

The Mohammed Bin Rashid School of Government

In conjunction with

Smart Dubai Initiative

Invites you to share in a discourse on

BIG DATA – REAL TIME CHALLENGES

A Dubai Smart Cities' Forum Session

Always in the search for ways and means to foster the goal of “Happy Living” for all, these interactive forums are presented to enhance public awareness and knowledge on the latest developments, global practices and strategic planning. The forums are designed to encourage meaningful dialogue and creative thinking among pioneers, experts, market leaders and decision makers at all levels in the private as well as public sectors.

Keynote speaker at the second session

Olga Parra, Smarter Analytics Leader for IBM Middle East and Africa.

Olga has over 15 years of experience focusing on Information Management, Master Data Management, CRM, Business Intelligence and Predictive Analytics strategies. She will share her experiences on the challenges facing the design and deployment of strategies and solutions for Customer Centric EDWs, Customer Centric Master Data Management and Business Intelligence strategies and implementations for organizations in the region.

Date: Wednesday, October 1, 2014

Agenda: 10 00 - 10 30 am – Registration and networking
10 30 - 10 35 am – Opening Remarks –HE Ahmed Bin Byat
10 35 - 10 50 am – Olga Parra – Big Data Real Time Challenges
10 50 - 11 10 am – Q & A – Moderated by Wesam Lootah
11 10 – 11 15 am – Closing Remarks

Venue: Mohammed Bin Rashid School of Government Headquarters
Level 13 Convention Tower, Dubai World Trade Center

RSVP: To RSVP, please call 05 3293290 Or 04 3175509, or alternatively please email confirmation on email: events@mbrsg.aca.e. For further information please contact Ms. Aisha Thani, Corporate Communications on 04 3175540.