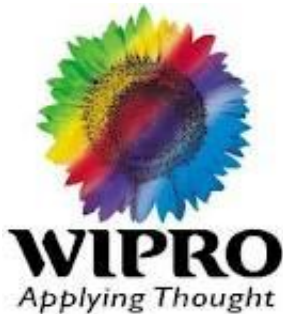


Information Excellence Summit
Data Dynamics

Feb 25 - 26th 2012,
Wipro Campus, Electronic City,
Bangalore



Register for **FREE** at <http://ieg-2012-feb-data-dynamics.eventbrite.com/>



Host



Organizers



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Welcome Kit

<http://informationexcellence.wordpress.com/category/spring-summit-data-dynamics/>

Agenda

Feb 25th Saturday

From	To	Activity	Speaker
09:00	10:00	Registration, Coffee, Networking	
10:00	10:15	Welcome Note and Summit Kick off	K. R. Sanjiv, SVP, Analytics & IM Services , Wipro Technologies
10:15	10:45	Innovation and Competitive Differentiation with Data Dynamics	Soumendra Mohanty, Partner, Accenture (Global IMS)
10:45	11:15	Innovation with Data Agility in Insurance	Vijaya P H Deepti, Head of Global Delivery Insurance, TCS
11:15	11:30	Break	
11:30	12:10	Website optimization using bucket testing FW for web analytics	Ashish Vikram, VP, User Data and Analytics (UDA), Yahoo!
12:10	12:45	Personalization & Self Care imperatives for enterprises	Deepak Swamy, Head, Corporate Product Strategy, Infosys
12:45	13:45	Networking Lunch	
13:45	14:45	Panel : Changing Face of Data Distinguished panelists from IBM, CITI, CITI, Mu Sigma, Target, Wipro	<ul style="list-style-type: none">•Dr. N R Srinivasa Raghavan, Sr. VP, Adv Analytics, CITI•Dr. Mukund Mohan, Chief Architect, IBM India BOA CoC•Mahesh V L, GM - Analytics and IM Services, Healthcare & Mfg, Wipro•Naren Peri, Mu Sigma;•Iqbal Kaur, Director Analytics, Target•Niranjana Thirumale, CTO, EMC India COE
14:45	15:20	Challenges & Approaches for Analytics Adoption	Anindya Ghosh, Wipro
15:20	15:40	Break	
15:35	16:15	UIDAI Architecture and Analytics	Sudarhsan Gangrade, UIDAI Volunteer Member
16:15	17:00	Data to Decision: Supply Chain Case Study	Parag Chitalia and Dr K Raghava Rau, Dell
17:00	17:30	Vote of Thanks	Organizing Team

Feb 26th (Sunday)

From	To	Topic/Activity	Speaker
9:45	10:00	Welcome Note	
10:00	11:00	Artistic Talents of Database Query Optimizers	Prof Jayant Haritsa, IISc
11:00	11:45	Making data repetitions work for you	Srinivasan Sengamedu, VP, Komli
11:45	12:00	Break	
12:00	12:45	Using Natural Patterns in Big Data for effective decision making	Sridhar Gopalakrishnan, CEO, Xurmo Technologies
12:45	13:45	Lunch	
13:45	14:30	Realtime Hadoop Analytics with Raptor	Aditya Yadav, Head, ATS/R&D at SunGard India
14:30	15:15	Document and Content Management & Modeling	Sreedharan Srinivasan (EIS Architecture & Delivery) Iron Mountain
15:15	15:30	Vote of Thanks & Closure	Organizing Team

Speakers



K. R. Sanjiv, Sr. Vice President - Analytics & Information Management Services, Wipro

Sanjiv has over 20 years of enterprise IT and security experience, including consulting, application and technology development that spans multiple industry segments and diverse technology areas. Since joining Wipro in 1989, Sanjiv has been involved in defining enterprise architectures for organizations that included technical models, transformation program definitions and governance models. He has designed OLTP mission critical systems such as screen-based trading systems for stock exchanges, surveillance systems and order routing systems for brokerage houses



Soumendra Mohanty, Partner, Accenture (Global Information Management Services)

Soumendra is an expert within the Information Management area, focusing primarily on BI architectures, data warehouse, CRM/Customer Insight, MDM, Analytics and PCM solutions. He is experienced in leading project teams through the lifecycle of a project, and has successfully helped sell and deliver BI and DW projects in multiple industries, including products, CPG, brokerage, banking, telecommunications, and retail. He has authored several books on data warehousing and Analytics and published numerous journals in DM Review; a recent book being, A Practical Guide to Data Warehousing Design and Implementation published by Tata McGrawHill.



