

Chapter/Student Branch Name: CMR Technical Campus

Region: V

Event Date: 26-02-2015

Event Title: Seminar on “Social Mobile Analytical Cloud”

Speaker: MRS. Anuradha Thota, CEO Black Buck R&D Labs Pvt. Ltd., Hyderabad

Gist of the Event:

Mrs. Anuradha Thota delivered a lecture on “Social Mobile Analytical Cloud” in her lecture she highlighted the various future applications like:

1.Overview

- The convergence of 4 Disruptive Technologies
- The Old and the New
- SMAC as a game changer for the Indian IT industry

2.Social

- Why is it important for businesses today?
- What is driving social media in India?
- How businesses are connecting with their customers on social networks...
- How businesses are using social networks to increase sales...
- Benefits of social media for businesses
- Social Media Analytics

3.Mobile

- Enterprise Mobility : Access Data.. Anytime..Anywhere
- Growth of Devices & Data Traffic in India
- Applications: Types of Applications
- Use of Mobile Applications
- Global Enterprise Mobility Market Opportunity
- Rise of India as an APP Superpower
- How Indian IT Players can make the most out of Enterprise Mobility

4.Analytics (Big Data)

- What is the need for it?
- Introduction to Big Data
- Drivers for Big Data
- How it all fits together?
- Big Data Analytics
- The value of Big Data analytics : Cases and return estimates
- Big Data Market Opportunity
- Opportunities for Indian Players
- Key Players
- Recent Deals in Indian Big Data Space

5.Cloud

- When & What
- The Structure
- Deployment Models
- Service Types

- Player Roles
- The New Gold Rush : The Cloud Advantage
- Migration to Clouds
- Cloud in use



MRS. Anuradha Thota Receiving the Memento from Dr.K. Srujan Raju, HOD CSE, CMR TC