



## **Hypatia Research Group to Share Findings at the Marketing&Tech Partnership Summit**

*HRG's Leslie Ament will present a keynote on results and best practices uncovered from its "Big Boom in Big Data Analytics" study*

**SAN JOSE, Calif. - June 4, 2013 - [PRLog](#)** -- Direct Marketing News has announced that Leslie Ament, SVP research, and principal analyst (<http://www.hypatiaresearch.com/expertise/team.html>) of Hypatia Research, will reveal the results of its recent study titled "Big Boom in Data Analytics (<http://store.hypatiaresearch.com/bigboombigdataanalyticshowtopperformersgarnerinsightsforgreaterefficiencyandcompetitiveadvantage.aspx>)" during her keynote session at the Marketing&Tech Partnership Summit, to be held on June 20 in at Hyatt Place in San Jose. The Summit is dedicated to exploring ways in which marketers can collaborate with their technology colleagues—whether in IT, data, mobile, etc.—to enhance marketing performance.

Hypatia recently conducted a study of nearly 450 IT and line-of-business executives from Fortune 500 companies to learn how analysis of Big Data impacts customer management and marketing. In doing so it gathered best practices and uncovered how analytics can drive double-digit ROI. Ament will discuss those best practices during her keynote. She'll cover such areas as using Big Data to harness innovation and implementing effective customer management strategies, as well as selecting the right metrics for measuring ROI and propelling growth.

"Enterprise-level Big Data Analytics (BDA) encompasses numerous information sources, multiple technologies, nimble business processes, and specialized expertise in advanced analytics. Creating an effective in-house BDA ecosystem demands organizational agility to rapidly develop, operationalize, and act on actionable insights—before an opportunity slips away," Ament said. "Early results from our research demonstrate that organizations with effective BDA processes benefit from significant double-digit downstream business benefits, as well as operational cost take-outs."

Additionally, the day will feature keynotes from Laura McLellan, research VP of Gartner, who will share her unique insight into potential of the burgeoning relationship between marketing and IT; Rick Medeiros, Lenovo's executive director of B2C & B2B online user experience, who will discuss how marketing and IT partnered to launch successfully the company's One Web initiative; and Kelly Smolinski, senior director of customer systems at Walgreen's, who will share the details behind how Walgreen's successfully launched its Balanced Rewards loyalty program by enabling the strategy behind it with the right technologies. The Summit will also include several workshops and roundtables, covering a variety of topics ranging from data integration to marketing workflow.

"As new technologies and rising customer expectations compel marketing and IT to become increasingly intertwined, it is crucial for those teams to align their goals and create an ongoing partnership," said Ginger Conlon, editor-in-chief of Direct Marketing News. "The Marketing&Tech Partnership Summit aims to help marketers and their technology colleagues to build a fruitful, symbiotic relationship that will improve marketing performance, and as a result, business results."

The Marketing&Tech Partnership Summit is a must-attend event for any marketing leader looking to

harness the power of technology to enhance their marketing results.

For information on Hypatia Research Group (<http://store.hypatiaresearch.com/hypatiagalaxytmstudies.aspx>) studies, visit <http://store.hypatiaresearch.com> or contact [Research@HypatiaResearch.com](mailto:Research@HypatiaResearch.com).

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#### About Hypatia Research Group

Industry analyst and market research firm Hypatia Research Group (<http://www.hypatiaresearch.com/>) delivers high impact market intelligence, industry benchmarking, best practice, and vendor selection research for how businesses use technology and service providers to capture, manage, analyze and apply customer and market intelligence to enhance performance and accelerate growth. Coverage includes: Customer Management (CRM), Business Intelligence, Advanced Analytics, Customer Analytics, Social Media, Text Analytics, Marketing Automation, Information Management, Customer Data Management/Data Quality and GRC. Since 2001, clients have relied on Hypatia for industry insight, expertise and independent market research for guidance in assessing various technology and service options.

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