Vijaya P. H. Deepti, Head of Global Delivery Insurance unit, TCS

Vijaya Deepti is currently responsible for global delivery for the Insurance unit. Her experience in delivering large scale transformations, coupled with thought leadership enables her to be a business advisor to CXOs of global insurance corporations. In recognition for her contribution to the Insurance unit within TCS, Women Leaders In India (WLII) conferred the “Leading Businesswoman Of The Year” award in Dec 2009. Deepti has been a member of TCS Business Excellence Council , responsible for driving TATA Groups’ Business Excellence(TBEM) initiative. She worked as head of Quality Council and has championed various Six Sigma Initiatives within TCS and customer engagements.



Ashish Vikram, Vice President - Engineering, User Data and Analytics (UDA) at Yahoo!.

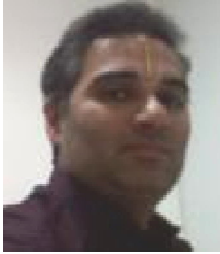
UDA is the group that analyzes Yahoo!’s customer data to provide deep insights into user behavior, which is then leveraged to personalize digital content and enhance Yahoo!’s products. Ashish is a software industry veteran with over 20 years of hands-on design and development experience. His earlier stints included setting up Rational’s Software Development Center in India and development of key Software Engineering products, including the flagship Rational Rose. He also played a crucial role in creating highly productive software development centers in Bangalore for two more startups, OAT Systems and Kalido.



Deepak Swamy, Head, Corporate Product Strategy, Products, Platforms & Solutions, Infosys

Deepak has over 22 years global experience (US, Europe and India) in telecom, software and communications innovation—within IT, consulting, and VC-backed startups. Significant experience leading product management and product strategy in communications and cloud services. These have included CMO/CSO and management consulting roles at Trendium, TeleComputing, Racal and Gemini Consulting. Prolific speaker and presenter at CTIA, TeleManagement Forum, OSS Summit and other conferences. Written for and quoted in Telephony, Telecommunications Magazine, ITU Telecom, tmcnet.com, Global OSS magazine, America’s Network, Communications International, X-Change

Panelists



Dr. N. R. Srinivasa Raghavan, Senior Vice President- Advanced Analytics, Global Decision Management, Citicorp

Dr Raghavan has over 85 publications and has experienced both the Industry and academia. After his stint as Associate professor of Management studies in IISc, he has Mentored and Managed the R&D engagement for Dell and GM. He has been awarded the Outstanding young associate of the Indian Academy of Sciences. He currently heads the Global decision management for Citicorp in Bangalore. He has guided over 49 MS / PhD research students.

He was instrumental in setting up global centers of excellence in Predictive Modeling as well as establishing collaborative research partnerships with academia across the world (US, UK, Singapore, Israel, India) during his stint in GE. He is also a member of the Karnataka State higher Education Council and Program Committee member for APAC conference on Knowledge and Data Discovery.



Mukund Mohan, Chief Architect, IBM India Business Analytics and Optimization CoC

Mukund comes with over 20 years of experience in various roles as architect, consultant, teacher, mentor and researcher in Business Intelligence. He earned his B Tech from BIT, Ranchi and Ph D from Indian Institute of Science, Bangalore. He is a recipient of Kewal Dubey Award, a national award of the Computer Society of India, and has multiple patents. He has designed over a dozen data warehouses in various industry sectors, designed first-of-a-kind solutions, worked with multiple technologies and advised large companies in BI Strategy and data governance. His current research areas include Self-care BI and Exploratory Analytics .



