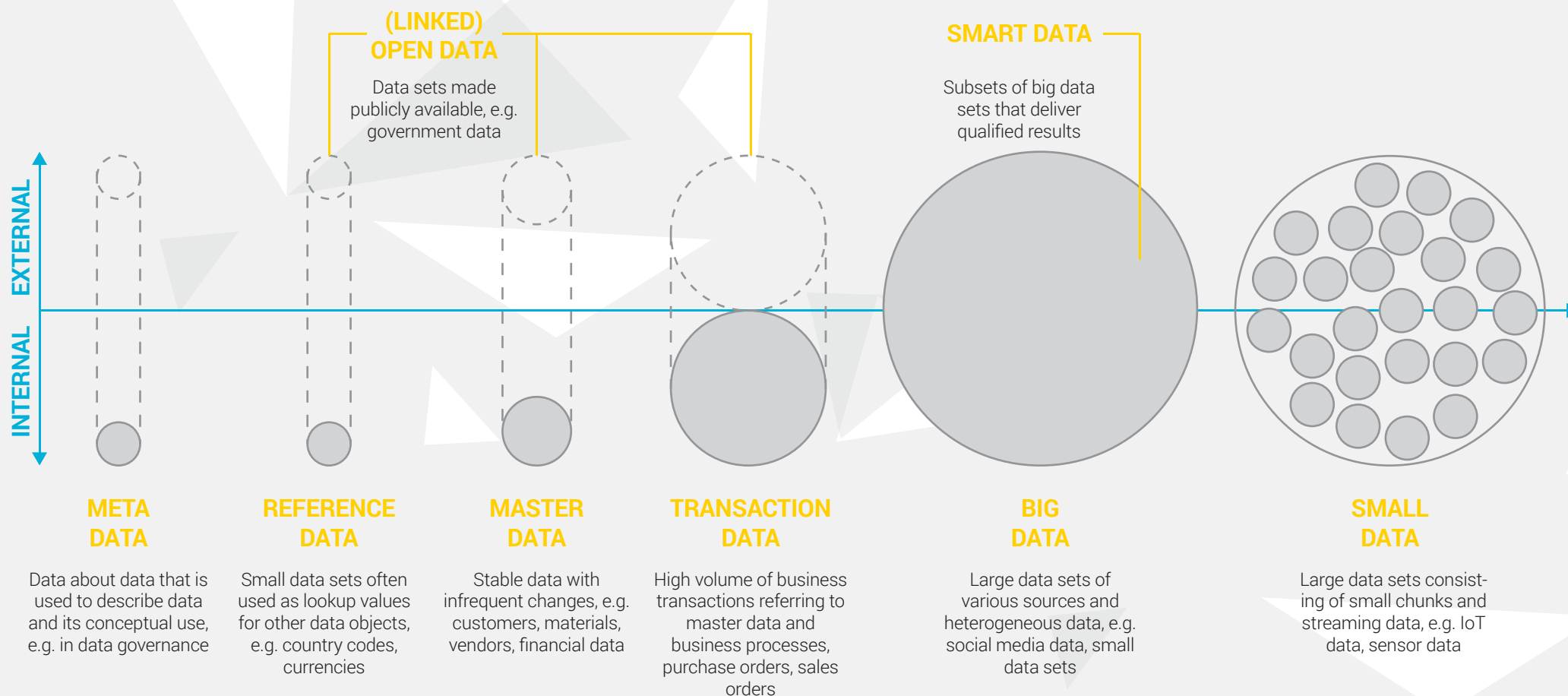


# THE DATA UNIVERSE



Data has become a critical-to-success currency for companies worldwide. The extent to which companies are still able to grow, significantly depends on their ability to leverage information from various data sources – unless they have a truly disruptive product. Effective use of data is relying heavily on the way it is secured, governed and used. However, these key success factors in data management are often underestimated.

With the digitalization many companies are overwhelmed by the amount of data being generated and effectively used. The data reside in silos across the organization being undersecured, undergoverned and, eventually, underused. With companies being increasingly data-driven, the unrealized potential and its impact on business is enormous.

We at Firefly believe that the only efficient way of making sense out of

your data is by linking them. We advise our clients in graph and data fabric technologies to enable them to realize their full potential and create great new products and services.

For more information visit [www.fireflyim.com](http://www.fireflyim.com).