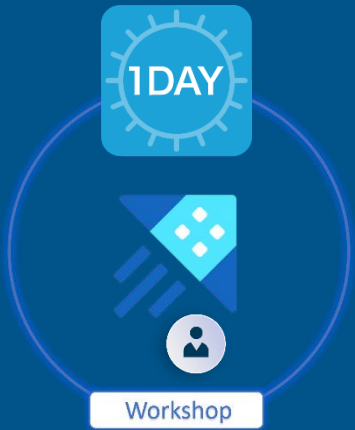


# *Big Data and the Role of IoT in Big Data Analytics*



CXO's

Business Executives

Technology Executives

Entrepreneurs

Cybersecurity Professionals

Digital Leaders

Project Managers

Strategic Planners

# Big Data and the Role of IoT in Big Data Analytics

*Skills and expertise to help you increase your knowledge in the field of digital technologies*

## About this workshop

We are on a mission to transform the senior business executives and technology leadership teams on the potential knowledge on enterprise architecture and digital emerging technologies with a on point agenda that they have nothing to lose but everything to gain.

This one-day workshop is exclusively designed to unfold essential key areas of Big Data and the role of **Internet of Things** in Big Data Analytics.

During this workshop, executives will learn an understanding the importance of big Data, Types of Big Data and their use, Key difference between the application of Data Warehouse and Data Lake, Understand IoT technology and its application.

Big data analytics is important because it lets organizations use colossal amounts of data in multiple formats from multiple sources to identify **new business opportunities** and **potential risks**, helping organizations move quickly and improve their bottom lines. Some benefits of big data analytics include: Cost savings.

## IoT Use Cases – Shaping Banks’ Digital Future

In this session, we will be discussing IoT Use Cases as a part of digital future. In a nut shell;

- IoT has the potential to impact traditional business processes in banking such as KYC, lending, collateral management, trade finance, payments, **personal finance management**, and insurance.
- Coupled with other emerging technologies, such as digital identity and smart contacts, IoT can create new “**Person to Person**” business models that have the potential to disrupt banking in a few areas.
- Following below are the **8** use cases that may be adopted in banking in a time span ranging from near-term to long-term.

- Account Management of Things
- Leasing Finance Automation
- Smart Collaterals
- Automated Payment through Things
- Risk Mitigation in Trade Finance
- Wallet of Things
- Frictionless Customer Onboarding and KYC
- IoT enabled Smart Payment Contracts



Big Data plays a critical role in business growth. Let’s explore why it’s so important:

**Cost Savings:** Big Data tools like Apache Hadoop and Spark bring significant cost-saving benefits to businesses dealing with large data volumes. By efficiently storing and processing data, companies can reduce infrastructure costs and optimize resource utilization.

**Time-Saving:** Analyzing large datasets using Big Data techniques allows businesses to extract valuable insights quickly. This time-saving aspect enables faster decision-making and agility in responding to market changes.

**Understanding Market Conditions:** Big Data analytics helps businesses understand market trends, customer behavior, and competitive dynamics. By identifying patterns and correlations, companies can adapt their strategies to changing market conditions.

**Social Media Listening:** Social media platforms generate vast amounts of data. Leveraging Big Data analytics, businesses can monitor social conversations, track brand sentiment, and gain insights into customer preferences and opinions.

**Boosting Customer Acquisition and Retention:** Big Data allows companies to personalize customer experiences. By analyzing customer data, businesses can tailor marketing campaigns, recommend relevant products, and enhance customer satisfaction. This, in turn, boosts customer acquisition and retention rates.

In summary, Big Data empowers businesses to make data-driven decisions, improve operational efficiency, and drive growth by harnessing the power of large datasets.

## Unit 1 - Introduction to Big Data Technologies

- Exponential Components of Data Growth – Some key facts and figures.
- Understand how Technology is already being used.
- A new style of emerging IT and Key contributors to Big Data.
- Platform Sprawl - What is it?
- Understanding Big Data and data exploration.
- What does a Big Data platform do?
- Types of Data Sources with in Data Center.
- Understanding the types of Big Data – Big Data 3Vs.
- The rise of the Data Lake – A small backdrop.
- Analytics Breadth to Enable Decisions.

- Describe Hadoop - A Journey from Hadoop 1.0 to 3.0.
- Understanding System of Records, Systems of Engagements, and Systems of Interactions.
- Harnessing Big Data & Big Data Challenges.
- High value Big Data Use Cases.
- Big Data as a Service Market and Key market Players.
- CDO office Hierarchy.
- Unit 1 Assessment.

## Unit 2 - The Role of IoT in Big Data Analytics

- What is Internet of Thing – IoT and Major components of IoT.
- How are IoT and Big Data together beneficial for Organizations?
- Understand how IOT Works and example of an IoT system.
- What are Sensor Based Data Acquisition Systems?
- Understanding IoT Hub and IoT Gateway.
- IoT Big Data processing model.
- Internet of Things – Hardware & Software.
- Basic Architecture of Internet of Things.
- IoT – Embedded Operating System and Supported Platforms.
- IoT in Banking – Enabling Banks’ Digital Future.
- IoT Use Cases – Shaping Banks’ Digital Future.
- IoT is the current wave of the Internet.
- Exploiting “Banking of Things”.
- M2M Vs IoT – A Smart Comparison
- IoT Disadvantages that you should know.
- Standard IoT Devices & Simple view of the Internet of Things.
- IoT Device Management principles.
- Internet of Things - Common Uses and IoT Applications.
- IoT Use Cases – Shaping Banks’ Digital Future.
- Why most IoT projects are unsuccessful.
- Success lies in the Teamwork and lesson learned and IoT Applications.
- Engaging IoT partner ecosystem for success.
- Unit 2 Assessment.