Iqbal Kaur, Director - Analytics & Reporting at Target

Iqbal has over 14 years of experience in areas of Analytics and Consumer Lending, with focus on Predictive Analytics, Risk Management and setting up enterprise Analytical Capabilities. She brings a combination of proven leadership capabilities both in general management and functional leadership roles.

Iqbal created the enterprise analytics and reporting capabilities from scratch through aggregation of talent, contextual and platform exercise, for Target Corporation with 400+ member team. She was previously with Genpact and GE Money. She is an alumnus of XIM Bhubaneshwar.



Mahesh Velapakam, GM - Analytics & Information Management Services, Healthcare & Manufacturing, Wipro

With an extended past into non-information technology businesses like coal mining & Hi-tech industrial automation and engineering, Mahesh has been performing various contributions to information technology services at Wipro for the past 14 plus years. He has contributed extensively to advisory areas around Information value realization, information quality assurance for manufacturing and healthcare enterprises. As a hands-on practitioner, he has created few IPs for online consumption. One of that is in the area of social network media mining / information modelling to establish an information supply chain from external to enterprise systems to create retail value.



Naren Peri, Senior Manager , Mu Sigma

Naren is a Delivery Unit Head in Mu Sigma. He is responsible for client delivery, people development and providing thought leadership across projects. He has extensive background in Business Consulting and data warehousing, servicing Fortune 500 clients across multiple industries. He has deep interest in the areas of Business Intelligence and Business Analytics, and also blogs about it .

Panelists



Niranjn Thirumale, Chief Technology Officer, EMC India Center of Excellence (COE).

Niranjn incubates advanced research and technology development projects within the India COE and raises the technical capabilities of the organization by working closely with EMC's leadership. He offers technology leadership to emerging markets initiatives and promotes tighter interlock between Sales and Engineering. Niranjn also works university research collaborations through the EMC Innovation Network. Niranjn is also a member of EMC's CTO council. Prior to joining EMC India, Niranjn was with NetApp India and IBM in the US. Niranjn is an Engineer in Computer Science from IIT Madras, and holds an M.S. and Ph.D. from the State University of New York at Stony Brook.

Speakers



Anindya Ghosh, Practice head, Analytics, Wipro technologies

Anindya comes with over 15 years of experience spanning Analytics, Primary Research (Quantitative & Qualitative), Quality and Process Excellence. He is a certified Six Sigma Black Belt. He has dealt extensively with business partners/clients across multiple locations and global teams in their endeavours towards Analytical Excellence. His domain impacts include Healthcare, Pharmaceuticals, Insurance, FMCG, Automotive, Industrial and IT. Prior to Wipro, Anindya has worked with IBM (GM, IBM global process services), Grill research and American Express, among others. He is an Alumni of IT BHU and IIM Calcutta



Sudarshan Gangrade, Volunteer member, UIDAI

Sudarshan has been a UIDAI Volunteer for 2 years, where he anchored the creation and running of the Analytics and Reporting backbone for UIDAI. He has also been part of the team that conceptualized and kicked off the Awareness and Communication for UIDAI. He comes with breadth of experience in the Analytics industry. His experience spans working with Fortune 50 Global CPG majors in categories across Personal Care, Household products and Food-Beverage; and most recently in the Indian public sector. His white paper on the UIDAI can be accessed from the UIDAI link [here](#). Sudarshan is an alumnus of IIT Kharagpur and IIM Bangalore. His interests have always been in the Marketing / Brands space and he uses Analytics to drive a lot of the decision making using data in this space.



Parag Chitalia , Director, Global Operations, Supply Chain Analytics, Dell

Parag has over 23 yrs of Global Supply Chain Management experience. Consulting with over 200 Global Fortune 500 Companies during his 20+ years, he has helped with Supply Chain Re-Engineering and Planning programs. He managed Supply Chain Consulting Practices in the US (16 yrs) and APJ (3 yrs). At Dell, he is responsible for driving Supply Chain Best Practice Globalization, Analytics Strategy. Parag & Himel with their two boys love traveling and thrive on adventure sports.



