

The Big Data Debate

We believe that an organisation's future competitive advantage will rely on its ability to draw insights from the various kinds of data available to it.

- It could be unstructured data within your organisation, such as search indexes, email, documents
- It could be social media information gained from outside of your firewall. Information that tells you what people are really saying, what they really think of your products, that you have a problem with your customer service team
- It could be the avalanche of incoming data from your water metering system, the flight console information in your aeroplane, the volume and content of calls coming into your call centre

Every day we create 2.5 quintillion bytes of data. Yet Big Data is more than simply a matter of size; it is an opportunity to find insights in new and emerging types of data and content, to make your business more agile, and to answer questions that were previously considered beyond your reach.

Your Big Data journey starts here.

The Big Data Debate Manchester

Register for Portal's Big Data Debate and hear from industry leaders and Big Data experts about how marketleading organisations are harnessing the power of Big Data today.

Date: Thursday 10th October 2013

Location: Manchester Art Gallery, Mosley Street, Manchester, M2 3JL

Register at www.chooseportal.com/insight/events/big-data-debate-manchester

Agenda

09:00	Registration, tea/coffee & breakfast rolls
09:30	Welcome and introduction
09:40	Keynote: Real-world strategies for Big Data Professor Joe Peppard, Chair in Information Systems at Cranfield School of Management
10:30	Break
10:45	Customer Centricity – the Competitive Differentiator Lauren Walker, UKI Big Data Analytics Sales Leader
11:30	Getting started with Big Data - Exploration, Discovery & Insight Trevor Tucker, European Sales Lead, IBM Data Explorer
12:15	The Big Data Debate - open discussion

To register go to www.chooseportal.com/insight/events/big-data-debate-manchester