

Big Data SIG

'Information Rock & Roll: How Big Data has made analytics sexy!'

30th October 2014

Sponsored and Hosted by Eversheds LLP

*This SIG is championed by Dana Pavel of **TecVis**, Elizabeth Bavin of **Amdocs**, Phil Claridge of **JSDU UK**, Henry Kay of **Airwave** and Rob Symes of **The Outside View***

Venue: Eversheds LLP, One Wood Street, London, EC2V 7WS

AGENDA

12:30 Registration and Lunch

13:30 Introduction to the CW Big Data SIG by **Rob Symes** of **The Outside View**

Session chaired by SIG Champion, **Elizabeth Bavin** of **Amdocs**

13:40 **'New Perspectives and Practical Compliance'**
Dave Hughes, Senior Associate, **Eversheds LLP**

13:55 Q&A

Session 1: Source of Data – Chaired by SIG Champion, Henry Kay of Airwave

14:00 **'Big Data – Turning Interesting Assets into Commercial Insights'**
Lorraine Stone, UK Country Manager, **Telefonica Dynamic Insights**

This session will cover the data assets that Telefonica Dynamic Insights collects and how that data is processed into meaningful insights. Lorraine Stone will explore why that is gaining traction with the market in terms of new vertical sector products and creating commercial value.

14:20 **'The Unconnected Customer'**
Shorful Islam, Managing Partner, **Wunderman Data and Insights**

With an ever increasing amount of data collected about customers the challenge to connect all this information is not just a practical problem but also a technical one. A presentation on what is possible and what is valuable.

14:40 **Open Forum** chaired by **Phil Claridge** of **JSDU UK**
With Session 1 speakers and **Claus Bendtsen**, Head of Computational Biology, **AstraZeneca**

15:00 Refreshment Break

Session 2: Visualisation – Chaired by SIG Champion, Dana Pavel of TecVis

15:30 **'Location, Location, Location: Analysing Spatial Big Data'**
Dominic Stubbins, Chief Architect, **Esri UK**

Maps are often used to provide representations of Big data, but static maps only tells part of the story. Organisations are increasingly using location analytics, advanced visualisation and Big data spatial tools to explore and analyse their data across space and time.

15:50 **'Using Visualization to tell Stories with Data'**
Mrunal Shridhar, Customer Solutions, EMEA, **Tableau**

While we have a vast array of tools for analyzing data, the presentation of issues and support for decisions based on that data is still in its infancy. Recently, there has been a lot of interest in storytelling about data, in particular because of the successful use of data in news media. Mrunal Shridhar at Tableau, will discuss what makes these work so well, and then look at how we can go from analysis to presentation, and on to building exploratory tools for the audience once they have seen the story.

16:10 **Open Forum** chaired by **Phil Claridge** of **JSDU UK**
With Session 2 speakers

16:30 **Event Close – Please fill in your evaluation form**

With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event

Profile of Organisers

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless & mobile, internet, semiconductor and software technologies. With 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 20 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises the annual Future of Wireless International Conference and Discovering Start-ups competition along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. For further information, please visit www.cambridgewireless.co.uk

Eversheds LLP

Eversheds LLP is a true technology, media and communications sector specialist with a strong UK and international practice. We have a track record of commercial and regulatory work in this sector, where our key advantage is a deep understanding of market structure and industry practice, the constantly evolving regulatory rule book, network and equipment issues (both in relation to software and hardware), and intellectual property issues. Projects on which we have advised recently include: large-scale telecoms rollouts, upgrades and expansions; M2M services in relation to smart metering; wireless spectrum licence trading; distribution and sales arrangements; ETSI and IEEE essential patent disputes and FRAND licensing requirements; wholesaling/reselling of services; monitoring and interceptions; and capacity and services contracts of every description. We ensure that we bring our practical understanding of the sector and market structure, wireless comms technologies, industry practice and the regulatory environment to financing transactions, M&A and public offerings, as well as when disputes arise and need to be resolved. Eversheds LLP and its worldwide offices have over 4,500 people working to help businesses and the not-for-profit sector to achieve their strategic goals. Access to our services is provided through 46 international offices in 28 jurisdictions. In this way, Eversheds LLP offers local access and market knowledge and with the specialist focus, resources and international capability of one of the world's largest law firms. For further information, please visit www.eversheds.com

