



The SIMA Journey



“If you don’t know the destination, how do you expect to arrive there?”

Phally,
CEO and Founder of VP.Start



Why is it indispensably crucial
for the *SIMA Journey* to be
empowered by data-driven
technology?





The **SIMA** Journey

What are the real-world challenges
and dilemmas that the data-driven
SIMA Journey helps us to navigate?



How do we use the data-driven **SIMA Journey** to enhance and augment our decision-making?





Smart Grid



Smart City



Smart Home



Universe



Big Data



How does the ***data-driven SIMA Journey*** lead to increased business growth, diminished inefficiency, and maximized sustainability?

Why and how should **YOU**
participate in the data-driven
SIMA Journey?

