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# BIG DATA ANALYTICS 2012

The Next Frontier in Innovation and  
Competition for the Large Enterprise Sector

# bda

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See you at **BDA2** on December 6th. See [www.whitehallmedia.co.uk/bda2](http://www.whitehallmedia.co.uk/bda2) for details.



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## Welcome

Big Data Analytics 2012

## Dear Delegate

### Welcome to Big Data Analytics 2012 Conference and Exhibition.

For the Corporate Executive, Business Manager and Information Technologist, data is now in the driving seat. The “Age of Big Data” is upon us. **“Data is a new class of economic asset, like currency or gold.”** - World Economic Summit, Davos Switzerland, 2012.

Imagine a digital-sign system in a supermarket that changes the prices of items based on such variables as the weather, the time of day and the type of people in the store.

Or a data-collection and analytics system that gathers information about your driving habits that you can use to learn how to drive more safely, or, if your driving is fine, ask for a rate decrease on your car insurance.

Or a test that sequences the DNA of would-be parents to check for disease-causing mutations associated with recessive genetic disorders.

These are just an example of recent solutions that have been implemented under the auspices of Big Data.

According to a recent economic study by the Centre for Economic and Business Research, organisations that invest in Big Data technologies could help generate £216 billion for the UK economy and create 58,000 jobs over the next five years. Big Data contributed an estimated £25.1 billion to the UK economy last year. Meanwhile, it is calculated that the government could save £2 billion in fraud detection and generate £3.6 billion through better performance management in the same period.

Big Data will benefit the UK economy by creating more business through better customer insight, improving efficiency and encouraging innovation. Now that the cloud computing bandwagon is out of gas, vendors have jumped on the next one to roll down the pike. As with previous hype cycles, Big Data is now a source of confusion for users as vendors put forth their own unique and often conflicting definitions of the term.

The purpose of this conference is to guide delegates through the technology and analytics maze. Furthermore, it will allow delegates to investigate how UK organisations

can unlock the economic value of big data through the adoption of Big Data Analytics. By using Big Data Analytics solutions, and specifically high-performance analytics, businesses and governments can analyse huge amounts of data in seconds and minutes to reveal previously unseen patterns, sentiments and customer intelligence.

This event offers exciting case studies from different fields of business applications for Big Data Analytics. Delegates can learn at these future-oriented IT events how huge data quantities can be utilised to help their business and get updates on the latest technology. The conference plenary presents live demonstrations of the most advanced, fastest tools and technologies for the analysis of Big Data to help delegates find the solution that will serve their business best. The Big Data Analytics exhibition is a truly interactive feature for end-users and planners alike, showcasing all elements of best practice across Big Data and BI architectures spanning a range of applications. The exhibition provides a forum to assess the latest solutions on offer, talk to the experts about specific requirements or just generally see how everything can work together. Please also take time to look at the BDA Seminars, the sponsors of this event have been carefully selected to provide added benefit to you in terms of networking and genuine identity solution development.

Whitehall Media Ltd, take the feedback provided from the delegates very seriously and I would like to stress that while we are the facilitators of the event, its content and focus belongs entirely to you. Therefore, delegate feedback is not only welcomed but encouraged, so we can produce an even stronger event for Big Data Analytics part 2 which will take place in London on the 6th December.

I hope you have an enjoyable and productive time at the event and I look forward to seeing you again in December.

Waqas Hashemi  
Director, Whitehall Media Ltd

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## Speaker Profiles

Big Data Analytics 2012



### Conference Chair

**Jamie Cattell**, *Principal and Healthcare Technology Leader, McKinsey & Company*

**Jamie Cattell is a Principal and Leader of McKinsey & Company's Global Healthcare Technology practice. He joined McKinsey in 2003 and has served a number of industries on broad technology strategy topics. Recently at McKinsey he has been leading an initiative on how 'Big Data' is impacting on the healthcare industry.**

Before joining McKinsey he spent 10 years in Asia and focused on technology in a broad range of sectors. His experiences included: serving as a regional Chief Information Officer for a large global advertising major (WPP), based in Japan where he pioneered one of the world's first mobile based marketing platforms; and founding a successful technology start up in Singapore.



**Mark Sear**, *EMEA Technical Evangelist for Greenplum, the Big Data division of EMC*

**Mark Sear is the EMEA Technical Evangelist for Greenplum, the Big Data division of EMC. A lover of information, he believes that IT has been dominated by the 'T' for too long, and it is now his quest to make people understand the value of the 'I'.**

Mr. Sear's presentation style is more of a personal conversation than a lecture and is drawn from nearly 30 years of experience in the business, spanning industries as diverse as investment banking, oil and gas exploration, and aviation.



**Chris Roche**, *UKI Regional Director for Greenplum, the Big Data division of EMC*

**Chris is the UKI Regional Director for Greenplum, the Big Data division of EMC, a role which combines his experience of business transformation, Artificial Intelligence background and 11 years EMC tenure.**

In previous roles he has lead EMC's consulting organisation and also the overall UK&I Services business. Chris has a First Class degree in Computing and Information Technology specialising in Artificial Intelligence and Natural Language Processing. His career began as a database designer and he was awarded Chartered Engineer and Chartered Information Systems Practitioner by the BCS and Engineering Council.



**Lars Christian Christensen**, *Vice President Wind and Site Competence Centre, Vestas Wind Systems A/S*

**As Vice President of the Wind and Site Competence Centre, Lars's main focus is to nurture and grow knowledge as well as enable an environment that fosters new ideas. Lars ensures that relevant knowledge from his colleagues is used in Vestas products wherever they fit. His role is also to make sure that the capabilities and products from his department are known – internally as well as externally.**

Lars is responsible for ensuring a mutual technical level of understanding at Vestas through training and further education of new technology areas. Besides this, he also spends time creating an engaged workspace for wind professionals who are interested in creating a work environment that allows for innovation, daily operations and creativity.



# BIG DATA

## TRANSFORMS BUSINESS

EMC<sup>2</sup>



## Speaker Profiles

Big Data Analytics 2012



**Ryan Simpson**, *Technology Solution Professional*, Microsoft UK

**Ryan Simpson is a Technology Solution Professional working in Parallel Data Warehouse Technologies for Microsoft.**

Ryan has been delivering and scaling data driven applications and Business Intelligence solutions for Microsoft customers, both on Premise and in the cloud, for nine years.

