QUANTUMFALCON
Summarization to support QUANTUM Targeting

Overview

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Challenges

- Triage selectors for potential QUANTUM targeting
- Enrich with strongly correlated selectors
- Possible manually with MARINA with multiple queries (no workflows)

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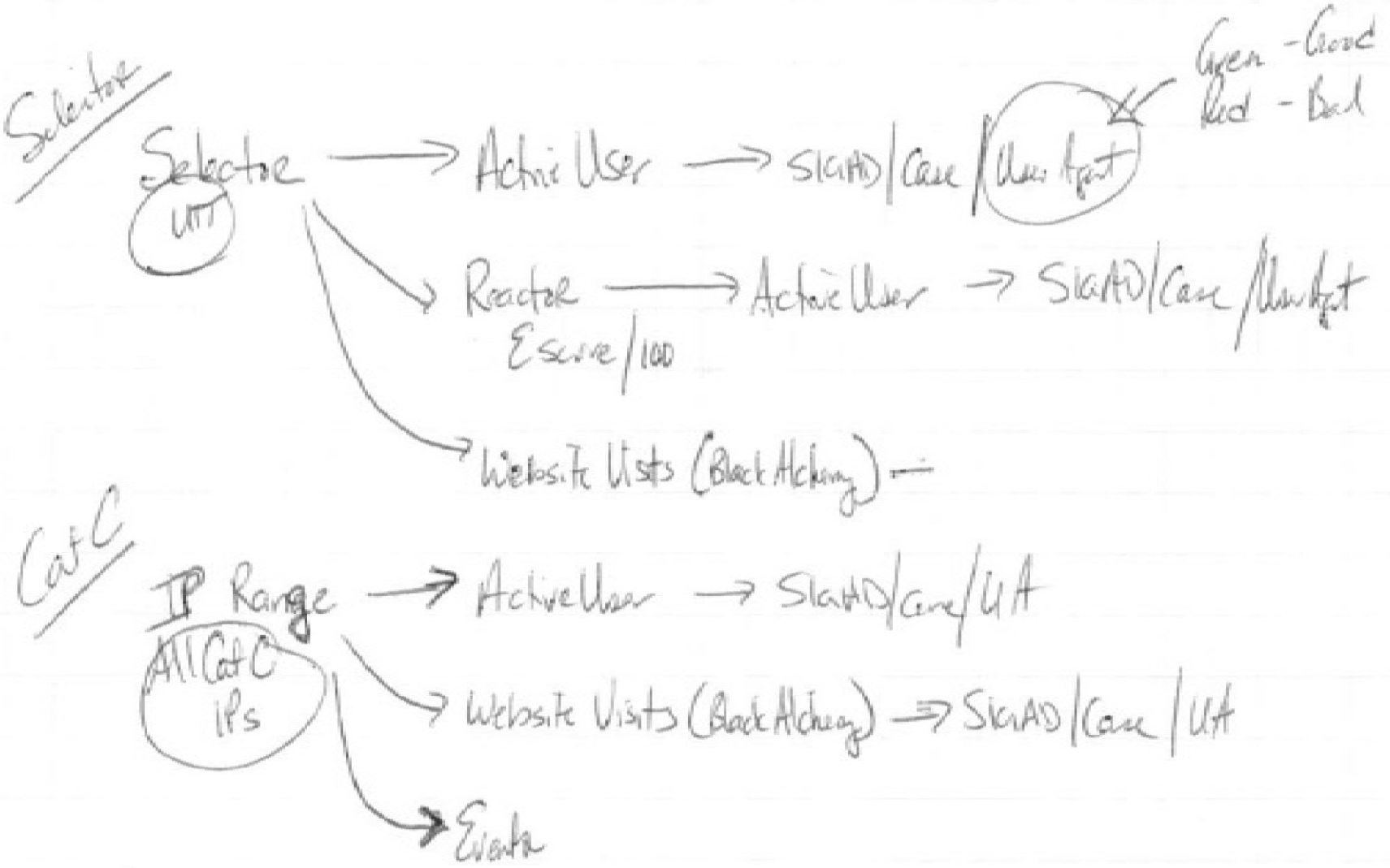
Solution

- Cloud analytic developed to support targeting
- Map/Reduce ideal for counting activity

- Using corporate resources to perform activities
  - Seed selector list – INQUIRY service
  - Summary of ASDF data already on GHOSTMACHINE
  - REACTOR E score data inside ASDF records (User = User Atom)
  - UTT sent daily to GHOSTMACHINE

Overview

The Napkin



Results

What does it look like?

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Results

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Issues

Issues

Questions