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## MarketShare Presents at Amazon Web Services' Big Data and HPC in the Cloud Event

Apr 25, 2012

Amazon EMR is a web service that enables businesses, researchers, data analysts and developers to easily and cost-effectively process vast amounts of data. Using EMR, users can instantly provision as much or as little capacity as they like to perform data-intensive tasks for applications such as web indexing, data mining, log file analysis, data warehousing, machine learning, financial analysis, scientific simulation and bioinformatics research.

The session titled, "Big Data and Elastic MapReduce" will be held at 10 a.m. on Friday, April 27, 2012. Singh will speak on how MarketShare is leveraging this technology to develop solutions on an elastic interface ensuring end-users can control cost without substituting performance. If cost is a concern, the number of nodes can be dialed down or dialed up as needed. For its MarketShare Price™ product, MarketShare has used Elastic MapReduce as a building block for a data workflow that executes a daily analytics pipeline across 10s of data sources with 26 different stages.

Anupam Singh is the Vice President of Technology at MarketShare responsible for all technology platforms. Singh has over 12 years of experience in database query processing teams for such global companies including Oracle, Sybase and Informix (now IBM). At these companies, Singh has focused on extending core databases to handle advanced workloads. In addition, Singh holds several patents in the area of query processing.

### **About MarketShare**

MarketShare is an analytics company that enables businesses to grow efficiently by uncovering which actions really drive results. Founded in 2005, MarketShare has a track record of ground-breaking innovations in data, modeling and software and has worked with over half of the Fortune 50. MarketShare's platform provides a combination of technology, data, modeling and business intelligence solutions that lead to improved decision-making, attribution and optimization for businesses. The company is headquartered in Los Angeles, with offices in San Francisco, New York, London, Tokyo and Bangalore. MarketShare is a portfolio company of Elevation Partners, a \$1.9 billion private equity firm that makes large-scale investments in market leading consumer and technology businesses. For more information, please go to: <http://www.marketshare.com>; follow us on twitter @marketshareco.

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***Presentation to Focus on Building Reliable Business Intelligence Solutions through ETL Tools***