



**ETC**  
**Technologies**

Where is the data?  
Who has the information?

# WHY

Don't I have this

# NOW?

ORACLE  
PRIMAVERA

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4



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# in·ter·op·er·a·bil·i·ty

/,ɪn(t)ər, ɔp(ə)rə'bilədē/ 

*noun*

the ability of computer systems or software to exchange and make use of information.  
"interoperability between devices made by different manufacturers"

- the ability of military equipment or groups to operate in conjunction with each other.  
"staff believe interoperability between forces is crucial to effectiveness"



***ETC Technologies*** and its partners solve the problem of your systems and software that can't, or won't communicate with each other.

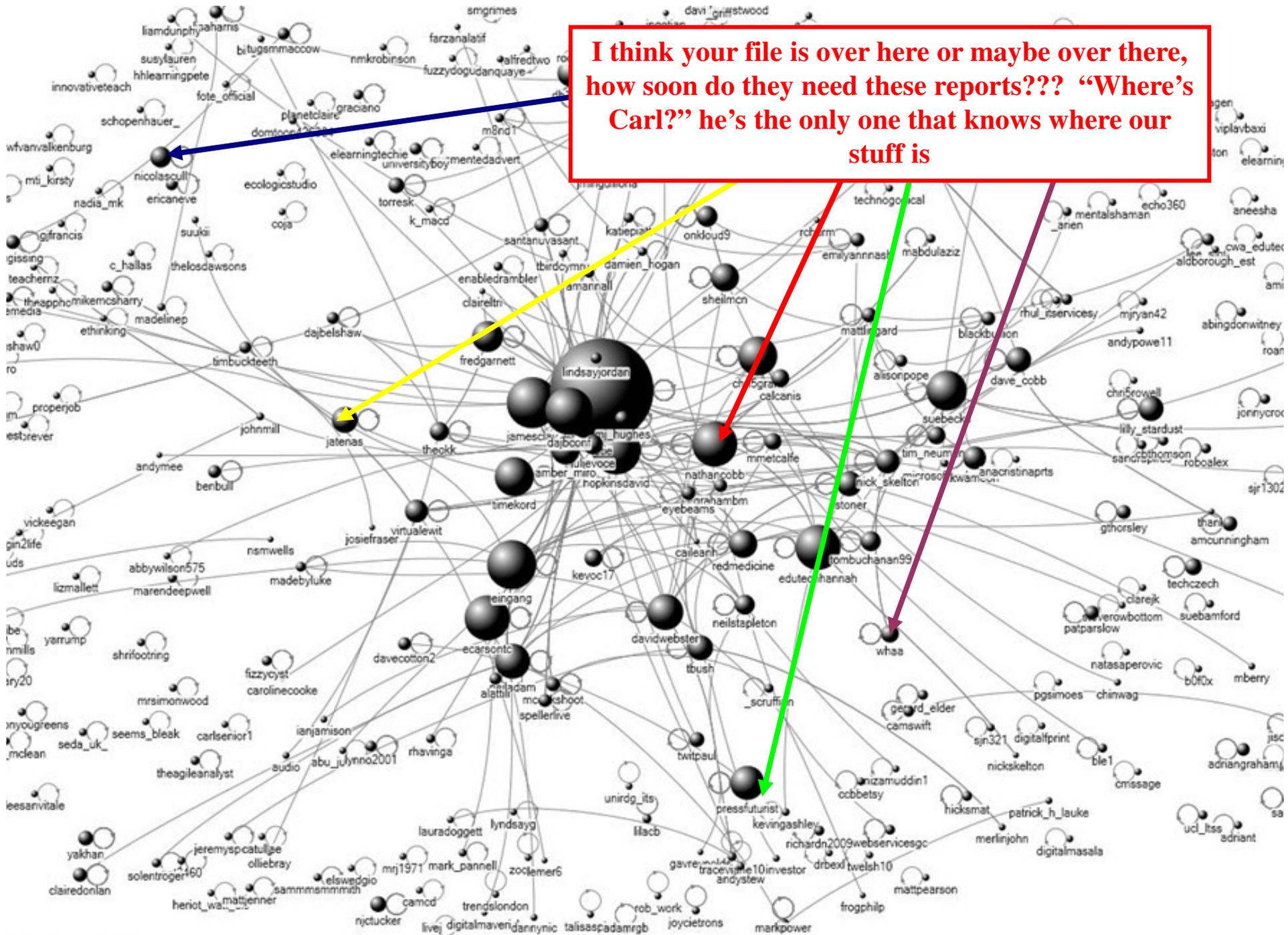
*This is another component of our MEGA solution that we bring to your organization. If you can't get to your data, how can you make decisions?*