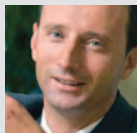


**Mike Kiersey**, *EMEA Practice Manager*, EMC

**Mike Kiersey is responsible for Microsoft technology solutions that address customer's business problems and is the presales lead for EMEA. Mike brings leadership, knowledge, focus and passion to EMC's Microsoft infrastructure solutions focusing on Exchange Server, SQL Server, SharePoint Server and HyperV and leads the presales programs for Microsoft solutions across EMEA.**

Mike has been part of EMC for seven years and has undertaken a number of developing roles from consultant, solution architect, practice consultant and now practice manager. He has been influential in the development and leading the Microsoft Practice for the UK&I and finally led a cross function team of senior practice consultants in the newly formed EMC Consulting group.

Prior to EMC, Mike has held a number of senior positions with international law firms in the UK, then EDS as a solution architect for 4yrs supporting a number of large UK enterprise customers successfully architecting and deploying Microsoft enterprise technologies.



**Xavier Verhaeghe**, *Vice-President Emerging Technologies & Security Solutions Leader*, Oracle Europe, Middle-East & Africa

**Xavier Verhaeghe is Vice-President Emerging Technologies & Security Solutions Leader, Oracle Europe, Middle-East & Africa. He is also the Country Leader for Oracle Belgium Luxembourg.**

After having held other management positions within Oracle, at an EMEA level and local level, mainly in the areas of business development and sales, he took the role of Country Managing Director in December 2004. Since 2007 he has combined this with international roles, for example Vice-President Middleware Europe South and Vice-President Security Solutions, Identity & Access Management for Oracle Western Continental Europe. Before joining Oracle, Xavier spent six years at Accenture, mainly in the Supply Chain Management area.



**Irfan Khan**, *Senior Vice President, Chief Technology Officer*, Sybase Inc., an SAP Company

**Mr Irfan Khan joined Sybase in 1992. As Senior Vice President and Chief Technology Officer, Mr Khan oversees all technology offices in each of Sybase's business units, ensuring market needs and customer aspirations are reflected within the company's innovations and product development. Mr Khan is also responsible for setting the architecture and technology direction for the worldwide technical sales organisation.**

As part of CTO responsibilities, Mr Khan oversees the technology evangelism efforts for Sybase, responsible for seeding new innovation and driving new technologies within Sybase's most strategic accounts. Mr Khan is also in charge of the Sybase Developer Network.

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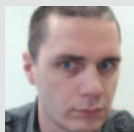
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# Speaker Profiles

Big Data Analytics 2012



**Andrew Clegg**, Data Analytics & Visualization Technical Manager, Pearson

**Andrew did his PhD in natural language processing and has worked as a researcher in bioinformatics, text mining and information retrieval.**  
After stints in online radio at Last.fm and social media analytics at Smeshup.com, he joined Pearson Technology in 2011 to start a Data Analytics & Visualization team, and now works with businesses in the FT, Penguin and Pearson groups to help them make the most of their data.



**Mikael Bisgaard-Bohr**, Vice President, Marketing & Business Development EMEA, Teradata Corporation

**Mikael Bisgaard-Bohr is Vice President for Marketing and Business Development for Teradata EMEA. In this position Bisgaard-Bohr has overall responsibility for Teradata's marketing including the signature Universe conference as well as other events and marketing activities. He also directs Teradata's long-term direction and strategy for the region with a specific focus on identifying new markets and industries for Teradata to enter.**  
Prior to his current role Bisgaard-Bohr was Retail Industry Director and Senior Retail Industry Consultant for Teradata EMEA. As a consultant Bisgaard-Bohr successfully helped leading retailers across Europe understand customer behaviour, customer profitability and customer loyalty using market basket analysis and assisted retailers in implementing strategies for customer relationship management (CRM).



**Steve Sommer**, Chief Marketing Officer, Splunk Inc.

**Steve is the Chief Marketing Officer at Splunk. He is responsible for Splunk's global marketing strategy and is passionate about new, disruptive markets. He has helped build several start-ups that created and marketed innovative software. Steve brings over 20 years of worldwide enterprise software marketing experience to Splunk.**  
Steve has held a variety of executive marketing positions, including at two companies that successfully went public; Portal Software and ArcSight. At these software start-ups, as well as previously as Vice President Worldwide Marketing at Informix, he developed a deep understanding of global marketing in high-growth software companies. Steve also worked as a strategy consultant at McKinsey & Co.



**Colin Gibson**, Head of Data Architecture, Markets & International Banking, RBS

**Colin is Head of Data Architecture for the Markets & International Banking (M&IB) division of Royal Bank of Scotland (RBS).**  
Following an initial career in the defence sector, Colin has held senior infrastructure management and software development positions in several investment banks.  
He joined RBS in 2006 and led several initiatives to address key data and architecture challenges facing M&IB. These included a programme to develop and implement a consolidated, authoritative store of all transactions. As Head of Data Architecture, Colin works across M&IB to drive progress towards an agreed target state for how data is sourced, stored and shared.

# BIG

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Teradata is the world's largest company focused on integrated data warehousing, big data analytics and business applications. Our powerful solutions portfolio and database are the foundation on which we've built our leadership position in business intelligence and are designed to address any business or technology need for companies of all sizes. Only Teradata gives you the ability to integrate your organisation's data, optimise your business processes, and accelerate new insights like never before. The power unleashed from your data brings confidence to your organisation and inspires leaders to think boldly and act decisively for the best decisions possible.  
For more information, call 0207-535-3618 or visit [teradata.com](http://teradata.com).

## TERADATA ASTER

The Teradata Aster MapReduce Platform is the market-leading big data analytics solution. This analytic platform embeds MapReduce analytic processing for deeper insights on new data sources and multi-structured data types to deliver analytic capabilities with breakthrough performance and scalability. Teradata's solution utilizes Aster's patented SQL-MapReduce® to parallelise the processing of data and applications and deliver rich analytic insights at scale. Companies including Barnes & Noble, Intuit, LinkedIn, and Gilt Groupe use Teradata Aster to deliver applications such as digital marketing optimisation, social network and relationship analysis, and data science.  
For more information, call 0207-535-3602 or [asterdata.com](http://asterdata.com).

