53rd Annual Convention 2018

Starts 14th December, 2018

Venue

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Contents

Cover Story
Business Intelligence  Neelam Jha  6

Research front
CRISP Model: A Structured Approach for Presentation of Research  Bhagwan Singh  11

Articles
Importance of Business Intelligence in Digital Marketing  Rajshree Srivastava  18

Technical Trends
Internet of Things in Business Intelligence  S. Susena, Pragya Bajpai and Mrs. Pooja Sharma  21

Articles
Internal or External  Which Database Could Contribute More to Business Intelligence?  S. Balakrishnan and D. Deva  24

Business Intelligence on Cloud (BIC) - Merits, Challenges and Solutions  Sunil Gupta and Goldie Gabrani  28

Business Intelligence and Network Analytics: Research Directions  P. Aruna  33

PLUS

CSI Executive Committee  26

CSI Lakshmangarh Chapter Inaugural Ceremony - A Report  35


CSI Student Chapter Inaugural + Digital Security Training Workshop in association with CSI Noida Chapter & IT Dept., Noida Inst. of Engg. and Tech., Greater Noida, UP on 8th September 2018  37

CSI 53 Annual Convention Cum Exhibition 2018  38

6th International Conference on Innovations in Computer Science & Engineering (ICICSE-2018)  44

2019 International Conference on Data Science & Communication  46

Chapter Activities News  47

Student Branch News  48

ICACCP' 19  3rd Cover

IndiaCom-2019  Back Cover
Dear Fellow CSI Members,

“A true sign of intelligence is not knowledge but Imagination”
- Albert Einstein

“Failure is simply the opportunity to begin again, this time more intelligently”
- Henry Ford

The current issue of CSI Communications is on Business Intelligence – An important and interdisciplinary area of research and applications. The issue is enriched by a number of articles received from professionals, researchers as well as business communities.

**Business Intelligence (BI)** is a technology-driven process for analyzing data and presenting actionable information to help executives, managers and other corporate end users make informed business decisions.

The cover story is written by Dr. Neelam Jha, Sr. Faculty of Central Bank of India, Officers Training College. The article highlights the features and challenges of Business Intelligence as well as its scope. The impediments of BI and how it can be used as a solution is highlighted in the present article.

On the research front an article on CRISP Model has been written by Prof. Bhagwan Singh from school of Business Management and Science, Central University of Himanchal Pradesh. The other articles include importance of BI in Digital Marketing, IOT in BI, Internal and External Databases, Business Intelligence on Cloud (BIC) - Merits, Challenges and Solutions, Business Intelligence and Network Analytics: Research Directions.

**Current Trends**

Currently organizations are starting to see that data and content should not be considered separate aspects of information management, but instead should be managed in an integrated enterprise approach. Enterprise information management brings Business Intelligence and Enterprise Content Management together. Currently organizations are moving towards Operational Business Intelligence which is currently under served and uncontested by vendors. Traditionally, Business Intelligence vendors are targeting only the top of the pyramid but now there is a paradigm shift moving toward taking Business Intelligence to the bottom of the pyramid with a focus of self-service business intelligence.

This issue also gives detailed information about CSI 53rd Annual Convention 2018 hosted by Udaipur Chapter to be held on December 14th – 16th, 2018 at the Hotel Inder Residency Udaipur – Rajasthan and ICACCP-2019, INDIACom-2019. We encourage you to prepare for the same and actively participate in it. Information about the activities that have taken place at various regions and divisions and the students chapters are also given.

We are thankful to all the contributors and look forward to receive your valuable articles in future also.

We express our gratitude to all the execom members and the CSI Officials. We look forward to receive constructive feedback and suggestions from our esteemed members and reader of CSI fraternity. Please log on to http://www.csi-india.org/ and email to csic@csi-india.org.

With kind regards,

Prof. (Dr.) S. S. Agrawal
Chief Editor
Message from the Vice President cum President Elect

From: Vice President, Computer Society of India
Date: 01 October, 2018
Email: vp@csi-india.org / Cell : (91) 82106 93239

Development of a country is influenced by many interrelated parameters like Economic, Social, Human Resource, Environment, Education, Infrastructure etc. Each of these parameters is important in itself. Generally the nations face many development challenges as a result of different combinations of these factors. It is recognized fact that Information & Communication Technology (ICT) can help to address the Challenges for the enhancement of the Socio Economic Transformation.

These are needs to bridge the gap between people with effective access to Digital Information & Communication Technology and those with very limited or not capable to access at all. Computer Society of India, since it’s inception has tried continuously for the achievement of these national goal with multi directional approach for reaching out to the larger section of our society.

CSI understands that the inclusive growth is multifaceted & can be addressed as growth with justice. The justice signifies economic, political & social equality among all the citizens of the country. Inclusive growth does not have any self mechanism to reach the deprived & excluded section of the society.

Hence it is the outcome of planned & thoughtful action of Computer Society of India to go to the masses who are not being able to receive the benefit of ICT & where the CSI is having less presence.

