COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

Optimizing **Big Data** for
Real-Time Business Transformation

June 26, 2012 | The Roosevelt Hotel
New York City

6.26.12 NYC

Tuesday, June 26, 2012

8:30 am - 8:45 am	**Opening Remarks** John Amato, Vice President & Publisher, Computerworld
8:45 am - 9:30 am	**Opening Keynote: Innovating with Big Data** Mike Capone, Corporate Vice President and CIO, Automatic Data Processing, Inc

In this insightful presentation, Mike Capone, CIO of business process giant ADP, will share how his company corrals, manages and innovates using the flood of structured and unstructured data coming into the enterprise. With some $10 billion in revenues and approximately 570,000 clients worldwide, the challenge for ADP has been how to effectively utilize the staggering amount of information this global giant generates. Using anecdotes from ADP as well as observations based on customer interactions and what he sees in the marketplace, Capone will discuss how ADP transformed itself from being predominantly a data processor to an organization with a much more forward looking emphasis on an analytics-based environment that is wrapping innovation around data --the lifeblood of its growth in the marketplace.

9:30 am - 10:15 am	**Making Sense of Big Data: A Panel Discussion** Robert V. Brown, Business Technology Leader, Pfizer Roland Cloutier, VP and CSO, ADP Harriet Fryman, Director of Market Strategy, IBM Business Analytics, IBM Michael Simone, Director and Global Portfolio Head of Data Engineering and Business Intelligence, Citi Chris Van Wagoner, Chief Strategy Officer, CommVault Moderator: Julia King, Executive Editor and National Correspondent, Computerworld

What are some of the best strategies for integrating multiple datasets and mining them for actionable insights? What are some common hurdles and missteps on the journey to preparing for your Big Data future? What are the risks and the best ways to mitigate them? A Big Data guru will lead Big Data practitioners and technology leaders in a wide ranging discussion on how to make fact-based decisions with more accuracy and how to use analytics to transform your business today.

10:15 am - 10:45 am	**Networking Break**

10:45 am - 11:15 am	**Grey Anatomy: Utilizing Big Data to Reveal Big Fraud** Bill Fox, Senior Director of Health Care Solutions, LexisNexis Charles Kaminski, Senior Architect, LexisNexis	**Tackling Big Data Integration: Q&A** Bhaskar Banerjee, Director, Enterprise Architecture – Corp IT, iRobot Corporation Dan Vesset, Program Vice President, IDC

The anatomy of growing massive data sets will spark new insights and change the way we think about business intelligence. Big data will change how we view opportunities, crime and fraud in many industries.

This presentation will focus on leveraging big data, cloud computing and advanced linking to reveal hidden relationships.

A health care case study will be presented that focuses on revealing collusion and hidden networks in big data. This case example can be applied to any industry challenged with the opportunities of big data.

Dan Vesset, Program Vice President of IDC's Business Analytics research, will lead a discussion with Bhaskar Banerjee, Director, Enterprise Architecture, Corporate IT, iRobot Corporation, on some of the challenges of Big Data integration. They will discuss some do's and don'ts for evaluating internal processes and organizational models to support new analytic capabilities, as well as how-to's for selecting tools and infrastructure, with an emphasis on Big Data integration in the product and manufacturing space.

| 11:25 am - 11:55 am | **Driving Big Value from Big Data** | **Evolving Data Management Strategy for Big Data Environments** |

Driving Big Value from Big Data
Harriet Fryman, Director of Market Strategy, IBM Business Analytics, IBM

Evolving Data Management Strategy for Big Data Environments
Chris Van Wagoner, Chief Strategy Officer, CommVault

How well are you extracting business value from your big data? Join .
this session to hear how Business Analytics can help you reveal insights previously hidden because big data was too costly to access, too fast moving to analyze, or too difficult to interpret. Hear real-life case studies that apply social media data to improve customer results, apply real-time data for streamlining operations, and how this new mix of information can lead to better risk management. See a demonstration and learn about the key capabilities and platform required for Big Data Analytics. Walk away with a better understanding of how to turn all this information into insight, and insights into better business outcomes.

