Big Data. In a Really Big World!
7 billion
15,000 born every hour
...it’s a really big world
$500 Billion dollars moved each year
Heightened activity in the “south”

% GDP growth CAGR 2013-2015

- SEA: 11%
- LACA: 7%
- China: 14%
- India: 21%
- Africa: 9%
- Advanced economies: 3%
An exciting world... a very different world...
Random factoids...
Less than 3 bank cards
Income = $125-150K
82% don’t have a car

5x more households were built in top developing economies than in top advanced economies
Location services

Anywhere, USA

Timbuktu, Mali

Smart phone penetration in South East Asia and LACA is only **25%**... that is just half the penetration of the US

[Western Union logo]
Cash pick-up of personal transfers is already 1.6x more than expected US online retail for 2015
Social listening

40%+ of conversations are not in English
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...think about it