

# Practical Use of “Big Data”



UK is at the forefront of data innovation. It was estimated that by 2020 the global volume of data would reach 320 zettabytes (OECD 2015), hence, unlocking the value of data is the key to harness the benefits of “big data”. Big data is no longer about how big your datastore is. It’s about how well connected it is to other data stores, and the sustainable value we can create from these connections. *“Cities are collecting considerable amounts of data, sometimes into observatories, but struggle to use the data effectively for collaborative and efficient decisions. There is a data gap between data warehouses and data use for strategic policy and investment decision making. There is a need to turn the flood of data into wisdom on how to move to a more resilient future.”* (Professor Peter Head, Resilience Brokers, May 2019)

The talk will explore the practical use of “Big data” in the transport arena and the wider sense of using “big data”. What is the impact on customer demand and business model? What is the potential application in Highways Maintenance? What value it will pose in traffic management?

Speakers: Teresa Jolley (DEFT 153 Ltd) and Samad Ahmadi (Uni-Soft System Ltd)

This is a free event open to all (members and non-members).

Refreshment will be provided

**Date:** 20<sup>th</sup> June 2019

**Time:** 12:00pm – 2:00pm

**Venue:** Atkins  
The AXIS,  
10 Holliday Street,  
B1 1TF

**To reserve a place please use the link below:**

<https://www.ciht.org.uk/event/practical-use-of-big-data/>

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