

Business Insight through Real-time Analysis on Data in Motion

ABSTRACT

The traditional view of business intelligence is of operational systems feeding a data warehouse through an extract, transform and load data pipeline. Increasingly organizations are realizing that the retrospective view of data this model supports is not sufficient to meet the demands of companies that need to make accurate decisions at internet speed. Real-time data analysis on streaming data is fast emerging as an important product sector. Historically rooted in the financial services sector it is now expanding into fraud detection, intelligence gathering, telecommunications network monitoring etc. In this session, Senior Analyst Marcus Collins outlines the business case for real-time business intelligence, discusses the strengths and weaknesses of the differing data streaming models, and compares the various offerings that are available today.

BIOGRAPHY

Marcus C. Collins

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Marcus Collins is a senior analyst for Burton Group Data Management Strategies. He covers enterprise architecture; data architecture; data and information integration; database management systems and database technologies; semantic web. In addition to providing technical focus, Marcus will look at data management through the lens of international business having recently completed an MBA in the EU. Prior to joining Burton Group, Marcus was an enterprise architect with Novartis, the pharmaceutical organization, where his focus was on data integration in a research environment. Prior to this Marcus held a number of senior technologist and architecture roles for consulting organizations both in the US and internationally. With over 25 years of experience in data and information management, Marcus has worked in industry verticals as diverse as oil exploration and production; utilities; retail and logistics; scientific computing; life science and pharmaceuticals. Marcus is a respected speaker and writer and has presented at data management and technology conferences.