

The 3<sup>rd</sup> International Forum

# BIG DATA DAY BAKU 2017

**ADA University**

Azerbaijan, Baku, 30 May 2017  
[www.cedawi.org/BDDB2017/](http://www.cedawi.org/BDDB2017/)

## SUMMARY REPORT



ORGANIZED BY:



OFFICIAL PARTNER:



**30 MAY, 2017**  
**ADA UNIVERSITY**  
[www.cedawi.org/BDDB2017](http://www.cedawi.org/BDDB2017)

INNOVATION PARTNER:



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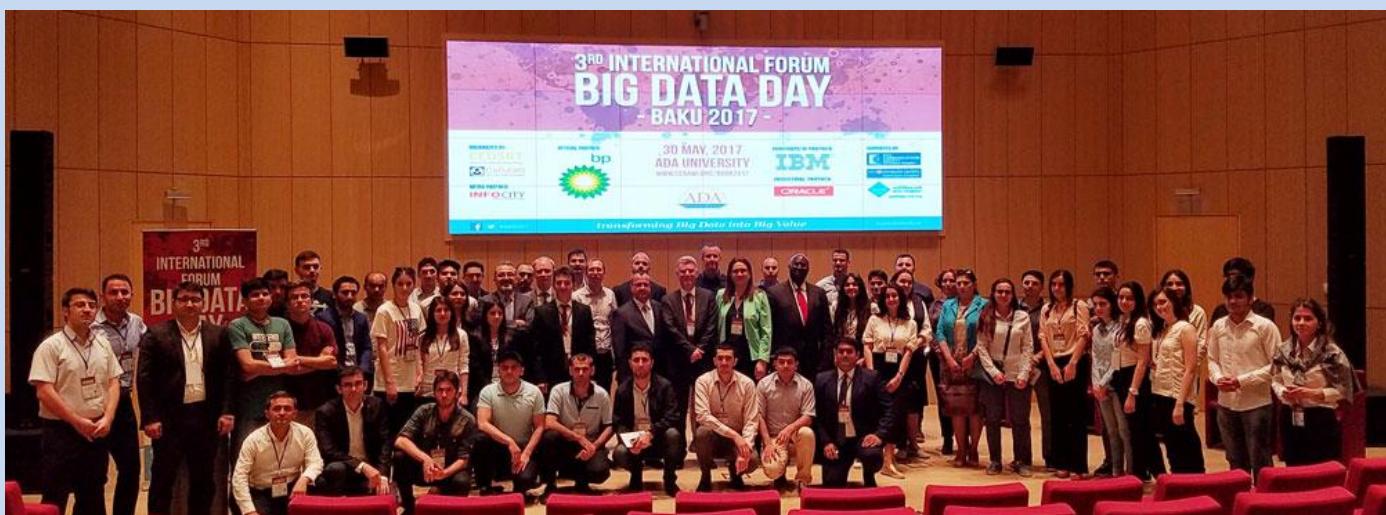


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*transforming Big Data into Big Value*

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## BIG DATA DAY BAKU 2017



The Internet Services, Web and Mobile Applications, Pervasive Communication widely available today that are meeting many of our needs have stimulated production of tremendous amounts of data (call metadata, texts, emails, social media updates, photos, videos, location, etc.). Even with the enormous power of today's modern computer systems, businesses and government organizations continue to face huge challenges to manage, search, analyze, and visualize the vast amount of data residing across multiple datasources and transform data to valuable information and intelligence to support data-driven decision making. Over 90% of this information is unstructured what means data does not have predefined structure and model. Generally, unstructured data has a little value unless appropriate data mining and analysis techniques are applied to extract useable information and insights that may hold huge value.

The 3<sup>rd</sup> International Forum “Big Data Day Baku 2017” (BDDDB2017) is the data-centric event under the theme **“Transforming Big Data into Big Value”** is planned to be held in Baku, Azerbaijan, 30 May 2017 hosted and organized by the ADA University’s BP funded Data Sciences Research & Training Center in collaboration with the Applied Research Center for Data Analytics and Web Insights (CeDAWI). The conference’s official partner is BP, innovation partner is IBM and industrial partner is Oracle. The BDDDB2017 international forum will be held in partnership with local and global data-driven and Big Data companies and endorsed by IEEE Computer and Communication Societies in Azerbaijan. The event’s main goal is to increase public awareness of new opportunities and challenges brought by Big Data and Analytics, share experience with industry and government on the development of state-of-the-art Data Analysis technologies, attract youth to make career and do outstanding research in Data Science.

## CONFERENCE SCOPE

Following topics were covered:

- Big Data Architecture, Open Platforms and Toolkits
- Big Data Analytics, Modeling and Visualization
- Big Data As A Service (BDAAS)
- Big Data for Vertical Industries (Government, Healthcare, Energy, etc.),
- Big Data for Enterprise Transformation
- Big Data in IoT and Industry 4.0
- Big Data in cross-Disciplinary Research
- Big Data in Smart-City Solutions
- Text Analytics and Natural Language Processing
- Machine Learning and Language Technologies
- Hot Topics of Data Science

## WELCOMING AND OPENING CEREMONY

The forum started with Opening and Welcoming Ceremony at the ADA University.



**Mr. Fariz Ismailzada, Vice Rector of External Government and Student Affairs.** In his speech Mr. Ismailzada welcomed all the guests and participants, and expressed gratitude official partner BP for supporting highly meaningful event. He also noticed the importance of the event for the ADA University as well as for whole country.



