

## **PRESS RELEASE**

# **IBM and Sabancı University take a strategic step in the rising field of data science**

**Designed by Sabancı University and implemented in strategic partnership with IBM Türk, the “Data Analytics Professional Graduate Program” aims to provide the analytical skills and knowledge needed to create and sustain the competitive advantage needed by innovative companies.**

**The program will start in the 2014 – 2015 academic year, and provide the knowledge and tools needed by businesses to make better decisions faster in research and technologies revolving around “Big Data.”**

## **Those who manage data will shape competition**

According to many consulting companies, data analytics is one of the most popular jobs of the 21<sup>st</sup> century, and most agree that there is a shortage of people who possess the skills to create business value out of data. Big Data, with its surrounding technologies and ongoing research, offers businesses the tools and skills they need to make better decisions, faster. Implemented by Sabancı University with the strategic partnership of IBM, this program is designed to provide the analytical skills and knowledge needed to create and sustain the competitive advantage needed by innovative companies.

Sabancı University Faculty of Engineering and Natural Sciences Dean **Yusuf Menceloğlu** said the following about the strategic partnership between Sabancı University and IBM: “As Turkey’s most entrepreneurial and innovative private university, Sabancı offers programs tailored for professionals by joining business experience

with extensive academic knowledge. It is part of this vision that we are now starting the first Data Analytics professional master's program in Turkey. We have partnered with information technology leader IBM to train Data Analytics experts who are needed in almost all industries to shape competition in the future.

Speaking on the strategic partnership between Sabancı University and their organization, IBM Türk Business Analytics Country Leader **Nicholas Anderson** said, "One of the fields set to dominate IT and shape how the world does business in the future is data and data analytics. At IBM, we call data our new natural resource, and reinforce our leadership position with our solution portfolio and cooperation in the community." IBM Türk University Relations Leader **Jale Akyel** adds: "One of the key functions of University Relations is to establish innovative collaborations with universities to close the skill gap for the IT market, our clients, and business partners in relatively new areas. Sabancı University is a visionary institution in this respect, and we are excited to support one of their professional programs. We believe that by adding our work experience on research efforts and student projects, we will create mutual value."

Sabancı University Faculty of Engineering and Natural Sciences Professor and Data Analytics Graduate Program Director **Hasan Sait Ölmez** summarizes the objectives of the program: "The amount of digital data is rising exponentially in many different industries today. This in turn motivates research to make better decisions using this mass of data, and create value from it. Companies need to establish competitive advantage in efficiency, profitability and sustainable production processes in order to offer better services and product portfolios. This is why the curriculum of the Data Analytics program is designed with flexibility in mind to allow you to improve different skills in Data Analytics. Professionals who have been trained in Data Analytics will be high in demand for institutions that seek to gain competitive edge.

## **Data Analytics Master's Program without Dissertation**

The curriculum designed with flexibility to provide skills in many different aspects of Data Analytics. Courses will include processing and administering new data structures, specialist systems, and modeling. The program will admit students for the 2014 fall semester. Please visit <http://da.sabanciuniv.edu/> to apply.

## **IBM University Relations**

Turkey is one of the 20 IBM locations worldwide that has a Center for Advanced Studies (CAS-Istanbul), which was opened in 2007. IBM holds competitions for prospective graduates where joint training programs and real-life business scenarios are used to equip students with the skills that meet the expectations of businesses. Students are invited to a number of certification programs and are offered internships in IBM research labs, business units and solution partners. For more information about IBM University Relations, please visit <http://www.ibm.com/university>.

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### **About Sabancı University.**

Sabancı University was established in 1999 as Turkey's first university without departments, and enables students to choose their diploma programs at the end of their first year. In 2012, Sabancı University was named Turkey's Most Entrepreneurial and Innovative University by the Ministry of Science, Industry and Technology. Sabancı is also the first university to host the global leaders in sustainability and sign the United Nations Global Compact. [www.sabanciuniv.edu](http://www.sabanciuniv.edu)