

SMAC (Social, Mobile Analytics, Cloud) and Advanced Analytics – Innovation and Research Opportunities

Abstract:

Considering today's business scenario, organizations across the globe agree that 'data' is the primary organizational asset and by paying attention to it, any business can make or crack history. In recent past, we have seen dramatic changes in the technology world shaped by cloud, social media, mobile, big data and emerging data analysis techniques. Almost everyone today in the business world are aware of the term 'advanced analytics' and its potential to generate value – either from a complex enterprise data stored in the data warehouse(s), or fresh data being generated on the web every second. According to leading technology research firm Gartner an advanced analytics platform is the solution path of choice for analytic problems that are unique and cannot be addressed by packaged applications. Gartner defines advanced analytics as, "the analysis of all kinds of data using sophisticated quantitative methods (for example, statistics, descriptive and predictive data mining, simulation and optimization) to produce insights that traditional approaches to business intelligence (BI) — such as query and reporting — are unlikely to discover." Ventana Research further adds to it as "Tools such as Big Data Analytics can change the organizational culture around data and analytics. They put the power of data discovery and data visualization into the hands of tool-savvy managers as well as business analysts." This talk is aimed to provide more insights to the present-day trends and research, innovation opportunities in Advanced Analytics and SMAC from a practitioner's perspective.