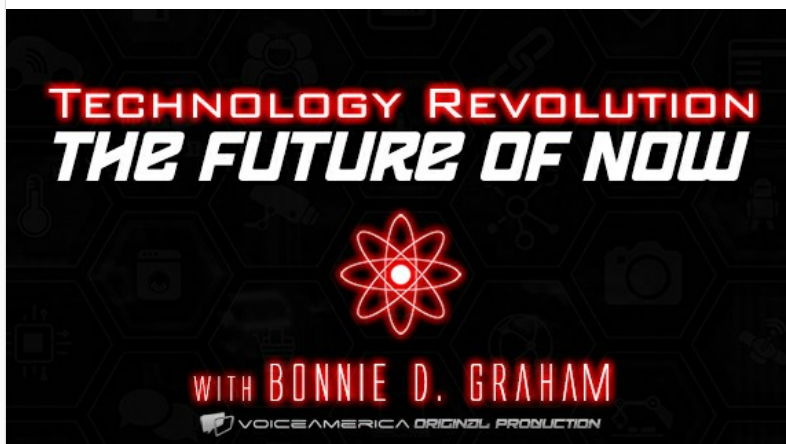


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**April 3rd 2013: Debunking Big Data Myths: the Elephant in the Room**

Dizzy from all the hype around Small vs. Big Data, big picture vs. exact insights, real-time vs. right-time answers, and more? The experts speak. Evan Quinn, ESG Global: "We're entering a new world in which data may be more important than software." (Tim O'Reilly) Marie Goodell, SAP: "Every day, 3 times per second, we produce the equivalent amount of data that the Library of Congress has in its entire print collection. But most of it is like cat videos on YouTube or 13-year-olds exchanging text messages about the next Twilight movie." (Nate Silver, statistician and author, "The Signal and th

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#### Featured Guests



##### Evan Quinn

Evan Quinn is Research Director, Information Management at EMA, covering data integration, business process management, CRM, and database/data management.

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##### Marie Goodell

Marie Goodell is Senior Director of Marketing at SAP and co-leads Big Data Marketing across the database, information management, and analytics teams. She is engaged with customers on Big Data projects that deliver unprecedented insight for real-time business. In addition, Marie is involved in the SAP Palo Alto Grants project, supporting education and non-profit groups that focus on improving the learning experience for underserved youth in the areas of mathematics, science, or information technology. Prior to joining SAP, Marie worked in marketing leadership roles at Adobe, Oracle and IBM. In her free time, Marie teaches Hatha Yoga at the Integral Yoga Institute in San Francisco, where s

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##### Surya Mukherjee

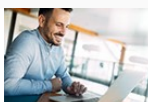
Surya Mukherjee is a Senior Analyst for Ovum's Information Management team, responsible for the analysis of enterprises' Business Intelligence technology investment priorities and vendor evaluations. He is also a public speaker on BI and Data Warehousing infrastructure. Prior to joining Ovum, Surya worked as a strategy analyst with Deloitte Touche Tohmatsu, the global consulting and auditing company. His experience in working with various areas of enterprise IT – software, hardware, and services – helps him present a 360 degree view to customers. In his free time, Surya teaches corporate finance in local business schools and practices the ancient martial art of Taekwondo.

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