

A Brief History of Analytics and Databases

In the *Brief History of Analytics* presentation (45 minutes) you will learn:

- The role statistics and analytics played in business prior to the establishment of Evidence-Based Management
- Who the original “Whiz Kids” were and how they reoriented business management to be based on quantifiable facts, paving the way for modern database management systems
- How business analytics have changed over the past 50 years
- The current political realities of Evidence-Based Management

In the *Brief History of Databases* presentation (45 minutes), you will learn:

- How data has been physically and logically managed over the past 125 years
- The differences and trade-offs between a high availability NoSQL architecture and a high consistency Relational architecture
- Comparison of modern “big data” processing architectures Hadoop and Spark
- Why the Relational Model is the basis for Enterprise Information Architecture

Speaker: Neil Hepburn

Neil Hepburn is a Certified Data Management Professional (mastery level), holds an honours B. Math in Computer Science, and has over 20 years IT and data management experience.

Neil works within PriceWaterhouseCooper's Information Management practice and is a recognized thought leader in the area of Sustainable Agile Analytics.

Neil has spoken on the topic of information management in numerous public forums in the US and Canada including: Enterprise Data World; FSOSS (Free and Open Source Software Symposium); CMA IT Symposium; Mobile Data Collaboration Conference; and numerous universities including University of Toronto, Waterloo, Wilfred Laurier, Queens, and Western.

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