

Welcome to the third issue of **Carpe Datum's** Newsletter, **The Fed Data Prospector**. As we already consider each of you "an early adopter" (or potentially a blood relative/very close friend or an advisor), we believe it's critical to show our appreciation for your continued, loyal support.

Thus, during this time of thanks and celebration, we want you all to know that we are very grateful for your support to **Carpe Datum's** bright future. Our hope and firm aspiration is to pay you back 10-fold for your early and loyal support of our business, especially those of you who are selling and marketing to the U.S. Federal Government (soon to expand both northward and across the pond!).

Highlights from this issue:

New leadership team at DNB unfolding – latest announcement – Company President with roots in both Wall Street and Data industry.

LinkedIn used 18 million non-user e-mails to target Facebook ads

Forrester to Acquire SeriusDecisions- Expansion Opportunities across Industries and Regions

Many opportunities and events available!

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Industry Headlines

HEADLINES

Experian Launches Powerful Analytics Solution to Help Businesses Harness the Benefits of Big Data:

Experian has launched a new analytics solution in the UK to help organizations make fast, reliable decisions with deeper insight than ever before. Experian Ascend Analytics on Demand is an integrated data and analytics platform which offers cutting-edge insights to businesses of all sizes.

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Stephen C. Daffron to be Appointed President of Dun & Bradstreet

Star Parent, L.P., the investment consortium, announced that Stephen C. Daffron has agreed to join Dun & Bradstreet as President, effective upon closing of Star Parent's acquisition of the Company. Mr. Daffron will bring decades of senior leadership experience, operational excellence and a deep knowledge of financial services technology, data and analytics to the Company.

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LinkedIn used 18 million non-user e-mails to target Facebook ads:

Ireland's Data Protection Commission issued a report last week that covered its activities during the first six months of 2018, in which it highlighted a complaint against LinkedIn. It found that the company used millions of e-mail addresses of non-LinkedIn users to target ads on Facebook...

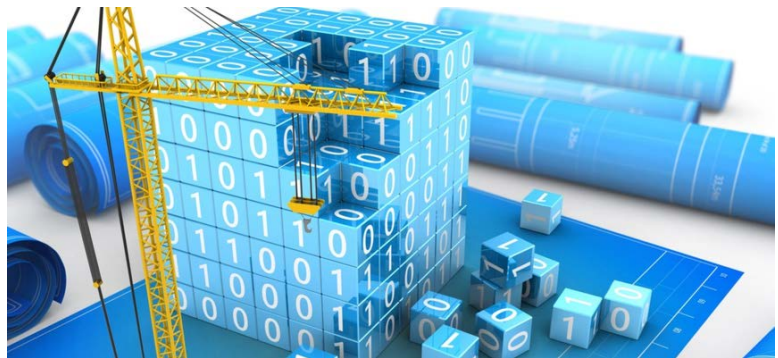
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CYBERCOM Has a Vendor In Mind For Its Big Data Platform But Is Open to Options:

Anyone with a passing understanding of cyberspace knows there's a lot of data out there. As the military command charged with fighting and defending that domain, U.S. Cyber Command needs a platform that can move, store and process all that data. CYBERCOM contracting officials posted a special notice Monday announcing plans to award a sole-source contract to manage the Big Data Platform program, which looks to help the command and military branches ingest and process huge swaths of data from across the internet. Officials intend to award the contract to Enlighten IT Consulting, however, they are reaching out to industry to see if a full competition is warranted.

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Data Privacy and Cybersecurity Issues In Mergers And Acquisitions:

Data privacy, cybersecurity, and data breach risks are important due diligence issues in mergers and acquisitions. Post-acquisition discovery of security problems, and even notifiable breaches, is a far too common scenario.

According to one report, more than a third (40%) of acquiring companies engaged in a merger and acquisition transaction said they discovered a cybersecurity problem during the post-acquisition integration of the acquired company.

The most highly publicized example of an M&A-related cybersecurity problem was Verizon's discovery of a prior data breach at Yahoo! after having executed an acquisition agreement to acquire the company.

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Technology Driving Improvement in Truck Safety:

While advances in driverless technology and electric vehicles have been making headlines recently when it comes to innovations in trucking, a quieter evolution is underway, one that may be even more important. Data, monitoring and analytics are helping to produce safer vehicles and safer drivers...

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Federal Marketplace Headlines

GSA to consolidate multiple award schedules:

The General Services Administration maintains a slate of dozens of contract schedules to allow federal agencies and state and local governments to buy products ranging from office furniture to cleaning supplies to pharmaceuticals to computer equipment, as well as a variety of professional services. Now GSA is looking to consolidate this array of Multiple Award Schedules into a single, one-stop shop. Mark Rockwell has the story...

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Acquisitions and Partnerships



Equifax and PayU partner to deliver disruptive credit solution:

Equifax, a global information solution provider of predictive analytics, announced that it has joined forces with PayU, Naspers fintech company and India's leading digital payments processor. This association will enable financial institutions to get an insight into their consumers' transactional behavior. This collaboration provides financial institutions more insights while prospecting new to credit customer. It converts data into consumable insights which can be easily incorporated in the digital lending process...