As the result, in the current years CSI has taken initiatives to extend it’s presence in North East region by establishing it’s chapters at Nagaland, Reviewing the Chapter at Guwahati, Student Branch at Sikkim Manipal Institute of Technology, Sikkim, National Institute of Technology, Shillong. All of them are engaged with good activities. We are taking initiative to establish the CSI Chapter/Student Branches in near future in the State of Manipur & Tripura.

In recent past two new chapters are opened, one at Agra, Uttar Pradesh & another at Lakshman Garh, Modinagar, Rajasthan. I congratulate to the Respective regional Vice Presidents Prof. Arvind Sharma & Dr. Vipin Tyagi along with the Chairman, Managing Committee members & members of both the newly formed Chapters & wish them all the best on behalf of CSI for their future activities & achievements.

I seek the active & kind support of the Members to make CSI more Dynamic, Vibrant, Productive & Sustainable to achieve the height of excellence.

I sincerely request all the Office Bearers, Executive Members, CSI office staffs to kindly work with responsibility for the Society (CSI) to serve honestly for the cause of every Division, Region, Chapter, SIG, Student Branch & every Individual Members including Student Members.

The 53rd Annual Convention of Computer Society of India, CSI- 2018 is being organized by CSI Udaipur Chapter from 14-16, December 2018 at Hotel Inder Residency, Udaipur for which the preparation is going in full swing under the dynamic leadership of a group of Young & Visionary Professionals Mr. Amit Joshi , Chairman, Dr.Bharat Singh Deora, Vice Chairman, Dr. Dinesh Sukhwal, Hon. Secretary & Mr. Gaurav Kumawat MC member of Udaipur Chapter. The call for papers, registrations, Exhibition & other related activities have been placed in this issue for the Information & perusal of the members for their active participation.

Thanking you & wishing you a very happy & enjoyable Durga Puja & Vijaya Dashami.

Prof. Akshaya Nayak
Vice President, CSI
### Business Intelligence

**Neelam Jha**  
Faculty, Central Bank of India, Officer’s Training College

#### Introduction

Welcome to the world of information where terabytes of data are being generated in nano seconds. Data has really made the world inclusive in real terms as it has no colour, caste, religion or nationality what so ever. The moment a thought comes to our mind and we search for it on the internet, the process of creation of data begins. Our activities of liking a blog, travelling to a place or simply posting our selfies creates footprints of data. We humans are generating data at an amazing speed from Australia to Antarctica. This data forms the foundation for information and meaningful insights for organisations. But all of this data is not of importance to organisations. So how do they make sense of this humongous amount of data? It is undoubtedly an uphill task.

The analysis of Demand & Supply is the fundamental concept of business. It is a deciding factor in choosing the right product at the right price in right market. To make these right decisions organisations use various tools. One such important tool is Business Intelligence which has gained a lot of prominence and has become an integral part of organisations irrespective of its sales, volume or size.

**So what is Business Intelligence?**

In simple words Business Intelligence as per Gartner refers to technologies, applications & process for collection, integration & analysis of data with motive to enhance operational efficiency and revenues. It is a time tested old concept which was more of a decision support system in the fifties. However the term Business Intelligence per se was defined in 1989 by Howard Dresner, an analyst in Gartner Group. It would be a misnomer to look at Business Intelligence only as a Statistical System (DSS) is essence of business management. To put it in another way, Business Intelligence is an imperative key to successful organisations which are competing in a world of Liberalisation, Privatisation and Globalisation without borders. Making the battle fiercer for established players there are emerging competitive players like Start Ups, Fintech, E commerce and many more. Today the markets are flooded with options; a consumer is spoilt for choice and it is getting increasingly difficult to keep the customers loyal and engaged to particular companies’ products/services. Hence the companies need to be well informed to stay ahead in the competitive world. It is all about procuring accurate information at the exact time and making it available to the right person.

**Challenges to Business**

An organisation is often faced by dilemmas like pricing, sales, costs, operations etc vis a vis changes in business trends and customer’s preferences. There are issues regarding performance, management, competencies, customer service, recruiting right talent and of course the perennial question of adopting changes. Irrespective of the geographical location or the size or customer’s demography, businesses encounter the following questions on an ongoing basis –

- Businesses seek answers to the above questions pertaining to various areas of business like finance, sales, operations, inventory management etc for enhancing the effectiveness of core business procedures and better productivity. The solution lies in the data which is available in plenty. Just as bit...
is the smallest computing unit, raw data forms the building block for information. But being flooded by data is not always a good idea as a major part of this data is ambiguous and of poor quality. Many companies are also struggling due to siloed data bases, legacy issues and lack of resources. This huge stockpile of raw data needs to be cleaned up and properly structured to be used as a valuable input by the organisation. Only then can it act as the missing links in jigsaw puzzle for the business entity.

Hence as a key business attribute, data needs to be contextual and relevant so as to provide meaningful insights into customer’s behavior. This is crucial as all organisations these days have a customer centric approach and they build their strategies accordingly.