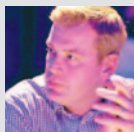


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# Speaker Profiles

Big Data Analytics 2012



**Henry John Seddon**, *Vice President, Global Field Marketing, QlikTech*

**As Vice President of Global Field Marketing, Seddon oversees Field Marketing teams throughout North America, Europe and International Markets leading strategy to enable the sales organisation and build pipeline through the full spectrum of marketing activities in regions throughout the world. In this role Seddon also heads up the global partner marketing organisation and industry market development groups.**

Prior to QlikTech, Seddon was Vice President Marketing and Product Marketing EMEA for Siemens PLM Software responsible for managing all aspects of field marketing, press relations, analyst relations, product and industry marketing. Before that he was Vice President Marketing and Product Marketing EMEA for Peoplesoft overseeing advertising and awareness, brand development, executive events, sales cycle enablement and lead generation. He began his career at Siebel Systems where he was employee number 3 in Europe helping to grow the business into the CRM leader globally.



**Steve Shelton**, *Head of Data Services, BAE Systems Detica*

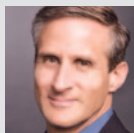
**Steve Shelton heads up Data Services for BAE Systems Detica and has over 15 years experience working in the business intelligence industry, particularly in the area of data analytics.**



**Dr. Amr Awadallah**, *Co-Founder & Chief Technology Officer, Cloudera*

**Amr is Co-Founder and Chief Technology Officer of Cloudera. Prior to Cloudera, Amr was an Entrepreneur in Residence at Accel Partners.**

Before that he served as Vice President of Engineering at Yahoo!, and led a team that used Apache Hadoop extensively for data analysis and business intelligence across the Yahoo! online services. Amr joined Yahoo! after they acquired his first startup, VivaSmart, in mid-2000.

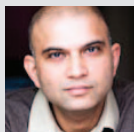


**Brian Gentile**, *Chairman & Chief Executive Officer, Jaspersoft*

**Brian Gentile brings a successful, 27-year technology track record to Jaspersoft, helping it to become the open source business intelligence market leader, measured by commercial size and growth, production deployments of its software, the size and vibrancy of its community, and product downloads. Brian joined Jaspersoft as its first independent Board member in 2005 and then as CEO in 2007. Prior to Jaspersoft, Brian was Executive Vice President and Chief Marketing Officer at Informatica Corporation, the industry-leading data integration software company, where he helped the company grow consistently and substantially.**

Previously, Brian served as Executive Vice President and Chief Marketing Officer for Brio Software, a leading business intelligence software provider that was acquired by Hyperion. Prior to Brio, as a Vice President at Sun Microsystems, Brian created Sun's first-ever worldwide Developer Relations team and helped build the Sun and Java Developer Connection Programs, which reached over 2 million active members during his tenure. And prior to Sun, Brian led Apple's Evangelism and Developer Relations team, enabling 10,000 independent software vendors to work closely and successfully with Apple's products and technologies.

Big Data Analytics 2012



**Seb Chakraborty**, *Chief Technology Officer for New Business, Telefonica UK Limited (O2)*

**Seb holds the position of Chief Technology Officer for New Business where his role is to work across the various business deliveries, pre-empting integration challenges and providing technical leadership to build and continue to grow as thriving businesses.**

Seb has been in IT for 18 years with an initial development background in Computing and Artificial Intelligence and has grown through the various IT disciplines to be in his current role.



**Ian Broadhead**, *Head of Business Intelligence, Badoo*

**Ian Broadhead has over 30 years experience of implementing medium and large scale database technologies.** Initially specialising in online OLTP environments and then migrating through BI, vector supercomputing and the online space, Ian is particularly interested in deploying techniques based upon KDD (Knowledge Discovery in Databases) using high performance analytic database engines, including Actian Vectorwise.




08:00	<b>Registration, Networking and Refreshments</b> <i>Served in the Wharncliffe Suite Exhibition Area</i>
09:00	<b>Conference Chair's Opening Remarks</b> <b>Jamie Cattell</b> , <i>Principal and Healthcare Technology Leader</i> , McKinsey & Company Contributing Author to the Big Data Report <i>Woburn Suite</i>
09:05	<b>Big Data, Brand Insights, Personal Views</b> <b>Mark Sear</b> , <i>EMEA Technical Evangelist for Greenplum</i> , the Big Data division of EMC <b>Steve King</b> , <i>Chief Executive Officer</i> , Black Swan Data Science This presentation will explore in a conversational style how major brands are using Big Data within their organisations and also how the new breed of personal data devices may affect consumer habits.  <b>Transform Your Business with Big Data</b> <b>Chris Roche</b> , <i>UKI Regional Director for Greenplum</i> , the Big Data division of EMC The World is at an inflection point and businesses wishing to compete in this “New Normal” have realised that access to a predictive analytic capability is now an organisational imperative. EMC Greenplum are thought leaders in this transformation and are working with clients to help them innovate their business models. Please join Chris where he will share learnings from Greenplum and their engagements to date. Chris is an expert in organisational transformation and the use of disruptive technology to accelerate transformation.
09:45	<b>Vestas - Turning Climate into Capital with Big Data</b> <b>Lars Christian Christensen</b> , <i>Vice President</i> , Wind and Site Competence Centre, Vestas Wind Systems A/S Working with IBM, Vestas is implementing a Big Data solution that is slicing weeks from data processing time and helping staff more quickly and accurately predict weather patterns at potential sites to increase turbine energy production.  Vestas’ innovative modeling approach and powerful new supercomputer analysing massive amounts of data: <ul style="list-style-type: none"><li>• Reduces response time for wind forecasting information by approximately 97 percent – from weeks to hours – to help cut development time</li><li>• Improves accuracy of turbine placement with capabilities for analysing a greater breadth and depth of data</li><li>• Lowers the cost to customers per kilowatt hour produced and increases customers’ return on investment</li><li>• Reduces IT footprint and costs, and decreases energy consumption by 40 percent – all while increasing computational power</li></ul>
10:00	<b>Architecting on the Future of Big Data</b> <b>Ryan Simpson</b> , <i>Technology Solution Professional</i> , Microsoft UK In this session Ryan will outline Microsoft's comprehensive Big Data strategy, which delivers a platform to address the Big Data challenges for all users of any organisation now, and for the future.  <b>Microsoft – EMC Case Study</b> <b>Big Data, Big Insight and Robust Infrastructure - Understanding Why All Matter</b> <b>Mike Kiersey</b> , <i>EMEA Practice Manager</i> , EMC This session will utilise a customer case study to demonstrate why Big Data requires a different approach to business intelligence and infrastructure design. Learn what really matters to achieving success in leveraging Big Data and understanding the role SQL Server and infrastructure plays in managing and leveraging Big Data for competitive advantage... See how IT innovators are leveraging SQL Server and EMC Infrastructure to manage Big Data growth and enable true IT innovation.
10:40	<b>Big Data – Are You Ready?</b> <b>Xavier Verhaeghe</b> , <i>Vice-President Emerging Technologies &amp; Security Solutions Leader</i> , Oracle Europe, Middle-East & Africa The term “Big Data” is generating a lot of buzz throughout the IT industry, yet, many organisations are still unsure of how to unlock its value. To integrate Big Data into your enterprise IT environment, you need to be able to process high velocity data streams that generate exponentially-growing volumes of data in a variety of different formats.  In this session, Xavier will examine Oracle's strategy for turning Big Data into real business value, and discuss how the latest additions to Oracle's engineered systems can help you solve the Big Data challenge and enable visualisation of information at the speed of thought.

