Big Data: Why it is a Big Deal for your Business & How You Get Started

Presented by IBM and NES - A Premier IBM Business Partner

Big Data and business analytics has created a big buzz with multiple use cases in every industry—from analyzing huge volumes of data than were previously possible to drive more precise answers to analyzing data in motion to capture opportunities that were previously lost. And while the opportunities to leverage big data appear boundless, many enterprises struggle with the most effective way to simply get started.

Please join us for a round table discussion with Oscar Fernandez, Director of Application Development & BI for Major League Baseball & Naeem Hashmi, CIO/CTO at iHope Network and Chief Research Officer at Information Frameworks, Member of the MIT Sloan CIO Symposium, Judge for CIO-CHIME, HIMSS, AHA Innovations Award and former VP of Knowledge Management and Informatics at Fresenius Medical; and moderated by Bruce Weed, IBM's Worldwide Big Data & Pure Data Systems Business Development Manager. In a panel format, they will share insights into their organization's top business objectives; how they got started on their big data journey; and lessons learned. We will also share key big data use cases with the latest IBM technology innovations that are helping companies turn big data into real business value.

Topics to be covered include:
How you get started with Big Data

How can metrics sell the project's value

What kind of business case is needed to demonstrate the project's ROI

How do you encourage lines of business to embrace it & include it in their plans

How do you identify the best sponsor for the project

Lessons Learned

Current use cases

Event Details:

Date: Wed., October 16
Time: 2-4:00 PM

Location:
The Capital Grille
120 West 51st Street
New York, NY 10020

Click here to register

Registration required given limited seating.