



Hadoop 101 and Hadoop Use Cases Workshop

(Lessons from the Field)

The Ritz Carlton Pacific Place, Jakarta, 29 August 2016



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Microsoft

Morning Session: **Big Data Analytics Infrastructure**

Time	Workshop Topic		Speaker
9.00 – 9.10	Opening remarks		Beny Prabowo Mediatrac – Business Development Director
9.10 – 10.30	Hadoop 101	<ul style="list-style-type: none"> • Brief History of Data Management and Hadoop • Introduction to Core Hadoop • First Steps into the Broader Hadoop Ecosystem 	Wing Leong Cloudera – Field Sales Engineer
10.30 – 10.45	Coffee break		
10.45 – 12.00	Hadoop Use Cases, Architectures, and Sizing (Lessons from the Field)	<ul style="list-style-type: none"> • What's Hadoop-able and What's Not • Common Hadoop Architecture Patterns <ul style="list-style-type: none"> ○ Active Archive ○ Operational Processing ○ Multi-Datacenter (DR, Active-Passive, Active-Active, ...) ○ Real-Time Serving ○ Stream Processing ○ Machine Learning • Common Data Sources <ul style="list-style-type: none"> ○ Telco, FSI, Government • Hadoop Infrastructure Planning <ul style="list-style-type: none"> ○ Bare Metal vs Cloud, Hardware Specs, Commodity vs Specialized, Node Count 	Wing Leong Cloudera – Field Sales Engineer
12.00 – 13.00	Lunch break		

Afternoon Session: **Big Data Analytics Use Cases Sharing**

Time	Workshop Topic	Speaker
13.00 – 14.00	Managing the Analytical Life Cycle for Decisions at Scale. Analytical models are at the heart of critical business decisions. But what’s the best way to create and manage these high-value assets when there are more decisions and data than ever? Learn how the entire iterative process -- from data preparation and model development to model testing, deployment, monitoring, recalibration, and back again, can automate as many decisions as possible, as quickly as possible	Deepak Ramanathan SAS – Sr. Director, Analytical Platform & Customer Intelligence Asia Pacific
14.00 – 14.45	Sales & Marketing data integration (Territory management) Integration of client data and external data for holistic and meaningful view of different sales and distribution area. <ul style="list-style-type: none"> • Distribution • Marketing campaign • Sales territory 	Felix Sugianto Mediatrac – Head of Technology Services
14.45 – 15.00	Coffee break	
15.00 – 16.00	The Digital Age – Big Data & IoT Based on customer specific priorities, Dell big data solutions can help customer to improve operational efficiency, assist with fundamental organizational transformation, or both. Efficiency centers on more tactical goals which improve current productivity, such as accelerating reporting or improving service levels. Transformation is concerned with more strategic goals, such as optimizing customer experience or gleaning deeper insights from data.	Albert Lay DELL Indonesia – Enterprise Channel Manager
16.00 – 17.00	From Data to Decision with Microsoft Advanced Analytics <ul style="list-style-type: none"> • From data to decision • Cortana Analytics Suite • Azure Machine Learning • Credit Risk Scoring with Azure Machine Learning • Visualization with Power BI 	Cahyo Listyanto Technology Specialist Platform Microsoft Indonesia
17.00	Closing remarks & certificates	Felix Sugianto Mediatrac – Managing Director Technology Services