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## **BIG DATA ...and Grains Productivity**

Peter MacCuspie

Contributed presentation at the 60th AARES Annual Conference,  
Canberra, ACT, 2-5 February 2016

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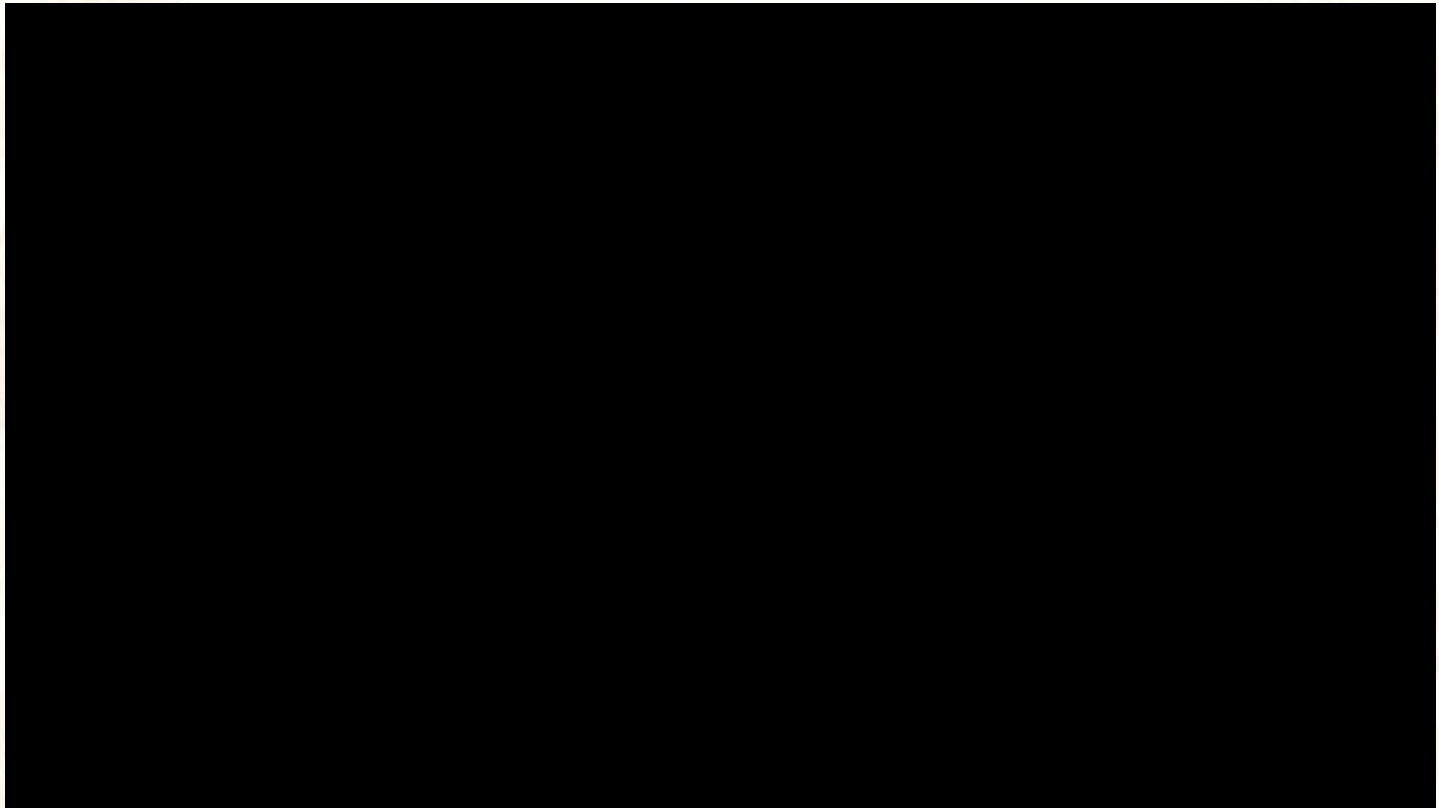
# ....and Grains Productivity

Peter MacCuspie

 **storyboard**  
multimedia

# Big Data...

**“Something so large or complex the traditional data processing applications are inadequate....to process within a tolerable timeframe”**



