Synopsis of the seminar:

In recent years, businesses have come to the realization that data warehouses, while perfectly able to handle the BI and analytics needs of yesterday, don’t always work in a real-time environment that is required in today’s customer centric marketing environment. Structured and unstructured data coming in from mobile, social, web logs, clickstreams, etc., and semi-structured data coming from a multitude of sources would be overwhelming without the ability to process live streams of data. Standard data warehouses require built-in, understandable schemas, but unstructured data, by definition, doesn’t have a definable schema that is accessible and understandable in every case.

Previous approaches to broad-based data integration have forced all users into a common predetermined schema, or data model. Unlike this monolithic view of a single enterprise-wide data model, the data lake relaxes standardization and defers modeling, resulting in a nearly unlimited potential for operational insight and data discovery. As data volumes, data variety, and metadata richness grow, so does the benefit. Today, data is coming from everywhere, from business mainframes, to corporate databases, log files, cloud services, APIs, as well as from social media live feeds. Technologies such as NoSQL, Cloudera Impala, AtScale, Actian Vector and Jethro Data that enable the business user's old friend, the OLAP cube, for Hadoop are blurring the lines between the ‘traditional’ business intelligence concepts and the world of ‘Big Data’.

How does this affect the consumer? Analytics, whether it’s descriptive, diagnostic, predictive or prescriptive, can suddenly include information coming from a multitude of channels, including Internet of Things, POS systems, mobile apps, social media accounts, RFID and other sensors, transactional data, geo-location sensors and website clickstreams, amongst a whole host of others. This information can move seamlessly into the cloud, where analytical engines can process the data in near real time, and then send out appropriate alerts to increase personalization.

Bio-sketch of speaker:

With a degree in psychology from UCLA, Mr. Andrew Pearson has had a varied career in IT, marketing, mobile technology, social media and entertainment. In 2011, Pearson relocated to Hong Kong to open Qualex Asia Limited, bringing its parent company's experience into the ASEAN region. Pearson is currently the Managing Director of Intelligencia, a leading implementer of business intelligence, customer intelligence, data warehousing, data modeling, predictive analytics, data visualization, digital marketing, mobile, social media and gaming and sports betting industries, working in countries such as Hong Kong, Macau, the Philippines and Australia. Pearson has implemented software solutions from such vendors as SAS, Qlik, SAP, Tableau, and Pentaho at some of the world’s biggest casino operators and lottery companies. Pearson is also a noted columnist, author, and speaker on such disparate topics as casino and mobile marketing, data analytics, real-time analytics, social media and interactivity.