



Press Release
"Big Data and High Performance Analytics" Forum
Sunday, 28th of April 2013
Fairmont Hotel, Dubai UAE (Sheikh Zayed Road).
<http://www.BigDataForum.ae>

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The 1st Independent "Big Data & High Performance Analytics" conference took place successfully on the 28th of April 2013 at Fairmont Hotel in Dubai UAE.

The conference was a closed private boutique event with high caliber speakers and professionals from the Banking, Telecoms, Hospitality and IT industry as well as from Consulting Companies locally and abroad.

The key note speaker, **Aamer Ahmed**, Executive Director of SkyComputing Consortium, opened the first panel of the conference with the title "How Big Data & Business Analytics can be used to Drive Better Decisions" elaborating on the topic "*Driving Big Value from the Big Data Operations Architecture*". **Mark Madsen**, Founder of Third Nature, Inc. analyzed his topic concerning the "Big data and the nature of business decisions" while **Efimov Dmitry**, Assistant Professor of the American University of Sharjah presented a case study from the airlines industry with the topic "Predicting Value Customers in Airline Miles Loyalty Programs".

The second panel of the conference with the title "Best Practices in Business Analytics by Industry Leaders" was dedicated to the Banking Industry. **Altam Muhammad**, Enterprise Data Warehouse Lead at National Bank of Abu Dhabi opened the session with the topic "Data Analysis: Road from reactive to proactive strategy" while **Belhouari Adil**, A. Vice President, Analytics & Data mining at Riyadh Bank elaborated on the topic "Banking Intelligence: applied Analytics to drive the link between Big Data and Decision Making Process". **Zagorsky Victoria**, Consumer Insights Manager at Citibank UAE closed the session with the topic "Big Data Best Practices: Harness Big Data for Deeper Customer Insight to Drive Profitability and Growth".

On the last panel with the title "Apply Analytics to Improve Business Performance", **Tsiptsis Kostantinos**, CRM & Customer Intelligence Head at Eurobank and Author of the book: "Data Mining Techniques in CRM" opened the session with the topic "Customer segmentation & advanced social network analysis for getting the maximum of your customer base". **Samara Mohannad**, Group Strategy Director - Business Development of Etisalat Group, continued with the topic "Telecom providers' perspective of Big Data" while the forum closed with the topic "Technology, Social CRM and BIG Data: How Tourism benefits" from **Ahlemeyer-Stubbe Andrea**, Director Strategic Analytics at Drafftcb München.

Coordinator of the 1st and 3rd Panel was **Rahman Abdul Atif** a Knowledge Manager while Coordinator of the 2nd Panel was **Rebaie Ali** an Independent BI/BigData Analyst and Director of Data Science at Datascala.

Organizer:



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The Big Data Forum took place with the cooperation of Arabian-Forums.ae and European-Forums.eu. Arabian-Forums.ae and European-Forums.eu provide a common place for professionals and individuals looking to get the new trends, latest developments, most updated knowledge and innovations that high caliber speakers of the forums bring through their exceptional expertise to the podium of the panels. www.Arabian-Forums.ae
For more information for the next Big Data Forum in the Middle East, please contact us at info@BigDataForum.ae.