Dr. K. Raghava Rau, Program Manager and SME, Dell

Raghava Rau has over 16 years of work experience in the field of Analytics which includes expertise on various domains like customer analytics, pricing analytics, and supply chain planning. He has worked in solving large scale business problems using Analytics and Optimization approaches. He contributed to the development of Margin Optimizer for real time up sell recommendations to ISRs based on customer needs. His forte is Data Mining, Optimization, Advanced Analytics and Statistical Modeling. He is a Doctorate from IIT Chennai and also an alumnus of IIT Kharagpur

Speakers: 26th Feb 2012, Sunday



Prof. Jayant R. Haritsa, Database Systems Lab, Indian Institute of Science, Bangalore

Prof Haritsa is a faculty of the Supercomputer Education & Research Centre and the Department of Computer Science & Automation at the IISc since 1992. He received the BTech degree in Electronics and Communications Engineering from the IIT Madras and the MS and PhD degrees in Computer Science from the University of Wisconsin (Madison). His research interests are in database systems. He is a globally renowned thought leader with numerous papers and publications and innovations to his credit.



Srinivasan H Sengamedu (SHS) , Head of Komli Labs

Srinivasan is the VP and Head of Komli Labs, he works on real-time bidding, user modeling, and other areas related to computational advertising. He was Director of Audience and Search Sciences at Yahoo Labs, Bangalore, earlier. There, he worked on information extraction, machine learned ranking, pornography detection in images, comment spam detection, etc. Most of the technologies are powering various Yahoo products. He got his PhD from Indian Institute of Science, and has held visiting positions at UCSD and NUS. He has published over 100 papers and has more than 30 approved or filed patent applications. He's generally excited about creating and productizing advanced technologies.



Sridhar Gopalakrishnan, Founder and CEO, Xurmo Technologies

Sridhar is the Founder and CEO of Xurmo. With extensive experience in telecom R&D and consumer electronics, Sridhar is the driving force behind the concepts and the innovations at Xurmo. Armed with an engineering degree from the prestigious Indian Institute of Technology (IIT), Chennai and an MBA from XLRI, Jamshedpur, Sridhar has worked in leading IT corporations prior to founding Xurmo. His earlier stints were with HCL Technologies in a sales role and, subsequently, with Sasken Communication Technologies, where he headed the Handset Technology Services offerings suite, growing revenues to USD 10 million in a short span of time



Aditya Yadav, Head, ATS/R&D at SunGard India

Aditya Yadav heads the ATS/R&D at SunGard India. An Applied Research and Consulting Group which works with Emerging Technologies like Cloud Computing, BigData/Hadoop, GPGPU, Visualization, Statistics and Analytics. Aditya lead the team that created Raptor - Realtime Hadoop Analytics and is working now on bringing OLAP over Bigdata to the Open Source community. Aditya has earlier worked with Thoughtworks where he worked on Internet Scale Systems, Agile Coaching and Cloud Computing Evangelist. He is an author of a dozen open source projects, 7+ books and reports. Ran a boutique consulting company and was the CTO at one of the Top 25 Indian Startups.



Sreedharan Srinivasan, Manager (EIS Architecture & Delivery), Iron Mountain Services

Sreedharan has 14 years of IT consulting experience specializing in end-to-end DW/BI solutions; Worked in diverse industries with proven success playing both technical and managerial roles. Currently, he is the Architecture and Delivery Head for EIS/BIS group of Iron Mountain GDC anchoring Delivery, Architecture, Competency and Operations.

Info, Venue and Directions:

http://informationexcellence.wordpress.com/2012/02/16/2012feb_summit_agenda/

Registration Link (Registration must, Free to register for all Professionals):

<http://ieg-2012-feb-data-dynamics.eventbrite.com/>

Volunteer Team of Organizers for this Summit



Asit Piri,
Data Architect Lead
HP



**Balaji
Venkataraman,**
Data Architect,
Dell



Balasubba Raman
Guruswamy, Professor, KCE,
and CSI Chairman



Chid Kollengode,
Director, Cloud Computing,
Nokia



Nagaraj Kulkarni, Director,
Information Excellence Services,
COMPEGENCE



Neerav K Joshipura,
IBM Global Services -
Global Delivery



Prashanth Chandrashekar,
Project Manager,
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Prof Shalini URS,
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ISIM, Mysore



Raghavendra Hulgeri,
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Oracle FSS and CSI Ex President



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BI Project Manager,
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Sorabh Bajaj,
Freelance BI Consultant



Srinivasan Rengarajan,
BI Head, Collabera.



