

ONE X-MAS, MR. POSTMAN TOLD SANTA HE WAS GOING ON STRIKE...



WHAT DO YOU
MEAN YOU'RE
NOT GETTING
PAID
ENOUGH!!??

IT'S JUST NOT
WORTH THE
COMMUTE,
SANTA.



WITHOUT LETTERS FROM ALL THE
CHILDREN OUT THERE, HOW AM I
SUPPOSED TO KNOW WHAT ALL THE
BOYS AND GIRLS WANT FOR
CHRISTMAS?

THERE ARE SO MANY TOYS OUT THERE,
AND SO MANY KIDS OF ALL AGES,
RACES, AND GENDERS...



LUCKILY, ONE OF SANTA'S TECH-SAVVY HELPERS HAD A BRIGHT IDEA....



YOU KNOW, BOSS, THE SAME KIDS WRITE TO US EVERY YEAR. THIS MEANS WE ALREADY KNOW A LOT ABOUT THEM. IT'S JUST A CASE OF ACCESSING THAT DATA.

YOU'RE A SMART GIRL, ROSY...BUT WHAT ARE YOU GETTING AT?



I HAVE A GIFT FOR YOU THAT I THINK IS GOING TO SOLVE ALL YOUR PROBLEMS.

IT'S A MACHINE-LEARNING, ARTIFICIAL-INTELLIGENCE, MAGIC TELEPATHY DEVICE!!

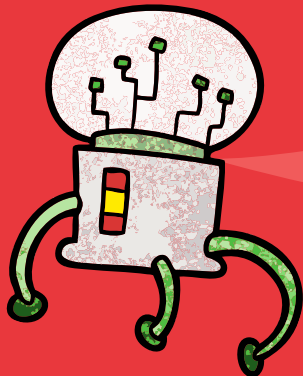


YAYYY!!!
A WHAT...???

SANTA'S HELPER HAD BOUGHT HIM A MAGICAL, ARTIFICIAL INTELLIGENCE, MACHINE-LEARNING DEVICE...



MEET...
ZYLOTECH!!
COME ON OUT
ZYLOTECH!



HI, SANTA! IT'S NICE TO MEET YOU!

I'M GOING TO HELP YOU
UNDERSTAND YOUR KIDS BETTER,
PREDICT THEIR BEHAVIOURS, AND
DELIVER GREAT GIFTS TO THEM
THIS CHRISTMAS.

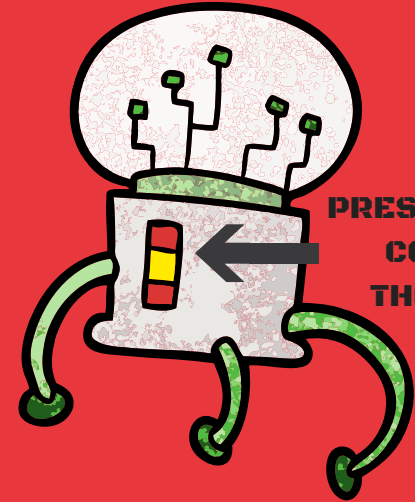


YAYYY!!!

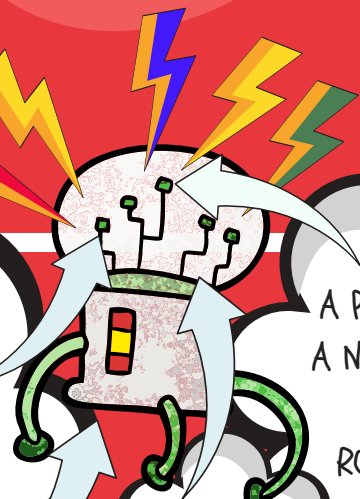
ZYLOTECH TOLD SANTA THAT HE COULD LISTEN TO KIDS' WANTS AND DESIRES, USING SPECIAL TELEPATHY



SURELY, THIS COULDN'T BE POSSIBLE!



