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Welcome to the sixth issue of **Carpe Datum's** Newsletter, **The Fed Data Prospector**. With Christmas literally being upon us, it would seem to be the right time to wish you all a very hearty and happy Holiday Season! We hope that you all have time to rest and relax with family and friends and experience the essence of what this time of year should be all about – service to others, reflection on the last year, planning for the New Year and above all else…peace, love and goodwill to all.

Highlights from this issue:

Industry and Government Collaboration driving DoD's use of Machine Learning & Artificial Intelligence (AI)

GAO's finds that Treasury can do more to align the Government's Open Data movement with the needs of its users (i.e. providing structured metadata to its users) to promote private sector innovation

Equifax expands its cloud-based analytic tool, Ignite, to the UK and contends with the House Oversight & Government Reform Committee Data Breach Report

DHS releases 10 new Small Business Innovation Research (SBIR) opportunities in areas like blockchain, cybersecurity and advanced identity management, etc.

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Industry Headlines

Machine Learning, AI for National Defense Require Industry-Government Collaboration:

Artificial intelligence and machine learning have practical benefits in many mission sets, but government and industry players need to work together not only to develop the tech to its full potential, but also to be mindful of the ethical implications such technology might have on

society at large, according to leading industry experts. When it comes to national security, ramping up efforts with AI could have cost-saving, and potentially lifesaving, benefits that can be applied to other mission sets like humanitarian and disaster relief, explained Defense Innovation Unit Director Mike Madsen….

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OPEN DATA: Treasury Could Better Align USAspending.gov with Key Practices and Search Requirements

Open data—like the spending data the Treasury Department shares on USAspending.gov- can increase transparency to promote public trust in government. Because the data have broad

appeal among users such as grant recipients, Congress, and the public, it's important to make the data as usable as possible. We identified 5 key practices for transparently reporting government data. For example, websites should facilitate data discovery by presenting the data in a way that allows easy exploration, such as through a search function…

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To Reduce Privacy Risks, the Census Plans to Report Less Accurate Data:

When the Census Bureau gathered data in 2010, it made two promises. The form would be "quick and easy," it said. And "your answers are protected by law."But mathematical breakthroughs, easy access to more powerful computing, and widespread availability of large and varied public data sets have made the bureau reconsider whether the protection it offers Americans is strong enough. To preserve confidentiality, the bureau's directors have determined they need to adopt a "formal privacy" approach, one that adds uncertainty to census data before it is published and achieves privacy assurances that are provable mathematically…

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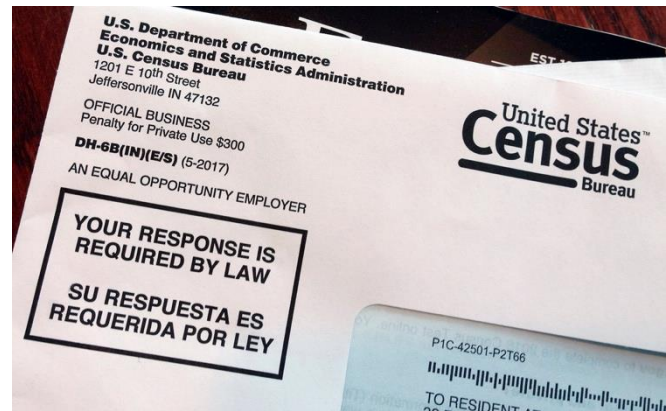
ZoomInfo Enriches Its Company Information with New Real-Time Firmographic Data:

Zoom Efficiency Inc.**,** the leading growth acceleration platform for sales and marketing teams, announced the availability of several new features, including Company Hierarchies and Company Newsfeeds. The new features refine the user's knowledge of their key targeted profiles and strengthen their understanding of customer portfolios. ZoomInfo's Company Newsfeed gathers hundreds of articles bringing users up-to-date information relating to their targeted accounts. As soon as new articles are collected and curated, users may access them through the ZoomInfo platform. Company Newsfeed provides sales and go-to-market teams with a deeper understanding of their prospect companies, improving efficiency throughout their daily workflow…

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Experian Chairman Don Robert Appointed Chairman of London Stock Exchange:

Paul Heiden, Senior Independent Director and Chair of the Nomination Committee for the Chairman search, said: "We undertook a comprehensive global search to identify an individual to succeed Donald Brydon as Chairman. We are very pleased that Don Robert will join the Board and become Chairman of the Group next year.Don brings a strong track record in the global financial services sector and a deep understanding of technology, data and analytics that will greatly benefit our business as we continue to adapt to regulatory and technological change. He also brings to the Board significant FTSE 100 experience as a Chairman, Senior Independent and Non-Executive Director...