***WHAT GOOD IS YOUR DATA?***

***We spent millions and I have to go to 8 systems to get my own data... ONE MONTH FROM NOW!!!***



I think your file is over here or maybe over there,  
how soon do they need these reports??? “Where’s  
Carl?” he’s the only one that knows where our  
stuff is





# machine learning

- ⊕ finding (and exploiting) patterns in data
- ⊕ replacing “human writing code” with “human supplying data”
  - ⊕ system figures out what the person wants based on examples
  - ⊕ need to abstract from “training” examples to “test” examples
  - ⊕ most central issue in ML: generalization



# machine learning

⊕ split into two (ish) areas

⊕ **supervised learning**

⊕ predicting the future

⊕ learn from past examples to predict future

⊕ **unsupervised learning**

⊕ understanding the past

⊕ making sense of data

⊕ learning structure of data

⊕ compressing data for consumption



THE NEXT  
**MIRACLE DRUG**  
IS AN  
01100011011101010111001001100101  
**ALGORITHM**

*ETC Technologies and it's partners are 5 years ahead of the game with exponential Algorithms that create a window of opportunity and a barrier of entry for all other companies focusing on their simple, finite solutions.*

***THERE IS A BIGGER PICTURE** and ETC Technologies has pulled together the top of the top technologies and has created a mega machine that eclipses them all.*



