

BIG DATA

WORLDSHOW

SINGAPORE 2015

THE NEXT FRONTIER FOR INNOVATION WITH BIG DATA AND ANALYTICS

28 – 29 April 2015 | Hotel Fort Canning, Singapore

Big data is a term that is fast catching on with society and the advent of it has certainly change the way in which organisation run its businesses and interact with their surroundings. Every day, we create 2.5 quintillion bytes of data. Just imagine how much vital information could be extracted from just a fraction of that. That is exactly what businesses are aiming to do – implementing big data solutions to analyse data such as Facebook updates, Twits, Instagram posts, blog entries and so forth. Companies and even governments are adopting big data in an effort to improve their overall organisation, which includes management, customer experience, services delivery, R&D, and sales & marketing.

The Big Data World Show Singapore aims to address key topics pertaining to big data and its applications in different industries. Big data experts from around the world will be in attendance to discuss on topics such as productivity and revenue growth, healthcare improvements, big data in education, customer service improvements, public transportation, and realising business benefits with big data. These are ideas that are actively being implemented into business models and management to capitalise on virtually an endless amount of information at our fingertips. The conference will explore ideas and innovation and bring together over 150 international delegates from different industries and career backgrounds to share their views and knowledge.

The event is sponsored by Cloudera, Huawei, WhereScape, and Exact Asia and will have the following speakers:

- Katalin Gallyas, Open Innovation Policy Advisor, City of Amsterdam, CTO Office, Netherlands
- Sameer Gupta, Regional Head of Customer Experience and Business, Consumer Banking Group, DBS Singapore
- Dr Marek Michalewicz, Senior Director, A*STAR Computational Resource Centre, Singapore
- Dr Pauline Ng, Chief Informatics Officer, POLARIS, Genome Institute of Singapore
- Dr Keeratpal Singh, Principal Data Scientist, MIMOS Bhd, Malaysia
- Andrew Koh, Deputy Chief Manager, Risk Control, China Construction Bank Corporation, Singapore
- Jonathan Catling, Director Global Data Architecture, Las Vegas Sands Corp, Singapore
- Nathan Falkenborg, Head of Consulting & Analytics, Visa, North Asia
- Maya Hari, Director, Product Strategy & Sales of Asia Pacific, Americas & Emerging Markets, Twitter, Singapore
- David Ong, Head of Business Insights, UBS WM APAC, Singapore
- Pradeep Shrivastava, Board of Director, Axiata Group, Malaysia
- Sameer Srivastav, Head of P&G Asia Big Data/eTrial CRM Digital Transformation, Procter & Gamble, Singapore
- Matt Brandwein, Director of Product Marketing, Cloudera, Inc., US
- Arun Nair, Practice Director – Big Data, Data Warehouse/Big Data Architect, Polaris, US
- Marcelo Ikegami Motta, Vice-President of Carrier Marketing, Huawei, Singapore
- Karthikeyan Rajasekharan, Head of Cloud Platform Engineering in Asia, Google Inc., Singapore
- Ben Sadeghi, Data Scientist, APAC MapR, Singapore
- Perry Sansom, Senior VP of Asia / Global Alliances & Partners, WhereScape Asia Pte Ltd, Singapore

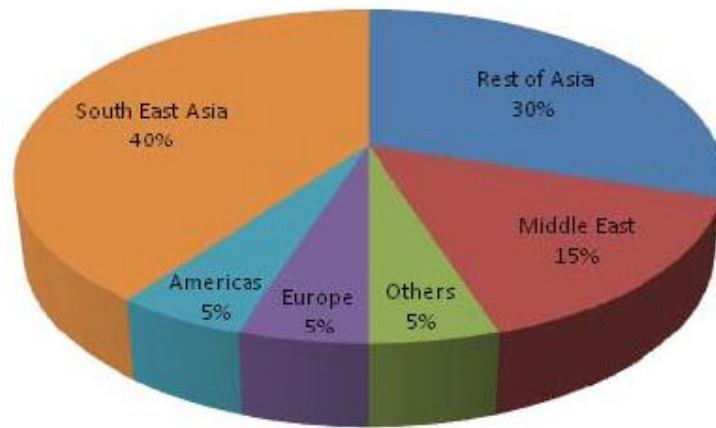
- Joseph Toh, Head of Strategy - APAC Information Technology, Credit-Suisse, Singapore