**Mr. Bakhtiyar Aslanbayli, Vice President for Communications, External Affairs, Strategy & Region at BP Azerbaijan-Georgia-Turkey** also welcomed all the guests and said that BP have always been a technology driven company and because of that it aware well of the Big Data importance in a business. Secondly, he talked about Data Science Research and Training Center which had been launched by BP as a co-venture in October 2016 together with ADA University.



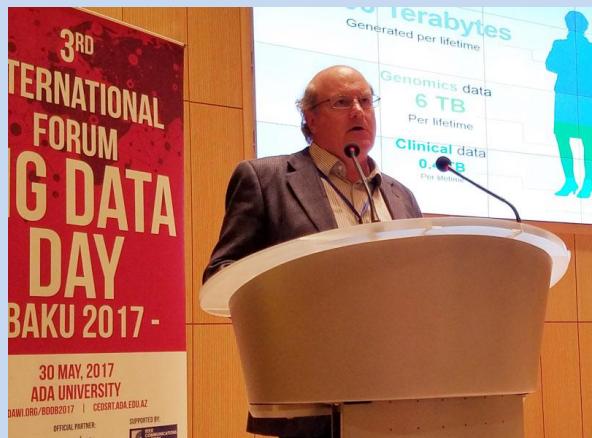
**Professor Muhammadou Kah, Vice Rector for Technology and Innovation and Founding Dean of School of IT and Engineering.** Prof. Kah said that Big Data Day Baku 2017 Forum was the effort of the university to execute one of the key activities of the University's BP funded projects Data Science Research and Training Center and mentioned that the center would have huge implications not only in Azerbaijan, but also in the region as a whole.



### Dr. Abzettin Adamov, General Chair of BDDB2017

**International Forum, ADA University.** Dr. Adamov welcomed all participants and briefly talked about the history of BDDB2017 forum and its importance for increasing awareness about opportunities derived by Big Data Analytics. He noticed the importance of continues support from IEEE. Dr. Adamov thanked Official Partner BP for supporting the Center for Data Science Research & Training and sponsoring current event. He also expressed gratitude to other partners: IBM and Oracle.

## PLENARY SPEECHES



### Mr. Michael Starkey,

*Distinguished Engineer, CTO and VP, IBM Central & Eastern Europe, Prague, Czech Republic.*

#### Speech Title: Cognitive Era.

**Abstract:** *Data is growing exponentially and demands new approaches to handle the volume and different kinds of data. Cognitive Computing provides a strategy to handle these data, not all of which are accurate or certain. This talk will present some of the challenges of big data, characteristics of the data that drive cognitive solutions, examples where cognitive computing has been used successfully to gain insight from large amounts of data and some research projects advancing the technology to support ever increasing amounts of data.*



### Mr. Tansel Okay,

*Business Development Director for Engineered Systems  
Turkey, Central Asia, Middle East, North and South Africa*

#### Speech Title: Big Data & New Information Management Reference Architecture.

**Abstract:** *"Land was the raw material of the agricultural age, Iron was the raw material of the Industrial Age. Data is the raw material of the Information Age" - Alec Ross.*

*Unlike Land and Iron, Data can be created by asking questions or it can be ignored easily. Modern Enterprises adopt their information management architecture to benefit from Big Data.*

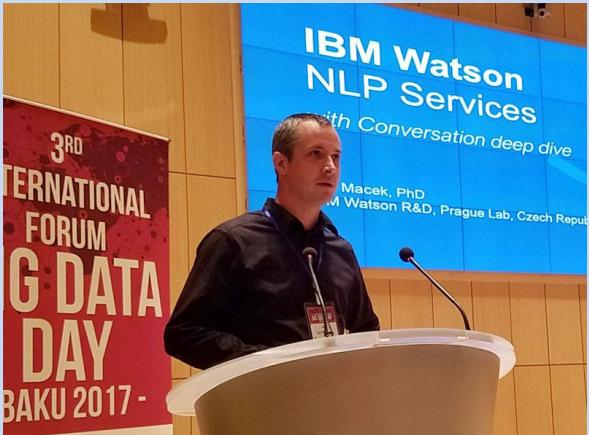


### Dr. Abzettin Adamov

*Co-director, Center for Data Science Research & Training, Ada University, Azerbaijan*

#### Speech Title: Transformation of Storage and Computing Architecture imposed by Big Data Era.

**Abstract:** *Even with the power of todays modern computers it still big challenge for business and government organizations to manage, search, analyze, and visualize vast amount of data as information. So, which technologies, techniques, platforms, tools are best for Big Data storing and processing? How Big Data Era effects technological landscape? These and many other questions will be answered during a speech.*



**Mr. Jan Macek,**

Manager, Watson Dialog - Languages, Platform, Test  
Prague Watson R&D Lab, IBM Watson

**Speech Title: IBM Watson Services for NLP Applications**

**Abstract:** With the chat-like interaction becoming pervasive in human to human interaction, the natural language starts to be often preferred way of interaction between humans and computers. The IBM Watson contribution to the space of practical NLP-based services I will cover in my talk are the Conversation service, the Natural Language Understanding service, and the Discovery service. These services provide insights into the user interactions to allow the application designer to iterate on their accuracy and efficiency.

**Dmytro Kazany,**

Enterprise Data Architect, AccessBank, Azerbaijan

**Speech Title: Advanced Analytics for Telco and Financial Services: Hardware, Software and Use Cases**

**Abstract:** n overview of the current state and trends in advanced analytics and big data applications for financial services and telco, including hardware/software available on the market to support various reference architectures (delta/lambda) and some actual use cases to monetize the wealth of data available inside organizations.



## ACKNOWLEDGEMENTS and AWARDING



## QUESTION – ANSWER SESSION

## CLOSING CEREMONY