

Innovation in Data Science/Engineering- -Innovative use cases (INDIA)

Analytics Fuels Growth of a Nation

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Thursday August 17 at 2PM

UTS Sydney

Jones St Ultimo

Building 10 Level 4 Room 110

CB10.04.100 – Learning Studio

Prof. Subramanian is Chair, IEEE Delhi section, Vice chair, IEEE Education society, Delhi section, Past chair, IEEE EMS Delhi section, Past chair, IEEE CS, Delhi section, Chairman, NC, National Execom, Computer society of India, Mentor-cum adviser, Cloud Security Alliance, NCT Delhi SM(IEEE-USA), SMACM, SMAIS(USA), SLMCSI, SMAIMA, SMAFE(USA), FIETE, FNTF, Founder Director & Professor, Advanced Center for Informatics & Innovative Learning, IGNOU & EX- SR. DDG(NIC), Min of C & IT & IT Adviser to CAG of India Academic advocate, ISACA, new Delhi

Big data is fuelling the growth economy of the emerging nation. In order to fully understand this growth, big data has to be viewed as more of an enabler than just a technical paradigm. Data volumes are growing and the pace of that growth is accelerating. Sensor data, log files, social media and other sources have emerged, bringing a volume, velocity, and variety of data that far outstrips traditional data warehousing approaches. Forward-looking organizations are harnessing these new sources in creative ways to achieve unprecedented value and competitive advantage. The large enterprises comprising a smaller fraction of the landscape are the most aggressive in their big data roll out strategies. These enterprises are looking to understand their customer segment better to increase sales. From analysing customer influences on preferred telecommunications carriers to personalized customer offers, big data analytics is increasingly playing a vital role. Micro market segmentation and analysis is also playing a key role given the diversity and vastness of the local market. The public sector not only consumes but also generates a lot of data. Government sectors like security and finance are already relying on big data across most of their functional operations. Healthcare and industry policy reforms will be the next to embrace the wave. Increased data adoption in government will also considerably ease cross-functioning of sectors and lead to better citizen services. Additionally, big data is helping domestic industry to move more towards compliance and analytics is helping ensure that we meet regulations per the local and international standards. This is helping local industries adapt to government policies and reduce compliance costs. The emerging trend is to move more and driving better business performance. Fraud and Compliance: If you are responsible for security, fraud prevention, or compliance, then data is your best friend – if you can use it to identify and address issues before they become problems. The fact is, security landscapes and compliance requirements are constantly evolving, as are the methods that the bad guys are using to defraud your business and customers. Eight innovative use cases are presented, pertaining to India. These are applicable to all nations. Apart from these, the talk also outlines the highlights of the US report on analytics2016, which is adaptable to all nations for growth and sustainable development. Machine and operational data to the cloud for cheaper processing while the operational ROI is enormous. It is forecasted that small and medium industry will be a strong player given limited funds and the need to realize the potential of their data.

The Indian industry is on a major path of business transformation towards being customer centric leapfrogged by big data analytics. While the momentum is picking up for big data, expect an equal thrust for borderless, global collaboration. Big data analytics is the key to unlocking the insights from all your data types, as it enables you to analyse all of your structured, semi-structured and unstructured customer data together. Operational Analytics Understanding Machines, Devices and Human Interactions Manufacturing, operations, service or product executives know all too well the intense pressure to optimize asset utilization, budgets, performance and service quality. It's essential to gaining a competitive edge

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