# BIG DATA MEANS DATA MONETIZATION



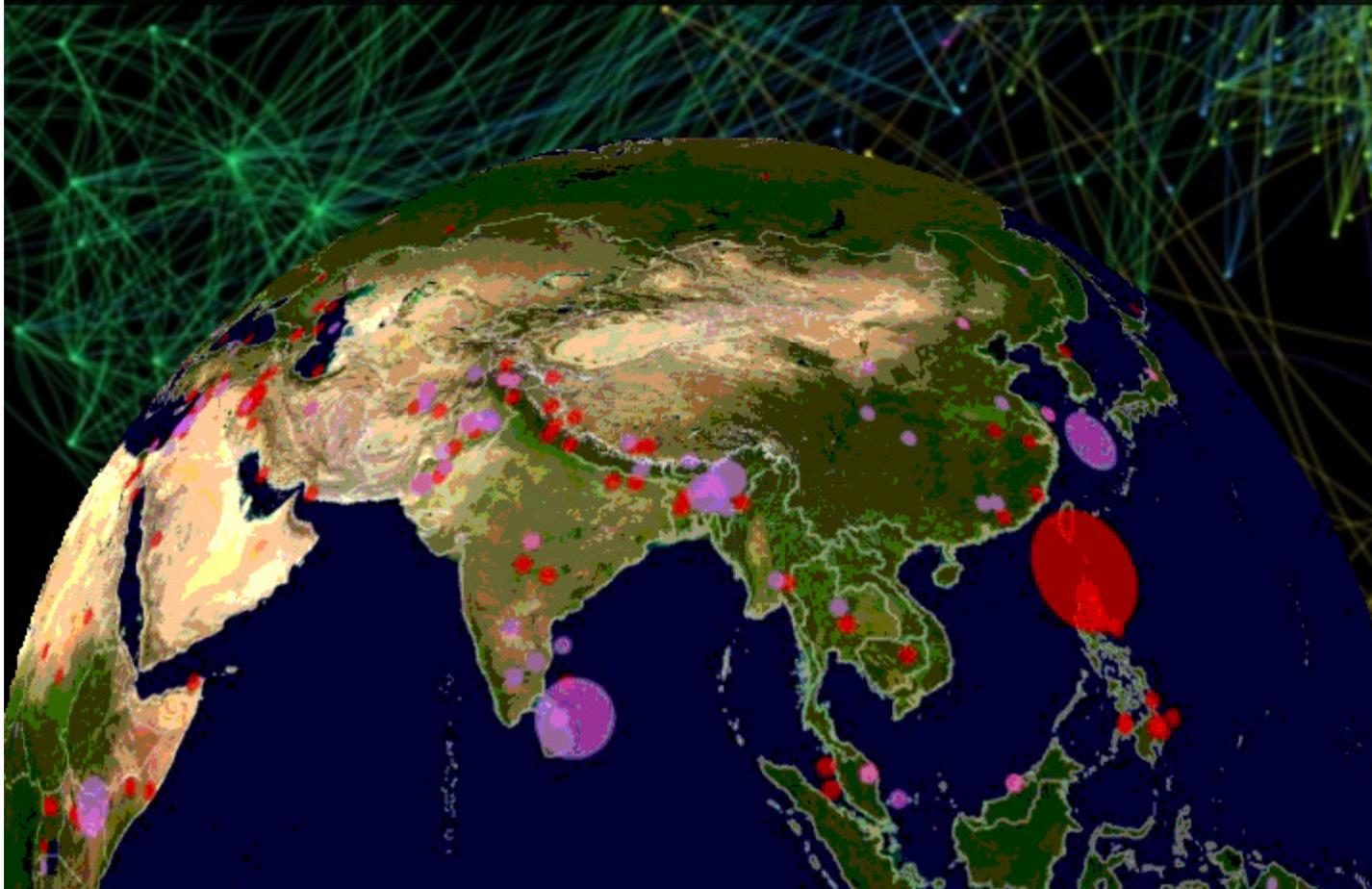
# The GDELT Project

Intro

Watching

Computing

Down



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# Watching The Entire World through ETC Technologies & GDELT

GDELT monitors the world's news media from nearly every corner of every country in print, broadcast, and web formats, in over 100 languages, every moment of every day. **ETC Technologies combines all the outside data with your businesses inside data, and makes them talk to each other enabling you to make faster and more ACCURATE decisions, INSTANTLY.**

**GDELT uses some of the world's most sophisticated natural language and data mining algorithms, including the world's most powerful deep learning algorithms, to extract more than 300 categories of events, millions of themes and thousands of emotions and the networks that tie them together.**

## Global Reach

GDELT monitors print, broadcast, and web news media in over 100 languages from across every country in the world to keep continually updated on breaking developments **anywhere on the planet**. Its historical archives stretch back to January 1, 1979 and update every 15 minutes. Through its ability to leverage the world's **collective news media**, GDELT moves beyond the focus of the Western media towards a far more global perspective on what's happening and how the world is **feeling about it**.





## Big Data Analytics in a Conversational Interface

**ETC Technologies** delivers turn-key AI-powered Business Intelligence & Data Science as a service that discovers meaningful actionable opportunities from internal and external data.

Our industry optimized Machine Learning algorithms are helping global leaders in manufacturing, distribution, and retail discover and act on opportunities to directly improve P&L performance.

**ETC Technologies** is delivered as a managed service that includes preparing and combining data sources, building and maintaining a scalable cloud data warehouse, providing custom visual dashboards and reporting, training and maintaining predictive and prescriptive ML models, and bringing actionable insights in an easy to use conversational interface.



## Big Data Analytics

**ETC Technologies** brings content mining and analytics solution, which transforms complex and time consuming manipulation of web-scale data resources into a fast and intuitive process. Users can harvest sentiments from Twitter feeds, blogs, news reports, CRM systems, and other sources, and combine them with demographic and regional data to better understand market traction and opportunities.

