



MARKETING INSIGHTS FOR TOMORROW'S LEADERS

**GlobusWorld Lightning Talk**  
Kilts Center for Marketing  
University of Chicago  
Chicago Booth School of Business

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# Kilts Center for Marketing

“Marketing is the new finance”

Hal Varian - Chief Economist, Google

# Kilts and Nielsen partnership

## Datasets

- Consumer Panel - 40GB
- Retail Scanner – 5TB
- Ad Intel – 300GB

## User Base

- 900 users
- 100+ institutions globally

# Data distribution challenges

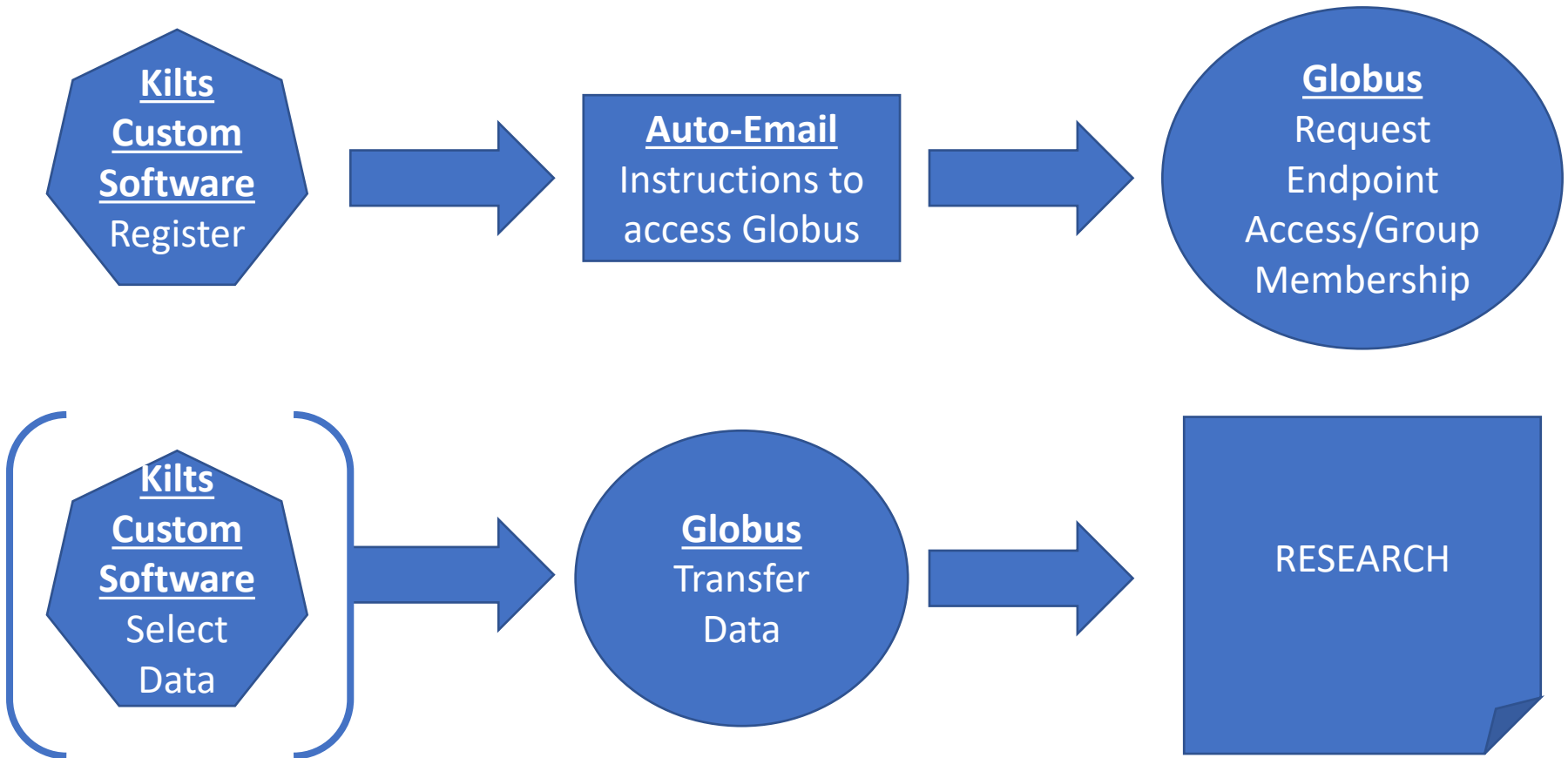


# Solution: Globus

Transfer your data.



# Workflow



# Conclusions

- Globus make possible distribution of big data
- Solves issue with third-party access to private data
- Complement to other software/systems
- Easy to streamline and scale for hundreds of users
- Useful for teams with limited (human) resources

Questions?