PRESS HERE TO
COLLECT
THOUGHTS



BUILDING BLOCKS,
CUDDLY TOYS, THINGS
I CAN SQUEEZE,
STUFF THAT MAKES
NOISE....

ICE-CREAM,
CHOCOLATE,
BISCUITS, THINGS I
CAN PUT IN MY
MOUTH...


A TRAMPOLINE,
A SWING, A
POGO-STICK...

A PONY, AN I-PHONE,
A NEW MOMMY, MY 2
FRONT TEETH,
ROLLERBLADES, A
BIKE.....


A GUITAR, A
COMPUTER
GAME....

GABABAB
ABAB...

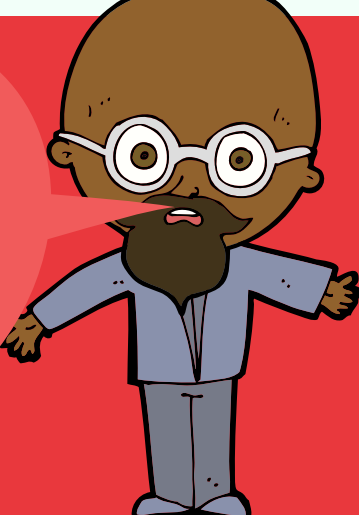
AFTER COLLECTING ALL OF THE KIDS' WANTS AND DESIRES, SANTA HAD A PROBLEM: TO MAKE SENSE OF THE DATA...



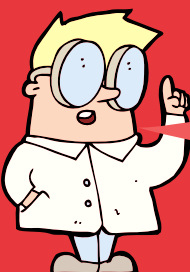
WOW! SO MUCH JUICY DATA! BUT, HOW DO I MAKE SENSE OF IT ALL?




HI THERE, SANTA! WE ARE A SMALL TEAM OF DATA SCIENTISTS. WE CAN HELP MAKE SENSE OF YOUR DATA.



WE ARE A RARE-BREED, AND HAVE BIG BRAINS, SO WE NEED A SALARY TO MATCH.

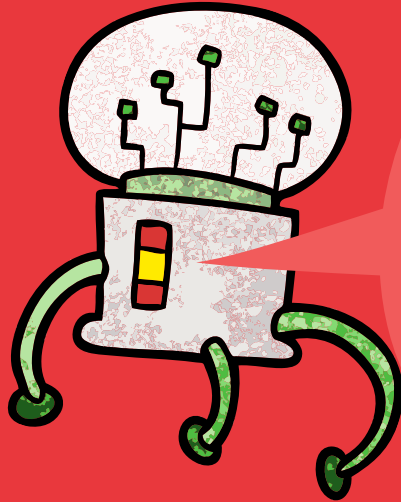


AHM!! 6 FIGURES!! * AHM!!*



BUT...BUT...I CAN'T AFFORD THAT, FELLAS!

SANTA WAS PLEASANTLY SURPRISED TO LEARN THAT THE NEW MACHINE HE BOUGHT DID MORE THAN JUST COLLECT DATA...



HEY, SANTA! GUESS WHAT!! I USE MACHINE LEARNING & ARTIFICIAL INTELLIGENCE TO IDENTIFY, UNIFY, CLEANSE, & ENRICH YOUR DATA IN NEAR REAL-TIME!

I HAVE NO IDEA WHAT THAT MEANS...BUT SOUNDS GREAT!!



I'LL CATEGORIZE YOUR CHILDREN'S DATA INTO SEGMENTS, SUCH AS: AGE, AND LIFE-CYCLE... CHECK THIS OUT!!