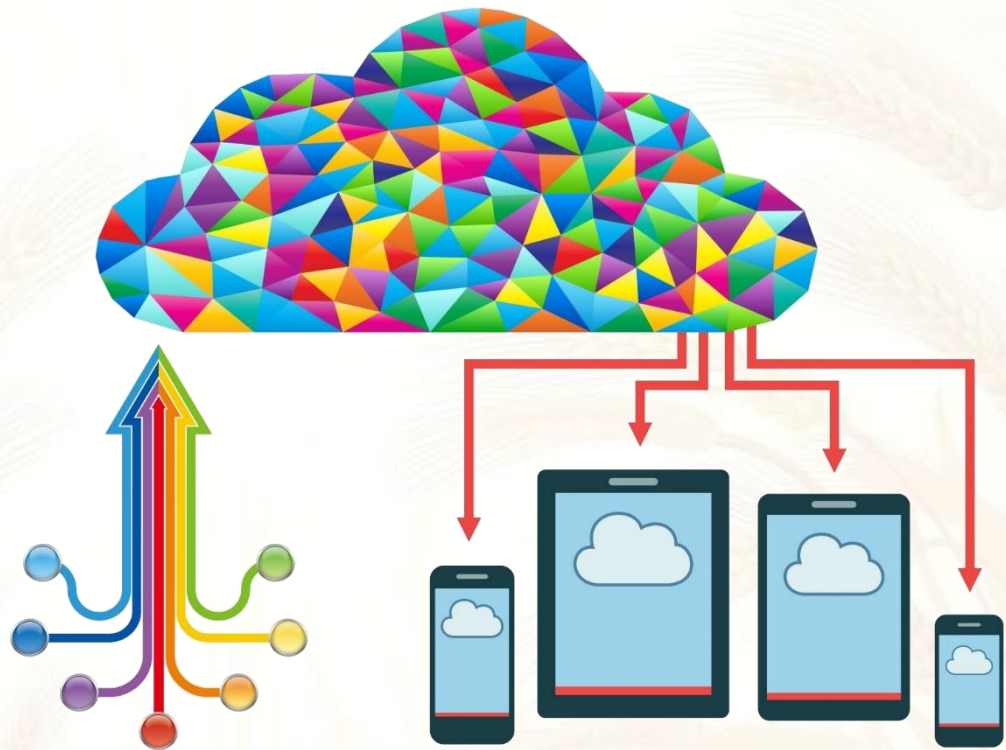


# Convergence Vs Fragmentation

Convergence  
creates value

Fragmentation  
creates  
isolation

Isolation is  
memory loss





# NVT – Download from the App Store



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REPORTS



