

“Big Data: The Value of the Needle in a Haystack of Needles”

CW Big Data SIG

25th March 2014

Kindly hosted by: **TaylorWessing** with lunch sponsored by:  **AIRWAVE** supported by:  **IET** The Institution of Engineering and Technology

This SIG is championed by Paul Davison of MLL Telecom, Henry Kay of Airwave, Dana Pavel of TecVis LP and Rob Symes of The Outside View

Venue – Taylor Wessing, 5 New Street Square, London EC4A 3TW

AGENDA

12:00 Registration and networking over lunch

13:00 **Introduction to the CW Big Data SIG** from **Dana Pavel, Co-Founder, TecVis LP**

13:10 Welcome from **Patrick Clark, Partner, Taylor Wessing**

13:15 Welcome from **Prof David Crawford, Fellow and Council Member, The IET**

Session chaired by **Dana Pavel, Co-Founder, TecVis LP**

13:20 **Vinod Bange, Partner, Taylor Wessing**

“Big data: what’s the big fuss?”

Vin Bange will outline the different legal issues around Big Data, examine the more central themes arising under data privacy laws and look at the views of the data regulators. Will the law shape Big Data or will Big Data shape the law?

13:40 **Q&A**

13:45 **Henry Kay, Head of Smarter Network Solutions, Airwave**

“Big data: driving operational excellence in public safety”

An overview of various Big Data use cases in the blue-light public safety arena, including:

- Real-time analytics of resource location data: how to spot “Yo-Yo Policing”
- How real-time and historic analytics of public safety mobile usage data supports the policing of major events
- How real-time operational dashboards help to identify potential problems before they occur

Also, we will share Airwave’s overall Big Data systems architecture, and cover our approach to integrating some of the key components.

14:05 **Q&A**

14:10 **Paul Davison, Systems Architect, MLL Telecom**

“Collecting data in the smart city: how we get it, where we put it, and what can we do with it?”

This talk covers two real-world examples of Big Data in action. One is a network monitoring device (the “Smart City Agent”) that also happens to collect large amounts of other measurements of the environment it operates in. The other is a device being developed for the Oxford Flood Network for early warning and trends analysis. We look at the data being collected, how it is transmitted and stored, and how it can be used and reported on. We’ll also talk about both corporate and community applications of Big Data and how they might work together, while still making money for the operator.

14:30 **Q&A**

14:35 **Coffee/tea and networking**

Session chaired by **Rob Symes, Chief Executive, The Outside View**

15:15 **Martin Goodson, VP Data Science, Skimlinks**

“The far side of the internet: modern online advertising”

On the far side of the observable internet lie the exchanges and advertisers who aim to profit by attracting your attention. During a typical internet session, trading of data and screen space is intense. Bigger data or better algorithms can provide critical competitive advantage. This talk will be a guided tour through the fast-changing and unstable landscape of modern online advertising.

15:35 **Q&A**

15:40 Phil Claridge, Chief Innovation Architect, Arieso

“Big data, customer experience and location – challenges and opportunities”

This talk will explore some of the opportunities, applications, techniques, and issues found processing massive volumes of carrier data.

- Initially the talk will review opportunities and insights in processing, call, radio network and location information from carrier networks; with a particular focus on extracting meaningful insights from the vast amount of data about the location and movement of people available to mobile networks
- Then the talk will explore a number of the key challenges, techniques and observations that will be relevant to anyone with an interest in big data projects within or beyond the wireless marketplace.

16:00 Q&A

16:05 Panel Session with all speakers and Prof David Crawford, Fellow and Council Member, IET, chaired by Rob Symes, Chief Executive, The Outside View

16:50 Fill in evaluation forms

16:55 Event closes

With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event

Profile of Organisers

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless & mobile, internet, semiconductor and software technologies. With 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 20 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises the annual Future of Wireless International Conference and Discovering Start-ups competition along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. For more information, please visit www.cambridgewireless.co.uk

Profile of Sponsor

Airwave

Airwave is the world leading provider of critical communications to Great Britain's Emergency Services and over 150 public safety organisations, with over a decade of experience providing voice and data communications. Working together with the emergency services, Airwave has developed tools and applications which use data to help drive operational excellence. With mission critical broadband capability on the horizon, Airwave is looking ahead to the future and preparing by exploring LTE and data applications today to understand how they can be exploited by emergency services in the future/for tomorrow. For further information please visit www.airwavesolutions.co.uk

Profile of Host

Taylor Wessing

Taylor Wessing is a leading International law firm with a single-minded approach: to help its clients succeed by thinking innovatively about their business issues. Taylor Wessing numbers around 950 lawyers working across 23 offices in Europe, the Middle East and Asia, offering an integrated service across the full range of practice areas, with core strengths in corporate, finance, real estate, IP and private wealth. The firm also has particular expertise in advising clients in North America, Brazil and India. Taylor Wessing has a clear focus on supporting the fast growing industries of tomorrow and is active in:

- Consumer Brands
- Energy & Environment
- Financial Institutions & Services
- Life Sciences & Healthcare
- Real Estate & Infrastructure
- Technology, Media & Communications

