

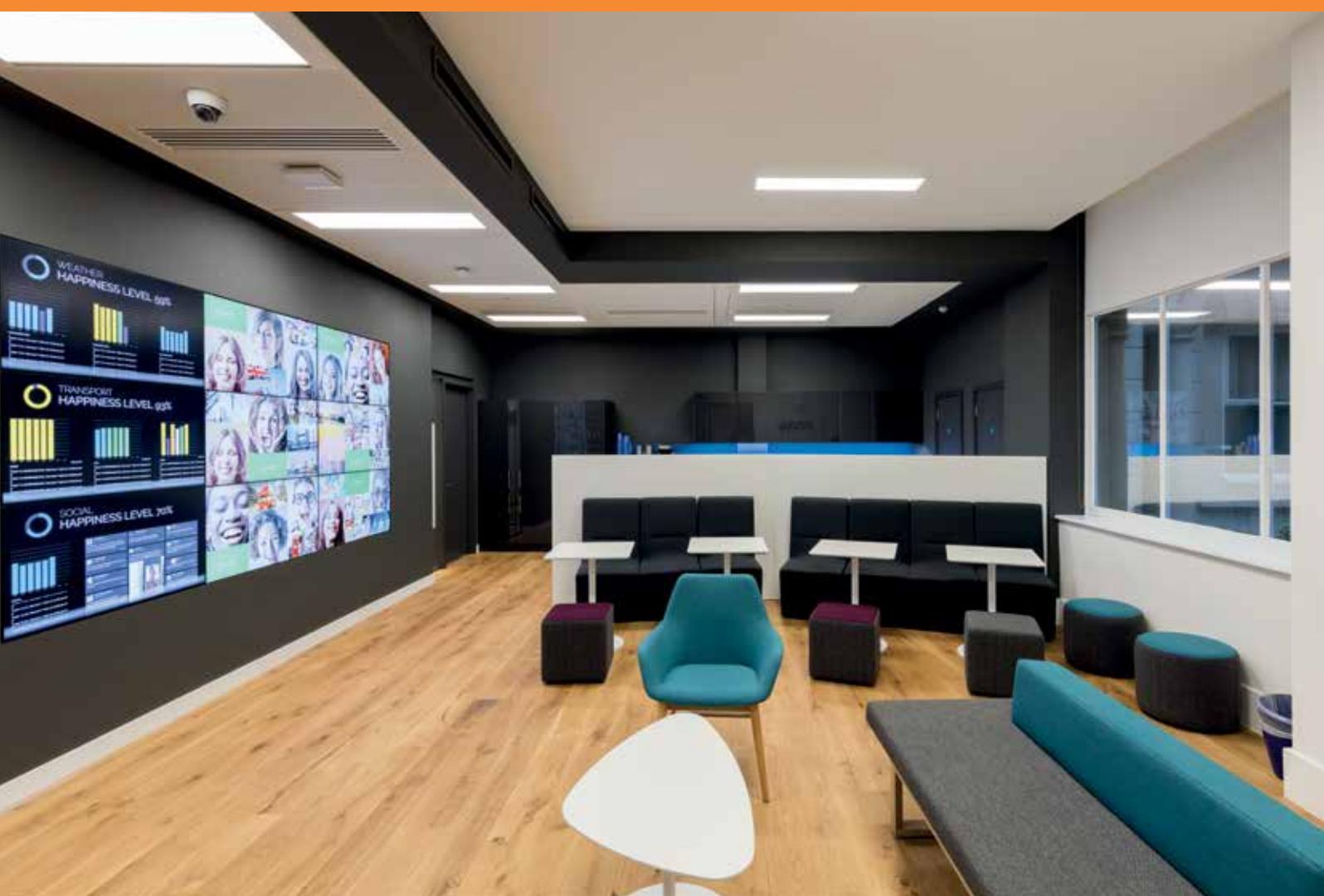


Business Intelligence

Enterprise Computing Solutions – UK and Ireland

How Happy Is London?

Demonstrating the power of large-scale data analytics



HOW HAPPY IS LONDON



Arrow's own social and technological experiment

How Happy Is London? is a demonstration of how the intelligence and insight uncovered by large-scale data analytics can lead to better business decision-making.

The project shows what can happen when you take billions of pieces of data from unconnected sources out in the public domain, integrate them, analyse them and transform the results to give a meaningful answer to the question: How happy is London?

Everyone knows London. Everyone understands the concept of happiness. So, choosing to measure the happiness of London is a topic that everyone can relate to, especially when the results are represented in a visually exciting way.

The data feeds coming into the Happiness Indicator are refreshed every 60 seconds. Meanwhile, the images displayed change to reflect the current emotional state of London at a particular point in time for each of the three core areas – social, transport and weather.

The percentages are then rolled up into a single, evolving measure of overall happiness.

From facts to feeling...

The data that feeds into *How Happy Is London?*

Every day, Arrow unifies 2.6 billion unstructured and unrelated data points – that's discrete units of information – from multiple, freely available sources, such as:

- **Social** - hashtags via Twitter within the London area
- **Transport** - road, tube, bus and rail networks, with delays and closures
- **Weather** - Met Office forecasts giving weather type, temperature, rain, snow...

The data is then represented as a series of images and published to Arrow's online Happiness Indicator to show whether the present mood in London is:

- Business as usual
- Happy
- Life's good
- On top of the world

Visit HowHappyIs.London online to see the live Happiness Indicator and to download further information.

Doing business better

How Happy Is London? is intended to spark debate around how the underlying methodologies and techniques could be applied within business to:

- Create a point-in-time snapshot of a business or organisation
- Mine accumulated data to explore 'how, what and when' questions and reveal valuable insight
- Identify opportunities and gain commercial or intellectual advantage over the competition
- Drive automated change
- Support faster decision-making to gain rapid ROI...

... all in ways that would be beyond the realms of possibility using conventional methods such as Microsoft Excel.

Delivering business intelligence and analytics

How Happy Is London? is a striking demonstration of Arrow's thought leadership in Business Intelligence (BI) and Analytics. We can apply our expertise to help organisations in all sectors transform the way they do business. We understand at first hand the impact that large-scale data analytics can have on improving an organisation's understanding of its customers and keeping it alert to opportunities and threats.

We bring business insight and intelligence to light by helping to integrate, interrogate and analyse the structured data stored within enterprise systems, combined with the unstructured data held in email, images, videos, product review sites...

From developing the roadmap to building out analytics and Big Data solutions, we support businesses in unlocking the massive value contained in huge volumes of apparently unconnected data.

See the project in action – explore its application

Learn more about the technology, tools and thinking that have gone into creating *How Happy Is London?* and start the conversation on what Big Data analytics could do for you.

Book your appointment to view and discuss the project at our new London office, by emailing: HHIL.ecs.uk@arrow.com or drop in to our London Office to see it live on the 'Big Screen'.

Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet—the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.



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Call to talk or set up a face-to-face meeting with one of our knowledgeable representatives.

Via Email

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Email us for answers to questions or to start a conversation.

Online

HowHappyIs.London
