



QUADRANT

YOU'VE USED BAD DATA...  
AND YOU PROBABLY DON'T KNOW IT

We know data.  
**We see ½ billion**  
mobile devices

An aerial night view of a city with a starry sky. Several glowing white arcs connect various buildings across the cityscape, suggesting a network or data flow. The overall color palette is dark blue and black.

# Cities of the future – Smart, Efficient, Sustainable

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An aerial night view of a city, likely Tokyo, with a dense grid of buildings. The sky is dark with a visible starry pattern. Several glowing white arcs connect various points across the cityscape, suggesting a network or data flow. The overall color palette is dark blue and black.

Cities of the  
future –  
Built on GOOD  
data

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**However...**



An aerial view of a city at sunset, with a network of glowing location pins and lines overlaid on the image. The pins are connected by a web of lines, symbolizing data connectivity and location-based services. The city lights are visible in the background, and the sky is a mix of orange and blue.

DATA IS EVERYWHERE

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We are creating  
**2.5 quintillion bytes**  
of data each day

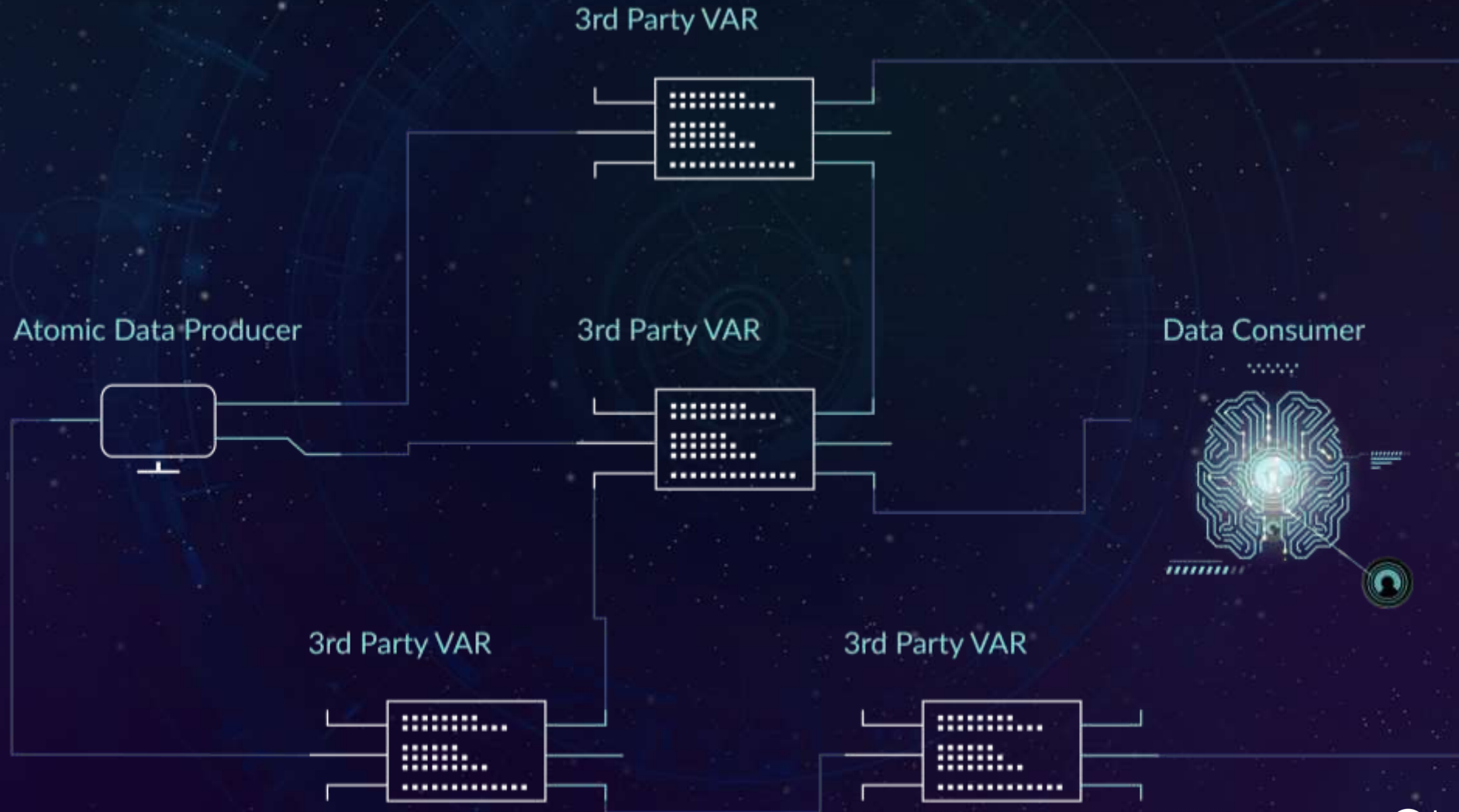




# THE DATA ECONOMY

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# THE DATA ECONOMY



A person wearing a dark hoodie is sitting at a desk with a laptop. The background is dark blue with faint, glowing binary code (0s and 1s) scattered throughout. The person's face is obscured by the hood and the binary code.