10:55	<b>Morning Refreshment Break &amp; Networking</b> <i>Served in the Wharncliffe Exhibition Area</i>																
11:20	<b>Managing Big Data from Data Centre to the Device Centre</b> <b>Irfan Khan</b> , <i>Senior Vice President, Chief Technology Officer</i> , Sybase Inc., an SAP Company With the exponential increase in data being managed and generated in today's IT systems, there is a new set of challenges that are emerging which cross the spectrum of volume, variety and velocity in both structured and unstructured data. This is having a profound effect on the business landscape, bringing new opportunities. Firms now need to view Big Data holistically, taking into account data characteristics, business user needs and current technology trends.  Irfan will discuss the challenges facing business decision makers and how firms can capitalise on the Big Data opportunity by addressing the technology issues. To live up to the challenge, firms need an end-to-end Big Data capability in real time. They need to be able to ingest – store – process and analyse petabytes of data all the way to presenting this information on tablets and mobile devices. From smart meter analytics to real-time risk calculations on mortgage loans, Irfan will discuss the input on business and technology use cases on how to extract business value from your Big Data and demonstrate strong ROI.																
11:35	<b>Real-Time Agile Analytics with Open-Source Tools</b> <b>Andrew Clegg</b> , <i>Data Analytics &amp; Visualization Technical Manager</i> , Pearson This presentation will discuss: <ul style="list-style-type: none"><li>• Traditional business intelligence tools thrive on carefully structured data, updated in batches...</li><li>• ...but modern digital businesses have a wealth of loosely-structured, rapidly-changing data too</li><li>• So we built a fast, flexible and interactive reporting solution using Hadoop, HBase and ElasticSearch</li></ul>																
11:50	<b>Big Data - Big Deal?</b> <b>Mikael Bisgaard-Bohr</b> , <i>Vice President, Marketing &amp; Business Development EMEA</i> , Teradata Corporation This presentation will explore: <ul style="list-style-type: none"><li>• What's behind the Big Data phenomenon?</li><li>• Why Big Data is different (and not only lots of data)</li><li>• What it will mean to the practice of management (Transparency, Micromasurement, Conversations &amp; experimentation)</li><li>• What this means to you...</li></ul>																
12:05	<b>Move to Seminar Rooms</b>																
12:15	<b>Seminar Sessions (see pages 14-16 for further details)</b> Delegates will have the opportunity to attend one of the Seminars listed below:																
	<table><tr><td><b>1. Building a Big Data Ecosystem</b> <b>Duncan Ross</b>, <i>Director Data Science</i>, EMEA, Teradata Corporation</td><td><i>Woburn</i></td></tr><tr><td><b>2. Patients' Journey – the Heart of Big Data Management in the NHS</b> <b>Orlando Agrippa</b>, <i>Associate Director of Business Informatics</i>, Colchester Hospital University NHS Foundation Trust</td><td><i>Virginia Woolfs</i></td></tr><tr><td><b>3. How to Deliver Analytical Insight From Big Data</b> <b>Hywel Moore</b>, <i>Sales Engineering Manager</i>, Microstrategy</td><td><i>Benjamins</i></td></tr><tr><td><b>4. 'Gold Medal' in Big Data Analytics: BI in the Cloud</b> <b>Nigel Sanctuary</b>, <i>Vice President</i>, Cloud Propositions, Kognitio</td><td><i>Kensington</i></td></tr><tr><td><b>5. More Data and More Complexity: More Competitive Opportunities</b> TIBCO</td><td><i>Chelsea</i></td></tr><tr><td><b>6. Big Data: Why the Big Fuss</b> <b>Chris Bradley</b>, <i>Business Consulting Director</i>, IPL</td><td><i>Wandsworth</i></td></tr><tr><td><b>7. Big Data Analytics – Affordable, Flexible and Fast!</b> <b>Julian Cook</b>, <i>Senior Vice President, Business Development</i>, Rainstor</td><td><i>Holborn</i></td></tr><tr><td><b>8. The Big Challenge of Big Data Quality</b> <b>Pat Pruchnickyj</b>, <i>Director, Product Marketing</i>, Talend</td><td><i>Southwark</i></td></tr></table>	<b>1. Building a Big Data Ecosystem</b> <b>Duncan Ross</b> , <i>Director Data Science</i> , EMEA, Teradata Corporation	<i>Woburn</i>	<b>2. Patients' Journey – the Heart of Big Data Management in the NHS</b> <b>Orlando Agrippa</b> , <i>Associate Director of Business Informatics</i> , Colchester Hospital University NHS Foundation Trust	<i>Virginia Woolfs</i>	<b>3. How to Deliver Analytical Insight From Big Data</b> <b>Hywel Moore</b> , <i>Sales Engineering Manager</i> , Microstrategy	<i>Benjamins</i>	<b>4. 'Gold Medal' in Big Data Analytics: BI in the Cloud</b> <b>Nigel Sanctuary</b> , <i>Vice President</i> , Cloud Propositions, Kognitio	<i>Kensington</i>	<b>5. More Data and More Complexity: More Competitive Opportunities</b> TIBCO	<i>Chelsea</i>	<b>6. Big Data: Why the Big Fuss</b> <b>Chris Bradley</b> , <i>Business Consulting Director</i> , IPL	<i>Wandsworth</i>	<b>7. Big Data Analytics – Affordable, Flexible and Fast!</b> <b>Julian Cook</b> , <i>Senior Vice President, Business Development</i> , Rainstor	<i>Holborn</i>	<b>8. The Big Challenge of Big Data Quality</b> <b>Pat Pruchnickyj</b> , <i>Director, Product Marketing</i> , Talend	<i>Southwark</i>
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<b>8. The Big Challenge of Big Data Quality</b> <b>Pat Pruchnickyj</b> , <i>Director, Product Marketing</i> , Talend	<i>Southwark</i>																