**Our solution provides great utilities for data experts, including:**

- > Out-of-the-box structured and unstructured analytics
- > Drag-and-drop to create content workflows
- > Hadoop-enabled for big data scalability
- > Functional widgets that can be configured for individual analysis needs
- > Open-source search indexing of complex, faceted metadata

**ETC Technologies** brings expertise in Big Data solutions design and implementation, and helping our customers in delivering the values among all 3 V's (Volume, Velocity and Variety) for data perspective. Big Data is not an IT-owned decision, it's a business-owned decision, i.e. what does an organization need to know to be more effective in executing its strategy and business model to maintain competitive advantage in an ever-more complex and competitive business landscape.

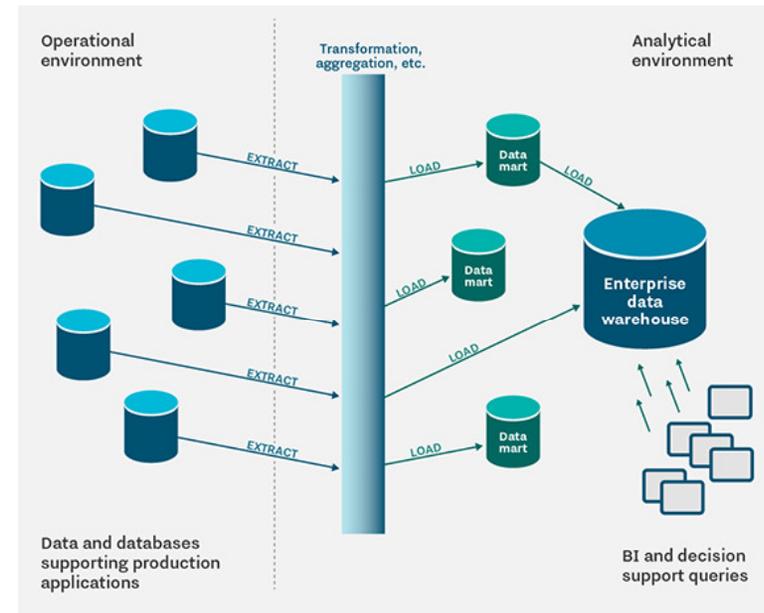
With a rich heritage from information management and analytics, we know how to design and build planning and analytic services that make businesses more agile. We provide education and deliverables to our clients through our integrated solutions encompassing platform infrastructure, data integration, data access interface and visualizations. Our solutions equip senior managers where Big Data demonstrates the potential to drive competitive edge.



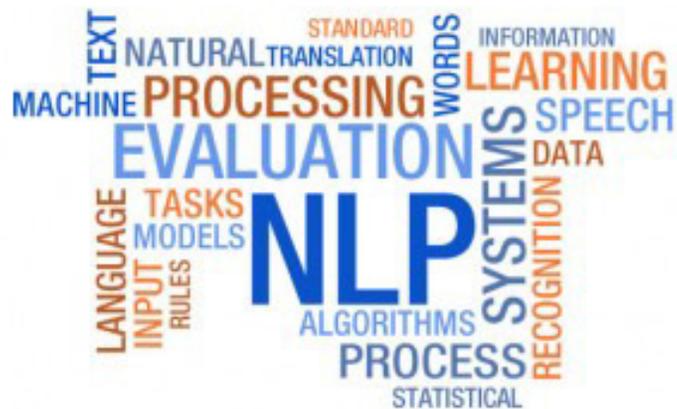
## **ETC Technologies** **Enterprise Data Warehouse (EDW)**

*Enterprise Data Warehouse (EDW) is a system used for reporting and data analysis, and is a core component of business intelligence (BI). DW's are central repositories of integrated data from one or more disparate sources. They store current and historical data in one single place and are used for creating analytical reports for knowledge workers throughout the enterprise. The data stored in the warehouse is uploaded from the operational systems through refined ETL processes.*

**ETC Technologies** supports various data warehousing creation and maintenance phase activities so that customers have the best analytical solution for their business requirements. Our professionals practice how a data warehouse fits into the overall strategy of a complex enterprise, how to develop data models useful for business intelligence, and how to combine data from disparate sources into a single database that comprises the core of data warehouses.



