Invited Speech: Big Data Analytics - Moving the Analytics to the Data

Mr. Deepak Ramanathan
Chief Technology Officer
SAS Asia Pacific (North)

About the Speaker

Deepak in his role as Chief Technology Officer, has been advising customers across the region on their analytical strategies. Now in his 11th year at SAS, Deepak works with customers across industries in identifying business issues which could benefit from an analytical outlook and helps these organizations in rolling out these analytical solutions. Deepak also doubles up as an analytical evangelist, familiarizing customers with analytical lifecycles, support structures for deploying, maintaining these initiatives and developing an ecosystem which would sustain the framework.

Deepak current area of focus is around High Performance Analytics, working with clients to build use cases and deploying it within the organization. He has been working with customers in Financial Services, Manufacturing, Retail and Loyalty Optimization and Communications customers to identify and build the appropriate business cases.

Deepak is based in Singapore and has been working with customers across the Asia Pacific region for the last 7 years in what has been a thoroughly enjoyable experience.

Abstract

While historically, financial institutions and communication providers have been the forerunners in the areas of data management and analytics, the new entrants to this area are manufacturing organizations. While the concept of machine generated data has been around for a considerable period of time, the intersection of commodity storage and memory with innovations in analytical processing, there is a silent revolution taking place in the world of analytics. Bringing analytics to the forefront and embedding it at the point of data origination brings challenges of scale and the emergence of new analytical techniques to stream and process this massive amount of data. Manufacturing organizations are now looking at refactoring their data architectures to optimize on these analytical techniques and provide significant business value while providing a whole new look at product innovation. Leaders in analytics continue to provide analytical innovations to help organize manage and extract optimum value from these new streams of data.