



FOR IMMEDIATE RELEASE:

March 25, 2016

CONTACT:

Nick Lashinsky, PR Strategist

619.298.1445

nick@marketingdesigngroup.com

Data4Decisions Conference and Expo Draws Business Leaders to Raleigh

Raleigh, N.C. – Data4Decisions Conference and Exposition – a leading data conference – drew approximately 800 attendees to the Raleigh Convention Center for its second annual meeting.

Executives and decision makers gathered from a wide range of industries, including financial services, life sciences, smart energy, economic development, government and healthcare to encourage cross-industry collaboration as well as sharing of best practices and strategies through ten different education tracks, featured keynotes and an expanded show floor.

“Data4Decisions provides a unique opportunity for top professionals to gather together to fully understand the potential of data in their industries,” says Dennis Edwards, president and chief executive officer of the Greater Raleigh Convention and Visitors Bureau. “We saw an incredible level of engagement in education sessions, keynotes and on the exhibit floor, and those who attended are walking away with an enhanced understanding of how big data can transform the way they do business.”

Leaders in innovative analytics, business intelligence and data management solutions gathered for well-attended keynote sessions throughout the conference. Wednesday’s schedule featured a strong emphasis on Big Data in healthcare, including a discussion titled “Accelerating and Integrating Digital Health Innovation.” The final day showcased perspectives from academia, industry and government on developing data-driven organizations to address complex problems and global challenges paving the way for a data evolution in the business world.

Focused on implementing the newest innovations in data management, Data4Decisions also featured a special visit from the NXP Internet of Things Smarter World Tour– bringing IoT to life with more than 180 demos.

Beyond offering high caliber education, valuable networking opportunities and an elite exhibitor list, Data4Decisions was able to offer attendees additional access to co-located events.

“We capitalized on opportunities to offer our attendees additional resources right here in the Research Triangle,” says Edwards. “We were pleased to host the NC RIoT Meet-Up, Association Executives of North Carolina (AENC) gathering, COME TECH OUT Job Fair, Health 2.0 Meeting and the Global City Team Challenge Update to not only provide our attendees with invaluable resources all in one place, but also support Raleigh as a growing force in the Big Data movement.”

Sponsors for this year's event include: Brasco, The Bill Police, CapTech, Cloudera, clspring, Datameer, ExtraHop, Grant Thornton, Hortonworks, HPCC Systems, LexisNexis, Quintiles, RTI International, Slsense and Wake County Economic Development.

About Data4Decisions

Data4Decisions Conference and Expo is an annual event held in Raleigh, N.C. that goes beyond the technical aspects of Big Data. Designed to equip C-level decision makers with critical tools and knowledge to use data and analytics effectively, the event provides the tools, resources and expertise needed to optimize data usage to make the most strategic, data- informed decisions possible. Data4Decisions is produced in partnership with the Greater Raleigh Convention and Visitors Bureau and the Raleigh Convention Center, intending to showcase the Research Triangle Region as the U.S. epicenter for data science.

For more information: www.Data4DecisionsEvent.com.