Mid-Atlantic CIO Forum: Meeting Announcement
Topic: Big Data Applications
Date: January 15, 2015
Location: Towson University

Please join CIO members of the Mid-Atlantic Forum and their invited guests at this January 15th Forum! The topic is "Big Data Applications". What are real ways that we can gain insights and competitive advantage through Big Data analytics and the right applications? This is a Roundtable Plus Forum, so CIO members should invite those within your organizations that might want to hear the stories of how Big Data can be used effectively and innovatively.

First Stephen DeAngelis, founder, President, and CEO of Enterra Solutions, will discuss highly disruptive current applications of Big Data in the Consumer Products (Supply Chain and Digital Path to Purchase), Life Sciences (Drug Discovery) and in the Government/Urban Sector (Smart Cities). Mr. DeAngelis will explain these disruptions within the context of what the International Data Corporation (IDC) calls the "3rd Platform" of computing where the pillars of that Platform are now in place and have set the stage for further change.

Those pillars include mobile computing, cloud services, big data and analytics, and social networking. Those pillars are the launching pad for what Accenture calls "ultimate solution" — Cognitive Computing. Mr. DeAngelis will also explain how cognitive computing systems, like Enterra's Cognitive Reasoning Platform™ are enabling those disruptive applications and will give insights into where further disruptions might occur in the next few years.

Then Ed Forman head of Innovation in Merkle's Analytics Group will discuss the dilemma facing executives in the digitally driven, Omni-channel world of consumer marketing. Today, consumer's engage with Brands through an ever-expanding array of touch-points (web, mobile, social, TV, print media, searches, etc.). The need for effective cross-channel measurement has never been greater. This need is a key driver behind the growth explosion in the consumer analytics market---anticipated to be an 18 billion dollar industry in 2015.

Merkle will present their innovative, technology enabled analytics approach for tackling this challenge. The solution leverages Big Data technologies coupled with advanced analytic frameworks. Real-life examples of Big Data applications for some of the world's largest consumer brands will be covered. Specifically featured will be cross-channel digital data integration, advanced attribution measurement, and budget planning and forecasting to support centralized measurement in an Omni-channel, consumer driven market.

The meeting starts at 8AM and ends by 1PM. Brunch and lunch are provided. **Pre-registration is required.** Meeting logistics including agenda, directions to the meeting place and parking information will be emailed to you after you register. **For registration for this meeting, please reply to the meeting request send out by Bonnie Lawson or contact her at blawson@towson.edu or 410-704-4252.**