



association of information technology professionals

# Monthly Dinner Meeting Courtyard Marriott, Culver City

## Big Data Analytics, Cognitive Computing – The Next BIG Thing

### Date:

Thursday,  
25 February 2016

### Time:

5:30pm to 9:00 pm

### Location:

**Courtyard by Marriott – LA Westside**, 6333 Bristol Parkway, Culver City 90230  
310-484-7000. Self Parking at hotel (\$6).

**Space is Limited,  
Reservations are required**

**Members \$28 in advance,  
\$35 at the door.**

**Non-members \$35 in  
advance, \$45 at the door.**

Digital business, digital marketing, IoT and mobility are all driving more data into the enterprise. Analytics – finding meaningful patterns in data – provides the **ability to turn data into profit, and competitive differentiation**.

Gartner has identified big data analytics as a Megatrend -- real time analytics for customer intelligence, predictive analytics, and meter data analytics.

An IBM whitepaper states that the most successful organizations are ones that can react the quickest to (even proactively anticipate) changes in the market place. Consumer data -- profiles, surveys, preferences, activities, spending habits -- can be used to predict a reaction to a new product or service.

Leading companies are embracing analytics as a **necessary discipline**, a competitive requirement. Today –

- Data collection is easier than ever
- Data storage is cheaper than ever
- Data analysis is easier with new tools

IBM is at the cutting edge in this expanding field – this is an opportunity to gain an expert perspective and learn how the next steps in your own effort can be most effective.

**Join us in February to gain an understanding of the critical role of analytics, the capabilities available right now, and the emerging trends in the marketplace.**

Arrive early for an informal roundtable on BI and Analytics – as well as great networking. Every attendee will receive a link to **Customer Analytics for Dummies** – a book to help you understand the power of predictive analytics, and to put the power of your data into action.

**REGISTRATION:** sign up now at: <https://www.eventbrite.com/e/big-data-analytics-cognitive-computing-the-next-bigthing-tickets-21421634686>  
Pay by credit card.

**LOCATION:** Courtyard by Marriott – LA Westside, 6333 Bristol Parkway, Culver City 90230 310-484-7000. Self-Parking at hotel (\$6).

**DIRECTIONS:** <http://www.marriott.com/hotels/maps/travel/laxcv-courtyard-los-angeles-westside/>

**Going South on 405:** Take 90 Fwy East; Slight right at West Slauson Ave; First right onto Bristol Parkway

**Going North on 405:** Take exit 49B to merge onto Sepulveda toward Slauson Ave; Right at Green Valley Circle; First right onto Bristol Parkway

## ABOUT OUR SPEAKER

Dallas E Sinnett – Technical Sales Engineer, Business Analytics, IBM

Dallas has a diverse background in development, sales, consulting and technical support. One of his strengths is listening to customers' needs and translating them into a solution. He has been in pre-sales roles since the mid-90's, and enjoys the balance of technical product activity and personal customer interaction. Dallas joined SPSS, Inc in 2005 supporting sales of Business Intelligence solutions and migrated to SPSS specific product sales support. For the last 6 years has been Technical Sales Specialist at IBM which is a pre-sales role supporting predictive analytics software solutions, specifically the SPSS brand. Dallas is strong in customer centric selling -- nurturing a personal relationship with them and focusing on meeting their objectives. He is a graduate of UC Santa Barbara.

IBM SPSS products provide advanced statistical analysis to understand data, identify trends and produce accurate forecasts. IBM **Predictive Customer Intelligence** enables deep, actionable customer insights based on available data sources -- for targeted engagements with customers at any touch point to build relationships and increase revenue. IBM **Social Media Analytics** Software helps you understand and act upon the social media impact of your products, services, markets, campaigns. It analyzes billions of social media comments and provides customized results in configurable charts and dashboards – enabling better decisions to improve the customer experience.

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## COMING ATTRACTIONS

March 24 -- TBD

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