13:00	<b>Networking Lunch</b> <i>Served in the Wharnccliffe Suite Exhibition Area</i>
14:00	<b>Gaining Critical Business Insights from Machine-Generated Big Data</b> <b>Steve Sommer</b> , <i>Chief Marketing Officer</i> , Splunk Inc. Machine data is the fastest growing, most pervasive part of “Big Data”. It’s also the most valuable, containing critical insights into user behaviour, security risks, service levels, fraudulent activity, customer experience and more. This presentation will: <ul style="list-style-type: none"><li>• Examine the challenges and approaches for collecting, organising and driving real-time insights from streams of machine data</li><li>• Hear how leading online, retail, telecoms and cloud-based organisations are using this data to gain competitive advantage</li></ul>
14:20	<b>Understanding Data: Analysis Not Archaeology</b> <b>Colin Gibson</b> , <i>Head of Data Architecture, Markets and International Banking</i> , RBS How can an enterprise with highly distributed application and data architectures establish an understanding of its data? <ul style="list-style-type: none"><li>• What data challenges are faced by enterprises with many distributed but related, sub-business-aligned, business processing applications?</li><li>• How can an understanding of “end-to-end data architecture” be established in such an environment?</li><li>• How can this knowledge be captured and shared to help projects that are supporting business change, improving data quality or simplifying the architecture?</li></ul>
14:35	<b>QlikView Business Discovery – Going the Last Mile with Big Data</b> <b>Henry Seddon</b> , <i>Vice President Global Field and Industry Marketing</i> , QlikTech This presentation will: <ul style="list-style-type: none"><li>• Highlight how QlikView is focused on the last mile of the Big Data journey, giving everyday business users access to the relevant parts of that data and enabling them to derive their own insights</li><li>• Describe how QlikView provides insight from Big Data in context with other data platforms and existing infrastructure to provide a holistic overview – a term referred to as business discovery</li><li>• Demonstrate how QlikView enhances existing infrastructure – it is not a replacement</li></ul>
14:50	<b>The Big Data Refinery: How to Generate Intelligence from Big Data</b> <b>Steve Shelton</b> , <i>Head of Data Services</i> , BAE Systems Detica Whilst many new Big Data solutions are generating excitement and interest, they are often immature compared to other enterprise platforms, and depend on specialists with deep technical skills to make them work. Furthermore, exploding data volumes are already driving up spend on data storage and consuming more and more of the IT budget. Without a clear understanding of what Big Data solution will best fit their needs, and how it will work within their organisation, enterprises run the risk of turning a Big Data opportunity into a costly mistake. How can organisations identify what ‘Big Data’ solution will generate the actionable intelligence the business requires, and can help bring data storage costs under control? This presentation will introduce Detica’s Big Data Refinery: an end state Big Data reference architecture and decision guide, to enable organisations to determine what tools they need to harness the value from Big Data, and start along the path towards building a Big Data solution.
15:05	<b>Bringing Big Data Down to Size with Hadoop</b> <b>Amr Awadallah</b> , <i>Co-Founder and Chief Technology Officer</i> , Cloudera Apache Hadoop, an open-source platform, is increasingly gaining adoption within organisations who are trying to draw insight from all the “Big Data” being generated. Hadoop, and a handful of open-source tools that complement it, are promising to make gigantic and diverse datasets easily and economically available for quick analysts – and turn Big Data into business value. This session will present the business and technical benefits of Cloudera’s Hadoop distribution and how it enables any organisation to harness the transformative power of Big Data. You will also learn: <ul style="list-style-type: none"><li>• The advantages of CDH (the Cloudera Distribution including Apache Hadoop) and CE manager</li><li>• What happens when ALL your data is working for you</li><li>• Talent and skills needed to optimise Hadoop and Big Data analytics in your environment</li></ul>

15:20	<b>Refreshment Break</b> <i>Served in the Wharnccliffe Suite Exhibition Area</i>
15:40	<b>Advanced Reporting &amp; Analysis for Big Data – NoSQL, Hadoop and MPP Analytic Databases</b> <b>Brian Gentile</b> , <i>Chairman &amp; Chief Executive Officer</i> , Jaspersoft Big Data systems are generally recognised as those that provide massive scale out capabilities, frequently with terabytes or petabytes of data, and are too expensive and unwieldy to manage with traditional systems. Attend this presentation and learn how Jaspersoft’s architecture is data source agnostic, enabling native reporting for multiple data sources including Big Data systems.  See live examples of how Jaspersoft’s vision goes well beyond Big Data and how our modern architecture and agnostic data source support is tailored for the cloud, from IaaS to PaaS, either public or private variations.
15:55	<b>Lessons Learned in the Big Data Space</b> <b>Seb Chakraborty</b> , <i>Chief Technology Officer for New Business</i> , Telefonica UK Limited (O2) Like other Communications Service Providers Telefonica is not uncommon in the vast volumes of data it has to store and wants to analyse.  For years, Telefonica like other Enterprises, have typically used traditional relational databases technology solutions for all of their needs. The data has continued to grow exponentially but until relatively recently Telefonica have continued to use the same technology solutions and their information strategy was firmly centered on their Enterprise Data Warehouse only.  Seb will talk today about Telefonica UK’s direction of travel towards lower cost architecture, open-source solutions for Big Data and cloud adoption. He will talk about the learning, insights and decisions that the company has made, as well as the kinds of decisions other large Enterprises will have to make as they try to maximise their capability to do more effective things with Big Data.
16:10	<b>Making Sense of Big Data</b> TIBCO This presentation will explore: <ul style="list-style-type: none"><li>• The Two Second Advantage and the Event Enabled Enterprise</li><li>• More Data and More Complexity: The Perfect Storm</li><li>• Highlight: How are companies addressing their Big Data challenges</li></ul>
16:25	<b>Using High Performance Analytic Data Marts to Solve Interesting Problems and Questions within Social Media Data that Drive Meaningful Insights</b> <b>Ian Broadhead</b> , <i>Head of Business Intelligence</i> , Badoo This presentation will provide: <ul style="list-style-type: none"><li>• An introduction to the largest growing social network, Badoo</li><li>• How to benefit from high performance analytic data marts to move from top-level reporting to drilling down into the underlying detail</li><li>• How analytic data marts can give you the freedom to ask any question of your data, including counting users in social networks</li><li>• Understand your customers, their online behaviour and potency and effectiveness of marketing campaigns</li><li>• Explore the ability to make viral chains, including social graphs and connections very easily</li></ul>
16:40	<b>Closing Remarks from the Conference Chair</b> <b>Jamie Cattell</b> , <i>Principal and Healthcare Technology Leader</i> , McKinsey & Company Contributing Author to the Big Data Report
16:45	<b>Conference Close - Delegates Depart</b>