There is a possibility of gathering data without information but there is no possibility of garnering information without data which brings to the fore - The paradox of data and its multiple sources which is explained in the diagram below.

These issues forced the organisations to rethink and led to the growth of alternative options. Smaller organisations prefer excel/data mart whereas bigger organisations prefer warehouse as depicted in picture below:

**Journey of BI**

Customer is the king of the market and hence the intent of the organisations is always to analyse his behaviour and make a proper assessment of the the risks so as to make better business decisions. In the dynamic world Business intelligence has been evolving over the years. When we look at the journey of BI, it is observed that each stage builds on another.

The traditional approach worked on a linear sequential process. The journey began with a tool centric approach and slowly progressed towards being a collaborative partner of business. The focus continued on reducing costs, initiating BPR (Business Process Re-engineering) and identifying new business opportunities in the dynamic business scenario. As we all know that data driven decisions are more reliable than those based on assumption, perception or instinct. Hence the
success of BI implementation hinges on data along with many other factors. But then there are problems galore in getting scalable, accessible and good quality data.

The modern BI approach is about optimizing the execution engines while summarizing the technical complexities. Agile BI is another approach which focuses on automation, speed, flexibility and responsiveness. Further it tends to reduce total cost of change. BI can also be embedded directly to other platforms and hence can be used on various web platforms. There are certain tools like Microsoft Power BI which allow non technical users to aggregate analyze and visualize data. While choosing a BI strategy, companies can either use tools that come free with ERP, or purchase a third party BI solution. Big Companies may prefer to build their own customized BI solutions. BI does not operate as a single standalone tool. Along with the changes in the business environment, BI is also becoming more adaptable & flexible. Now BI is working towards end to end self service tool.

There are immense benefits of Business Intelligence, some of which are enumerated below:

- Business Intelligence hinges on choosing the appropriate software that is best suited to a particular business need. Microsoft, Google, SAP, IBM are leading software companies and some examples of popular BI Software/tools are as follows:

  **How does it work?**

  Having discussed the technology part in detail, it should not be construed only as an autonomous technological process. BI is basically a business process wherein people take the centre stage. BI is the key to prudent decision making as it joins the above three constituents to help businesses make optimal decisions. It helps in spotting patterns between numbers, identifying trends and their underlining reasons. It is much more than just being a technology, it is in fact a combination of people, process and IT as shown in the picture:

  The traditional process of Business Intelligence can be briefly understood in the diagram below:

  It starts with gathering of data from various sources and collecting it into a central repository called warehouse. A data warehouse may contain one or many data marts.

  - Then in the next step of Data mining (also called as knowledge discovery in database) which is an integrated application, the raw data is structured. It aims at detecting the hidden display patterns in the data.
  - The users can now create various reports from the data. Further statistical and multidimensional analysis is done using algorithms and/or models.
  - Various hypotheses are now tested based on the results of analysis. It could be exploratory, descriptive or predictive in nature.
  - Dashboards simplifies the complex datasets and display the current metrics and is a snapshot of various KPIs(key performance indicators) and business trends and thus data is turned to relevant information so as to help in the decision making process.

  These steps are now being blended into an open, fluid interaction where experiments can be run in each phase of cycle individually and hence it should be given adequate importance. BI implementation takes a lot of preparations beforehand and one of its fundamental components is data integration. It faces huge challenges as data is often from heterogeneous and incompatible sources.

  **Impediments in the path of BI**

  Although BI is growing at a good pace, yet it has not achieved its full potential. Inspite of having a sound technical implementation, BI projects sometimes flounder due to lack in strategic focus. It might result in budget over runs, delays in projects and annoyed customers. Many a times organisations treat it as a tool, rather like an operating system. We need to understand that BI is complex and hence it needs continuous attention. The process is time consuming, but even the ancilliary steps needs to be followed. Otherwise there is a possibility of incorrect conclusions being drawn.

  The decision to implement BI is taken at the topmost level and many times BI projects are not limited to one particular department in the organisation. Also there are various kind of cultures in an organisation. All these add up to creating hurdles in implementation of BI. Some obstacles to BI are given hereunder:

  - Lack of synergy between IT & Business
  - Results not forthcoming fast
  - Delayed results make the business look for other IT enabled solutions
  - Businesses are looking at iterative process styles
  - It is costly for small business
  - Long development life cycle
  - Availability of too many types of software causes confusion for the management
  - Struggling with unstructured data, which does not make apparent

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**COVER STORY**

![Diagram of BI Process]

**People**

**Technology**

**Process**

**DATA**

**DATA MINING**

**WAREHOUSE**

**REPORTING & QUERYING**

**DATA ANALYSIS**

**DIGITAL DASH BOARD**

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Features in BI Solutions:
The features of Business Intelligence help in the Decision making process by providing meaningful insights into customer behaviour and spending pattern. Let’s understand a few them:

➢ **OLAP:**
Online Analytical Processing helps users to view data from various viewpoints; hence it can also be called a multidimensional tool. Common operations of OLAP are Slice and Dice, Drill down Up, Nesting, Pivot etc.

