For Immediate Release

Data Boiler business launch with Big Pictures giveaway for B2B financial industry

Weymouth, MA, August 25, 2013 – **Data Boiler Technology, LLC** is announcing its business launch and giving away *FREE* **Big Pictures** for firms in business-to-business (B2B) financial industry. The company is devoted to unveil the power of **Big Data** and foster scalable development of the industry nationally. In taming Big Data, having Big Pictures in the right context of "**fit for purpose**" is like having a navigation map for a treasure hunt.

Many have tried to replicate successes from business-to-consumer (B2C) to B2B. Though it might be a good practice to crossover applied learning, the B2B environment is so unique that B2C examples that harness massive **volumes** of social data to enhance client experience and induce loyalty is not directly applicable. B2B firms operate in convoluted capital market, retirement, insurance, and corporate finance sectors, have constant combats with fragmented processes and deluge of data from a **variety** of sources each day. The complexity and high **velocity** of data (especially algorithm trading) in B2B also leads to **veracity** data problems. Because there are high stakes in dealing with institutional counterparties, B2B firms often favor dependability over innovations.

Kelvin To – Founder and President of Data Boiler Technology, wants to use his experience pioneered Big Data projects at Citigroup [NYSE: C] since the millennium and then behind on the scenes working on numerous strategic initiatives at Broadridge Financial [NYSE: BR], to benefit a broader audience and make a positive difference for the industry. He has a utopia view of how Big Data can transform the B2B market landscape. His experience at Citi in formulating a 500+% growth model and replicating it into 18 emerging countries is a proven story of how **Big Data can bring concrete results** to the business. He wants to be an inspiration to others like he was inspired by his 2 levels up ex-global sector boss at Citi – Francis Rozario (2011 retired CEO of Temasek's Fullerton Financial Holdings [Singapore's sovereign wealth fund]). He believes that **Big Data** complemented with **Big Pictures** means **Big Opportunities** to firms in B2B financial industry.

The suite of solutions and services offered by Data Boiler Technology includes:

- **Research and Consulting Services** to guide and manage clients' Big Data projects
- **Simulation / Data Modeling Solutions** to support clients' enduring business strategies
- **Datafication / Text Mining Solutions** to pluck diamonds from semi-structure or unstructured data
- **Infomediary / Data Aggregation Solutions** to cross-tabulate data for higher value purposes
- **Risk and Compliance Services** to ease the related reporting and administrative burden
- **Value Chain Management Services** to align vendors / distributors to work cohesively together
- **I.T. Agility Optimization Services** to enable Big Data success with a lean and scalable architecture

Please email Data Boiler Technology, LLC at info@databoiler.com to obtain your *FREE* Big Pictures. Also, visit the company website at www.DataBoiler.com to peruse at their ability to **crystalize** concepts for the **Big Picture** approach to **Big Data.**

About Data Boiler Technologies, LLC

Data Boiler is an emerging technology solutions provider to unveil the power of Big Data for companies in the financial industry or financial technologies arena. We are fit for purpose and we bring our clients crystalized concepts of where things will be moving. Our ideas are always boiling hot at 212° - the extra degree to make a difference. With the appropriate repurposing, reusing, and recycling of data, we can help our clients derive new values, enhance operations efficiency, reduce significant costs, mitigate risks, and capture market opportunities.

Kelvin To, Founder and President

Over 20 years of experience in strategic planning and corporate development with a strong emphasis on Business Modeling and LEAN Six Sigma. Kelvin has proven success at Citigroup in formulating a 500+% growth model by leveraging Big Data analytics. He also developed the industry's first Predictor Model. Prior to his current role, he was VP for Broadridge, VP Functional Head for Citigroup, subject matter expert in corporate finance for the Institute of Bankers, and also guest lecturer of e-Banking and other seminars for various professional organizations. Kelvin holds a Master of Science degree in Banking from City University of Hong Kong, a Master of Management from Macquarie Graduate School of Management, and a Bachelor of Science degree in Accountancy from Bentley University.

Media and Business Contact: Michael Federico, Senior Business Manager
Telephone: (617) 237-6111   Email: Michael.Federico@DataBoiler.com