



THE BIG DATA WORKSHOP

Featuring **Krish Krishnan**

Author of “Data Warehousing in the Age of BIG DATA” and co-author of
“Building The Unstructured Data Warehouse”

Faculty Member of TDWI
“BIG DATA Evangelist and World Leading Expert, Popular Seminar Leader”

Thursday, April 23, 2015

Time: 9AM - 1 PM

**Where: Embassy Suites Tysons Corner
8517 Leesburg Pike, Vienna, VA, 22182**

Learn all about **BIG DATA** and Real-World Case Studies

Overview of all the latest **TOOLS** and **TECHNOLOGIES** - Analyzing, Selecting and
Using the **BIG DATA TOOLS** for Reporting, Database, ETL, Data Analytics, Metadata.

Topics of Discussion

- Defining Big Data - What Is It and How Best To Utilize It
- The Major Architectural Components of Big Data - How They Fit Together
- Big Data Technologies and How To Decide the Best for your Organization
- Data Management in Big Data Era: The Challenges and The Opportunities
- Best Practices For Managing Structured, Semi-Structured, and Unstructured Big Data
- How does the Usage of Mobile Communications and Social Media support your Big Data Projects
- What is Crowd Sourcing, Longtail and Gamification Strategies
- How should you use the Forrester Wave product evaluation / selection criteria
- White House Office of Science and Technology (OSTP) - BIG DATA Research & Development Program (Co-led by NIH and NSF): What Kinds of Applications and Overview of Technologies
- What we bring to the table
- Case Studies - Realizing Incredible Potential for Totally New Applications

***Breakfast and Lunch will be served**

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