➢ **Predictive Analysis:**
Helps users to predict customer behaviour, forecast demand and prepare strategies using various tools like Regression Analysis, Time Series Model, Hypothesis Validation, Forecasting etc.

➢ **Interactive Dashboard:**
It provides a real time view of the ongoing business by automatically refreshing the data thus enabling the decision makers to take a suitable call as per the trends and business needs.

➢ **Geo spatial Applications:**
It helps businesses to gain location based insight for effective decision making. It is very useful for organisations having a worldwide presence.

➢ **Performance Metrics:**
It helps to organize and distribute metrics on the performance of the business. Organisations need profits and hence they need to quantify performance using KPI’s.

➢ **Spreadsheet:**
It has many good features and is still cost effective for smaller data volumes.

**Scope for improvement:**
BI implementation projects are different from software development projects. They require simultaneous usage of data sources and applications. The success of BI depends on understanding the data structure and its integration. BI also helps in maximizing the customer journey for future projects. The BI should focus on providing solutions to the companies for their immediate as well as long term problems. The BI team should also provide early alerts on the basis of patterns being generated by the data.

A few suggestions that provide the structured framework for improving BI:

- Smaller but more frequent releases of functionalities/services to users
- Development team to work alongwith end users
- Knowing your users requirements and aspirations beforehand
- Use either Inmon/Kimball as per specific needs.
- In Inmon methodology a design is created before starting development of software solutions whereas in Kimball focus is on deployment of individual solutions.
- Get all the stakeholders (i.e. finance, marketing, operations, sales etc) on the same page
- The manual interventions need to be reduced, as automated BI data integration is seamless and provides better experience.
- Data integration needs to be done at deepest level

There should be quality checkpoints for discrepancies after data integration

The ETL [Extract, Transform, and Load] process should be carefully monitored, so that Extract & Load Process occurs at the appropriate level.

As per the business requirements, the volume of data should be checked with real time updates.

Usage of probabilistic & fuzzy logic based event processing

Continuous assessment should be done and the strategies be modified accordingly to maximize ROI

**Conclusion:**
It’s been ten years that on a black Monday, Lehman Brothers filed for bankruptcy thereby turning the financial crisis to a near panic. The events that followed created more chaos in the world economy. To avoid such chaotic situations, BI tools should be used more proactively and the information needs to be analysed accurately. It is a business process improvement initiative and has huge potential in all areas of business like Finance, Banking, Retail, CRM, Sales etc. Cloud BI is another good option as it provides 100% uptime and scalability but then the security as well as legal issues regarding privacy need to be dealt with.

However there appears to be a gap between enterprise and consumer software which is forcing the managements to rethink on ROI on Business Intelligence tools. Hence one should also look at the collaboration of machine learning tools, cognitive computing and IoT with Business Intelligence so as to make it a driving force to propel the organisation towards its goals. It is imperative that organisations have a board mandated vision and mission policy of which Business Intelligence should form an important component. BI is not only about gathering more and more information for the users; rather it is about creating intelligent inputs for the businesses. BI is not just a reporting tool; it is in fact an instrument to redefine the business strategies. Remember BI is not optional but mandatory. The only question is how well the organisation
executes it. In simple words Business Intelligence as per Gartner refers to technologies, applications & process for collection, integration & analysis of data with motive to enhance operational efficiency and revenues. It is a time tested old concept which was more of a decision support system in the fifties. However the term Business Intelligence per se was defined in 1989 by Howard Dresner, an analyst in Gartner Group. It would be a misnomer to look at Business Intelligence only as a Statistical report. It is in fact a proactive tool for customer engagement and boosting revenues.

About the Author
Neelam Jha (CSI membership no.: 2010000188) Currently working as Faculty, Officers Training College, Central Bank of India. Professional qualification: CAIIB, MBA, Certified Bank Trainer, Cyber Law, CeISB. Work experience: Have worked in Central Bank of India for last twenty years in various capacities: Branch Head, Credit Officer, Faculty, Senior Internal Auditor and different verticals at Branch/Regional/Zonal Office levels.

Benefits for CSI members: Knowledge sharing and Networking
- Participating in the International, National, Regional chapter events of CSI at discounted rates
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- Becoming part of CSI management committee

WEB DEVELOPMENT USING ANGULAR 5
(Academic Year 2018-19)

As per the culture of Pillai’s HOC College of Engineering, Department of Computer Engineering organizes various technical Workshops for aspirants assembling with various interests in the field with a very high competitive spirit to participant and with the strong determination to include their achievements & accomplishments to their resumes. For the current academic year 2018-19, we have organized a workshop on “Web Development using ANGULAR 5” on 28th July 2018.

Workshop on “Web Development using ANGULAR 5” was conducted by Mr. Ajinkya Zore; he has four year experience in Tata Consultancy Service [TCS]. He is Oracle Certified Professional java programmer, now he is working in BPN paribus MFID Global Market Research.