Profile of SIG Champions

Elizabeth Bavin, Amdocs

Elizabeth Bavin is Solutions Marketing Manager at Amdocs OSS Division and has worked in the telecommunications software sector for almost 15 years. She has held a variety of consulting, product management and product marketing roles, including heading up Amdocs' return on investment (ROI) practice, identifying and quantifying the value of investment in BSS and OSS to service providers around the globe. Elizabeth was instrumental in the development and launch of Amdocs Big Data Analytics (BDA) solution focusing primarily on differentiating through customer network experience. For further information, please visit www.Amdocs.com

Phil Claridge, JDSU UK

Currently Phil is having great fun working within Arieso Business Unit of JDSU as Chief Innovation Architect with a hands-on role defining and implementing a number of Arieso's future innovations - involving Big Data, Location Intelligence and a few even needing a few lines of pathfinder code written. Previously Phil was Chief Architect for Geneva (a tier one successful carrier billing system developed in Cambridge), representing Geneva in its trade sale to Convergys, retaining the same Chief Architect role in Convergys, and then leading Convergys' Cambridge Innovation Labs. Before this Phil was Director Strategic Technology at Madge Networks at the time of Madge's IPO, and was one of the founder team when Madge spun out Red-M. Phil's recent career in carrier solutions and software is balanced by a early career in electric engineering and electronics working for Thorn-EMI, Integrated Photomatrix, and Infotron. Phil can be contacted professionally via JDSU as phil.claridge@jdsu.com and personally as phil@claridge.co.uk. For further information, please visit www.JDSU.com

Henry Kay, Airwave

Henry Kay heads the Smarter Network Solutions team at Airwave, which is responsible for developing innovative new applications for the public safety. Henry has more than 20 years experience in telecommunications, having worked in senior product management and business development roles at Cable & Wireless and COLT Telecom. Henry has a passion for innovation and drives thought leadership for Airwave on application development. His latest blog post for Airwave can be found at <https://www.airwavesolutions.co.uk/media/airwave-in-action/public-safety-applications/>. For further information, please visit www.AirwaveSolutions.co.uk

Dana Pavel, TecVis LP

Dana is a Co-founder of TecVis LP, a recently formed company focused on creating and building technological solutions for personal wellbeing. For the past 14 years, Dana has been working in various research projects, both in industry and academia, around context-aware technologies, from information gathering platforms to processing algorithms to creating user interfaces. Her work started from how to create personal agents that “think” for the end users and moved onto how to involve, support and, hopefully, better end users. Her current interest is in exploring how technologies can play a role in personal wellbeing through better interactions and visualisations. For further information, please visit <http://TecVis.co.uk>

Rob Symes, The Outside View

Rob Symes is an entrepreneur who founded Campbell Black, a technology recruitment business whose clients include The Cloud, BskyB, PCCW and UK Broadband. Rob recently co-founded predictive analytics company The Outside View following his research and subsequent documentary featured in the Financial Times, Daily Mail, The Guardian, Recruiter Magazine and Executive HR. Having met world leaders in the field, he is viewed as an expert in human bias, decision making and how data analytics can be used to improve sales and recruiting systems. Rob is Chief Executive of The Outside View. For further information, please visit www.TheOutsideView.co.uk