## THE GROWING IMPORTANCE OF NATURAL LANGUAGE PROCESSING



The goal of natural language processing is to allow that kind of interaction so that non-programmers can obtain useful information from your own computing systems.

Natural language processing also includes the ability to draw insights from data contained in emails, videos, and other unstructured material. **ETC Technologies** makes your most useful current data combined with your old unstructured past data relevant again.

The future of **Big Data** is *neither structured nor unstructured*. Big Data will be structured by intuitive methods (i.e., ‘genetic algorithms’), or using inherent patterns that emerge from the data itself and not from rules imposed on data sets, by humans.”

**ETC Technologies** combines everything together and brings great value to your current data and revives your old data that you already paid for. Your old data has more value than you know.





# Federal programs at “High Risk” for waste, fraud & abuse





## DLA Leadership



**Williams, Darrell K.**  
LTG, U.S. Army, Director  
Defense Logistics Agency



**Case, Edward J.**  
Vice Director  
Defense Logistics Agency



**Roman, Renee L.**  
Chief of Staff  
Defense Logistics Agency



**Tobin, Charles**  
Command Sgt. Maj., U.S. Army, Senior Enlisted  
Leader  
Defense Logistics Agency



## About the Defense Logistics Agency



The Defense Logistics Agency is the Department of Defense's largest logistics combat support agency, providing worldwide logistics support in both peacetime and wartime to the military services as well as several civilian agencies and foreign countries.

DLA employs about 27,000 employees. The agency's headquarters is at Fort Belvoir, in Northern Virginia. Learn more about:

- [DLA at a Glance](#)
- [DLA's History](#)
- [Office Directory](#)
- [Web Gateway](#)
- [Our Leaders](#)

Or discover more about the organizations that are part of DLA around the world:

DLA Headquarters	Location and contact information
DLA Aviation	Location and contact information
DLA Disposition Services	Location and contact information
DLA Distribution	Location and contact information
DLA Energy	Location and contact information
DLA Land and Maritime	Location and contact information
DLA Troop Support	Location and contact information
CENTCOM & SOCOM	Location and contact information
DLA Europe & Africa	Location and contact information
DLA Pacific	Location and contact information

***None of these agencies systems communicate with one another's systems.***





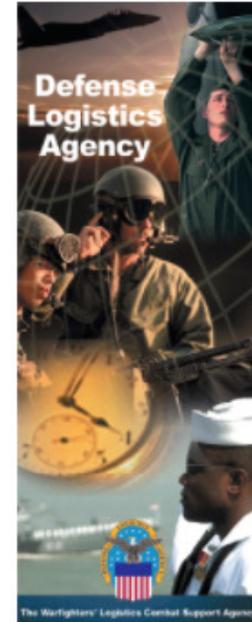
As America's combat logistics support agency, the Defense Logistics Agency provides the Army, Marine Corps, Navy, Air Force, Coast Guard, other federal agencies and partner nations with the full spectrum of logistics, acquisition and technical services. DLA sources and provides nearly all of the consumable items America's military forces need to operate – from food, fuel and energy to uniforms, medical supplies and construction material.

DLA also supplies 86 percent of the military's spare parts and nearly 100 percent of fuel and troop support consumables, manages the reutilization of military equipment, provides catalogs and other logistics information products, and offers document automation and production services to a host of military and federal agencies. Headquartered at Fort Belvoir, Virginia, DLA is a global enterprise – wherever the United States has a significant military presence, DLA is there to support.

Take a look at [DLA's fact sheet](#) for a print-friendly overview of the organization's logistics roles and responsibilities.