Basically ANGULAR 5 is a java script based on open source front end web application framework mainly maintained by Google. The workshop covered some following basic and advance topic based on ANGULAR 5:
- Basic Knowledge of ANGULAR 5
- Web Page Editing
- Dash Board
- Background Color Editing
- Node Module
- ANGULAR CLI
- Pipes
- Routing
CRISP Model: A Structured Approach for Presentation of Research

Bhagwan Singh
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In this article, the need for a structured module to present once research is bridged by proposing a model christened CRISP. The model focusses on various aspects that need to be emphasised during once presentation of Research, Thesis, or Project (RTP) so that the researcher has a guided template that allows them to highlight their work. The model has been communicated to researchers in both pure Science and Social Sciences and has been discussed at various platforms so as to fine tune it and make it more comprehensive so that it could become an effective tool. CRISP model presented here has been utilised by researchers from various disciplines in Central University of Himachal Pradesh to present their research towards defending their thesis. The various attributes of the model have been researched with the help of questionnaire to test the effectiveness of CRISP model as an important tool to fill the need for a uniform structured presentation approach to communicate the findings of their research. The findings strongly support the model for implementation towards research presentations.

Introduction

A bonding between research and teaching is always deemed to be spirit for higher education fraternity (Elen and Verburgh 2008). In keeping with this spirit, Higher educational institutes undertake research work in the form of desertations, projects and thesis with great zeal by putting in lots of efforts. At the end of their research work, the researchers have to make a presentation. After being an active listener to many of these project and thesis presentations over a period of time as one of the members on the evaluation board, I have noticed that most of the researchers tend to miss out on one or other of the important components that need to be stressed and hence get invariably questioned by the examiners to bring out those aspects. One of the major reasons for these lacuna is the lack of a uniform template for making their presentation. Another important aspect of a good presentation is, wherein the stakeholders who need to utilise the outcomes of the research are able to obtain what they are looking for, clearly and precisely. In the Bhartiya (Indian) higher education perspective of researchers’ learning process, Currently there is no such presentation style/model/module which is uniformly accepted by all universities/colleges/institutions for presenting their Research outcomes from their Thesis/Project.

When we look at presentation of research/thesis/project (RTP) in higher education at the Post Doc/PhD/PG level, there is no such uniform module/model which can be taken for understanding the researcher’s view across the disciplines. The difference of presentation style from sciences to social sciences and professional courses such as MBA, MCA etc, differs as the supervisors or guides assigned, design their own presentation style, following the prevailing practices. Thus the understanding of the output of the presentations from both within and across disciplines becomes varied and hence tough to be adopted by the stakeholders. In order to fill this gap of understanding the output of the research done by the researchers, a uniform presentation style is proposed through the CRISP model with a vision to standardise the format across disciplines.

The CRISP model has been implemented by many researchers over the past five years and has evolved to the current status that is presented in this paper. A need is felt to confirm the performance of the model in terms of student satisfaction. While students’ learning approach majorly depends upon their perceptions of a particular learning context, it is also based on their prior experiences of studying and the present learning environment (Entwistle and Ramsden, 1983; Ramsden, 2003; Zeng, et al., 2013). To assess students’ research experience in higher education system, two studies are relevant. For instance, the Postgraduate Research Experience Questionnaire (PREQ) adopted by Australian universities (Marsh, Rowe, & Martin, 2002) in the late-1990s to collect information about the research experience of postgraduate students. The PREQ includes supervision, intellectual climate, infrastructure, thesis examination, goals and expectations, overall satisfaction and skills development in postgraduate degrees). In the similar vein, Zeng, et al. [2013] attempted to validate the Student Research Experience Questionnaire (SREQ) developed in the Hong Kong context and to explore the relationships
between student research experiences and their perceived skill development and overall satisfaction. So as to streamline and give wider access to the use of the CRISP model, a small study has been undertaken to assess the perception of the researchers who have been using the model and those who have participated in discussion of the presented model. The various attributes chosen for the study are presented in the next section.

Attributes chosen for testing perception of the researchers’ towards CRISP Model:

1. **Attitude [AT]** towards the presentation learning module: This psychological component was measured via six items which intended to measure researchers’ attitudinal approach towards CRISP in terms of their like and dislike, association and disassociation important and not important etc.

2. **Reflection [RF]** towards the presentation learning module: The five items of this component intended to capture the reflective behaviour of researchers whether they are associated with CRISP module in terms of their presentation knowledge and skill enhancement etc.

3. **Motivation [MO]** towards the presentation learning module: This psychological measure attempts to capture researchers’ motive towards CRISP module as a drive of adaptation in their research/thesis presentation using four items scale.

4. **Skill Development [SD]** as outcome of the presentation learning module: The five items of this scale is intended to measure researchers’ skill enhancement as an outcome variable of CRISP module.

5. **Satisfaction [ST]** as outcome of the presentation learning module: Finally the three items of this measure is used to capture the ultimate outcome of CRISP in terms of researchers’ overall satisfaction level towards the above module in their research presentation.

