Workshop 1. Big Data in Motion - Analytics in Real Time (10-04-2014 FN)

Abstract:
As customers experience a massive surge of data, they find organizational, process, and technology challenges as they mature to a state of information transparency and fact-driven, real-time predictive action activities. Companies are looking for a way to manage the increasing motion and scale of customer data so they can create insight opportunities. The rapid growth of data in terms of sheer volume, rapidly expanding variety (text, graphic, sound, video, social media etc.), velocity (with a corresponding need for faster insight and response to that data) and veracity (meaning the accuracy and reliability of that data), have grown to be equally important business drivers. Today, insights in target clients' businesses are fragmented and usually backward looking. A 360 view of the customer is what most utilities are only just beginning to work towards.

Profile:
Naren Krishnan is IBM Certified Senior IT Architect currently leading several complex engagements in the IBM Global Services. He has over 20 years of experience accomplishing major achievements creating complex Systems Architecture and is currently leading several teams to implement large solutions in Cloud and Big Data. He was graduated from CEG, Anna University in 1988 and did his M.Tech at IIT Madras. He is a member of Board of Studies Anna University. He is passionate about mentoring students and guiding them in their career.