

**4<sup>th</sup> NASSCOM Big Data and Analytics Summit**  
**23<sup>rd</sup> - 24<sup>th</sup> June, 2016**

**Rise of Algorithms and AI: *Complexity to Competitive Advantage***

Big data has transcended to the point where it can be called a disruptive technology. There has been an exponential growth in the number of devices connected to the Internet and each other and with that there is an explosive increase in the quantum of machine data being generated. Unstructured data - in the form of social media interactions, video or text is also growing rapidly. Organizations have matured in collecting and processing these types of data - whether it be insurance companies collecting driving behavior data through telematics or Fitbit collecting personal activity data. Companies that are able to collect and leverage this data for better business outcomes are winning against the laggards.

There has been a significant increase in our ability to distribute computations and storage much more effectively to scale the ability to process this data through big data technologies and cloud computing infrastructure.

The third dimension (apart from data and computing power), is the quality of the algorithms to process, derive meaning and drive decisions. This is where major progress has been achieved in the last 3 years. Artificial Intelligence and deep learning algorithms have advanced rapidly to enable the development of machines that can now do tasks that require deep expertise and skill - such as driving cars, diagnosing medical images, playing chess or Go, and even creative tasks such as poetry or painting. The best companies today are realizing the power of Artificial Intelligence (AI) and investing in utilizing these algorithms in all aspects of their business. AI represents the next frontier in the technology-enabled organization.

How can we expand the scope of AI and apply it to a broader range of problems? Can AI help us improve patient outcomes, to improve our education system, to find cures for some of the deadliest diseases, to automate our factories and business processes and to make our lives more comfortable and meaningful?

With these facets in mind, the **4<sup>th</sup> NASSCOM Big Data and Analytics Summit** to be held on 23<sup>rd</sup> June and 24<sup>th</sup> June, 2016 has crafted the theme, “**Rise of Algorithms and AI: Complexity to Competitive Advantage**”. The summit will focus on how organizations can marry algorithm-based technologies to the realities of the marketplace and how to put an effective machine learning capability in place that builds on the promise of Big Data.

**Key themes to be covered at the summit:**

1. Demystifying AI
2. Unstructured data and Natural Language Processing
3. Reducing the Complexity of Big Data for Business Use
4. The Human Face of Big Data and the Internet of Things
5. Data Complexity in Machine Learning
6. Customer Intelligence: The next frontier for customer experience
7. Design Thinking & Analytics

**Participants Can Expect:**

- Insightful workshops and masterclasses on big data and analytics as an aid in business strategy.
- Case studies in AI and deep learning
- Insightful panel discussions on issues facing the global analytics industry with a special focus on India
- Social events for networking