**Research Methodology**

This research done is exploratory in nature which covers the holistic approach of research presentation module/model particularly named as CRISP (i.e. five acronyms viz. Concrete Issues, Research Methodology, Insight Generation, Summary and Publications). Therefore to quantify the above module, the structured questionnaire was used to assess the researchers’ perception towards CRISP module/model with the help of 23 items of scale which comprises of measures related to Attitudes [AT], Reflection [RF], Motivation [MO], Skill Development [SD] and Satisfaction [ST] reported in Questionnaire. Each item was asked by using five point Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree). Prior to this, brain storming round was approached to decide the above scale items with the help of key members including professors and scholars.

The questionnaires were distributed among 50 (Fifty) Post Doct./Ph.D./ PG enrolled scholars/ students in Central University of Himachal Pradesh from social sciences and sciences in order to measure the perception towards CRISP module/model. After evaluating the missing responses, only 44 (Forty Four) responses out of 50 were found to be suitable for preliminary analysis.

**“CRISP” MODEL for Presentation of Thesis / Research / Project**

The “CRISP” mode is an INNOVATIVE Template for making comprehensive presentation in a structured manner of the work undertaken during their Thesis / Research / Project in Social Science.

“CRISP” is an acronym for 5 important aspects that need to be emphasised while making these presentations in Social Science.

C=Concrete Issues  R=Research Methodology  I=Insight Generation  S=Summary  P=Publications

![CRISP Model Diagram]

**Analysis and Results**

The study used descriptive statistics viz. percentage method, Chi-square test for dichotomous questions (non-metric data) followed by T-test for scaled data to measure the researchers’ perception/experience towards CRISP module.

The sample profile of respondents (scholars/students); shown in Table-1 ranging from gender, age, Post Doct./Ph.D./PG opted in sciences/social sciences; Post Doct./Ph.D./PG pursuing years, and Post Doct./Ph.D./PG. opted in language.

Table 1 shows the frequency and percentage of the total 44 respondents who participated in the study. The frequency column shows that 31 male and 13 female respondents were the part of study. The percent column shows that the male respondents accounts for 70.5 % of the total and female respondents accounts for 29.5%. Total 21 respondents (47.7%) belong to age group between 21-25 years, 17 respondents (38.6%) belong to age group between 26-30 years and 6 respondents (13.6%) belong to age group between 31-35 years. Majority of the participants of study were Post Doct./Ph.D./PG students from Social science background i.e. 77.3% and only 22.7% were from Science background. Among
these, 29.5% respondents are pursuing Post Doct./Ph.D/PG since one year, 38.6% are pursuing Post Doct./Ph.D/PG since two years, 9.1% are pursuing Post Doct./Ph.D/PG since four years and only 11.4% are in their fifth year of Post Doct./Ph.D/PG. It can be stated that majority of students are pursuing Post Doct./Ph.D/PG since two years.

All the respondents have adopted English as a medium of instruction and presenting their Post Doct./Ph.D/PG. Tables- 2 & 3 depict the descriptive statistics of researchers’ awareness towards CRISP model based presentation in terms of Yes/ No type answers.

Table-2 illustrates that 93.2% of respondents feel that there should be any kind of module for RTP presentation whereas only 6.8% respondents do not feel that there should be any kind of module for RTP presentation. It was found that 45.5% of respondents know about module for RTP presentation and 54.5% do not know about these kinds of modules. It was quite interesting to know that 45.5% of respondents know about CRISP model as a module for presentation and 54.5% do not know about any module, but after presentation of this CRISP module, now they are aware of such model of presentation.

The above data reveals that 54.5% of the respondents do not know about CRISP were excluded from the study. The rest of 45.5% of respondents who know about CRISP were considered for further interpretation. Among these respondents 43.2% said that CRISP provided them informative material for RTP Presentation where as 2.3% refused the statement. Total 38.6% of respondents said that CRISP developed their RTP Presentation skills and only 6.8% respondents said that CRISP has not developed their RTP Presentation skills. The data reveals that 38.6% of respondents said that CRISP covered all aspects of research work in the said module and only 6.8% respondents said that CRISP has not covered all aspects of research work in the said module.

Table 4 shows that the results of chi square test for gender ($\chi(1) = 1.350, p = 0.245$), age ($\chi(2) = 3.107, p = 0.211$), Post Doct./Ph.D/PG opted ($\chi(1) = 1.073, p = 0.585$) reveals that there is no statistically significant association between Gender, age, Post Doct./Ph.D/PG opted and a need for any kind of module for RTP presentation. This reveals that male and female, all age groups of students and students from different education equally prefers for any kind of module for RTP presentation.

