

SAILFISH EXCHANGE

Find, Share, and Curate Data



Data is the foundation of all analyses. But as the volume of data increases, so does the time required to discover it. This challenge only compounds as organizations grow in size and complexity, leaving data hidden in disparate pockets throughout institutions. 80% of any project time is spent searching for and collecting data, leaving only 20% for actual data analysis.

FINDING DATA SHOULD BE FUN AND EASY!

Booz Allen's Sailfish™ Family is an end-to-end solution to help organizations address that issue, and *Exchange* is our social data curation application to help solve the associated data and analytics challenges. *Exchange* provides a community where users can easily find data sets and share them as needed across the organization.

WHY SAILFISH EXCHANGE?

Analysts spend a large portion of their time sifting through big, complex, and siloed data. The arduous data curation process involves an analyst digging through spreadsheets and online databases, and flipping from tab to tab to pull information. *Exchange* reimagines this user experience by integrating social media into data curation.

Users can create a profile, collect data sets, gain followers, rate others' data, and share info with colleagues. By building a thriving community within their organizations, analysts can more readily access quality data sets to perform more meaningful

analyses. Best of all, *Exchange* is not an expensive data storage solution—it sits alongside, and taps into, an organization's existing data storage infrastructure.

BUILDING AN ANALYTICS COMMUNITY

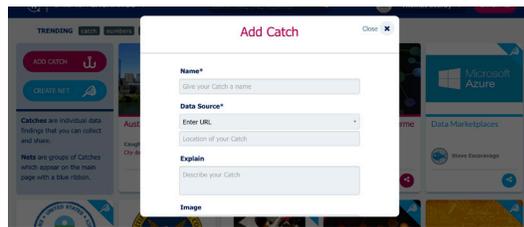
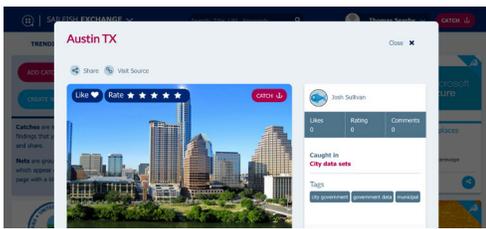
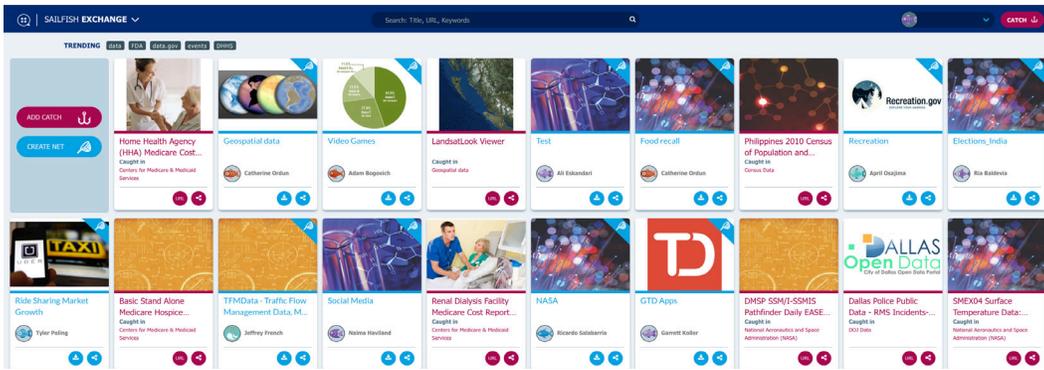
Exchange empowers people to collaborate among their peers. Through a system of intuitive “nets” and “catches,” users can find data sets from disparate sources, link them, and then gather those catches into a topical net. This social platform removes the need to store data and instead creates a digital bookmark to guide other users.

In this community, users are able to follow others who have curated data sets relevant to their work, saving search time by using data others have already found. A user can rate these catches, comment, and “like” them, alerting the community to the quality of the data. Through *Exchange*'s social community, users can become thought leaders, providing greater value to other analysts in their organization. Cultivating a dynamic analytics community allows organizations to focus less time on data curation, and spend more effort on actual analysis.

For More Information:

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A BETTER DATA CURATION PROCESS

Exchange builds a more effective and organized community of analysts, researchers, and data scientists. These community members can share insights and research, as well as change the way they curate data using Exchange's features:

- + **File Agnostic:** Exchange is not a storage platform. Link directly to any URL or data file, anywhere, using our intuitive web extension
- + **Customizable:** Organize data sets completely on your terms. Collect data sources into custom nets, and then curate them by topic of interest
- + **No New File Storage:** Exchange sits on top of existing systems and servers and doesn't require heavy installation
- + **Data-Gathering Community:** A social follower interface allows for sharing and levels out the playing field to access data
- + **Crowdsourced Quality:** Commenting, starring, and rating functionality gives everyone a say about the quality of data sources and nets

- + **API to Analytics:** Download data locally with one click, or send data via the application program interface (API) to Sailfish™ Explore

BUILDING A DATA SCIENCE CULTURE

Booz Allen's *Sailfish* Family is composed of two applications to help an organization grow a data science capability, paired with services from a team of 600 industry-leading data scientists to help with the transition:

- + **Exchange:** A data curation social network connecting users across an organization engaged in finding, collecting, and sharing their data
- + **Explore:** An advanced analytic platform designed to lower the barrier to entry into data science
- + **Answers on Demand:** With 600 data scientists on hand, Booz Allen provides experienced support for all data science and analytical needs.

Booz Allen's *Sailfish* Family is a true end-to-end analytics solution, pairing products and services to help organizations achieve radical gains through data science.

To learn more, please visit www.boozallen.com/sailfish.

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology for more than 100 years. Today, the firm provides management and technology consulting and engineering services to leading Fortune 500 corporations, governments, and not-for-profits across the globe. Booz Allen partners with public and private sector clients to solve their most difficult challenges through a combination of consulting, analytics, mission operations, technology, systems delivery, cybersecurity, engineering, and innovation expertise.

With international headquarters in McLean, Virginia, the firm employs more than 22,500 people globally, and had revenue of \$5.27 billion for the 12 months ended March 31, 2015. To learn more, visit www.boozallen.com. (NYSE: BAH)

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