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EQUIFAX BRINGS IGNITE TO UK:

Already available in the US, Equifax Ignite offers analytics hosted in the cloud to help companies understand and take advantage of data to innovate and inform their business decisions and strategy.

It is composed of three delivery methods that companies can tailor to their analytical and business needs: Ignite Direct – for businesses looking to extend data and analytical tools available to their in-house analytics teams; Ignite Models and Scores – uses the expertise of Equifax analysts, data scientists and consultants alongside the Ignite capabilities; and Ignite Apps – which transform a range of data sources into simple visualizations.

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Lessons From The Equifax Data Breach:

On December 10, 2018, the House Oversight and Government Reform Committee Republicans released a report on the Equifax data breach. The data breach, which Equifax announced in September 2017, ultimately affected 148 million individuals and involved the compromise of personal information including Social Security numbers, addresses, and credit card numbers. The breach resulted from a cyberattack, which started in May 2017 and lasted for 76 days, with hackers trying to obtain remote control over the company's network. The hackers ultimately found a file containing unencrypted credentials, which allowed them to access multiple databases. After obtaining personal information from these databases, the hackers moved the data out of Equifax's system, which Equifax did not realize because the device used to monitor network traffic had been inactive due to an expired security certificate. It wasn't until July 2017 that Equifax updated the certificate and noticed the web traffic.

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10 Problems DHS Wants Innovative Small Businesses to Solve in 2019

The Homeland Security Department released a list of 10 bleeding-edge research areas it plans to pursue in fiscal 2019 in partnership with innovative small businesses. The department's Science and Technology Directorate and Countering Weapons of Mass Destruction Office announced Friday the tentative list of technical areas for this year's Small Business Innovation Research, or SBIR, program. In the coming year, Homeland Security SBIR officials are proposing research into topics including using drones to detect radiological threats, sharing cyber threat data, using blockchain for forensic analysis, and advanced identity management—from DNA to cyberspace…

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Acquisitions and Partnerships

Aberdeen Acquires The Big Willow:

Technology marketing services vendor
Aberdeen acquired intent vendor The Big Willow, anew marketing category of intent qualified leads for sales reps. No financial details were provided. The Big Willow describes itself as the "the leader in buyer intent data science and intent-targeted digital advertising." The firm monitors billions of daily web interactions to determine the interest intensity level across product categories. The goal of intent data is to identify prospects early in the buying cycle so that vendors can begin marketing to them before they reach out to competitors, "thereby providing sellers a first-mover advantage and resulting in vastly more effective marketing and sales investment."

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CoreLogic Acquires HomeVisit:

CoreLogic (NYSE: CLGX), a leading global provider of property information, insight, analytics and data-enabled solutions, today announced the Company has completed the acquisition of HomeVisit from Breakaway Holdings, LLC. HomeVisit is a leading provider of marketing focused real estate solutions, including property listing photography, videography, 3D modeling, drone imagery, and related services. HomeVisit currently operates in the mid-Atlantic region and, when combined with CoreLogic workflow platforms serving over 800,000 real estate professionals, is expected to enable the next generation of property marketing solutions for real estate professionals, Multiple Listing Services (MLSs), Brokers and agents across North America.

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Opportunities/Events

Creating a Data Driven Government: Take Control Today, Transform Tomorrow

Information is powerful. Having the right information helps agencies award citizen benefits, accelerate infrastructure projects, make critical decisions on the battlefield, and so much more to meet mission goals. To harness this information, agencies must modernize their approach to data management, including infrastructure and platforms. But they face a daunting challenge – their data is overwhelming and growing every day. It's difficult to know where all their data resides, who owns it, who needs access to it, or what they need to keep. And if they don't fully understand their data, how can they protect it, ensure its availability, and use it to make decisions – across multiple cloud environments? It's time to prepare for the future state of data management. Join us on January 31 at the Veritas Public Sector Vision Day, where we'll discuss how agencies can take control of their data today so they can transform government tomorrow…

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Social Media Research Request:

