Technical Forum Speech 1:

An Analytical Path to Big Data

Wanli Min
Director for Data Science
Alibaba Group

Abstract

Big e-commerce market in China has offered an unprecedented test bed for machine learning techniques. Fast growing big data has post challenges to classical analytical approaches developed for typically small data set. We will share our successful practice of adopting cutting edge research to attack such challenges through several business use cases. In this session we will also discuss recent effort of adopting a graph based framework for real-time user targeting and personalized recommendation to support large customer base(hundreds of millions). In the end, some open questions will be discussed.

Short Biography

Dr. Wanli Min received his Ph.D in Statistics from The University of Chicago in 2004. Thereafter he has held several positions: IBM T. J. Watson Research Center as Research Staff Member in BAMS (2004-2010), Senior Managing Consultant and Research Scientist at IBM Singapore (2010-2012), Senior Statistician at Google (2012-2013). In 2013 he joined Alibaba group as Director for Data Science.
Technical Forum Speech 2:

Deployment and Management of Enterprise Workloads in a Cloud Environment

Xiandong Meng
Senior Software Architect
IBM Corporation

Abstract
With the evolution of technology, many enterprises are looking for a unified way to manage both system-of-record and system-of-engagement workloads in their private cloud environment. System-of-engagement workload fits into the cloud paradigm naturally, but how about the traditional multi-tier enterprise workloads that many business lines are still heavily depending on? In this talk, we share the practical experiences that we gained by implementing the end-to-end strategy for deployment and management of popular traditional Enterprise Workloads into on-premise, off-premise, and hybrid clouds.

Short Biography
Xiandong Meng is the senior software architect responsible for the IBM Cloud Manager with OpenStack product development. He has many years of product development & customer engagement experience in the datacenter and cloud management area. He joined IBM after he received the Master’s degree from department of Computer Science & Technology, Tsinghua University in 2004.
Technical Forum Speech 3:

Second Generation Platform of Big Data and Applications

Larry Liu
Chief Operating Officer
Sponge Corporation

Abstract

Architected, developed, and built completely for next generation of big data platform, Sponge provides an enterprise ready data platform that enables organizations to adopt a Modern Data Architecture. With innovative architecture comparing to Hadoop, the first generation big data platform, Sponge provides a data platform with no single-point-of-failure, better high availability and disaster recovery, distributed NFS, Cloud and SDS support, and real time high performance analytics built-in to enable interactive to real-time, supported by key capabilities required of an enterprise data platform. Sponge consolidates many layers to provide a highly tight integrated platform to make big data easier for developers, administrators, and business users.

Short Biography

Larry Liu is responsible for product development and delivery of Sponge big data offerings. Before co-founded Sponge, he served as product manager in Couchbase leading innovations in the areas of NoSQL database systems and mobile products. Previously, he was product manager in Hortonworks responsible for hadoop core innovation and hadoop for Microsoft and Teradata integration. Previously in his career, Larry has held technical and management positions at Yahoo and CollabNet, in addition to couple of start ups including MedEngage and iArchitects. Larry holds a MS in Computer Science from California State University.
Technical Forum Speech 4:

The Techniques and Applications of Big Data Analysis in MIC

Liping Xu
Senior Engineer
Focus Technology Co., Ltd.

Abstract
MIC (www.Made-in-China.com) is a B2B international trade service provider, having a huge mass of users and products information, where the big data analysis techniques have been integrated into MIC since 2005. Here the overall technique solution of big data analysis in MIC will be introduced. In addition, a comprehensive introduction about the application of big data analysis in MIC will be presented, which includes fraud detection, recommendation, and keywords setting. These three big data analysis cases have achieved very successful application effects in MIC.

Short Biography
Liping Xu is a senior engineer of data mining in MIC, mainly engaged in database modeling, data analysis and data mining. She has rich work experience about the applications of big data in e-commerce field. She received the Master’s degree from Nanjing University of Technology in 2011, specialized in Computer Application Direction.