Moody Teens



Screaming 4-year Olds



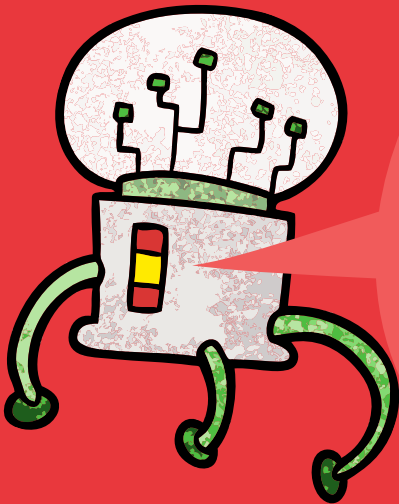
Curious Pre-teens



B-F-F's



ZYLOTECH IMPRESSED SANTA WITH THE SHEER WEALTH OF RICH DATA IT COULD COLLECT



I WILL ALSO
REMOVE OUT-DATED
DATA, CLEAN UP
DUPLICATE DATA,
MAKE
CONNECTIONS...AND
LOTS MORE...

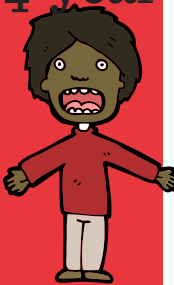
THIS GETS BETTER
AND BETTER!!



DOESN'T LIKE
COMIC BOOKS
ANYMORE, LIKES
'GROWN-UP'
BOOKS.



Screaming 4-year
Olds



HAS A NEW BABY
BROTHER

IS ALLERGIC TO
NUTS



ARE SISTERS

B-F-F's

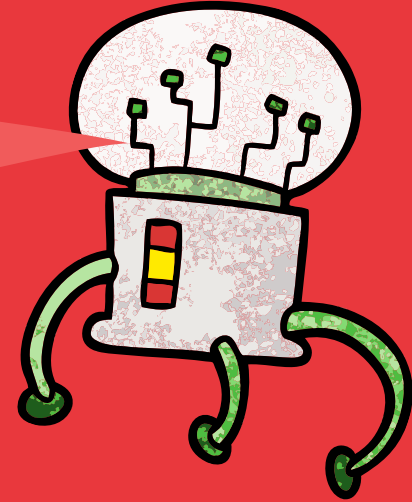


ZYLOTECH WAS SHOCKED WHEN SANTA WANTED TO USE HIS OLD DECISION-MAKING METHODS TO TAKE ACTION ON THE DATA.



WOW!
THAT'S FANTASTIC!
NOW ALL I HAVE TO
DO IS GIVE THIS DATA
TO MY RULES-BASED
ENGINE SO SHE CAN
MAKE THE DECISIONS
ON WHAT TO DO WITH
IT.

ERRRRMMMM...I'M NOT
SURE THAT'S THE
BEST WAY OF DOING
THINGS.

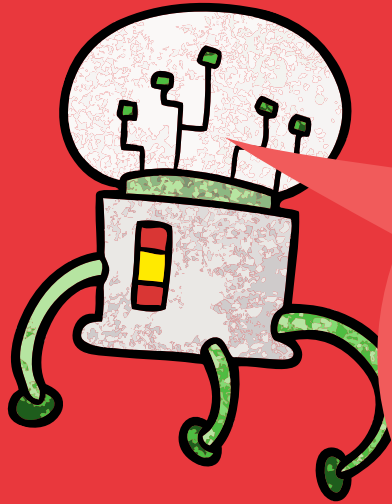


MRS. CLAUSE, YOU
MAKE ALL THE
DECISIONS AROUND
HERE. PLEASE USE
YOUR OUT-DATED
RULES TO DO
SOMETHING WITH
THIS DATA.

I'M ONLY ONE
PERSON, SANTA.
THERE'S TOO
MUCH DATA TO
MAKE SENSE OF
IT. TODAY'S KIDS
ARE JUST TOO
COMPLEX.



AS SANTA AND THE MACHINE BECAME MORE ACQUAINTED,
HE DISCOVERED IT'S MYRIAD OF CAPABILITIES ...



SANTA, LET ME HELP!! I CAN
USE A.I. & MACHINE
LEARNING TO
DETERMINE INDIVIDUAL
KIDS' BEHAVIOURAL PATTERNS,
INTENT, & HIGH-PROBABILITY
PROPENSITY...

