Innovation & Transition in the Contemporary Business Climate
Who Modus Operandi Is & What We Do:
• 75 Person Privately Held Small business
  Headquartered in Melbourne
  • Satellite locations in Aberdeen, MD and Ft. Huachuca, AZ.
• 82% of employees possess a security clearance.
• Primary line of traditional business is serving U.S. Government customers
• Currently in the process of transitioning our technology to widening commercial spaces
  • VIA Platform was soft released on OCT 1, 2014
TRANSITION IS KEY – BUT NOT EASY

- There normally exists a persistent desire to look to past success and anchor ourselves to it
- Following preconceived doctrines is not always what’s best
  - Apple changed telecommunications as a computer company
- What will the future of technology hold?
  - Whatever it is – will require an adventurous approach

“It's better to be a pirate than to join the Navy.”

—Steve Jobs
The challenge of big data is here – and it is growing

More customers are facing data constraints all the time

Your cell phone is now more powerful than your PC was only a few years ago

Analytics is now more important than ever
  • Big data is about more than just “big”
THE EFFECT OF BIG DATA ON OUR LIVES

- In 2012, 2.5 quintillion bytes of data (1,000,000,000,000,000,000) was produced daily
  - 70X larger than the Library of Congress
- Social Media is now one of the largest producers (e.g., Facebook)
  - More than 500 TB per day
  - 2.7 billion Like actions
  - 300 million new photos uploaded
- 90% of the world’s data was produced in the last 2 years
- $900 Billion/year: cost of lowered employee productivity and reduced innovation from information overload

The Dawn of Big Data: the uncertainty of new information is growing alongside its complexity

We are here.
INNOVATION IS KEY

The Role of Innovation:

- Requires foresight and stepping out of your comfort zone
- Today’s problems will not be tomorrow’s problems – so we need new approaches
- Cannot be “business as usual” because the landscape is changing
- Be outside the box and reward creativity
THE CHALLENGE OF TODAY’S CHANGING WORKFORCE

- Data scientists are in growing demand
  - We are competing with other regions including DC, NYC, Austin TX, Bay Area CA, etc.
  - The U.S. has roughly 140,000 to 190,000 fewer people with analytic expertise than it needs

- Salaries are rapidly growing
  - Pay for data scientists has rocketed from $125,000 to $150,000 two years ago (upwards of $225,000 in some locations)

- The field is so new and the education cycle so slow, it will be several years before schools can graduate enough candidates with the right skills to meet demand

- So...what to do?
EXPANDING INNOVATION INTO BREVARD COUNTY

- Need a transition from past successes
  - Move from space-based technology to other types of technologies and engineering

- How do we drive more innovation?
  - Leverage our university and business relationships
  - Foster new partnerships to increase R&D and tech deployment into the community

- Silicon Valley/Boston Models
  - Utilize local opportunities and identify new programs and opportunities to bring in students
  - Promote success by providing high-paying jobs after graduation
  - Smart people will stay if given good opportunities & business growth will occur
  - We have the talent & location – let’s put it to use
Thank You & See You All On the High Seas...