# FEEDBACK REPORT FOR PHILIPPINE ICT LEADERSHIP CONVENTION

**20-21 June 2016**

**Event Summary**

This is to provide feedback on the PLDT Philippine ICT Leadership Convention held at the Marriot Grand Ballroom, Pasay City, Manila last 20 to 21 of June 2016. As a summary of the first day, it began with a plenary wherein PLDT and SMART announced a collaborative launching on various ICT services (servers, software, cyber security, etc.) which was followed by talks on innovations in technology (drones, virtual reality, unified collaboration) that will drive businesses to either “adapt or die.” The second day was a series of more specialized talks wherein Ms. Monica Vallester attended the “Big Data and Analytics” session while Mr. Juan Miguel de la Cruz attended the “Unified Communications and Collaboration” session.

**Big Data and Analytics**

Basically, this breakout session tackled the different technologies in analyzing data (examples are focused on the business sector). The ability to make smarter, quicker, and data-driven decisions will increasingly become a competitive necessity. The adoption of Big Data and Analytics is expected to exponentially scale in not only the most forward-thinking organizations but even-more pervasively into the broader market.

The following are some of the Big Data technologies mentioned:

1. **Tableau -**is business intelligence software that helps people see and understand their data. Website: [http://tabsoft.co/28Q6C0q](http://tabsoft.co/28Q6C0q" \t "_blank)
2. **SAS Analytics -**is a software suite developed by SAS Institute for advanced analytics, multivariate analyses, business intelligence, data management, and predictive analytics. Website: [http://www.sas.com/en\_us/insights/analytics/big-data-analytics.html](http://www.sas.com/en_us/insights/analytics/big-data-analytics.html" \t "_blank)
3. **Hadoop -**is an open-source software framework for storing data and running applications on clusters of commodity hardware. It provides massive storage for any kind of data, enormous processing power and the ability to handle virtually limitless concurrent tasks or jobs.
4. **e-PLDT Big Data Platform -**Big Data services will help local enterprises advance their businesses through a range of digitally transformative solutions. These solutions allow enterprises to analyze openly available data and gain insights that drive predictive and data-driven decision-making in their businesses. Soft-copy of the brochure: [http://bit.ly/28Q7CBz](http://bit.ly/28Q7CBz" \t "_blank)
5. **Talas Data Intelligence Inc.: MARKET BUILDER -**An innovative user-acquisition platform that offers consumer businesses a cost-effective way to acquire customers via hyper-targeted, location-based promotions and deals.

However, there was no product demonstration happened but we can still explore (if its free) how this tool works that we can use to further enhance the SLPIS in terms of analyzing data.

**Unified Communications and Collaboration**

This breakout session talked mostly about communication technology in the context of products that are being sold. Various offerings such as Avaya, e-PLDT Unified Presence, and CISCO’s cloud solutions were presented.

**Key Takeaways**

While it is good that SLP is starting to further embrace technology (through the use of information systems) it is still not at the point where we need optimized fusion servers, automated cloud service delivery, or other ICT product/service jargon offered at this conference. A key takeaway from the conference instead was to value the power of data. Looking forward, to generate intelligent trends and analysis we need to gather, store, and model data in an organized and accessible way. SLPIS first comes to mind and the possibility of trimming down unnecessary data gathered by the system. The IT unit plans to submit a proposal for a revised version of SLPIS that focuses on how to get what we need, with the least amount of effort.