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Infogroup Expands Partnership with Experian to Deliver Enhanced Business Credit Reporting Solutions:

Infogroup, a leading provider of data, business intelligence and multichannel marketing solutions, announced today that it has integrated Experian's Intelliscore PlusSM V2 and payment trend summary into its popular Credit.net product. This is a significant addition to Credit.net and bolsters its credit risk insight, flexibility and overall effectiveness.

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Forrester to Acquire SiriusDecisions- Expansion Opportunities across Industries and Regions

Forrester entered into a definitive agreement to acquire SiriusDecisions, a business-to-business research and advisory firm, for \$245 million in cash, subject to adjustment. The combination of Forrester and SiriusDecisions creates an innovative strategy and operations platform that can help business and technology leaders make the far-reaching changes needed to adapt to a customer-led, disruption-rich market while maximizing performance every day.

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The logo for Forrester, featuring the word "FORRESTER" in a bold, green, serif font with a registered trademark symbol.The logo for SiriusDecisions, featuring the text "SiriusDecisions" in a green sans-serif font with a green arrow pointing right, and "Intelligent Growth*" in a smaller font below it.

BlackBerry to buy cybersecurity firm Cylance for \$1.4 billion:

BlackBerry said on Friday it will acquire Cylance, an artificial intelligence and cybersecurity company, for \$1.4 billion in cash to help expand its QNX unit which makes software for next-generation autonomous cars. Besides the cash component, the deal includes the assumption of Cylance's unvested employee incentives, BlackBerry said.

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The BlackBerry logo, featuring a stylized "B" made of dots followed by the word "BlackBerry" in a bold, black, sans-serif font.The Cylance logo, featuring a green shield-shaped icon with a white stylized "C" inside, and the word "CYLANCE" in a green, sans-serif font below it.

Opportunities/Awards/Events

Defense Installations Spatial Data Infrastructure (DISDI) Technical Support:



The Office of the Assistant Secretary of Defense for Sustainment (OASD(S))/Infrastructure Directorate (DASD Infrastructure) Title: Defense Installations Spatial Data Infrastructure (DISDI) Technical Support Location: Alexandria, VA and Contractor Facilities Customer Description: The Office of the Assistant Secretary of Defense for Sustainment (OASD(S)) is responsible for policy, guidance, and oversight of real property and installation lifecycle management and related core business mission activities across the Department of Defense (DoD) enterprise. The Infrastructure Directorate (DASD Infrastructure) within the OASD(S) is implementing the Defense Installations Spatial Data Infrastructure (DISDI) Program to improve DoD core business missions through the standardization and application of geospatial technology solutions.

Go to opportunity: [Link](#)


TransUnion Expands its Footprint in the Government Sector with New FEDLINK Contract Award:

TransUnion (NYSE: TRU) today announced it has been awarded a multi-year contract by The Federal Library and Information Network (FEDLINK). This will significantly broaden federal agencies' access to TransUnion's credit data, public & alternative data, analytics, remote identity and device identification, fraud prevention managed services and investigative risk management offerings.

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DoD/Defense Intelligence Agency (DIA) - Industry Engagement Day 07

Details:  Announcement for DIA Industry Day.

Federal Agency: Defense Intelligence Agency (DOD)

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Big Data Platform (BDP) Engineering and Development Services:

This effort is to acquire engineering expertise, analytical development services and software licenses necessary to continue USCYBERCOM Big Data Platform (BDP) development efforts. The BDP allows USCYBERCOM to ingest packet capture (PCAP) data, perform analysis, and deliver the results to necessary mission partners in support of USCYBERCOM operations. The BDP allows USCYBERCOM to increase secure information sharing and collaboration, enhance mission effectiveness, and decrease server costs, through the use of a scalable cloud computing infrastructure. The Period of Performance (PoP) shall consist of a base period of one year from date of award, plus two additional one-year option periods, for a total contract period of performance not to exceed three total years.

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FDA INNOVATE TODAY SUMMIT:



The Food and Drug Administration (FDA), Office of Information Management and Technology, Office of Innovation (OI), plans to sponsor the second annual FDA INNOVATE TODAY SUMMIT, a technology summit and vendor fair for FDA staff, Federal partners, and the general public. The purpose of the technology summit and vendor fair is to support the specific needs of FDA communities and their partners in driving innovation and new product development across the enterprise to best achieve FDA strategic goals. This SPECIAL NOTICE is to obtain program participants and exhibitors to showcase emerging and scientifically proven processes, procedures, and technologies in support of the FDA's regulated public health mission, and specifically, how Artificial Intelligence (AI), Machine Learning (ML), and Advanced Research Computing are driving advances in clinical trials and medical devices.

FBO Link: [Link](#)

The Identity Governance Forum:

Are you adequately defending your IT network by identifying network events in real time? That's what is required by the Department of Homeland Security as we enter phase three of the Continuous Diagnostics and Mitigation (CDM) program. This, after building previous phases where agencies were required to update and improve technology to accurately identify what is on civilian networks, who is on these networks, and how best to control account access privileges.

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December 11, 2018



JW Marriott,
Washington, D.C.



7:30am - 3:00pm



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“Seize the Data”

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*“There is no deficit in human
resources; the deficit is in human
will”*

- Martin Luther King Jr.