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‘Data Analytics & Big Data Insights’ Conference

20th of October, 2014
Sakıp Sabancı Museum, Emirgan



BERRİN
BENLİ

Founder



Sustainable Innovation for

Sustainable Life

Innovation and Entrepreneurship Institute



Vision...

‘Accelerating the economic and social growth of Turkey by increasing the ‘Innovation and Entrepreneurship’ Capacity and Ability for ‘Sustainable Development’ through PPP model at the local and global markets’



Profile...

- Ankara, Turkey based, 2009
- 1st 'Think Tank' organization in Science, Technology, and Innovation field in Turkey which is independent and for-profit, service innovation oriented
- Professional services delivery at the local and global markets
- Strong global network and business partners
- Innovative organizational structure
- Strong pool of SMEs (Subject Matter Experts)
- More than 30 years of ICT Industry experience both in Turkey and abroad (MEA, EMEA, US, and Global Regions)



Services...

- Concept Development, Project Design, Project Management and Implementation
- Professional Training & Consultancy Services
- Strategic Research Projects
- Strategy Development and Analysis
- Policy Making and Policy Influencing
- Industrial Design
- Investment Management
- Professional Business Mentoring



Training & Consultancy Services...

INNOVATION

- Innovation Management
- Creative Thinking
- Business Innovation
- R&D Roadmap Management
- IPR Management
- Patent Strategies
- Commercialization
- Product Design
- Systematic Innovation and Process Innovation
- How to create and maintain the 'Innovation Culture'
- Innovation Policies and Regulations
- Service Innovation
- Regional Innovation
- Social Innovation
- Industry Specific (ICT, Education, Healthcare, Energy, Agriculture, Defence, Creative Industries)
- Data Innovation (Big Data)
- Smart Cities



Training & Consultancy Services

ENTREPRENEURSHIP

- Technology Entrepreneurship
- Social Entrepreneurship
- Intrapreneurship
- Mentoring Services for Startups
- 'Case Study' simulation



Focus Industries...

- ICT
- Education
- Healthcare & Lifesciences
- Energy
- Defence
- Agriculture and Rural Development
- Creative Industries

Innovation in ICT...

Data Innovation



Smart Cities



Why 'Data Innovation'?

Data Innovation

- **A new Era** in which massive amounts of information are collected, analyzed, integrated, and disseminated in novel ways **to make the world a better place.**
- The unprecedented volume of data being generated today is **transforming virtually every industry.**
- In every sector **'Data Analytics'** are allowing organizations to extract more **'Value'** from increasingly larger data sets.
- **New advances in technology** are unlocking additional opportunities to harness data and create a world that is alive with information.



Why 'Data Innovation'?

Data Innovation

Data can help 'Developing World'!

- Data can be used to keep people **healthy**
- Data can be used to **prevent crime** and **improve public safety**
- Data can improve **government services**
- Data can help **improve agriculture** in countries with widespread food insecurity or where harvests are uncertain



Why 'Big Data'?

Data Innovation

'Big Data: Avoiding the Next Currency Crisis'

If data is like a new currency - how do we avoid the next currency crisis? By Neelie Kroes

- In July 2014, the EU commission outlined a new strategy on Big Data, supporting and accelerating the transition towards **a data-driven economy in Europe**.
- The data-driven economy will stimulate **research and innovation on data** while leading to more business opportunities and an increased availability of knowledge and capital, in particular for SMEs, across Europe.



Why 'Big Data'?

Data Innovation

Big Data Jobs!

- The data economy needs dedicated people [4.4 million of them by 2015](#) in the IT field alone, according to an oft-cited Gartner Research analysis.
- In the U.S. alone, a McKinsey & Company report projects [a shortfall of between 140,000 and 190,000](#) “deep analytical” big data professionals by 2018
- [Companies need professionals](#) at all levels that are not necessarily schooled in deep analytics but are nonetheless big data-savvy. These professionals don't need degrees in computer science or statistics.



Why 'Big Data'?

Data Innovation

IDC Prediction

- IDC expects the Big Data technology and services market to grow from \$3.2B in 2010 to \$16.9B in 2015. This represents 39.4% or about 7 times that of the overall ICT market.
- Opportunities for vendors will exist at all levels of the Big Data technology stack.
- Organizations that have begun to embrace Big Data technology can gain competitive advantage



Innovation in ICT...

**'BIG DATA'
INSTITUTE**



BIG DATA

**'SMART CITY'
INSTITUTE**



SMART CITY



'Big Data Institute'

Launch Event



Sürdürülebilir Yaşam için
Sürdürülebilir İnovasyon

"BÜYÜK VERİ" İnovasyon Etkinliği'ne siz de davetlisiniz!

Tarih : 28 Eylül 2013
Yer : Hacettepe Teknokent
1. Ar-Ge Binası, Konferans Salonu

- 10:30 - 11:00 Etkinlik Kayıt
- 11:00 - 11:15 Açılış – Novusens İnovasyon ve Girişimcilik Enstitüsü
- 11:15 - 12:00 "Büyük Veri"ye Genel Bakış, "Büyük Veri" Mimarisi ve Oracle Çözümleri
- 12:00 - 12:45 "Büyük Veri"de Türkiye'den Uygulama Örnekleri
- 12:45 - 13:45 Öğle Yemeği Arası
- 13:45 - 14:15 "Büyük Veri" de IBM Çözümleri
- 14:15 - 14:45 "Büyük Veri" de EMC Çözümleri
- 14:45 - 15:15 Çay-Kahve Arası
- 15:15 - 15:45 "Büyük Veri" de Microsoft Çözümleri
- 15:45 - 16:00 Kapanış – Novusens İnovasyon ve Girişimcilik Enstitüsü

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DESTEKÇİLERİMİZ



Bilgi için: NOVUSENS İnovasyon ve Girişimcilik Enstitüsü 0312 473 5141 www.novusens.com info@novusens.com

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'Big Data Institute'

Vision

Increasing
the capacity of
'Innovation and Entrepreneurship
of Turkey
for
'Sustainable Development'
by
'Data Innovation'
To improve the quality of lives of the
citizens





'Big Data Institute'

Objective

'Contributing
to the development of
strategies, policies
&
industry and company specific
value added solutions
in "**Data Innovation**" field
by Public Private Partnership model'





'Big Data Institute'

Approach

- Developing eco-system and collaboration with Public, Private Industries, Universities, NGOs and SME(s)
- Developing local and global strategic partnerships
- Contributing to the policy making studies
- Delivering strategic research projects and publications
- Developing and delivering industry specific solutions thru
 - ❖ Proof of Concept Projects (concept dev.)
 - ❖ Pilot Projects (pre-production)
 - ❖ Production Projects (large scale)
- Regular awareness and thematic events





What's next?

***‘From Big Data to
Big
Social and Economic Opportunities...’***





Thank You...



**Innovation and Entrepreneurship
Institute**