#### DLA Quick Facts:

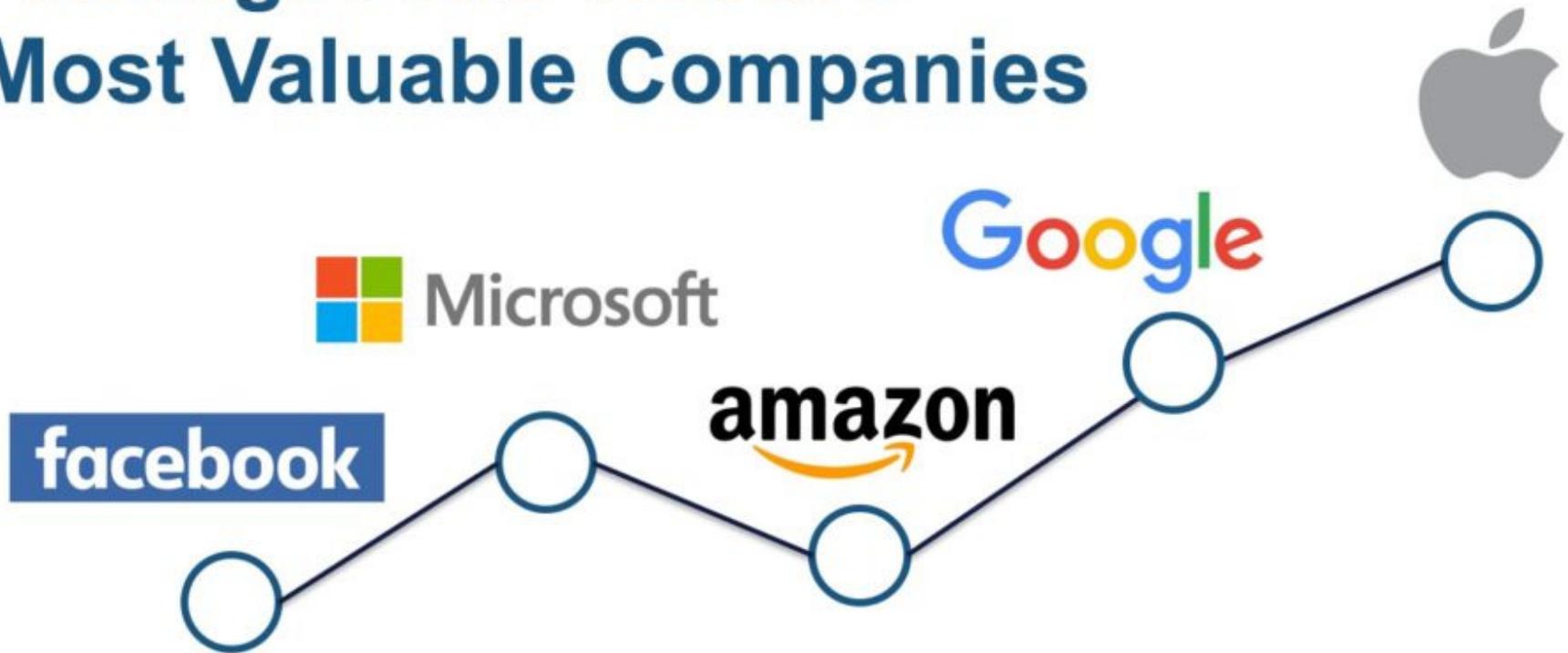
- DLA provides more than \$34 billion in goods and services annually.
- Employs about 25,000 civilians and military.
- Supports more than 2,300 weapon systems.
- Manages nine supply chains and about 5 million items.
- Administers the storage and disposal of strategic and critical materials to support national defense.
- Operates in most states and 28 countries.
- Manages 25 distribution centers worldwide. DLA's warehousing strategy is driven by the commitment to better serve warfighters, co-locating with the armed forces while placing supplies where they are most needed. By positioning material closer to its customers, DLA is able to decrease wait time, reduce cost and improve military readiness.
- Leads DoD's efforts to supply the military services with alternative fuel and renewable energy solutions.
- Supports humanitarian relief efforts at home and abroad.
- Supports other federal agencies, state and local governments with items such as uniforms, food and fuel. Customers include the Federal Emergency Management Agency, Department of the Interior, Health and Human Services, Forestry Service, and the Department of Agriculture School Lunch Program.



