

Workshop on ‘SMAC’

(Social media, Mobility, Analytics and Cloud)

Organized by: GTU in association with: Oracle Corp.

Date: 20th March, 2014; Venue: GTU, Chandkheda, Ahmedabad

Gujarat Technological University is always at forefront in analyzing new technology trends and enriching knowledge about it to its Faculty and Students through experts in the field. In the fast-paced world of the information technology, ‘SMAC’ a new acronym for social, mobility, analytics and cloud, is not just the latest buzzword but it's also quickly becoming a business reality.



GTU in association with Oracle organized a workshop for faculty and Research scholars on ‘SMAC’ (Social media, Mobility, Analytics and Cloud) on 20th March, 2014 at GTU Chandkheda campus. This workshop was a part of GTU and Oracle’s association which aims to benefit 150+ engineering college faculty and students

through training and software support.



Indian businesses are becoming more agile, and technologies such as social media, mobility, analytics and cloud computing are coming together to unleash

unlimited opportunities for everyone involved. This convergence – also known as SMAC – will be the leading disruptor to the business-technology ecosystem over the next few years. With Social and Mobile, it is even more important for people to collaborate no matter where they are. Social also is an important source of leads in today's world. A recent survey said one of the largest uses for social by sales people was to collaborate on best practices with peers, managers and partners. The proliferation of tablets is accelerating this trend.



Mr. Sanjiv Mahesh, Regional SC Director from Oracle was invited as expert speaker for this workshop and 60 plus faculty and students participated in this workshop. In the session Sanjiv Mahesh discussed the design principles and solution sets provided by Oracle. He explained that Oracle Cloud service includes a full suite of enterprise collaboration and social tools

right into the product. He showed how it enables one to create your own, internal social network and connect domain experts to support decision making processes. He said, "These are cloud applications that have been optimized to run on any mobile browser, without requiring you to install anything. The apps have been redesigned for a much smaller touch interface. The next category is Cloud Applications built specifically for the tablet. With Oracle, an entire Analytics composer suite is dedicated to the enablement of data transformation into valuable business intelligence so users control this process and it doesn't require IT."



Workshop ended with questions answers and personal interaction of the expert with the participants.