of Global Population People with cars: 2.8 billion 36% of Global Population ախախ People with landlines: 2.2 billion CISCO 28% of Global Population

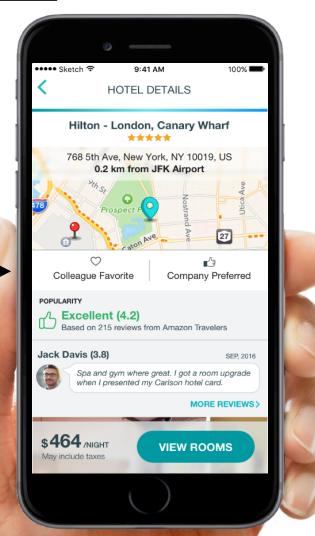




A.I.



#### **CWT To Go**

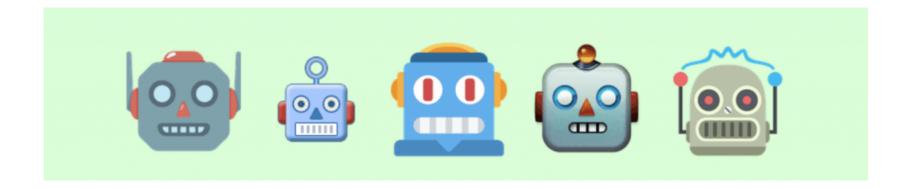


CWT



## **Natural Language Processing**





#### **TRAVELERS**

- Easier to manage single place for potentially everything
- Everybody knows how to chat
- Available 24/7

#### **COMPANIES**

- 24/7 Customer Service which is scalable
- Engage customers
- Human like





## Connect with your Travelers