# The world's most valuable resource is no longer oil, but data



# The Analytics Race Amongst The World's Most Valuable Companies



**Data May Be the Most Valuable Asset Your Company Has...** According to CapGemini EMC Big Data report, 63% of the respondents considered that the **monetization of the data** could eventually become **as valuable to their organizations as their existing products and services.**

**Let's take Caesar's Palace in Las Vegas, for example...**

The most valuable asset in the bankruptcy evaluation was not **Caesars Entertainment group's** physical resort or the land they owned. **It was the data.** Their customer loyalty program with 45 million members has been valued at 1 billion dollars by creditors.

**Every business is now a digital business...**

With the emerging disruptive and connected technologies, **every business is now a digital business.**

**Put data in the heart of your business...**

Data value **has to become** part of your company and IT strategy and it needs to be in the heart of any plans and decisions you make.

**Embrace the change...**

The world is changing and as Uber, AirBnB and Facebook have demonstrated, **physical assets are becoming less and less essential in business.**





- National Association of Manufacturers, have Leadership contacts from here in Michigan

- Ford, GM, Chrysler have C Level contacts into each of the Big 3

- TACOM here in Michigan with major relationships. They have been trying to solve for years. Our solutions finally solve this

This month in TACOM history  
1967 → 2017



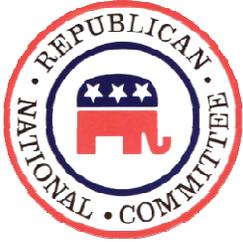
- State of Michigan Prison Systems who also have been trying to integrate their systems with NO success to date (9 systems for 1 report)



- Wayne, Oakland, Macomb, City of Detroit, State of Michigan, Michigan State Police in which we have sold and won contracts with past interoperability solutions



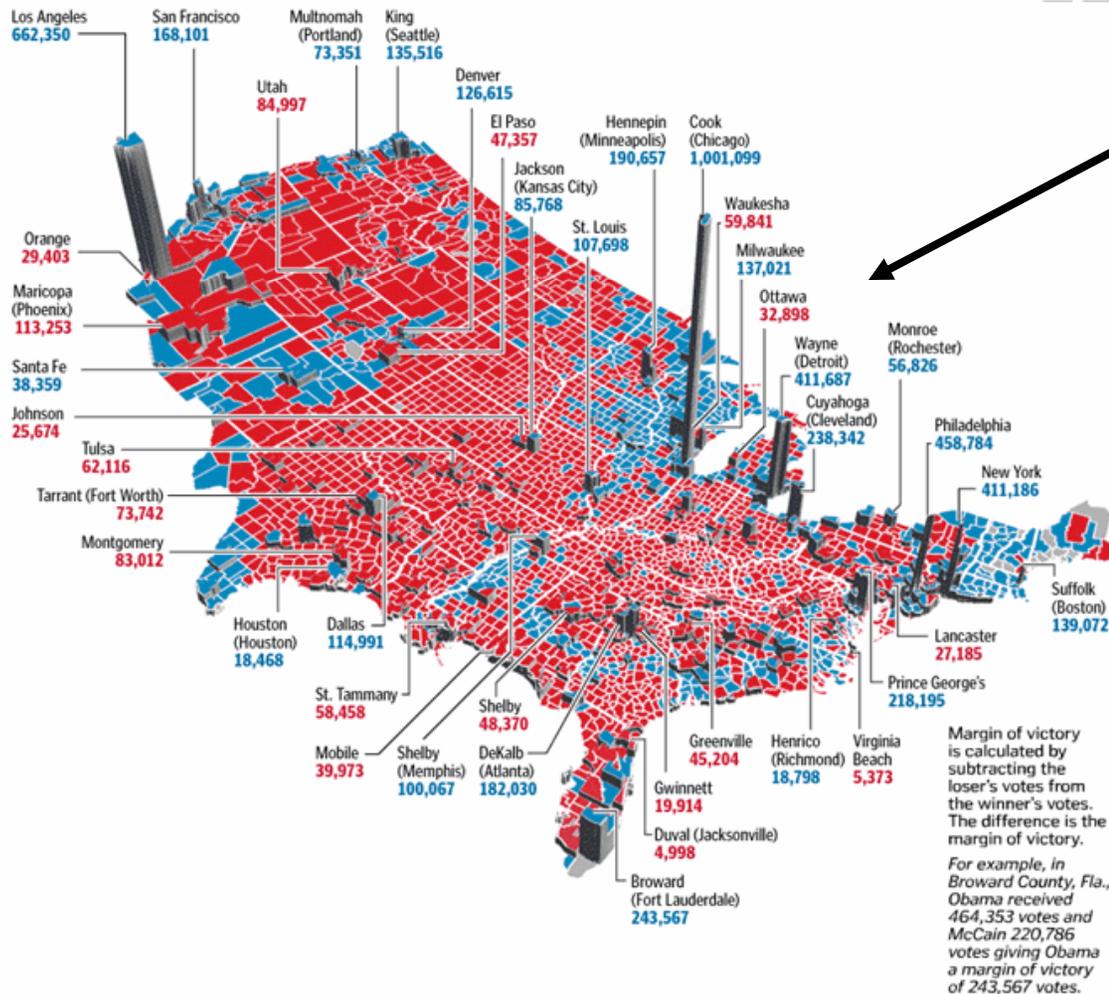
- The number of potential clients are exponential. These are just the local relationships



