

“Hadoop in 2015: Implications for Data Professionals”

March 10th, 2015
8:30 AM – 12:00 PM

Information Builders, Two Penn Plaza, New York

SEMINAR PROGRAM:

Hadoop, Big Data and their hype have been with us for several years now, but where has that really taken us? Data warehouses are still here; conventional BI is still here; and so are relational databases, not to mention enterprise requirements around security, manageability and SQL skill-set alignment.

The good news is that Hadoop is maturing in response to enterprise requirements. Sensible integration and even convergence between Hadoop and longer-established database architectures is coming about. Hadoop and its ecosystem are bringing genuine breakthroughs in analytics functionality and advantageously disruptive economics, to boot. Hadoop is a net positive, and a big one at that.

As Hadoop Evolves, how will you capitalize on the potential? Join us for a presentation by **Andrew Brust**, Research Director for Big Data and Analytics at [Gigaom Research](#), on the current state and future direction of Hadoop and related big data technologies. Andrew’s keynote will illuminate ways in which data professionals can make better use of Hadoop in 2015 than ever before.

Following his keynote presentation, Brust will moderate a senior panel of leading technology vendors in the Hadoop ecosystem, including technology leaders from Cloudera, MapR, Teradata, and Vertica.

Key questions addressed at this event will include:

1. What is Hadoop? How does it work? How does it fit into the broader ecosystem of big data technologies and tools?
2. For which use cases does a Hadoop implementation make sense? Where does it not make sense?
3. Who are the top suppliers in the Hadoop / Big Data space? How are they different?
4. How have Hadoop + related technologies matured/improved in recent years? What are the implications of these changes?
5. Are use cases changing along with the technology? How do changes in the technology affect users of big data solutions?
6. What about solution developers? How does the maturation of Hadoop technologies affect their role and their opportunities?

Chapter Event Prospectus

March 10th 2015



7. Data Governance for Hadoop: how has it been addressed? How should it be addressed? What new approaches to data governance are needed to manage the velocity, volume, semi-structured nature of big data?
8. How are Hadoop and data warehouse platforms integrating? Ditto for semi-structured data technologies and conventional relational databases? Is there a symbiosis between them, or just awkward coexistence?

REGISTRATION:

Join us, and your NYC Tri-State TDWI community, on March 10th. The Seminar is open to all business, analytics, and IT professionals. There is no fee to attend our program, although pre-registration is required. Visit the [NYC Tri-State Area Chapter page](#) or Event Blog for details.

SPEAKER BIOGRAPHY

Andrew Brust is Research Director for Big Data and Analytics at Gigaom Research. Andrew has over 25 years of technology industry experience, having worked as a developer, consultant and tech entrepreneur over that span of time. Andrew began working with ISAM databases in the 80s, client/server databases in the early 90s and Business Intelligence technology in the late 90s. He covered Big Data for ZDNet from 2012 until 2014 and has been writing for technology publications and speaking at tech conferences for the last 20 years.

Andrew is an advisor to NYTECH, the New York Technology Council; co-moderator of Big On Data – New York’s Data Intelligence Meetup; co-author of *Programming Microsoft SQL Server 2012* (Microsoft Press); columnist for *Visual Studio Magazine*; and co-chair of the Visual Studio Live! developer conference. He also served on Microsoft’s BI partner advisory council for five years.

NETWORK BEFORE, DURING & AFTER THE EVENT:

- **Website:** <http://TDWINYC.com>
- **Twitter:** @TDWINYC | **Event Hashtag:** #TDWINYC
- **LinkedIn Group:** TDWI NYC Tri-State Area Chapter

We look forward to seeing you!

Jon M. Deutsch
President
TDWI NYC Tri-State Chapter