The results of chi square test for genders ($\chi(1) = 1.605, p = 0.205$), Age ($\chi(2) = 0.797, p = 0.671$), Post Doct./Ph.D/PG opted ($\chi(1) = 1.076, p = 0.584$)
Table 4: Chi Square Test for Gender, Age, Post Doct./Ph.D/PG Opted
* Do you feel that there should be any kind of module for research presentation

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Pearson Chi-Square 1.350a</td>
<td>1</td>
<td>0.245</td>
</tr>
<tr>
<td>Age</td>
<td>Pearson Chi-Square 3.107a</td>
<td>2</td>
<td>0.211</td>
</tr>
<tr>
<td>Phd./Post Doct. Opted</td>
<td>Pearson Chi-Square 1.073a</td>
<td>2</td>
<td>0.585</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

a. 2 cells [50.0%] have expected count less than 5. The minimum expected count is 0.71.
b. Computed only for a 2x2 table

Table 5: Chi Test for Gender, Age, Post Doct./Ph.D/PG opted
* Do you know any model for making Research presentation

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Pearson Chi-Square 1.605a</td>
<td>1</td>
<td>0.205</td>
</tr>
<tr>
<td>Age</td>
<td>Pearson Chi-Square 0.797a</td>
<td>2</td>
<td>0.671</td>
</tr>
<tr>
<td>Post Doct./Ph.D/PG Opted</td>
<td>Pearson Chi-Square 1.076a</td>
<td>2</td>
<td>0.584</td>
</tr>
</tbody>
</table>

2 cells [50.0%] have expected count less than 5. The minimum expected count is 0.71.
Computed only for a 2x2 table

are insignificant for knowledge of any module for RTP presentation. This reveals that male and female, all age groups of students and students from different education equally prefers respondents have equal Knowledge of any module for RTP presentation.

Overall Perception (which includes: AT: Attitude; RF: Reflection; MO: Motivation; SD: Skill Development and ST: Satisfaction) of Research Degree scholars [RDs]/Students towards CRISP model for RTP (Research/ Thesis/ Project) presentation.

Table 6: T test Perceptions Vs Gender & Post Doct./Ph.D/PG Opted
Independent Samples Test Between Perception of RDs/ Students towards CRISP model for RTP presentation and Gender and Post Doct./Ph.D/PG Opted

<table>
<thead>
<tr>
<th></th>
<th>t test for equality of means for Gender</th>
<th>Result</th>
<th>t test for equality of means for Post Doct./Ph.D/PG Opted</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>t</td>
<td>df</td>
<td>Sig. 2 tailed</td>
<td>Insignificant</td>
</tr>
<tr>
<td>AT1</td>
<td>-1.094</td>
<td>42</td>
<td>0.280</td>
<td>Insignificant</td>
</tr>
<tr>
<td>AT2</td>
<td>-0.969</td>
<td>42</td>
<td>0.338</td>
<td>Insignificant</td>
</tr>
<tr>
<td>AT3</td>
<td>0.613</td>
<td>42</td>
<td>0.543</td>
<td>Insignificant</td>
</tr>
<tr>
<td>AT4</td>
<td>-0.787</td>
<td>42</td>
<td>0.436</td>
<td>Insignificant</td>
</tr>
<tr>
<td>AT5</td>
<td>0.150</td>
<td>42</td>
<td>0.881</td>
<td>Insignificant</td>
</tr>
<tr>
<td>AT6</td>
<td>-1.650</td>
<td>42</td>
<td>0.106</td>
<td>Insignificant</td>
</tr>
<tr>
<td>RF1</td>
<td>-0.794</td>
<td>42</td>
<td>0.431</td>
<td>Insignificant</td>
</tr>
<tr>
<td>RF2</td>
<td>1.496</td>
<td>42</td>
<td>0.142</td>
<td>Insignificant</td>
</tr>
<tr>
<td>RF3</td>
<td>0.933</td>
<td>42</td>
<td>0.356</td>
<td>Insignificant</td>
</tr>
<tr>
<td>RF4</td>
<td>-0.344</td>
<td>42</td>
<td>0.732</td>
<td>Insignificant</td>
</tr>
</tbody>
</table>
Independent Samples Test Between Perception of RDs/Students towards CRISP model for RTP presentation and Gender and Post Doct./Ph.D./PG Opted