**Non-transparent  
data supply chain  
enables bad actors**

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In the news...

## ***Novartis Hid Manipulated Data While Seeking Approval for \$2.1 Million Treatment***

The failure to report the issue has not put patients at risk, the F.D.A. said, but the drugmaker could face criminal and civil penalties.

Politics

### **Fake data – the disease afflicting China’s vaccine system**

Disease numbers are being swept under the carpet and false expiry dates slapped on injections, industry insiders say

JAPAN

OCTOBER 27, 2017 / 4:44 PM / 2 YEARS AGO

### **Kobe Steel sent products with tampered data to second nuclear company**

Be careful where you get your data –  
it may come back to haunt you



**Have the right level of  
data quality  
management before  
using new data**

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# **GARBAGE IN GARBAGE OUT**

**Using bad data to  
train AI impacts  
future  
recommendations  
and predictions**





**Understand and  
leverage people  
movement  
patterns to build  
solutions**

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**Budgets  
misallocated due to  
overpaying for  
duplicated or false  
data**

A stack of papers and folders is scattered on a dark blue background. The stack consists of several light blue papers and two brown folders. The papers are slightly overlapping and appear to be part of a messy or disorganized collection of documents.

An aerial, long-exposure photograph of a highway interchange at night. The image is dominated by vibrant light trails from moving vehicles, creating a sense of motion and energy. The trails are primarily in shades of blue, purple, and red, set against a dark background. The road's curves and lanes are clearly visible, with some light trails forming a circular pattern on the left side of the frame. The overall atmosphere is futuristic and dynamic.

**Inaccurate data  
would cripple road  
networks**

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A blurred, blue-tinted photograph of a hospital hallway with overhead lights and people in the distance.

# Ineffective healthcare programs



**Businesses and  
services that do not  
address citizen's  
needs**

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Services that  
are not  
optimised to  
improve QoL

So what can be  
done?

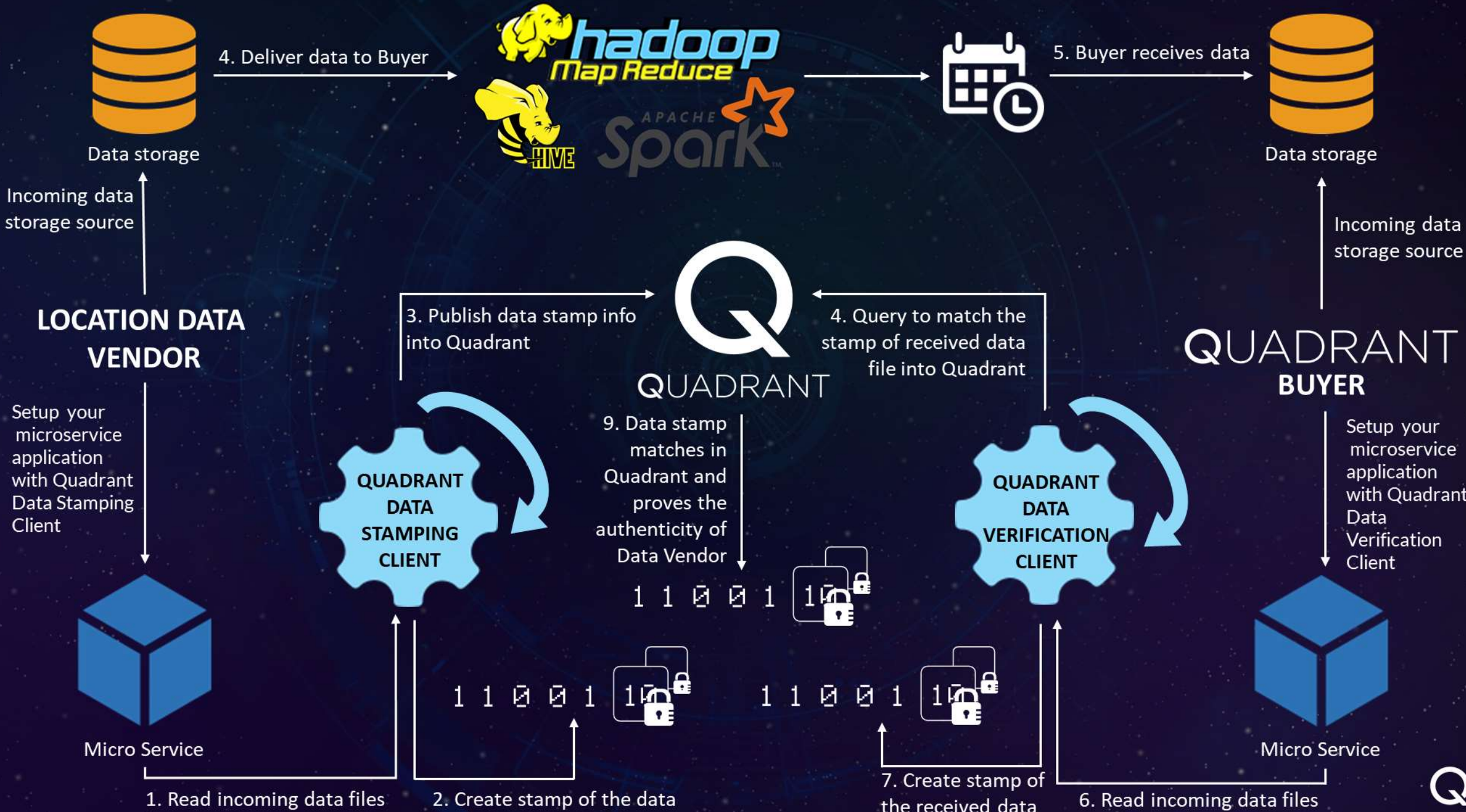
**Know where your  
data originates with  
technology, not  
business contracts**