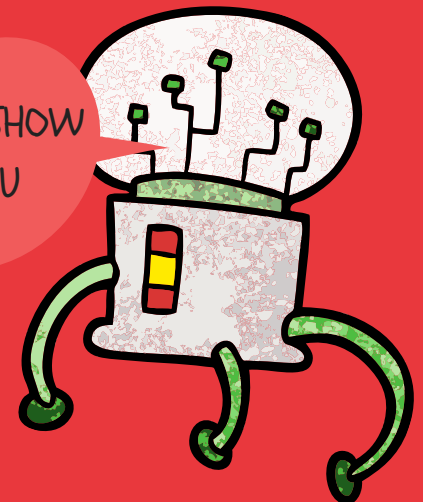


WOW! THAT'S
AMAZING!

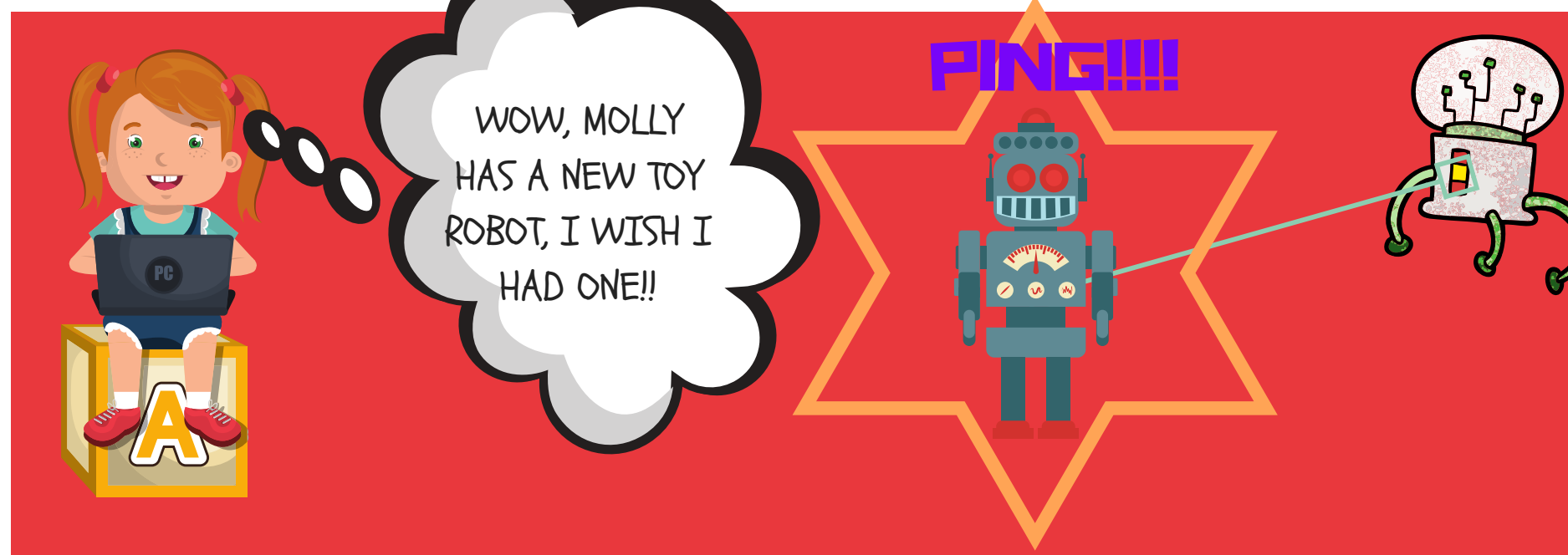
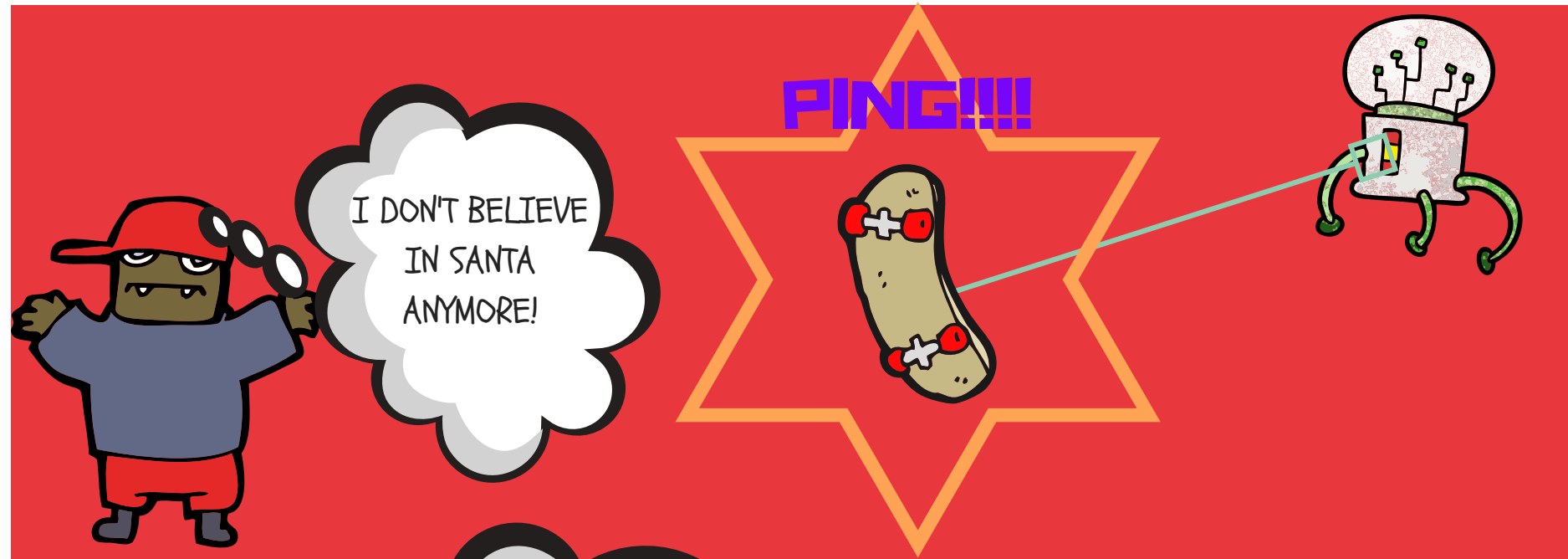


