

## AAI Advanced Analytics Seminar Series on 12/10/2012

**Seminar Title:** Teradata Aster – An MPP cluster for the deployment of large scale in database, language agnostic analytic applications

**Speaker:** Ross Farrelly, Chief Data Scientist, Teradata Australia and New Zealand



**Date and Time:** 1:30pm to 3:00pm, the 12th of October 2012 (Friday)

**Seminar Room:** UTS Blackfriars Campus Building 05 CC05.GD.02 (5 minutes walk from the Tower Building CB01 of UTS)

**Seminar Chairman:** Professor Longbing Cao (longbing.cao@uts.edu.au)

**Abstract:** As data volumes continue to grow and companies become increasingly aware of the commercial potential of analyzing their data, it has become apparent at any solution which claims to meet these needs must have a number of key characteristics:

- 1) **Scalability:** The ability to ingest, store, organize and join large amounts of data and to grow without loss of performance.
- 2) **In database execution:** The ability to execute a wide variety of computationally challenging algorithms over large datasets without extensive data movement.
- 3) **Adaptability:** The flexibility to cope with evolving data formats, new data sources and newly developed programming frameworks without compromising performance.

This presentation will discuss these requirements and demonstrate how Teradata Aster is designed to meet these needs. It comprises an overview of the internal architecture of the Teradata Aster platform and how it integrates with a Hadoop cluster via SQL-H, a demonstration of the SQL-MR programming environment, a demonstration of how to write and deploy a Map Reduce function using the Aster Integrate Development Environment and an overview of how Aster and SQL-MR is currently being used in a number of major corporations around the world.

**Short biography of the speaker:** Ross is Chief Data Scientist at Teradata and currently works with major clients throughout Australia and New Zealand to help them exploit the value of 'big data'. He specialized in deployments involving non-relational, semi structured data and analyses such as path analysis, text analysis and social network analysis. Previously, Ross was deputy headmaster of John Colet School for 18 years before working as a SAS analyst, a business development manager at Minitab Statistical Software and founder and lead analyst at datamilk.com. Ross Farrelly has a BSc (hons 1<sup>st</sup> class) in pure mathematics from Auckland

University, a Masters in Applied Statistics from Macquarie University and a Masters of Applied Ethics from the Australian Catholic University.

### **Overview to This Seminar Series**

The Advanced Analytics Seminar Series presents the latest theoretical advancement and empirical experience in a broad range of interdisciplinary and business-oriented analytics fields. It covers topics related to data mining, machine learning, statistics, bioinformatics, behavior informatics, marketing analytics and multimedia analytics. It also provides a platform for the showcase of commercial products in ubiquitous advanced analytics. Speakers are invited from both academia and industry. It opens regularly on every Friday afternoon at the garden-like UTS Blackfriars Campus. You are warmly welcome to attend this seminar series.

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