The firm's globally renowned expertise in intellectual property underpins its strength in knowledge-based industries. For further information, please visit www.taylorwessing.com

Profile of Supporter

IET

The IET is one of the world's leading professional societies for the engineering and technology community, with more than 150,000 members in 127 countries and offices in Europe, North America and Asia-Pacific. The IET provides a global knowledge network to facilitate the exchange of ideas and promote the positive role of science, engineering and technology in the world. For further information, please visit www.theiet.org

Profile of SIG Champions

Paul Davison, MLL Telecom

Paul is responsible for the operating and business support systems, and also gets involved in the company's innovations programme at MLL Telecom. This has recently led to the "Smart City Agent", a small device that can be used to monitor and control remote installations. He is also involved in looking at Big Data; looking at how to collate, store, and use this data in useful and creative ways. MLL Telecom design, manage and enhance networks for Public Sector, Service Providers and Rural and Under-served communities and businesses; offering a complete range of services from a single link between two points, to a fully designed, planned, installed and maintained solution.

Paul has 26 years' experience working in computing and networks and has worked with almost every language and operating system you can think of. Prior to MLL Telecom, Paul worked for Juniper Networks and has previously owned his own consultancy company, Mistle Thrush Ltd. For further information please visit www.mlltelecom.com

Henry Kay, Airwave

Henry Kay heads the Smarter Network Solutions team at Airwave, which is responsible for developing innovative new applications for the public safety. Henry has more than 20 years experience in telecommunications, having worked in senior product management and business development roles at Cable & Wireless and COLT Telecom. Henry has a passion for innovation and drives thought leadership for Airwave on application development. His latest blog post for Airwave can be found at <https://www.airwavesolutions.co.uk/media/airwave-in-action/public-safety-applications/>. For further information please visit www.airwavesolutions.co.uk

Dana Pavel, TecVis LP

Dana is a Co-founder of TecVis LP, a recently formed company focused on creating and building technological solutions for personal wellbeing. For the past 14 years, Dana has been working in various research projects, both in industry and academia, around context-aware technologies, from information gathering platforms to processing algorithms to creating user interfaces. Her work started from how to create personal agents that "think" for the end users and moved onto how to involve, support and, hopefully, better end users. Her current interest is in exploring how technologies can play a role in personal wellbeing through better interactions and visualisations. For further information please visit <http://tecvis.co.uk>

Rob Symes, The Outside View

Rob Symes is an entrepreneur who founded Campbell Black, a technology recruitment business whose clients include The Cloud, BskyB, PCCW and UK Broadband. Rob recently co-founded predictive analytics company The Outside View following his research and subsequent documentary featured in the Financial Times, Daily Mail, The Guardian, Recruiter Magazine and Executive HR. Having met world leaders in the field, he is viewed as an expert in human bias, decision making and how data analytics can be used to improve sales and recruiting systems. Rob is Chief Executive of The Outside View. For further information please visit www.theoutsideview.co.uk

Profile of Speakers

Vinod Bange, Taylor Wessing

Vin is a partner in the IT, Telecoms and Competition group. He has specialised in data protection and information law matters for over ten years. With a wide range of data protection experience across various data rich sectors such as financial services, life sciences and healthcare, Vin has advised right at the heart of specific data matters and also from a strategic perspective.

Vin has experience in all aspects of data protection compliance and risk management, including audit and implementation projects, cross-border data flows (CRM & HR), outsourcing, information and technology security (including non-compliance risks and breach incidents). Vin has also provided advice in relation to developing information risk and data protection compliance solutions for third party collaborations. For further information please visit www.taylorwessing.com

Phil Claridge, Arieso

Currently Phil is having great fun working within Arieso Business Unit of JDSU as Chief Innovation Architect with a hands-on role defining and implementing a number of Arieso's future innovations - involving Big Data, Location Intelligence and a few even needing a few lines of pathfinder code written.

Previously Phil was Chief Architect for Geneva (a successful carrier billing system developed in Cambridge), representing Geneva in its trade sale to Convergys, retaining the same role in Convergys, and then leading Convergys Cambridge Innovation Labs. Before this Phil was Director Strategic Technology at Madge Networks at the time of Madge's IPO, and was one of the founder team when Madge spun out Red-M. Phil's recent career in carrier solutions and software is balanced by an early career in electric engineering and electronics working for Thorn-EMI, Integrated Photomatrix, and Infotron. For more information please visit www.arieso.com

Paul Davison, MLL Telecom

See profile above. For more information please visit www.mlitelecom.com

Martin Goodson

Martin is currently VP of Data Science at Skimlinks, working on large scale machine learning for advertising. He was previously Head of Research at the tech startup, Qubit, working on the statistical modelling of consumer behaviour, Natural Language Processing and online personalisation. Before then he spent time at Oxford University, researching the genetic determinants of personality and the application of machine learning to large genomics data sets.

Henry Kay, Head of Smarter Network Solutions, Airwave

See profile above. For further information please visit www.airwavesolutions.co.uk