COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

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

February 6, 2013 | Hotel Nikko
San Francisco, California

02.06.13

Wednesday, February 6, 2013

8:00 am - 9:15 am	**Registration and Networking Breakfast**
9:15 am - 9:30 am	**Opening Remarks** Moderator: Julia King, Executive Editor and National Correspondent, Computerworld
10:15 am - 10:45 am	**The Power of Big Data: A Fireside Chat** Ralph Loura, CIO, The Clorox Company Dan Vesset, Program Vice President, IDC Join Dan Vesset has he sits down with Ralph Loura, VP & CIO of Clorox, for an intimate discussion about some of the latest strategies surrounding Big Data, and how Clorox sees Big Data fitting into its IT and business roadmap.
10:45 am - 11:15 am	**Networking Break**
11:15 am - 12:00 pm	**How Experian Marketing Services Built a Big Data Strategy in Six Months** Matt Tipperreiter, Product Strategy Director for Data Management Services, Experian Marketing Services North America

Big Data can't be achieved without a significant investment in data scientists and capital, at least that's the impression of this hot tech area. Many would argue that Big Data has a steep learning curve and is a difficult space to enter. But according to the lessons from Experian Marketing Services, it is possible to jump into Big Data and to create a meaningful product and customer strategy without adding additional staff. In this insightful case study full of real examples, Emad Georgy, Head of Technology for Data Management Services of Experian Marketing Services - North America, will detail how transformations to people, process, and technology led to a production-ready strategy, meeting the needs of some of their top retail clients. Using Hadoop and Hbase among other technologies, and using an agile development process, Experian Marketing Services is undergoing a technology transformation aimed at getting the

most from Big Data. Attendees will learn how Experian retrained existing staff to accomplish this Big Data transformation and lessons learned in design, development, testing and operations for a successful Big Data project.

12:00 pm - 1:15 pm	**Networking Lunch**

Feel free to join lunch table discussions on the following topics:

- Big Data in the Cloud
- Big Data Security and Risk Management
- The Big Data Network and Infrastructure Challenge
- Do you Hadoop?: Leveraging Tools like Hadoop, MapReduce and Cassandra

1:15 pm - 1:50 pm	**Lightning Round of Presentations** John Amato, Vice President & Publisher, Computerworld

Join us for this lightning round of exciting presentations of emerging and leading Big Data technologies.

Analytics Everywhere

Presented by HP Vertica

Unstructured Data Analysis

Presented by Recommind

Real Time Data Management: They Key to Flexible Big Data Solutions

Presented by Talksum

Get Real with Big Data

Presented by TIBCO Software, Inc.

Best Practices: Data Backup and Replication

Presented by VEEAM Software

1:50 pm - 2:30 pm   **Making Sense of Big Data: A Panel Discussion**
Brandon Brown, Chief Information Officer, Trident Marketing
Sam Lamonica, VP/CIO, Rosendin Electric
Jim Smith, EVP, Wells Fargo
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.

2:30 pm - 3:15 pm   **Top Factors for Big Data Success**
Dan Vesset, Program Vice President, 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.

3:15 pm - 3:30 pm   **Closing Remarks/Symposium Concludes**
Moderator: Julia King, Executive Editor and National Correspondent, Computerworld