

FOR IMMEDIATE RELEASE

CEO Acumen Analytics Brings Executives Gently into the World of Big Data

Philadelphia, PA - January 14, 2014 - Kathy Brunner, CEO and President of Acumen Analytics, wowed the member executives present at the first Member Spotlight Breakfast for the Irish American Business Chamber Network, held this past Thursday, January 16th at the Plough and Stars in Philadelphia. The topic was **Big Data: What It Is and Why It Is Important** and was evidently a topic of such interest that the event was sold out.

Most of us feel a bit out of our depth when considering big data, which is understandable when considering just how much data is streaming through our lives. Every sixty seconds, according to Kathy, 98,000 tweets are sent, 11 million instant messages, nearly 700,000 Facebook statuses are updated, 168 million emails are sent and 1,820 Terabytes of data are created.

This type of attention grabbing factoids were followed by simple suggestions for how executives and their businesses can benefit from taking Big Data seriously. Kathy discussed how executives can take the information within their organization, organize and streamline the data in a manner which will allow actionable and insightful decisions, so that they can begin to see and effect change within their organizations.

Workforce, Life Sciences and Marketing were three areas discussed in detail - and Kathy commented that, "This is no 90 day fix. Executives have the potential to lead their organizations into the next phase of a data revolution - we are currently stuck in the Sense and Respond stage - where data, mostly from legacy systems and Excel spreadsheets, can tell us What Happened (past), and a little bit about Why. But the next step in Data Analytics will be more predictive, using data to help companies understand what *will* happen (future) and helping craft strategic decisions to ensure that what is best will happen."

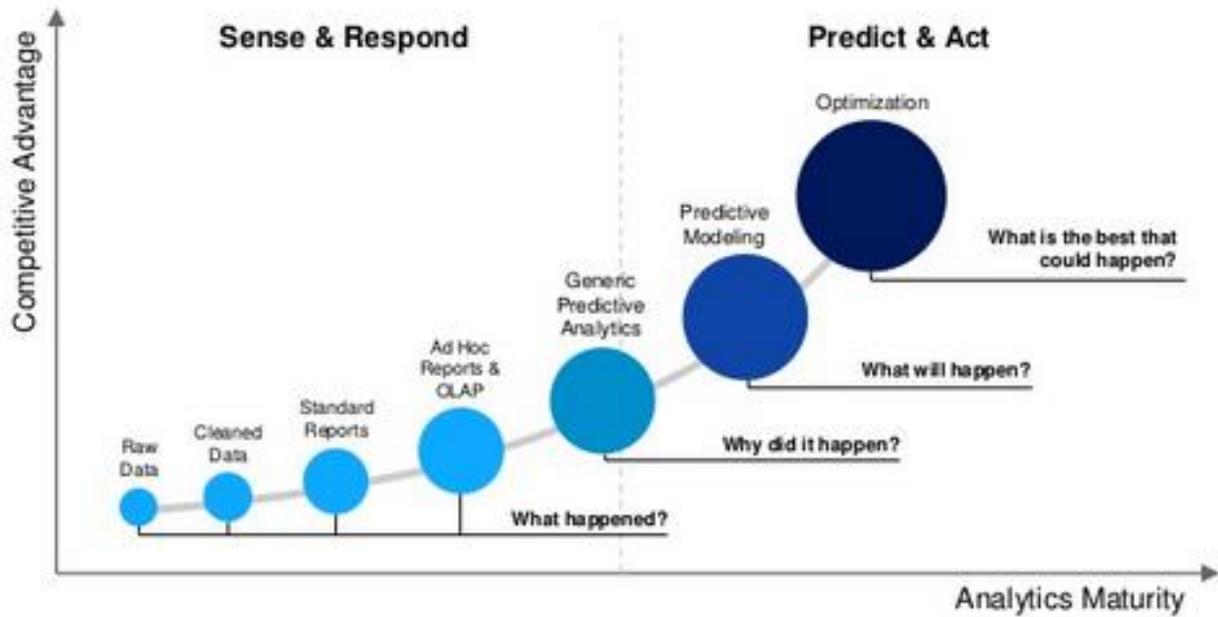
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About **Acumen Analytics**

Located in Plymouth Meeting, NJ, Acumen Analytics is a WBE certified, information management and analytics consulting firm focused on helping our customers leverage their data, technology and organizational assets to create strategies and deliver solutions that seize innovation, accelerate business and drive successful business outcomes.