12:00 pm - 12:30 pm

Harnessing the Power of Big Data for Connected Brands
Peter Randazzo, Chief Technology Officer, iCrossing

All companies need to take big data seriously. The increasing volume and detail of online/offline data captured by enterprises across all channels has fueled immense opportunities and significant challenges for established brands and new companies alike. Big data requires new approaches, both technical and organizational, to efficiently innovate, compete, and process large quantities of data for real-time use. Join us for this session to learn how global digital marketing agency iCrossing approached its big data opportunity by building a marketing platform to serve its more than 40+ Fortune 500 clients like Coca Cola and FedEx. Learn how now, as a unit of Hearst Corporation, iCrossing is applying its hard earned lessons and technologies to help the corporation as a whole seize its Big Data opportunity. Specific discussion topics include:

- Talent and technology
- Important success factors
- Integration of big data initiatives within the existing technology ecosystem
- Privacy and data leakage

12:30 pm - 1:45 pm	**Networking Lunch with Discussion Tables**

Join us for lunch table discussions on the following topics:

- **Delivering Business Value from Big Data Environments**, *hosted by CommVault*
- **Building a Business Around Big Data**, *hosted by HPCC Systems*
- **Big Data Analytics**, *hosted by IBM*
- **Big Data Integration**, *hosted by Syncsort*

1:45 pm - 2:15 pm	**Top Factors for Big Data Success** Henry Morris, Senior Vice President, Worldwide Software and Services Research, IDC

A leading industry analyst/expert shares valuable data and in-depth research on the current BI and analytics landscape as well as a clear view of the road ahead.

2:15 pm - 2:45 pm	**Big Data Architecture in the Cloud** Len Langsdorf, VP of Technology, S&P Capital IQ In this business-focused presentation, Len Langsdorf, VP Enterprise Technology at S&P Capital IQ, will show how his organization is using Big Data to create products and get closer to the needs of its customers. In its role providing research, information and analytical tools for financial services professionals, S&P's Capital IQ processes and cycles through an enormous amount of data, serving more than 4,200 clients including banks, investment management firms and corporations. Using various Big Data technologies, including Hadoop and Hbase, S&P Capital IQ has been able to turn data into real-time market tools helping its clients make decisions based on the latest information. Len Langsdorf will show how S&P Capital IQ has built an architecture that supports taking large datasets and various cloud locations and turning this Big Data into cutting edge, customer-friendly applications.
2:45 pm - 3:15 pm	**Real-Time Decision-Making: How NASDAQ OMX Uses Big Data as a Trading Tool** James Mangold, VP of Global Software Engineering, NASDAQ The amount of data funneled through the global electronic marketplace that is the NASDAQ OMX system on any given day is the very definition of "big". As the world's largest exchange company, NASDAQ owns and operates 24 markets, 3 clearing houses and 5 central securities depositories spanning six continents. James Mangold, VP of Data Services at NASDAQ OMX, will show how the market leader mines its data and makes it available for decision-making for transactions in real-time. Mangold will speak to the management and care of this data, from both a hardware and a software perspective -- and how it has been used to service NASDAQ's customers, supplying innovative data products for its trading customers worldwide.
3:15 pm - 3:55 pm	**From Push to Pull: Using Big Data to Get To Know Your Customer** Debra S. Domeyer, CEO, Oversee.net Oversee.net, the online performance marketing network and lead generation company, sees something like 250 million unique visitors per month (equating to 1.5 trillion bytes of data per month) – making Big Data an essential component of its underlying business strategy. Using business intelligence and predictive analytics tools, Oversee.net conducts behavioral analysis of Internet users, mining both structured and unstructured data, and is transitioning from pushing to pulling data from its users to predict customer behavior for its advertisers and publishers. Debra Domeyer, CEO of Oversee.net (she recently served as co-president and CTO and has more than 25 years of experience in technology, including stints as VP and CIO at Pacific Gas & Electric Energy Services and CTO of Internet Brands) will share the fascinating story of how Oversee.net is using such technologies as Hadoop, MapReduce and Hbase to meet real-time decision-making needs with a strong mix of data and analytics.

3:55 pm - 4:00 pm   **Closing Remarks**