 Please note there will be no question and answer sessions in the programme.  
The speakers will advise a Twitter name where questions can be directed to online.

Whitehall Media reserve the right to change the programme without prior notice.



## Seminar 1

Woburn Room (Main Conference Room)



### Building a Big Data Ecosystem

**Chaired by:** Duncan Ross, *Director Data Science*, EMEA, Teradata Corporation

All too often enthusiasts view Big Data as being a standalone solution (or even view it as a replacement for all other business processes!). If Big Data is to succeed then it needs to out-grow this approach and find its place alongside existing approaches to BI.

This presentation will look at the realities of incorporating a Big Data solution into a delivery focused BI ecosystem. Taking examples from real world implementations we will explore the opportunities and pitfalls of Hadoop, look at alternative technologies, and describe successful implementations across different industries.

## Seminar 2

Virginia Woolf's Suite



### Patients' Journey – the Heart of Big Data Management in the NHS

**Chaired by:** Orlando Agrippa, *Associate Director of Business Informatics*, Colchester Hospital University NHS Foundation Trust

This seminar will cover the importance of utilising patient data within the NHS environment. How Colchester Hospital University NHS Foundation Trust identified the void between data volumes and delivering relevant data associated to each and every patient's journey:

- Understanding at a departmental level the detailed and sensitive patient information needed for critical decision making
- Ease of delivery of data such that clinicians, department heads and Board management can manipulate, analyse and report
- QlikView's collaborative approach to business intelligence providing 'information anywhere' e.g. with mobile devices
- Live demonstration of Colchester's automated business processes to capture relevant data from the various large data silos and utilise to maximum effect

## Seminar 3

Benjamins Room



### How to Deliver Analytical Insight From Big Data

**Chaired by:** Hywel Moore, *Sales Engineering Manager*, Microstrategy

Big Data analytics are quickly becoming the new frontier of competitive differentiation. Enterprises must be able to manage large volumes of complex data efficiently and with the best performance in order to be successful.

During Hywel's presentation you will learn how to use BI to gain valuable insights from your Big Data and gain a renewed understanding of how a single unified architecture delivers seamless analysis and reporting.

## Seminar 4

Kensington Room



### 'Gold Medal' in Big Data Analytics: BI in the Cloud

**Chaired by:** Nigel Sanctuary, *Vice President*, Cloud Propositions, Kognitio

This seminar will explore:

- Bronze: next-generation analytical platforms for high-performance querying
- Silver: MPP + Hadoop integration and connectivity to existing tools
- Gold: Cloud - pulling it all together, without extensive IT administration

## Seminar 5

Chelsea Room



### More Data and More Complexity: More Competitive Opportunities

TIBCO has always had a Big Data mission, it's in our DNA. What we say is that a little bit of the right information, a little bit beforehand, regardless of whether it's an hour or a microsecond, can actually be more valuable than all the information in the world received six months after the fact. This is the Two Second Advantage. It is the underpinning of when we talk about event-driven computing, and it is our passion when we talk to our customers about how they can harness the power of Big Data.

Today, the demands of digital consumers and the deluge of Big Data puts unprecedented pressure on companies. To stay competitive in this environment, organisations are looking for the ability to identify and immediately respond to opportunities or threats.

In this session, TIBCO will be discussing Data in Motion and Data at Rest and why you would want to close the loop between the two.

Understand, anticipate and act are Big Data's new watch words and we will illustrate how some of our customers are addressing their Big Data challenges today.

## Seminar 6

Wandsworth Room



### Big Data: Why The Big Fuss

**Chaired by:** Chris Bradley, *Business Consulting Director*, IPL

This seminar will discuss the Big Data issues and discuss the premise – Big Data – Same Problems? (and of course suggest how to address them).

The "Big Data" phenomenon is driving transformational, technological, scientific, and economic changes and "Information taming" technologies are driving down the cost of creating, capturing, managing and storing information. Organisations have an insatiable desire for more data as they believe that this information will radically change their businesses.

However it's only the effective exploitation of that data, turning it into really useful information and then into knowledge and applied decision making that will realise the true potential of this vast mountain of data. Data by itself is useless, it has to be turned into useful information and then have effective business intelligence applied to realise its true potential.

Big Data problems aren't just about volume though; there's also the volatility of the data sources and rate of change, the variety of the data formats and the complexity of the individual data types themselves.

Seminar 7

Holborn Room



Big Data Analytics – Affordable, Flexible and Fast!

Chaired by: Julian Cook, Senior Vice President, Business Development, Rainstor

Enterprise data creation rates are on the rise. It's arriving from multiple different sources, at high velocity, in varied formats and the business wants to analyse it and quickly gain value by detecting patterns and trends to enable smarter business decisions.

The truth is many of us have been living with Big Data for years, long before the term became popular and many of the core challenges have not changed. Storing and managing the raw detailed multi-structured data for the long term is critical so you provide the business ongoing access for query and analysis without breaking the budget and predictably scaling as growth rates escalate.

From this session you will learn how you can continue to leverage existing database SQL skills which can be used with your Big Data environments even running Hadoop. Additionally, with unique capabilities to reduce the data storage footprint, you can actually speed-up query performance in addition to drive down storage and hardware costs. Learn how you can get enterprise-grade database standards regardless of the platform deployment choice, at significantly lower cost. On-premise, cloud or native on Hadoop, you can provide security and built in reliability for continuous uptime.