Some of the key topics to be discussed:

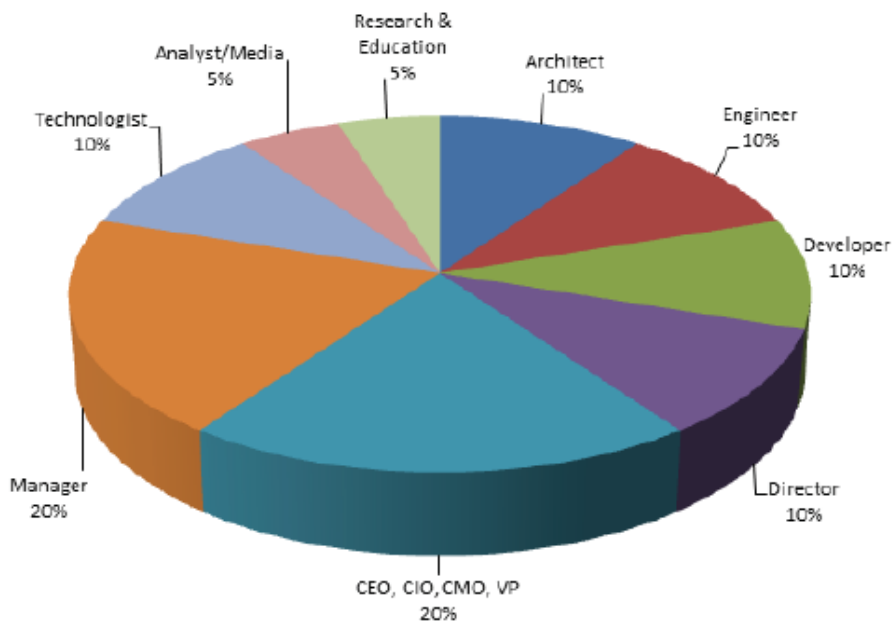
- Embracing open data opportunities for big data
- Driving big data innovation using Hadoop 2.0 with YARN
- What next in big data: Fostering sustainable big data growth with crowdsourcing
- Applying analytics with better customer segmentation
- Pervasive analytics: Building a data strategy
- Enhancing CEM with big data analytics for a competitive edge
- Monetising the value of big data
- Self-service data exploration and analysis
- Moving petabytes of data fast and efficiently across the globe: InfiniCortex Project
- Harnessing actionable analytics insight to maximise revenue potential
- Challenges in implementing data visualization
- Monetising the value of telco big data
- Extracting variety of data for evidence based decision making
- Going beyond: The future role of big data in an organisation
- Accelerating the big market data driven enterprise for outstanding performance
- Practicing big data applications from the health services perspectives
- Establishing personal relationship with audience using social analytics
- Realising the business benefits with big data and analytics
- Unlocking the value of big data and analytics to increase security

Highlights of the event include:

- Networking opportunities with senior management of global big data vendors and end users
- Gain insights into real market strategies from major industry leaders
- Understand current and future trends, opportunities and challenges
- Discover ideal solutions and approaches to Big Data concerns
- Learn how to utilise data for better decision making and encourage business growth
- Expand your business reach by building partnerships and generating deal-making leads



Attendees by Region



Attendees by Job Function

About the company

Olygen offers a wide range of events for executives of multinational institutions and corporations. Dedicated to delivering comprehensive and high value resolutions to real business needs, our events have been developed in response to market demand for cutting-edge knowledge and strategic business networking. Big Data World Show Singapore is housed under our BIGIT (Big in Technology) division along with our other highly anticipated first Smart Government Summit.

Visit www.bigdataworldshow.com/singapore2015 or call us at +603 261 4169 for more information.