This RFI is the first request for information or tools available in the marketplace. The IRS requests responses to this RFI be provided no later than 9:00 A.M. EST on January 18, 2019 by an e-mail (with the subject line "Social Media Vendor Supplied Research RFI Response") to the procurement email inbox Kelvin.Bogan@irs.gov. Although there are no specific restrictions for formatting, please keep all responses to ten pages or less, adhere to general formatting principles, and ensure that responses are legible. Responders should be aware that there is no guarantee the IRS will have funding or issue a solicitation generated from this RFI, nor will the IRS be responsible for reimbursing a vendor's costs in responding to this RFI…

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Programs and Resources Data Platform & Spend Analyses:

The Deputy Commandant for Programs and Resources (DC P&R), seeks to address key questions related to Planning, Programming, Budget and Execution (PPBE). Various, vendor-provided data and analytics platforms have proven effective for Department of Defense (DoD) customers by demonstrating ability to manage, integrate, and analyze large and varied data sets to produce rapid and meaningful visualizations and insights. A series of tasks leveraging a vendor-provided data and analytics platform can easily produce quick results and the chance to test new capabilities. This would provide an opportunity to bypass some of the technical and cultural challenges to, at a minimum, demonstrate the value of rapid and large-scale data analytics…

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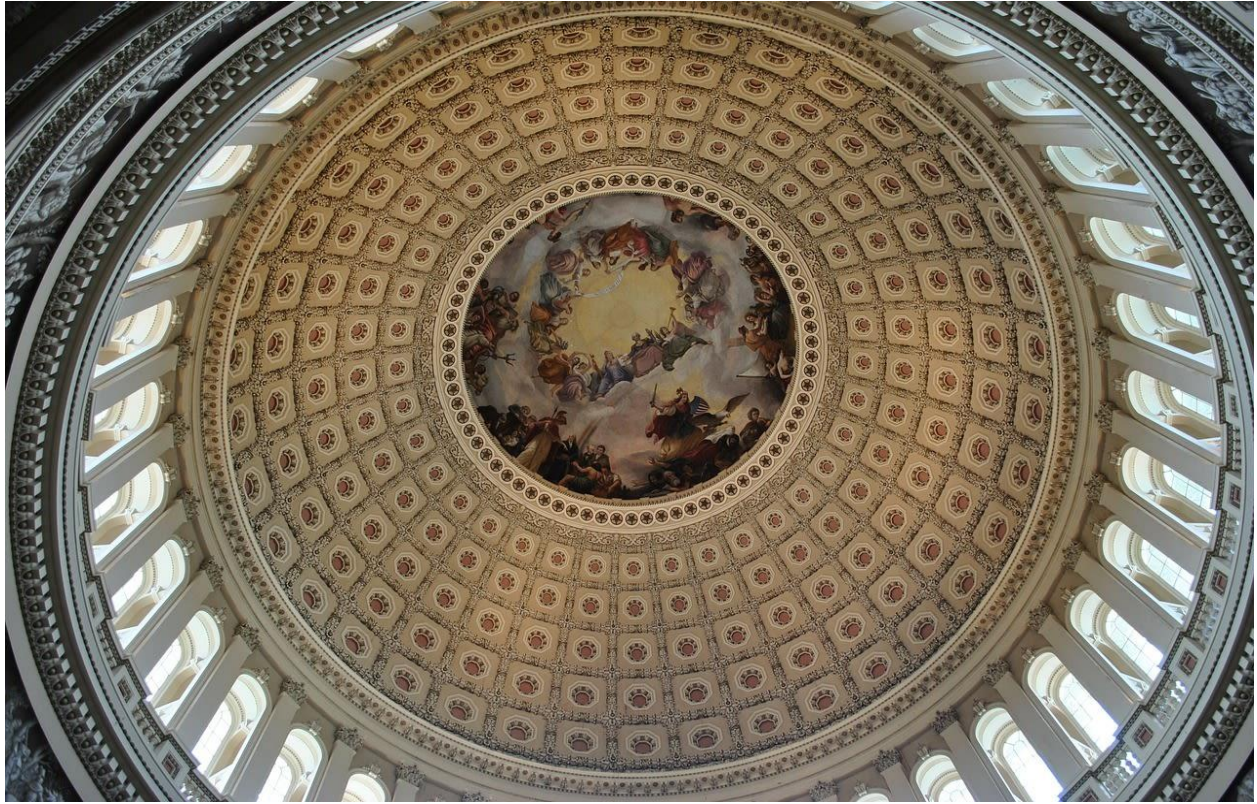
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"Seize the Data"

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"The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart. Wishing you happiness."

Helen Keller