

# PUTTING THE “I” BACK IN CIO: BIG DATA, BIG CHANGES



Dr. Gerry McCartney

Vice President for Information Technology and System CIO

Oesterle Professor of Information Technology



INSTITUTIONAL  
DATA ANALYTICS  
PLATFORM (IDAP)

1697—The Original Edition.—1941

PUBLISHED UNDER THE ORIGINAL COPYRIGHT DATING BACK TO 1697

**3,000,000**  
Average Annual Net Sales

# FOULSHAM'S ORIGINAL OLD MOORE'S ALMANACK

FOR THE YEAR **1941** FOR THE YEAR

ORIGINALLY KNOWN AS DR. FRANCIS MOORE'S ALMANACK.

## Prophetic Hieroglyphic Engravings

FRANCIS MOORE'S PREDICTIONS OF COMING EVENTS.  
Rising and Setting of the Sun; Moon's Rising and Setting;  
DIRECTIONS FOR THE FARMER AND GARDENER;  
THE FOUR QUARTERS: THE WEATHER: ECLIPSES:

**EVERYBODY'S PROSPECTS FOR 1941**

HOUSEWIFE HINTS LIGHTING-UP TIMES HIGH WATER TIMES

## WHEN THE WAR IS OVER—?



1941

1941

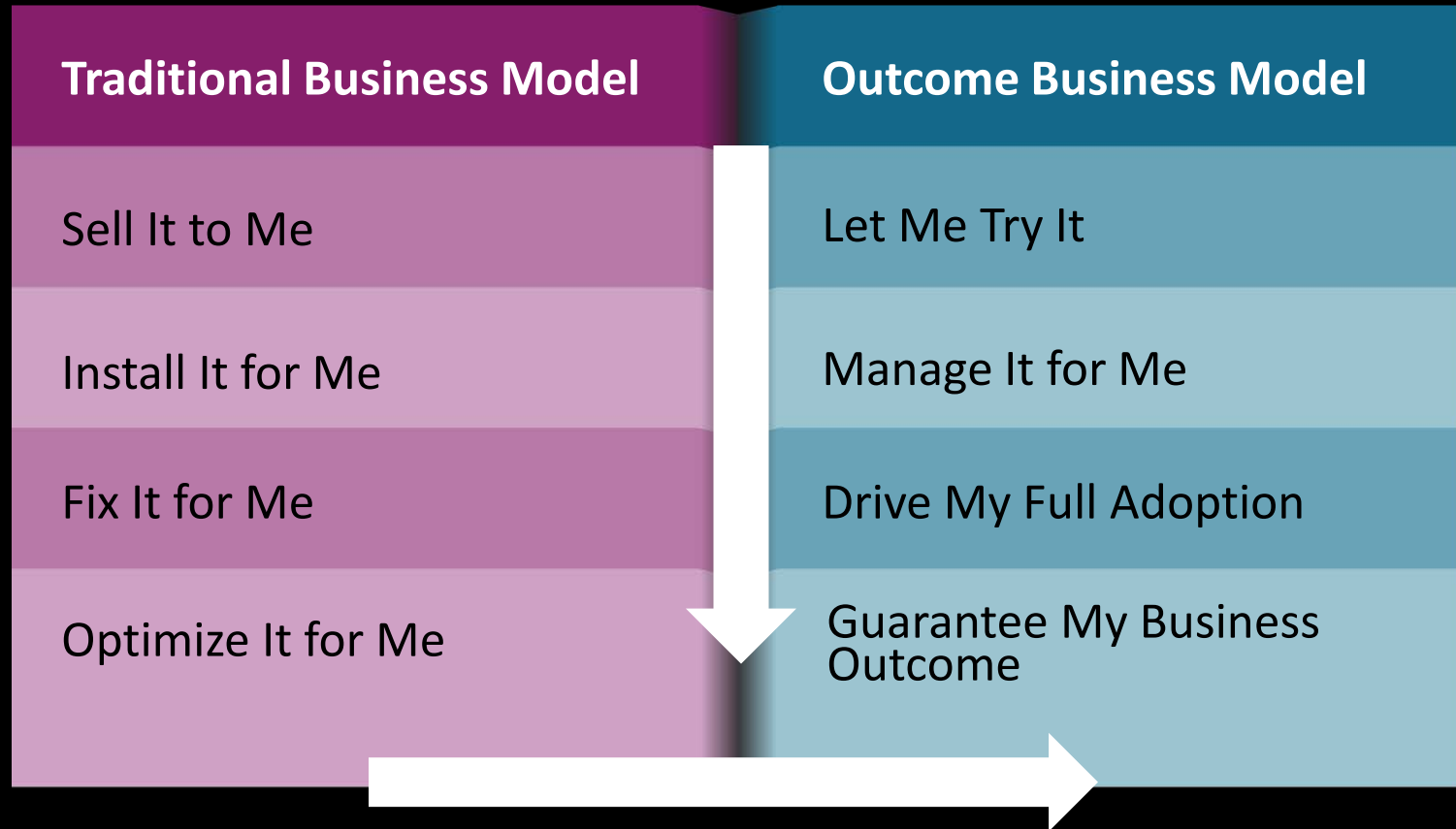
PREDICTED THE NATIONAL GOVERNMENT 18 MONTHS BEFOREHAND

THE ANNUAL CERTIFIED NET SALE EXCEEDS 3,000,000 COPIES

PUBLISHED BY W. FOULSHAM & CO., LTD.,  
20-21, RED LION COURT, FLEET STREET, LONDON, E.C.  
**CAUTION.** The original and correct authorial edition is FOULSHAM'S—see that F is in center of globe—5 per. notice the outside back cover page. This design is copyright.

*Predicted European War Crisis*

# CHANGING CUSTOMER EXPECTATIONS



# RACINE HORSE-SHOE TIRES



Can a Million  
Motorists be Wrong?

**E**MPROVEMENT of a tire by a hundred times in wear justifies putting Endorsement by a thousand would prove little.

But when a million motorists, users of great experience, and close thousand upon say that Horse-Shoe Tires cost less per mile of service than any other tire built, that selection is stamped upon the conscience of all.

For five years we have made only tires to hold America's best tire. They say we have succeeded.

Can a Million motorists be wrong?

Remember the  
Horse-Shoe Tread

RACINE AUTO TIRE COMPANY, RACINE, WISCONSIN

SOLE IMPORTERS OF MOTOR OIL, GREASE, RUBBER





# KEY ATTRIBUTES OF OUTCOME DRIVEN ORGANIZATION

## Hyper-Aware

Monitor customer behaviors  
in real time

Identify competitive changes

Balance innovation against  
calculated risks

Sense the location, status &  
context of company assets,  
customers

## Predictive

Anticipate market transitions

Optimize performance of  
assets, operations

Proactively address emerging  
security threats

Prioritize investment based  
on greatest impact

Measure progress constantly

## Agile

Respond faster than rivals

Fail fast if necessary

Foster disruptive innovation

Respond to rapidly evolving  
threats

Flex methodology & process







PUTTING THE “I” BACK IN CIO

@gerrymccartney