



Second panelists (L-R): **Imad Atwi**, Principal at Strategy&; **Gergi Abboud**, Senior Vice President & General Manager for SAP in the Middle East South; **Caspar Herzberg**, President for the Middle East and Africa at Schneider Electric; **Fadi Amoudi**, CEO of IQ Robotics; and **Alaa Youssef**, Managing Director of SAS Middle East

Uncovering Big Data's Big Trends

Tech giants gather to delve into the current trends in the industry, network and share knowledge.

Last month Forbes Middle East gathered nearly 200 technology experts, leaders, and innovators from across the region and beyond to explore how big data is disrupting business. Three panels delved into the value of big data, the opportunities arising from artificial intelligence and cloud computing, and the best practices when dealing with consumer data.

The first panel discussed the true value of big data and how business models are changing to implement it. Representatives from GBM, Alteryx, TBWA\RAAD and Oracle spoke about the way data is being used to understand consumers, as well as the importance of avoiding flooding them with information, it was agreed that collecting and using data is a journey and

companies need to understand what they need from the insights before they start.

Next, executives from Schneider Electric, IQ Robotics, SAS and SAP looked at how AI, machine learning and cloud computing are continuing to disrupt businesses, and highlighted how big data and these new technologies are all part of the same ecosystem. According to the panelists, AI is currently being adopted across public and private sectors. The fourth industrial revolution is proving to be a game changer for businesses and economies. AI and big data are expected to contribute an estimated \$16 trillion to the global economy by 2030. This is close to 15% of global GDP.

The final panel of the day delved into the trending topic of data privacy and discussed best practices when dealing with consumer



First panelists (L-R): **Jennifer Fischer**, Chief Innovation Officer at TBWA\RAAD; **Bart Pietruszka**, Chief Data Officer and Regional Head of Analytics at HSBC; **Ghassan Al Jamil**, Big Data and Analytics Business Developer Director at Oracle; **Cherif Morcos**, Vice President of Digital Business Solutions at GBM; and **Olivia Adams**, Chief Customer Officer and Co-Founder of Alteryx



Third panelists (L-R): **Hala Bou Alwan**, Founder and CEO of Hala Bou Alwan Consultancy; **Mahmoud El Tabarane**, Head of Operations MENA at Infowatch; **Andrew Pearson**, Managing Director of Intelligencia Limited; **Tarek Nakkach**, Regional Legal Counsel of HPE; and **Ihsan Anabtawi**, Chief Operating Officer of Microsoft Gulf.

data. Panelists agreed that it is crucial for businesses to educate their employees about data privacy. The latest study from Thales and research from the Ponemon Institute has revealed that businesses are failing to protect sensitive data stored in the cloud, with only one-third of firms using a secure approach. According to a recent report from cybersecurity firm DarkMatter, cyberattacks in the Middle East, especially the UAE, are rising and mostly targeting the oil and gas sector.

The forum was hosted in partnership with HumanSoft as a Platinum Partner, GBM as a Gold Partner and Schneider Electric as Innovation Partner.



Caspar Herzberg, President for the Middle East and Africa at Schneider Electric



Kamal Puri, Founder Chairman of Skyline University College



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Sukhdeep Sachdev, CEO of Leader Healthcare Group

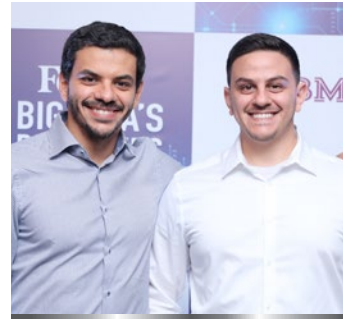




From GBM, **Cherif Morcos**, Vice President of Digital Business Solutions and **Carlos Robles**, AVP - Head of Marketing and Communications



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From GBM, **Sajdah Al-Riyami**, Brand & Communications Specialist and **Carlos Robles**, AVP - Head of Marketing and Communications



Moatasem Al Ahmad, Head of Digital Marketing at Ghassan Aoud Group; **Justina Eitzinger**, Chief Revenue Officer at Forbes Middle East and **Angelo Djaffardjee**, General Manager – Trading & Distribution at Ghassan Aoud Group