Take full advantage of Big Data Analytics now:

- Learn how you can make the cost and effort of explorative analytics viable?
- Learn how you can leverage existing skills and resources within Big Data analytics?
- Learn how you ensure your Big Data analytics solutions are enterprise-ready?

Seminar 8

Southwark Room



The Big Challenge of Big Data Quality

Chaired by: Pat Pruchnickij, Director, Product Marketing, Talend

Data quality problems in complex systems can often be traced back to small, seemingly harmless gaps in governance. Depending on your Big Data goals, this small issue may become "big". In this new paradigm, data governance has its place.

No matter what kind of information you're processing, low-quality leads to confusion, wasted resources, and poor performance. Worse, it can undermine the business value that your data would otherwise provide. Strong governance practices, backed by a confident assessment of your data quality and the proper tools, are the only way to guarantee total compliance.

In this session, Talend will discuss the consequences of poor data quality as it relates to Big Data. Plus, look to discuss current tools and will demonstrate how small tweaks to people, process and technology can lead to an agile approach to even "Big" Data management.

The #1 mistake made by #2 companies? Ignoring their machine data.

Our software turns your raw machine data into refined business insights by making sense of the systems that run your company—servers, website clickstreams, mobile devices and more. It's what we call **real-time operational intelligence**—and why over half of the Fortune 100 use Splunk® software and have the business results to prove it.



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### Microsoft



Founded in 1975, Microsoft is the worldwide leader in software, services and solutions that help people and businesses realise their full potential. Within their extensive range of products and services, Microsoft's innovative approach to cloud computing delivers choice across private, hosted and public solutions, to address a wide range of business needs. [www.microsoft.com](http://www.microsoft.com)

### Oracle



Oracle offers an optimised and fully integrated stack of business hardware and software systems that helps organisations overcome complexity and ignite innovation. To do this, Oracle engineers hardware and software to work together in the cloud and in your data centre – from servers and storage, to database and middleware, through applications. Oracle Big Data Appliance with the Oracle Big Data Connectors software delivers everything customers require to acquire, organise and analyse Big Data within the context of all their enterprise data. Visit [www.oracle.com/us/technologies/big-data/index.html](http://www.oracle.com/us/technologies/big-data/index.html)

### SAP



Whether your challenges are with Big Data, real-time analytics, or extreme transaction processing, you can depend on SAP's comprehensive portfolio of database technologies to help you manage your critical data with reliability, scalability, and unmatched performance. Designed to work seamlessly with SAP applications and technologies, as well as third-party and custom applications, SAP database solutions – SAP HANA and Sybase IQ – can support all of your data analytic requirements.

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### Splunk® Inc.



Splunk® Inc. (NASDAQ:SPLK) provides the engine for machine data™. Splunk software collects, indexes and harnesses the machine data generated by the websites, applications, servers and mobile devices that power business. Over 3700 customers use Splunk Enterprise and gain operational intelligence to improve service and uptime, reduce cost and mitigate cyber-security risk. [www.splunk.com](http://www.splunk.com)

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Teradata is the world's largest company focused on analytic data solutions through integrated data warehousing, Big Data analytics, and business applications. Only Teradata gives organisations the advantage to transform data across the organisation into actionable insights empowering leaders to think boldly and act decisively for the best decisions possible.

Visit [teradata.com](http://teradata.com) to find out more or contact [Jamie.Cameron@Teradata.com](mailto:Jamie.Cameron@Teradata.com) (0207-535-3618).

## Gold Sponsors

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BAE Systems Detica is an 'information intelligence' company. We collect, manage and exploit data to help governments and commercial organisations around the world protect national security, stop cyber attacks, combat fraud, improve profitability and compliance.

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### IPL



IPL has been bringing enterprise level software engineering and consultancy solutions to the UK's leading public and private sector organisations for over thirty years.

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### Kognitio



Kognitio is driving the convergence of Big Data Analytics and cloud computing. Having delivered the first in-memory analytical platform in 1989, it was designed to turn massive amounts of raw, complex data into valuable business insight. As an appliance, in the cloud, or on industry-standard x86 servers, Kognitio provides the highest amount of scalable compute power to allow rapid execution of complex analytical queries without the administrative overhead of manipulating data. Kognitio Cloud is a ready-to-use analytical platform; leveraging the cloud computing model to make the Kognitio Analytical Platform available for a monthly operational cost on a fixed term. Visit [www.kognitio.com](http://www.kognitio.com)

## Sponsor Profiles

Big Data Analytics 2012

### MicroStrategy



A global leader in Business Intelligence technology, MicroStrategy provides integrated reporting, analysis, and monitoring software that enables companies to analyse the data stored across an enterprise to make better business decisions. Companies choose MicroStrategy for its ease-of-use, sophisticated analytics, and superior data and user scalability.

Visit [www.microstrategy.com](http://www.microstrategy.com)

### QlikView



The QlikView Business Discovery platform enables intuitive user-driven analysis that can be implemented in days or weeks rather than months, years, or not at all. The in-memory associative search technology QlikTech pioneered allows users to explore information freely rather than being confined to a predefined path of questions. Want to try QlikView for yourself?

Visit [www.qlikview.com](http://www.qlikview.com)

### RainStor



RainStor provides a database purposely designed to manage and analyse Big Data for large enterprises in the most efficient way, at the lowest total cost. RainStor's patented data compression reduces storage footprint by 95%+ driving down hardware and operating costs. RainStor runs *native* on Hadoop but can be deployed on commodity hardware on-premise or the cloud. Visit [www.RainStor.com](http://www.RainStor.com)

### Talend



The recognised leader in open source integration solutions, Talend provides a holistic integration platform to organisations of all sizes and for all data, application & process integration needs. Talend offers open, innovative and powerful solutions, used primarily for Big Data, operational data integration, ETL, data cleansing, MDM, application integration and BPM.

Visit [sales.uk@talend.com](mailto:sales.uk@talend.com) or [www.talend.com](http://www.talend.com)

### TIBCO Software



TIBCO Software is a provider of infrastructure software for companies to use on premise or as part of cloud computing environments. TIBCO provides companies with the two-second advantage; the ability to capture the right information at the right time and act on it pre-emptively for competitive advantage.