**How do we  
do this?**



QUADRANT





WE  
ARE  
QUADRANT

500 million devices powering  
**location intelligence solutions**  
globally



# QUADRANT AUDIENCES

POWERED BY **FOURSQUARE** PLACES

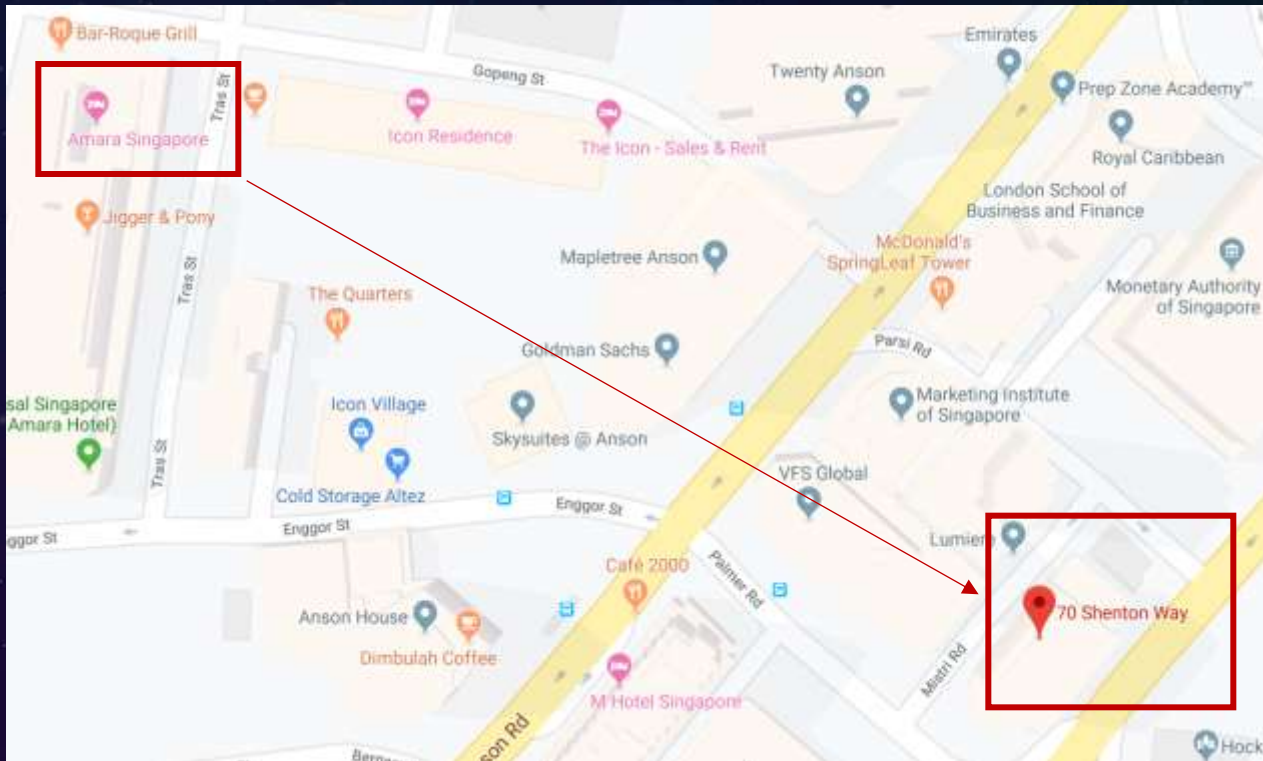


**GREAT RESULTS NEED  
STELLAR DATA**

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# JOIN US FOR A PRIVATE AFTER CONFERENCE DRINKS

Right down the street!



Register at our booth

**WHEN: TODAY!**

**TIME: 6PM**

**WHERE:**

**EON Shenton  
70 Shenton Way, #20-13  
Singapore 079118**

**WhatsApp: +65 8286 7284**



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**THANK YOU**

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