AMERICANDIGITAL
WE UNLOCK THE VALUE OF YOUR BIG DATA

2015 BIG DATA SYMPOSIUM

THURS. JULY 23
4:30 - 7:30 PM

JOIN US TO DISCUSS

- The hottest trends shaping the big data movement
- Why vendors like SAP, Hortonworks & HP are key to a successful solution

YOU WILL LEARN:

- **About Big Data versus Big BI: Discover which you are building:**

  Big Data is Action Oriented, Driving "Action at the Speed of Insight" leading to Predictive / Persuasive strategies.

- **Why customers buy your products:**

  The essential questions: Why do they Buy? | Why do they Care? | Why do they stay?

- **How adopting and executing a Hyper-Personalization paradigm is the future.**

- **If you are finding business opportunities and value from your current data.**

- **How to predict the needs of your customers and optimize your offerings to improve customer service.**

- **How to you manage, maintain and analyze rapidly evolving data volumes from IoT**

FEATURED SPEAKER

Chris Surdak
Author, Consultant to Fortune 50 executives

Christopher Surdak is an industry – recognized expert in Collaboration and Content Management, Big Data, Information Security, Regulatory Compliance, and Cloud Computing with over 20 years of professional experience.

Mr. Surdak is author of "Data Crush: How the Information Tidal Wave is Driving New Business Opportunities", published by AMACOM Publishing, recipient of GetAbstract's International Book of the Year Award, 2014.

He is also contributing editor and columnist for European Business Review magazine.

ALL ATTENDEES WILL BE ENTERED TO WIN:

1 HP Spectre Laptop
Stunning, ultra-slim convertible PC with a 360° hinge - **$899 Value**

3 HP Stream Laptops
Equipped with Windows 8.1
$299 Value

Please click here to RSVP by July 15th

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