



CoreLogic®

No Its Not About The Data

Ohan Antebian

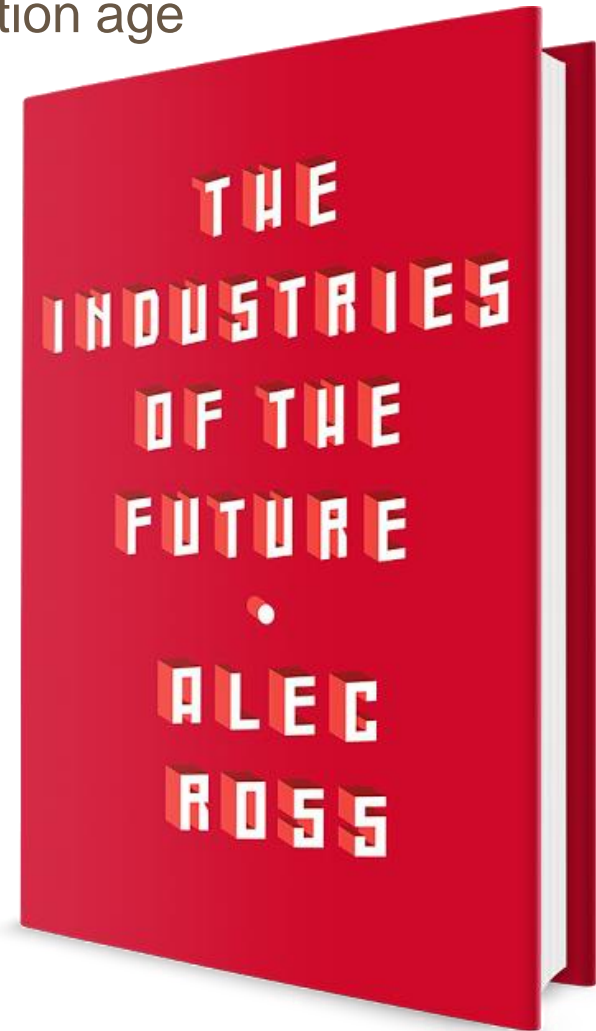
Sr. Leader Product Management



Chapter 5

Data: The raw material of the information age

Land was the raw material of the agricultural age. Iron was the raw material of the industrial age. Data is the raw material of the information age.





Random and unorganized ... cluttered data



Organized and cataloged data
patterns can be discovered and it can be ported

SO

WHAT?

Timing is everything



Randomness is Costly

Targeting everyone is a waist

Targeting a few increases effectiveness



Call Centers May Know a Surprising Amount About You

WSJ, Ryan Knutson Jan. 6, 2017



PHOTO: HEATHER AINSWORTH FOR THE WALL STREET JOURNAL



Home Buyer



Meet needs and preferred delivery



Agent



Who's your agent?



Aperture



**“YOUR SCIENTISTS WERE SO PREOCCUPIED WITH WHETHER
THEY COULD THEY DIDN'T STOP TO THINK IF THEY SHOULD.”**

—DR. IAN MALCOLM