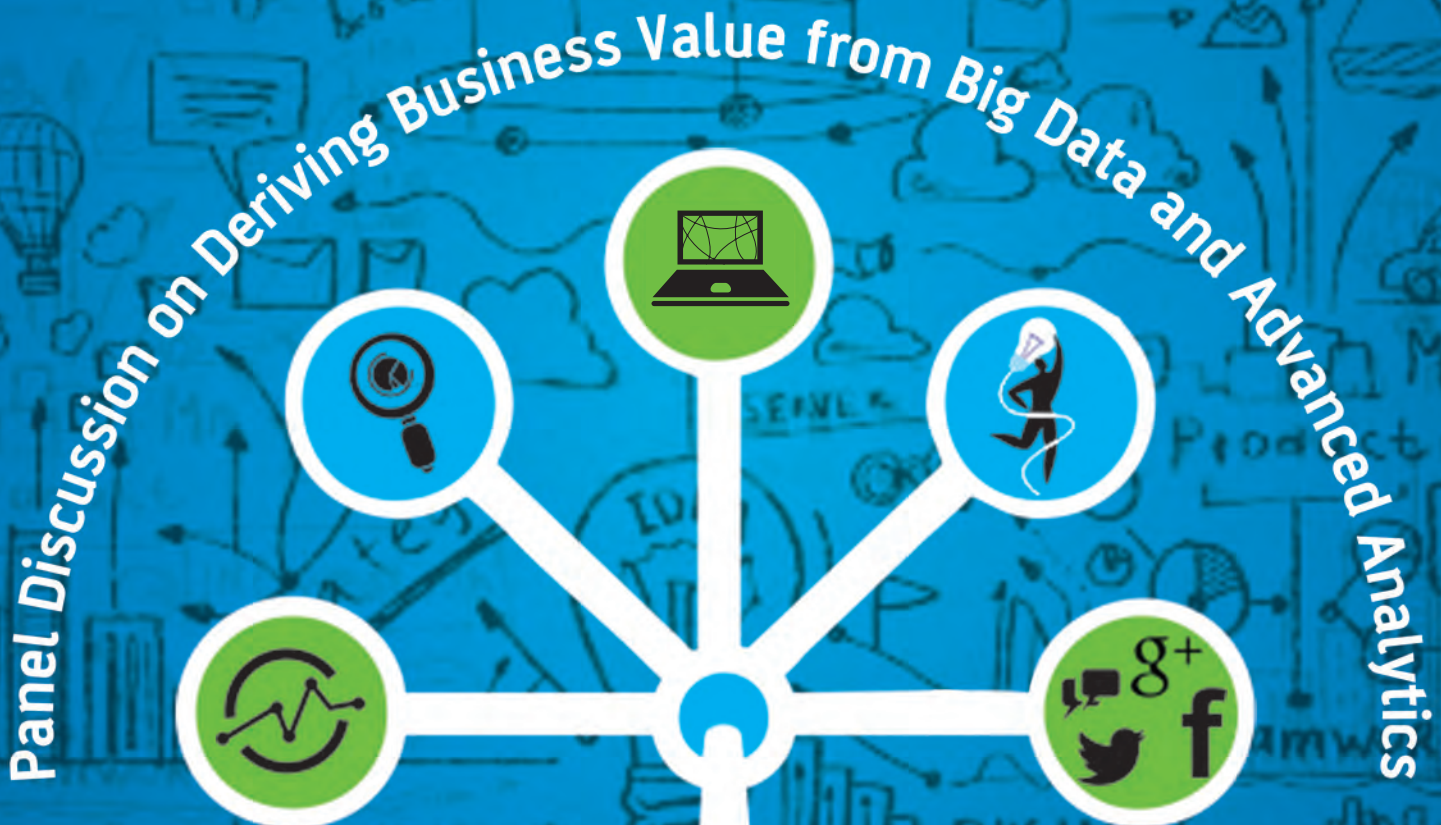


# Great Lakes Invites you to the Business Analytics Symposium

Moving from Promise to Practice



Date : 21<sup>st</sup> November, 2013  
Time : 10:00 am - 1:00 pm

Venue:  
Great Lakes Institute of Management,  
Dr. Bala V. Balachandar Campus,  
East Coast Road, Manamai,  
Tamil Nadu - 603 102.

# Business Analytics Symposium

## ‘Moving from Promise to Practice’

Thursday, November 21, 2013, 10.00 a.m. to 1.00 p.m.

**Venue:** Dr. Bala V. Balachandar Campus, East Coast Road, Manamai, Tamil Nadu - 603 102.

Business Analytics promises to provide a number of solutions that address the unique needs of organizations across industry segments. Be it the Optimizing of Operations, Improving the Customer Experience or Identifying new business prospects and markets, Business Analytics has the capability to help managers make insightful decisions and drive better outcomes faster.

### Objective:

This Symposium intends to delve and deliberate on strategies for shifting Business Analytics from promise to practice by answering the key question “How to extract meaningful and useful insights from big data to gain sustained competitive advantage” by a panel of experts from the Corporate world.

**Topic for Panel Discussion: Deriving Business Value from Big Data and Advanced Analytics.**

### Audience:

- Practitioners and Professionals from Business Analytics verticals of Corporates
- Faculty and staff of Great Lakes
- Students, Researchers and Analytics enthusiasts

### Program Agenda:

10.00 am - 10.10 am	Inauguration (Invocation song, Ponnadai for the Chief Guest)
10.10 am - 10.20 am	Welcome Address, Dr. Bappaditya Mukhopadhyaya, Professor, Great Lakes Institute of Management
10.20 am - 10.45 am	Presidential Address by Chief Guest - Mr. Prakash Arunachalam, Vice President and Head - Delivery, Chennai & Pune Delivery Centers, Virtusa Corporation
10.45 am - 10.55 am	Q&A - Open house
10.55 am - 11.00 am	Vote of Thanks, Dr. S. Bharadhwaj, Professor, Great Lakes Institute of Management
11.00 am - 11.15 am	Refreshments & Networking session
11.15 am - 12.55 pm	Panel Discussion - Deriving Business Value from Big Data and Advanced Analytics

### Moderator:

Mr. Sathya Venkatraman, Associate Partner/Director of IT Strategy & Design, Consulting Services business, IBM India.

### Panel Speakers:

Mr. Ajay Kashyap, Product Manager, Crayon Data  
Mr. Jebamony Mathias, Head - Business Intelligence and Analytics, Matrimony.com  
Mr. Nagarajan Karuppiah, Chief Architect - Big Data Solutions & Consulting, TCS  
Mr. Prakash Rajagopalan, Vice President, BAP Delivery, NTT Data

12.55 pm - 1.00 pm	Vote of Thanks by Mr. R. Shreenath, Director - Corporate & Career Services, Great Lakes Institute of Management
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1.00 pm	Lunch
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