

## **Analytics by Dr. Muthukumaran B & Disruptive Technology by Mr. Venkat Alagarsamy**

### **ANALYTICS**

Dr. Muthukumaran B, Head of Big Data & GM-Training at HTC Global Service India Pvt.Ltd spoke about Analytics on 18th February 2017.

The session on Analytics began with an introduction by Dr. Muthukumaran about automation in different domains. The term analytics can be used as a combo with Operations, Marketing and many more but pertaining to a specific domain solves just specific problems. According to him Convergence Analytics can justify the era of high frequency marketing.

He further spoke about the importance of Marketing Automation, where the web fulfills your marketing requirements. He extended his session on Marketing Automation by mentioning that Down Stream Analysis lends a helping hand in Automation wherein you can easily identify someone using an IP address. He also focused on personalisation which is responsible for creating a website which is customised for every person.

Dr. Muthukumaran accentuated about the advantages of Stylometrics, where the behavioural pattern defines the way the user enters the website and the way he shops. It also provides details about the age, location, education and marital status of the user being analysed. A brief explanation was given about creating value to customers using economic and financial strategies.

The session ended with the speaker emphasizing the importance of Big Data as a tool for predicting advertisement and targeting, allowing businesses to make meaningful information out of digital data.

### **DISRUPTIVE TECHNOLOGY**

Mr. Venkat Alagarsamy, Disruptive Technology Evangelist, spoke about Disruptive Technology on 18th February 2017.

According to Mr. Venkat Alagarsamy, Disruptive Technology is any technology that would change the way currently you do things. It is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market leading firms, products and alliances.

He stated that there are various industries using disruptive technology, and stated examples of Healthcare sector using Patient monitoring, Remote consultation, Healthcare emergency services, Remote diagnosis. Another example was that of an automobile sector that uses Driverless cars and Intelligent traffic controller. These technologies help improve the flaws in various sectors. Smart grid, Smart home and Smart retail were few of the emerging technologies discussed.

He also introduced the term 'IOT' to the students which is nothing but a vast network of devices connected to the internet. He also made sure that the session was very interactive by continuously stating examples with reference to the sectors being discussed. He finally shared Gartner's prediction on 50 billion IOT devices being connected by 2020.

The session ended with Mr. Venkat Alagarsamy, emphasising the impacts of IOT and mentioned that “it is the most cost effective way of declaring war against a country thereby developing an urge to destroy”.

Team Colloquia