**\$30m + \$30m = \$60m from both parties for 2018 and 2020 elections is potential on a national level with our solutions. State and Local elections with National participation can add another \$60m within 1 year and then \$200m by the 2020 elections cycle**



Height shows margin of victory in each county by number of votes



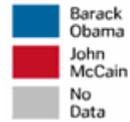
**ETC Technologies**

integration of our **GIS**

**Mapping** of the data, takes the results for all categories. Business Marketing, Political Mapping and Trends are drilled down to a street level view with all the metrics that are compiled from our MEGA solution using all **your data** and **our external data sources**.

You have an even better visual picture of how your doing. No longer relying on data spreadsheets, look at your own map on how your doing out there real-time

Margin of victory is calculated by subtracting the loser's votes from the winner's votes. The difference is the margin of victory.  
For example, in Broward County, Fla., Obama received 464,353 votes and McCain 220,786 votes giving Obama a margin of victory of 243,567 votes.





# *ETC Technologies Funding Request*



- *Looking for angel funding or seed funding of \$\_\_ Million. Current partners/solution providers are open for a very reduced cost/billing of integration with a small equity stake to help launch solution. Partners have ALL realized that this is like nothing they have seen before and the huge potential is bringing more of them on board to any and all terms laid out*
- *All the partnerships are in place and need funding for bringing the integration into the final MEGA solution. Funds for all normal and expected startup business related items*
- *Approx. local personnel including 6 MIT developers, 8 Oracle developers, 20 main integration developers with another 60 over seas developers along with teams in Silicon Valley ready to deploy for first stage solution completion*
- *As the organic growth continues through the solutions proven results, more demand to add products will have to be integrated as the solution will be driven by the demands from the customers. More personnel will be required with special expertise along with additional costs to make the solution even more robust, further expanding our barrier to entry and our window of opportunity. This is the hottest and most talked about field*
- *Focus on the first stage will be concentrated on 6 core integrations that will create the main engine that is ready for turn key to market and sale*
- *Funding will also be for startup expenses and high level integration engineers. Also, we want to insure that we are in a cash position to cover any other unexpected costs. We want to ensure first stage and scalability are covered*