Subrahmanyam D V R,
Enterprise Architect,
Intel; (DAMA Blore VP)



Surya Putchala,
Academy IMA,
(TDWI India VP)



Venugopal Krishnan,
Sr. Consultant &
Architect, TCS

Want to Volunteer? Contact any of the volunteers or write to:

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<http://informationexcellence.wordpress.com>

Venue and Directions:

Info, Venue and Directions:

http://informationexcellence.wordpress.com/2012/02/16/2012feb_summit_agenda/

Campus Map and Parking Info:

http://informationexcellence.files.wordpress.com/2012/02/wipro_directions_map.pdf

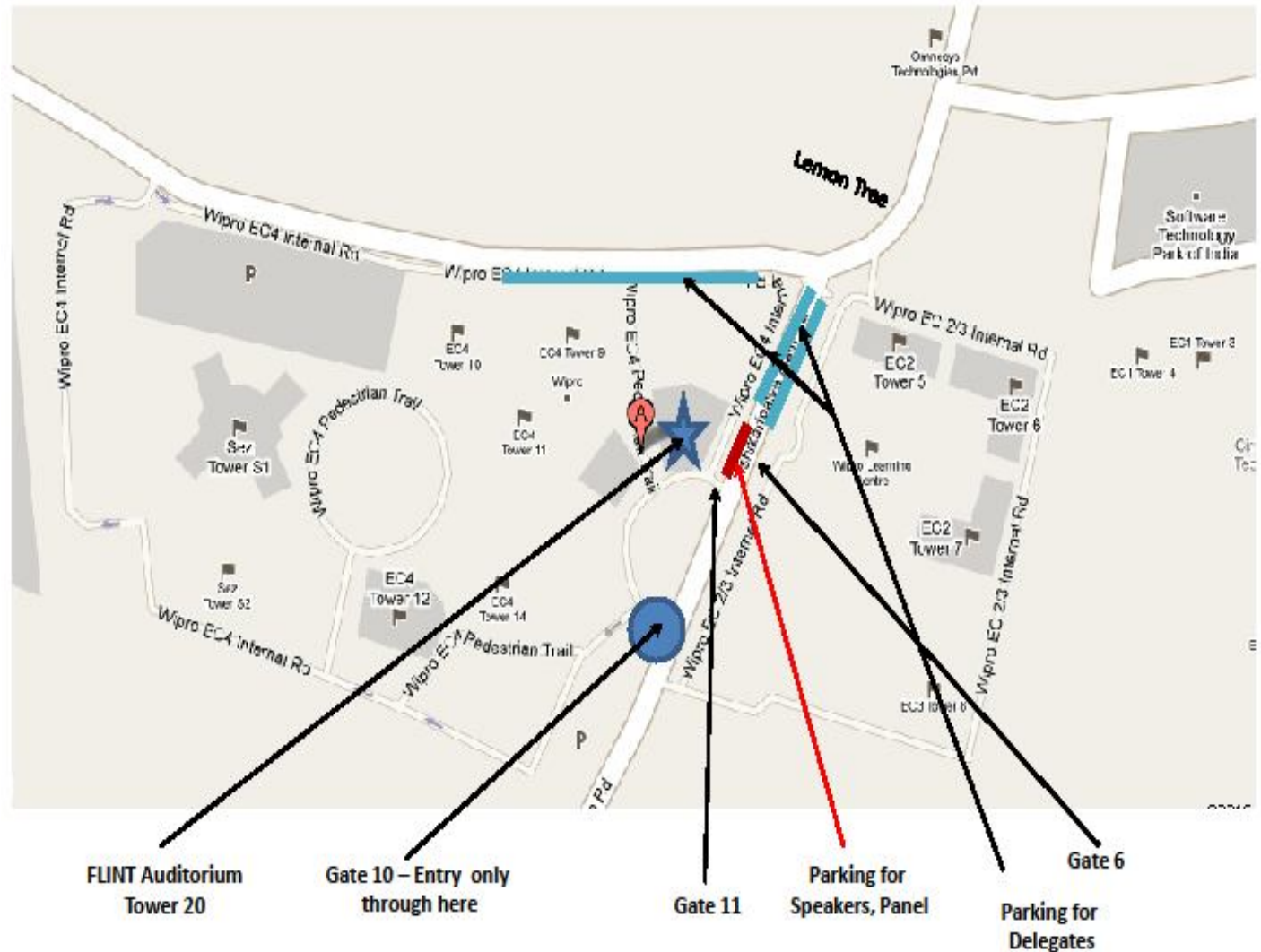
[wipro directions map](#)

