

# Strata+Hadoop

## WORLD

**Make Data Work**  
5-7 May, 2015 • London, UK

From the 5-7<sup>th</sup> of May 2015 the annual Strata + Hadoop World conference took place in London. The [Strata + Hadoop World](#) in London is one of five conferences organized by [O'Reilly Media](#) and [Cloudera](#), globally this year. With over 100 speakers giving talks on the cutting edge of Big Data, the conference in London is one of the largest of its kind.

This year' Strata was stocked with talent and the many speakers covered subjects ranging from the highly technical to the more general and ethical. A lot of information was distributed over the course of just a few days. It was great to see that many more talks had been dedicated to show casing practical use cases of Big Data and Data Science and how especially companies in the US and UK are being driven and even reinvented by innovations in this field.

Day one was primarily focused on software tutorials and information from the large library of solutions built on Hadoop. Also evident is the fact that Real-time analytics is gaining momentum; numerous tutorials were dedicated to working with Spark a technology which is poised to greatly mature and improve the agility of real-time analytics.

Day two and three of the conference were jam packed with a wide range of speakers and presentations on everything Big Data. People from Google, CERN, Databricks, Barclays, Hortonworks, Siemens and many more, presented their experiences with, views on and real world examples of Big Data use. A few noteworthy examples include: Max Neunhöffer (ArangoDB GmbH) presentation on "[Multi-model databases and the art of aircraft maintenance](#)", Ankit Tharwani (Barclays Bank) and Aengus Rooney's (Barclays) presentation on "[How big data is redefining banking](#)", Jason Foster's (Marks and Spencer) presentation on "[Data-driven retailing in the modern world](#)", David Talby (Atigeo) presentation on "[Hunting criminals with hybrid analytics, semi-supervised learning, and agent feedback](#)" as well as Cory O'Connor (Google) and Emre Baran's (Qubit) presentation on "[From Bigtable to HBase and back again - history and future](#)" which saw the release of BigTable, the technology driving Google, on the Google Cloud Platform.

All in all the conference was impressive in scale and content and it was a pleasure to take part in. Having ingested all this new knowledge in Comiit, we look forward to bringing these competencies back to companies in Denmark and the Nordics.

The most important take-back: That Big Data solutions are becoming mainstream; in the coming years it will be exciting to follow how these techniques are applied to an ever-increasing set of real world business applications.