Course Code	: TN421
Course Duration	: 1 Day Workshop
Course Location	: TLC, Online, and Customer On-site.
Terms & Conditions	: 100% payment in advance.
Course Deliverable	: Comprehensive Student Guide and Course Certificate



**For additional information:**  
please write to us at: [info@tlcpak.com](mailto:info@tlcpak.com)

*Opportunities are made,  
not found*

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## Big Data Analytics and IoT Market Size in a View – Number Matters

The global big data and analytics industry is expected to experience significant growth in the next few years. It is predicted to grow at a CAGR of 14.9% between 2024 and 2032 and reach \$1.088 trillion by 2032.

This growth is mainly driven by organizations recognizing the transformative power of utilizing vast amounts of data to improve operations, make informed decisions, and gain a competitive edge.

The global Internet of Things (IoT) market size was valued at USD 595.73 billion in 2023 and is projected to grow from USD 714.48 billion in 2024 to USD 4,062.34 billion by 2032, exhibiting a CAGR of 24.3% during the forecast period (2024-2032).

The success of Big Data lies in the **correct presentation and interpretation** made by the management teams while analyzing the data information sources and their biases.

The future of your business depends on the data and analytics capabilities you build and scale.



## Why the financial space needs wearables and IoT devices

The rising popularity of branded mobile wallet apps also serves as a great proxy for the rising consumer interest in **cardless** payments. Already, you can choose to store your card in: Apple Pay, Samsung Pay, Amazon Pay, Garmin Pay, Fitbit Pay

## Target Audience

- CXO's, Business and Technology Executives, Entrepreneurs, Digital Leaders, Business Analysts, Project Managers, Enterprise Architects, Strategic Planners.

## Big Data plays a crucial role for both business and technology leadership teams

The importance of Big Data Analytics and Internet of Things from an executive business management perspective.

**Business Leadership Teams:** Informed Decision-Making: Big Data provides valuable insights that enable informed decision-making. Leaders can analyze trends, customer behavior, and market dynamics to make strategic choices that drive growth and competitive advantage.

**Cost Savings:** Employing Big Data saves companies time and money. Leaders who embrace it can optimize business operations, reduce costs, and improve efficiency.

**Revenue Streams:** Big Data can lead to both increased and new revenue streams. By understanding customer preferences and market trends, businesses can create innovative products and services.

**Technology Leadership Teams:** Big Data helps leaders become more agile by identifying insights for faster decision-making. Breaking down complex challenges into manageable chunks allows the entire organization to respond swiftly.

**Infrastructure Optimization:** Technology leaders can use Big Data to optimize infrastructure, allocate resources efficiently, and enhance system performance.

**Security and Compliance:** Managing data security and compliance is critical. Technology teams leverage Big Data tools to protect sensitive information and ensure regulatory compliance.

In summary, Big Data empowers leadership teams to drive growth, enhance efficiency, and stay ahead in today's data-driven business landscape.

**\$93 billion** in sales are missed each year because retailers do not have the right products in stock to meet customer demand.

## The Role of Executive Business Management in Big Data Analytics and IoT devices

**Strategic Vision and Alignment:** Executives play a critical role in defining the strategic vision for integrating big data analytics and IoT within the organization.

They align these technologies with overall business goals, ensuring that data-driven initiatives contribute to growth, efficiency, and innovation.

**Investment Decisions:** Executives allocate resources (financial, human, and technological) to big data and IoT projects. They evaluate the potential return on investment (ROI) and prioritize initiatives based on their impact on business outcomes.

**Risk Management:** Executives assess risks associated with data privacy, security, and compliance. They develop policies and procedures to mitigate risks related to data collection, storage, and analysis.

**Cross-Functional Collaboration:** Executives foster collaboration between IT, data science, operations, and other departments. They break down silos to ensure seamless integration of big data and IoT across the organization.

**Business Model Innovation:** Executives explore new business models enabled by big data and IoT. They identify revenue streams, partnerships, and value-added services based on data insights.

**Performance Metrics and KPIs:** Executives define KPIs related to data analytics and IoT. They monitor progress, measure success, and adjust strategies as needed.

**Stakeholder Engagement:** Executives engage with external stakeholders (customers, suppliers, regulators) to leverage data for mutual benefit. They explore collaborative opportunities and industry standards. Executives stay informed about technological advancements, industry trends, and best practices. They adapt their strategies based on changing market dynamics and emerging opportunities.

In summary, executive leadership is essential for driving successful adoption of big data analytics and IoT devices within organizations. Their strategic decisions, risk management, and commitment to innovation shape the transformative impact of these technologies on business operations and growth.

We look forward serving you as one of your trusted education and training services partners.



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