Coming from Silk Board Junction,

take the elevated flyover. Take the First exit towards Electronic City Phase 1. Continue past IITB (to your left) and Infosys (to your right). Make a left turn opposite BHEL main gate. Follow the curved road until You See Wipro Campus and head towards Gate 10 for visitor entry.

If you are not taking the Elevated flyover

(including those coming from NICE Road — who will have to make a **DIRECTIONAL** right turn towards electronic city) — Please make the first possible U turn turn (post the toll collecting booths you see on the other side of the road) towards “electronic city phase 1”. Make a left turn (prior to the toll bridge to elevated flyover). Continue past IITB (to your left) and Infosys (to your right). Make a left turn opposite BHEL main gate. Follow the curved road until You See Wipro Campus and head towards Gate 10 for visitor entry.



Complete List of Information Excellence Volunteers

In the Alphabetical Order (Apologies for any unintentional omissions)

✓ Asit Peri, Data Architect Lead, HP
✓ Balaji Venkataraman, Data Architect, Dell
✓ Chid Kollengode, Sr. Director, Nokia
✓ Dr. Jay Bharateesh Simha, CTO, Abiba Systems
✓ Lakshman Lakshmanan, Project Manager, Target
✓ Nagaraj Kulkarni, Director, COMPEGENCE
✓ Nageswara Puppala, Data Architect, Dell
✓ Naveen Hegde IDC
✓ Neerav K Joshipura, IBM Global Services
✓ Prakash C P, Target
✓ Prashanth Chandrashekar BI Proect Manager, Target
✓ Prof BalasubbaRaman Guruswamy, KCE
✓ Prof Shalini URS, Exec Director, ISIM, Mysore
✓ Raghavendra Hulgeri, Risk Mgmt Head, Oracle FSS

✓ Raghuram Mutya, BI Head, Dell Services
✓ Sarfaraz Hafiz, Project Manager BI, Target
✓ Senthil Nathan R, Marketing Director, Abiba
✓ Shivakumar A P, Delivery PM (BI Practice), Mphasis
✓ Sivakumar K A Infosys
✓ Somanna Setty Teeka, DW Manager, Intel
✓ Somashekar Muniyappa, Oracle
✓ Sorabh Bajaj, Freelance BI Consultant
✓ Srinivas Eranti Harigopal, Accenture
✓ Srinivasan Rengarajan, BI Head, Collabera
✓ Subrahmanyam D V R, Ent. Architect, Intel
✓ Surya Putchala, Chief Mentor, Academy IMA
✓ Umashankar Ramaiah, Target
✓ Venugopal Krishnan, Sr. Consultant & Architect, TCS
✓ Vinodhshankar Balasubramanian, HP

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Full List of Information Excellence Volunteers

In the Alphabetical Order

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Surya Putchala, Chief Mentor, Academy IMA, (*TDWI India Chapter VP*) (surya.putchala@wyzx.in)

Venugopal Krishnan, Sr. Consultant and Architect, TCS (venugopal.krishnan@tcs.com)

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