Profile of Speakers

Dave Hughes, Evershed LLP

Dave Hughes is a Senior Associate in the Privacy and Information Law team at Eversheds in Cambridge, with a particular focus on the Technology, Media and Telecoms sector. Dave has experience of dealing with a wide variety of privacy, information law, technology and direct marketing issues - from assisting local businesses with subject access requests to providing advice on and project managing international privacy compliance projects for large multinational institutions across more than 80 jurisdictions. This advice commonly includes dealing with internal data audits and analysis, training of data protection officers, dealing with security breaches, review of internal policies and procedures, drafting data sharing, transfer and processing agreements, subject access requests, privacy impact assessments and notification, appeals and complaints to the Information Commissioner's Office. Dave regularly writes for the PDP Information Law Journal and is also responsible for the Eversheds' privacy update service on twitter: @privacyglobal. For further information, please visit www.Eversheds.com

Shorful Islam, Wunderman Data and Insights

Dr Shorful Islam is Managing Partner at Wunderman heading up the Data and Insights division. After completing his PhD in Psychology he spent the last decade working across the public and private sector in the area of data and analytics. Before joining Wunderman, Shorful worked at DDB, as Head of Data and previously at ITV in the Online and On Demand department as Head of Business Information and Customer Data Strategy. Having worked with data in the online and offline spaces he has moved to his current role as Managing Partner, Wunderman Data and Insight where he is helping clients to understand the value of the data they collect by merging, managing and analysing web, social, mobile, customer and business data, as well as how to use that knowledge and insight for targeted communications. For further information, please visit www.Wunderman.co.uk

Mrunal Shridhar, Tableau

Mrunal Shridhar joined Tableau as the first member of product consulting team in Europe. He is experienced in operational strategy consulting with strengths in improving performance and efficiency across the supply chain. His fact driven analytical approach helps people transform data into actionable information of decision-making quality. He joined Tableau to pursue his passion to help people visualize and utilize their data effectively. Mrunal has a M.Sc. in Decision Sciences from London School of Economics and a B.Sc. in Supply Chain Management from Arizona State University. For further information, please visit www.TableauSoftware.com

Lorraine Stone, Telefonica Dynamic Insights

Lorraine has worked within Telecommunications for many years but is currently at the leading edge of big data technologies. She is currently working as UK country manager for Telefonica Dynamic Insights. A start up unit within Telefonica the role of Telefonica Dynamic Insights is to create products and services that monetize big data assets from Telefonica's global telecoms assets. The UK role defines the go to market strategy, defining product requirements based on client insight, managing strategic commercial partnerships, driving specialists sales, managing analytics resources and the delivery of managed services projects to ensure the commercial value of big data is leveraged to drive financial success. With Client engagement across a broad range of sectors, from Transport to Retail to Media and more Lorraine has also taken a lead role in the roll out of TDI's Big Data services across Europe. Previously Lorraine ran the product development function within the business directorate of O2 UK – developing the Strategy for the product & proposition portfolio for the UK telecoms market, building new products for the B2B Market from Soho to Enterprise, optimising the portfolio profitability, and enhancing customer experience. In previous roles Lorraine has managed B2B marketing, Consumer Mobile, Online channel & marketing development. For further information, please visit dynamicinsights.Telefonica.com

Dominic Stubbins, Esri UK

Dominic is Chief Architect at ESRI UK, who provide technology and build solutions for customers trying to solve geo-spatial problems. For the last 15 years, I've worked with large organisations across a range of sectors, including, telecoms, utilities, government, defence and business; helping them build systems to manage and analyse the huge range of geographic information that they need to deal with to run their operations. For further information, please visit www.EsriUK.com

Profile of Panellist**Claus Bendtsen, AstraZeneca**

Claus Bendtsen joined AstraZeneca in January 2011 as Head of Computational Biology from Novartis where he held responsibilities for modelling and biostatistics within protein sciences and production. Prior to this he spent several years with Merck & Co providing expertise in modelling and statistics across several functional and therapeutic areas from early discovery to late development and contributed to the development of the Gardasil vaccine. Earlier in his career he co-founded three start-ups and worked in academia which included leading a centre for applied bioinformatics. He holds a Ph.D in applied mathematics from Danish Technical University and has a Spanish wife and two children. For further information, please visit <http://www.astrazeneca.co.uk/home>