SOUNDS FANTASTIC,
BUT I'M ONLY
A MAN IN A
SUIT...WHAT DOES
IT ALL MEAN?

I'LL SHOW
YOU



ZYLOTECH DEMONSTRATED THE KINDS OF ACTIONS IT RECOMMENDED SANTA TAKES...

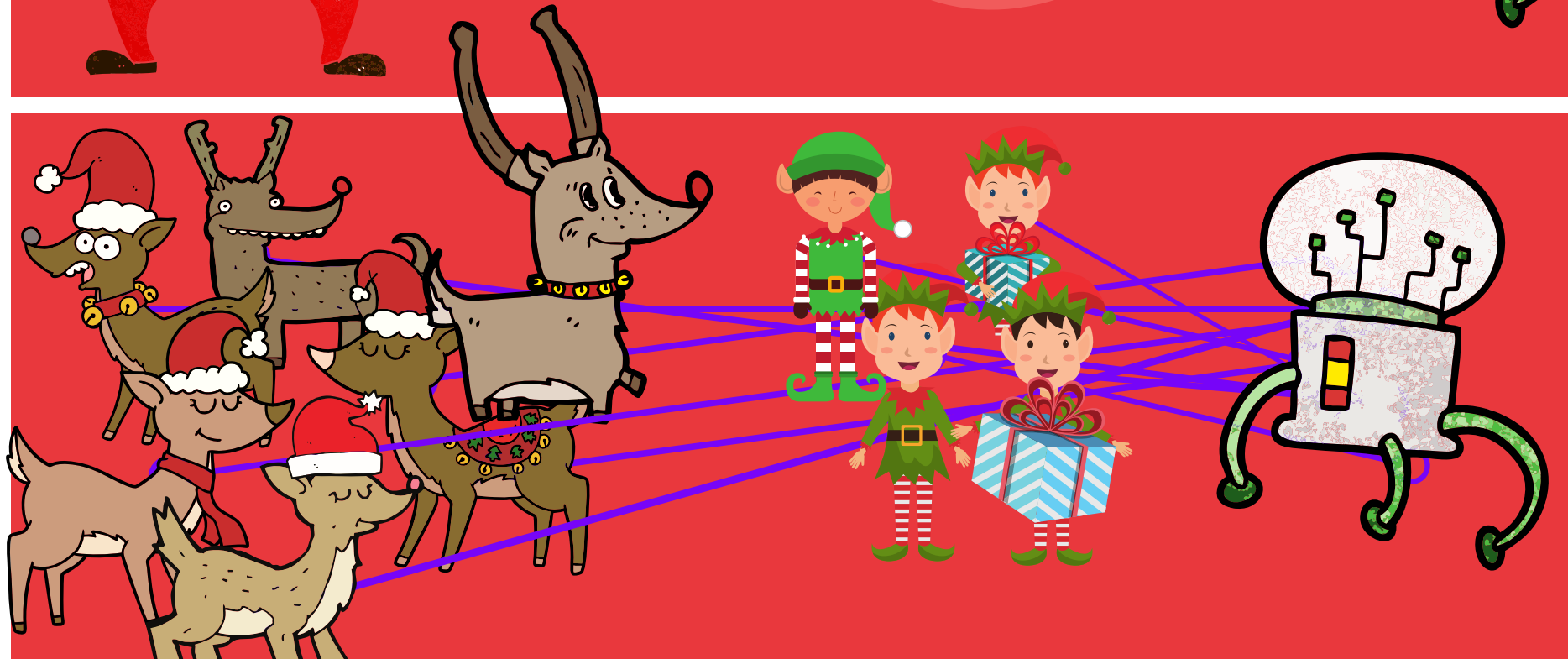
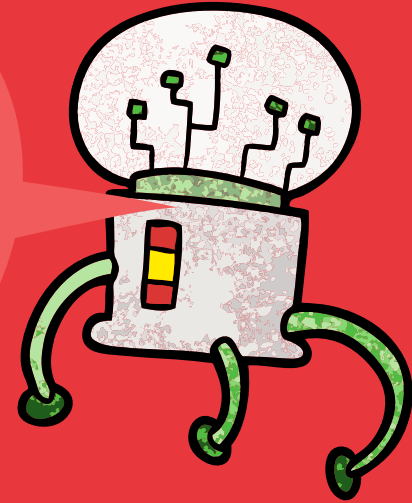


SANTA WAS DELIGHTED TO HEAR THAT ZYLOTECH WOULD
WORK WITH HIS EXISTING DELIVERY METHODS ...



WOW! THAT'S SO
COOL! BUT HOW DO I
MAKE THIS A
REALITY?

JUST USE THE DELIVERY
METHODS YOU'VE ALWAYS
USED. I CAN WORK
SEAMLESSLY WITH YOUR
EXISTING TOOLS.



SANTA WAS EXTREMELY HAPPY WITH ZYLOTECH, AND ALL OF THE KIDS
AROUND THE WORLD HAD THE BEST X-MAS EVER!!



IT'S A CHRISTMAS
MIRACLE!!

ZYLOTECH...YOU SAVED
CHRISTMAS!!

WE DID IT
TOGETHER,
SANTA!

