SAVE THE DATE!

MID-AMERICA CLUB IT CONNECT
FEBRUARY 24, 2016
BIG DATA

Big Data is changing how we understand and interact with the world around us … and deeply affecting how we do business.

The sheer quantity of data we collect is staggering.

Everyday, we capture hundreds of millions of gigabytes of data and metadata. The records of these interactions come from everywhere, from sensors to social media. The data describe events from the extremely small to very large.
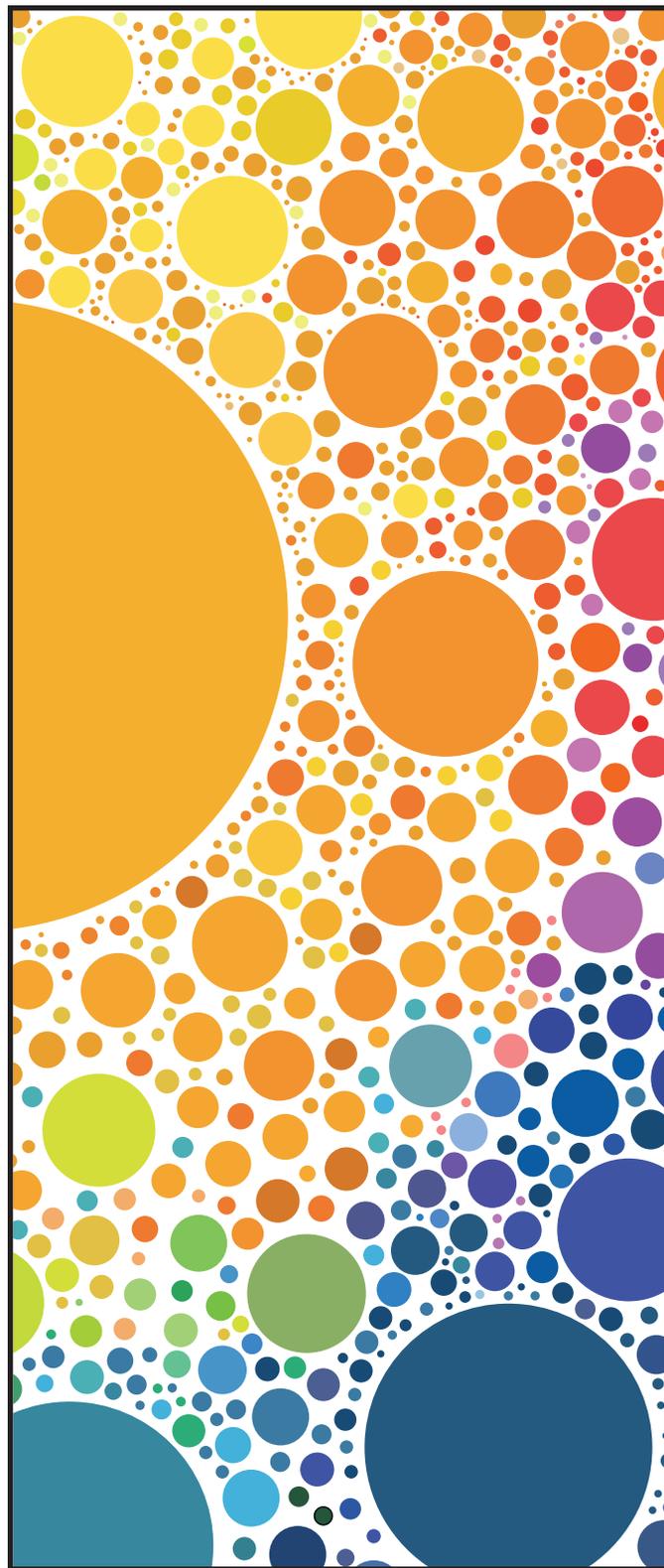
Big Data describes tools and techniques for transforming this massive amount of data into useful information. Cloud storage. Management of disparate data acquisition formats.

Most importantly, with Big Data, organizations now have powerful analytics to slice and dice the raw datasets to find the most relevant information.

Big Data analytics allows experimentation and exploration. From any angle. Go fast. Go deep. Model the effects of quantitative and qualitative changes, and use the results to guide investment decisions and operational changes.

Big Data promises everything from increased productivity to features like widespread, real-time personalization.

Think big. Join us at Mid-America IT Connect for a presentation from one of the thought leaders in the field as well as a spirited Q&A session afterwards.

FEBRUARY 24, 2016 5:30 P.M.
THE MID-AMERICA CLUB ON THE 80TH FLOOR OF THE AON BUILDING IN DOWNTOWN CHICAGO
PRESENTED BY POLYMORPHIC SYSTEMS

RSVP with the Club at **312-861-1100** *or online at* **www.midamclub.com**
Limit 3 guests per membership. Members must register their guests with the Membership Department.