

Joint Symposium 2015  
e-Manufacturing & Design Collaboration 2015 and ISSM 2015

Invited Speech: **Big Data Business Model**



**Mr. Pony Ma**

*EMC Greater China CTO*

**About the Speaker**

Pony Ma was named as the CTO for EMC Greater China in February, 2014. Pony has been in the IT industry for more than 35 years. He brings deep knowledge in IT solutions & services, especially his great customer experiences in the FSI industry in GC. Before this appointment, Pony has worked at the EMC APJ CTO office in the past 6 years. Prior to joining EMC, Pony had spent most of his career in IBM, from consulting & advanced services to product support, from 1978 till 2008.

In his role as CTO, Pony will lead EMC China Next Generation Solution team to drive cloud solutions and consulting services, to manage the complex solution & service offerings related to the 3<sup>rd</sup> IT platform and coordinate the best practice sharing across GC.

Pony holds a masters degree in Operations Research from University of California at Berkeley and a bachelor degree in Mathematics from University of California at San Diego.

**Abstract**

This presentation describes the different phases of how Big Data can help driving the Organization's Key Business Processes and to become more competitive. Audience can then assess how well their organizations stand in adopting Big Data Technology.