Find out more at [www.tibco.com](http://www.tibco.com)



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#### Acunu



Acunu makes Big Data solutions Easy, Economic and Fast. Acunu Data Platform provides an integrated suite of technologies to support rapid development and deployment of your Big Data solutions. Acunu provides you with real time analytics, giving you immediate results to make critical business decisions. Accelerate your Big Data results while reducing deployment costs.

[www.acunu.com](http://www.acunu.com)

#### Atos



Atos helps clients make Big Data insight, and the associated business value, a reality. We focus on where Big Data will deliver the highest return and provide the tools and methodologies to accelerate that delivery, supporting our clients on their Big Data journey in a cost effective manner. [www.atos.net](http://www.atos.net)

#### BOARD



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Big Data Analytics 2012

## Cloudera



Cloudera, the leader in Apache Hadoop-based software and services, enables enterprises to derive business value from all their data. Cloudera's Distribution including Apache Hadoop (CDH) is the most comprehensive and widely deployed distribution of Hadoop. For the fastest path to reliably using this completely open source technology, organisations can subscribe to Cloudera Enterprise, comprised of Cloudera Manager software and Cloudera Support. Cloudera also offers training and certification on Apache technologies, as well as consulting services. [www.cloudera.com](http://www.cloudera.com)

## Jaspersoft



Jaspersoft's open source business intelligence software has more than 16 million product downloads worldwide, 175,000 production deployments and over 15,000 commercial customers in 100 countries. Its BI suite is advanced regularly by a development community of more than 275,000 registered members. For more information visit: [www.jaspersoft.com](http://www.jaspersoft.com) and [www.jasperforge.org](http://www.jasperforge.org)

## Kalido



Kalido is the leading provider of agile information management software. Kalido enables companies to manage data as a shared enterprise asset by supporting the business process of data management. Unlike traditional approaches which treat the symptoms of bad data, Kalido targets the root cause by keeping bad data from infecting the business environment. The outcome is better data to improve business performance. Kalido software has been deployed at more than 300 locations in over 100 countries, including 20% of the world's most profitable companies.

More information about Kalido can be found at: [www.kalido.com](http://www.kalido.com)

## Opera Solutions



Opera Solutions is a BIG DATA, predictive analytics company with 650+ professionals globally. With 220+ scientists, Opera is a recognised global leader in machine learning. Our Signal Hubs and industry-specific appliances provide enterprise-wide analytical capabilities which deliver predictive signals from Big Data flows, changing consumer behaviour to enhance revenue and profits.

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Tel: +44 20 7420 3820 Email: [bburchfield@operasolutions.com](mailto:bburchfield@operasolutions.com) Web: [www.operasolutions.com](http://www.operasolutions.com)

## Pentaho



Pentaho is delivering the future of Big Data business analytics. Pentaho's open source heritage drives its continued innovation in a modern, integrated, embeddable platform built for the future of Big Data analytics. Powerful business analytics are made easy with Pentaho's cost-effective suite for data access, visualization, integration, analysis and mining. [www.pentaho.com](http://www.pentaho.com)

# General Information

## The Venue

### Hotel Russell

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t: +44 (0)207 837 6470  
f: +44 (0)207 837 2857  
w: [www.hotelrusselllondon.co.uk](http://www.hotelrusselllondon.co.uk)  
Nearest tube: **Russell Square**

## Programme

The conference plenary will be in the Woburn Suite and refreshments and lunch will be served in the exhibition area located in the Wharnccliffe suite.

The seminars will be held in various rooms situated on the lower and ground floors of the hotel.

## Presentations

Copies of the presentations will not be distributed onsite – they can be requested from the conference organisers post event by emailing [registrations@whitehallmedia.co.uk](mailto:registrations@whitehallmedia.co.uk)

The details of attendees will be circulated to exhibitors at the event so they can contact them with details of the services they are providing in this field.

Included in the delegate pack is an evaluation form, which we would be grateful if you could complete and return to us at the registration desk before you depart.

## Twitter

There will not be any question and answer sessions in the programme but speakers will be asked to provide their twitter name for any questions should you wish to contact them post event.

@whitehallmedia will be using the #bigdata12 to tweet about the event – please use this tag to converse regarding the event.

## Registration/Information Desk

The conference information desk will be attended by a member of Whitehall Media staff at all times and should be the first point of contact should you have any queries during the conference. The desk will be located in the hotel foyer.

## Internet Access

Wireless access vouchers are available to purchase from reception for £10 per connection.

## Special Dietary Requirements

Vegetarian and Halal food will be served as part of the lunch selection at the conference. If your requirement was not specified in your pre event correspondence or if you have any other requirements that we are not yet aware of please visit us at the registration/information desk.

## Disabled Access

Once inside the venue there is level access to the conference rooms, however, the hotel does have some areas where disabled access needs to be assisted. Please ask a member of hotel staff for further details regarding access.

## First Aid

Any participants requiring first aid should report to the Hotel reception or contact a member of Whitehall Media staff.

## Toilets

Toilets are located on the ground floor of the venue and are clearly signed.

## Fire Regulations/Instructions

Delegates are reminded to take note of the venue fire evacuation procedure – this will be outlined at the start of the conference sessions. If the fire alarm bell sounds delegates should evacuate the building and congregate outside Barclays Bank across the road from the hotel (Barclays Bank is located at 73 Russell Square).

## Security

All delegates must register and receive their badge which must be worn throughout the day and is required to access the conference, seminars and exhibition. Please limit the amount of excess baggage you take into the conference sessions and make use of the

cloakroom facilities on site. You will be given a small delegate bag onsite when registering. Any items left unattended in the conference areas may be inspected and removed. Delegates are reminded that their personal property is their own responsibility and neither the hotel nor the organisers can accept responsibility for any loss of items.

## Accommodation

Please note that no accommodation is included in the conference fee and all accommodation bookings must be made by delegates directly, with all accounts being settled on departure. For details of local accommodation please ask at the information desk or hotel reception.

Please note, Whitehall Media cannot guarantee the standard of the hotels detailed on the website or directed to onsite – it is purely an indication of hotels available in the area.

## Organisers

The conference has been produced and organised by Whitehall Media.

The events team will be available on site to answer any questions you may have.

During the conference or out of hours the contact number is **07551 336373**.



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