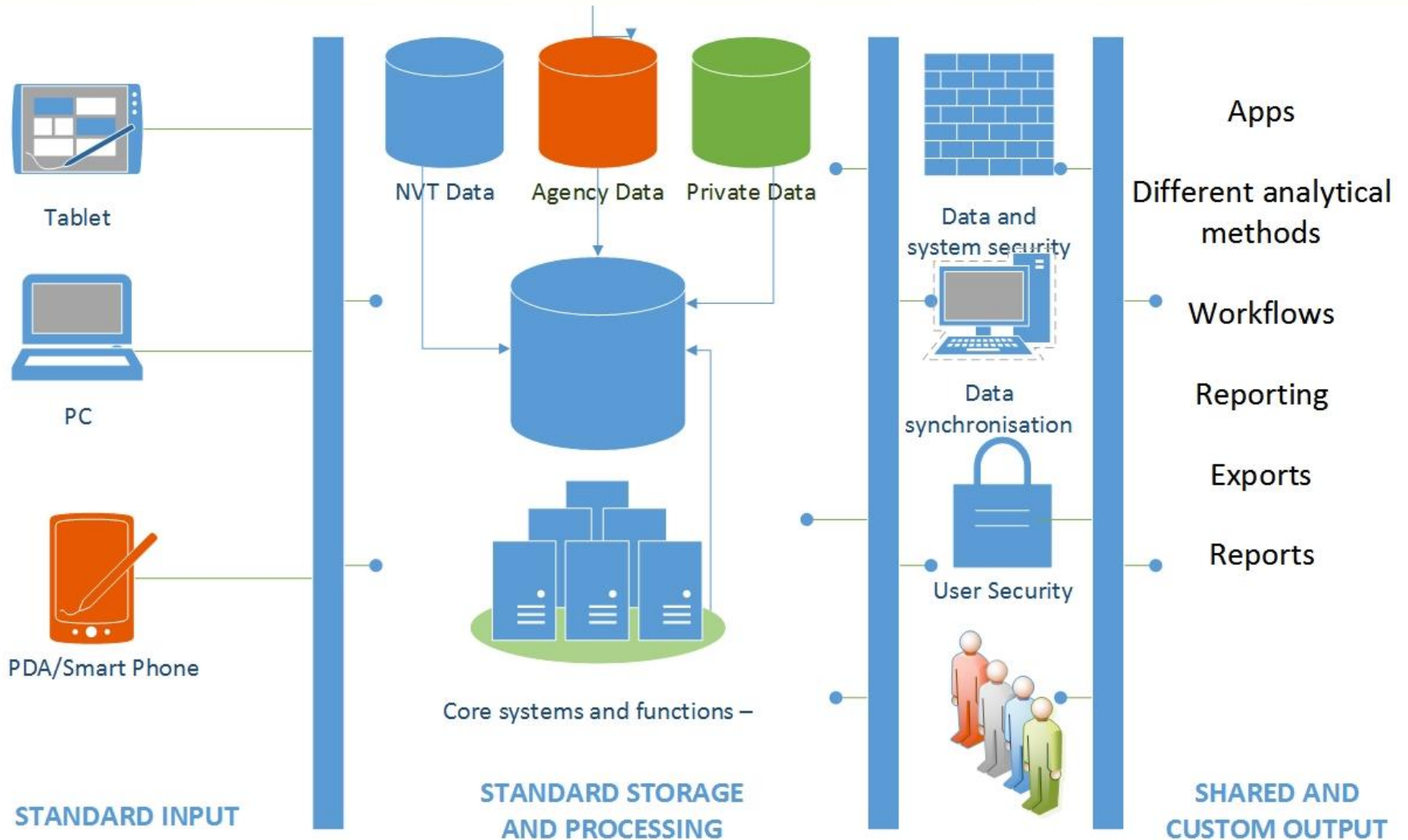
SELECT  
CROP



UPDATE  
DATA



SETTINGS



**POLICY**

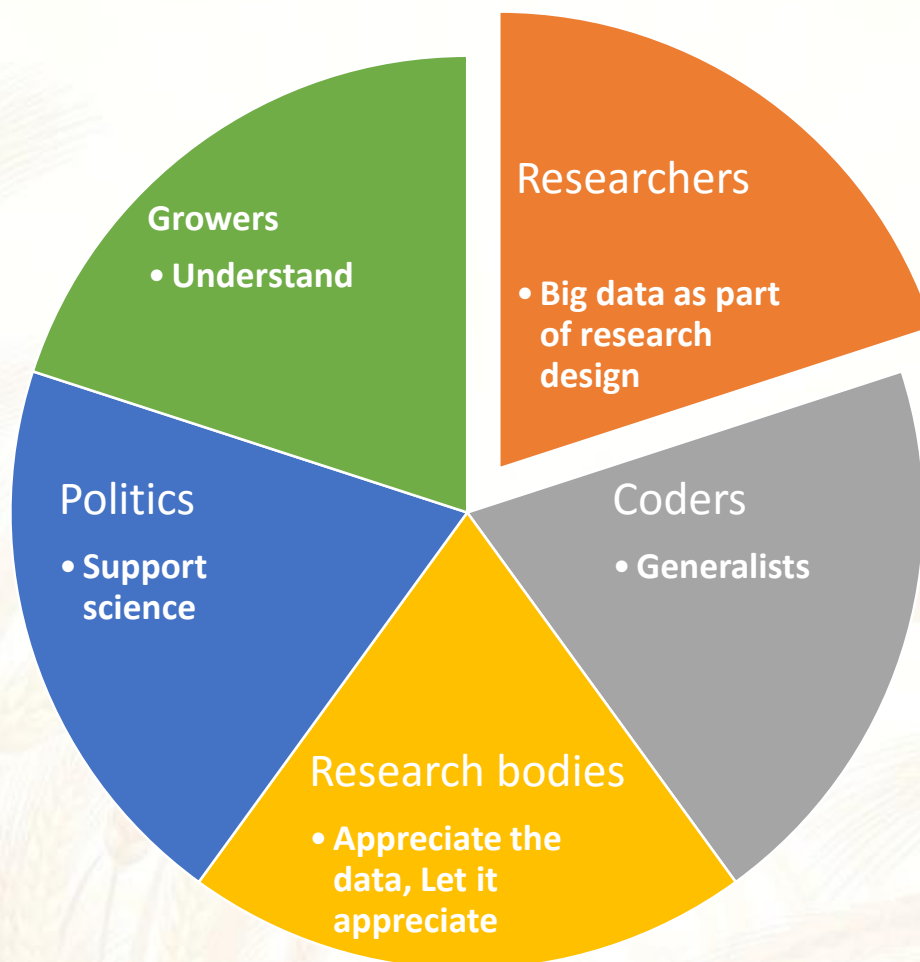
**PROCEDURE**

**CREDIBILITY**





# Where to and what to do





# ....and Grains Productivity

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