<table>
<thead>
<tr>
<th></th>
<th>t test for equality of means for Gender</th>
<th>Result</th>
<th>t test for equality of means for Post Doct./Ph.D./PG Opted</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>RF5</td>
<td>0.669 42 0.507 Insignificant</td>
<td></td>
<td>0.115 41 0.909 Insignificant</td>
<td></td>
</tr>
<tr>
<td>MO1</td>
<td>0.639 42 0.526 Insignificant</td>
<td></td>
<td>0.498 41 0.621 Insignificant</td>
<td></td>
</tr>
<tr>
<td>MO2</td>
<td>-1.437 42 0.158 Insignificant</td>
<td></td>
<td>0.972 41 0.337 Insignificant</td>
<td></td>
</tr>
<tr>
<td>MO3</td>
<td>-0.211 42 0.834 Insignificant</td>
<td></td>
<td>-0.206 41 0.837 Insignificant</td>
<td></td>
</tr>
<tr>
<td>MO4</td>
<td>-0.985 42 0.330 Insignificant</td>
<td></td>
<td>-0.531 41 0.598 Insignificant</td>
<td></td>
</tr>
<tr>
<td>SD1</td>
<td>-0.369 42 0.721 Insignificant</td>
<td></td>
<td>0.326 41 0.746 Insignificant</td>
<td></td>
</tr>
<tr>
<td>SD2</td>
<td>-1.969 41 0.056 Insignificant</td>
<td></td>
<td>-0.145 40 0.885 Insignificant</td>
<td></td>
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<tr>
<td>SD3</td>
<td>-1.083 42 0.285 Insignificant</td>
<td></td>
<td>0.094 41 0.925 Insignificant</td>
<td></td>
</tr>
<tr>
<td>SD4</td>
<td>0.046 41 0.963 Insignificant</td>
<td></td>
<td>0.352 40 0.727 Insignificant</td>
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<tr>
<td>SD5</td>
<td>-0.388 42 0.700 Insignificant</td>
<td></td>
<td>0.094 41 0.925 Insignificant</td>
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<tr>
<td>ST1</td>
<td>0.897 42 0.375 Insignificant</td>
<td></td>
<td>-0.763 41 0.450 Insignificant</td>
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<tr>
<td>ST2</td>
<td>-0.059 42 0.953 Insignificant</td>
<td></td>
<td>-0.297 41 0.768 Insignificant</td>
<td></td>
</tr>
<tr>
<td>ST3</td>
<td>-0.063 42 0.950 Insignificant</td>
<td></td>
<td>0.446 41 0.658 Insignificant</td>
<td></td>
</tr>
</tbody>
</table>

The above table shows the values of T test for Perceptions Vs Gender & Post Doct./Ph.D./PG Opted. It can be illustrated that all male, female and students from different education have similar perception towards CRISP model except Post Doct./Ph.D./PG Opted & RF1. I have assimilated knowledge about ‘CRISP’ Model for RTP presentation. Here the different levels of student’s posses’ different knowledge about CRISP. It can be interpreted that different education level of students differently understands about the CRISP model.

Overall Perception Score between 4-5 (Agree-Strongly Agree)

![Fig. 2: Perception Score for Agree to Strongly Agree responses](image)
Fig. 2 reveals that students’ overall perception towards CRISP model is satisfactory as majority of responses are in between 4-5 on the Likert scale i.e. agree to strongly agree.

Conclusion
The research findings for Chi-square test between gender, age and Ph.D. opted and need for any Research presentation model states that all the male-females, different age groups and Ph.D. researchers of Social Sciences & Sciences equally shown preference for a structured model to help in making their presentation. Prior to the CRISP model, all the researchers involved in answering the questionnaire were unaware of any such model and they all appreciated the fact that now a uniform presentation model is available for them to present their work.

The results of T-Test for Ph.D. opted Vs Perception statements, illustrates that there is no significant difference between Social Sciences and Sciences Ph.D. researchers with regard to the presentation style as proposed in CRISP model.

The experts from sciences like Physics, Environment etc., when consulted about CRISP model said that some more effort is needed for its implementation in science streams, especially with regard to the Research methodology section of the model. This is due to the very varied methodologies adopted in various science disciplines which are completely in variance with the social sciences methodology.

The findings conclude that the researchers/students strongly recommend the CRISP model for making presentations, because it will bring uniformity and clarity for the stakeholders and researchers alike. The respondent’s perception scores interpret and recommend CRISP model for making research presentation. The model could be further tested by researchers other than those at the universities, such as the corporate and government sectors.

Acknowledgement
I would like to acknowledge the long discussions with Prof. (Dr) O.S.K.S. Sastri and his efforts to involve his research students to implement the CRISP model for making their research presentations. These efforts have tremendously improved the various aspects of the model. I would also like to thank Prof. (Dr) Deepak Pant who has included the CRISP model as part of innovations at Rashtrpati bhavan. This has provided both motivation and inspiration to take this effort forward with zeal. I would like to appreciate the support given by my Post Doct. Student Dr. Sachin Kumar and research scholars Dr. Devendra Nasa, Dr. Rishi Kant, Mr. Deepak Jaiswal and Mr. Kamlesh Kumar for constantly engaging in following this model since last 5 years in the development of CRISP model. I will also extend my thanks to the teachers and students of Dept. of Marketing & Supply Chain Management (M&SCM) and teachers & students from other departments of our School of Business and Management Studies (SBMS) in adopting and supporting the model of CRISP.

References

ANNEXURE: Final CRISP Model (2 Pages)
Dr. Bhagwan Singh, Head of Department (HoD) of Marketing & Supply Chain Management (M&SCM), School of Business & Management Studies (SBMS) in the Central University of Himachal Pradesh (CUHP), Dharamshala, District Kangra, H.P. He is Academic Council (AC) Member of Central University of Himachal Pradesh (CUHP). He is Coordinator of MOOCs Prakosht of CUHP. He is also the Chairman of Management Research Circle (MRC) of SBMS, CUHP. Member of School Board of SBMS and Chairman of Board of Studies (BoS) of Dept. of Marketing & Supply Chain Management (M&SCM), SBMS. He has also been Chairman of Management Society of SBMS. He held Faculty Development Program CBPF sponsored by ICSSR, in December 2013 which brought good credit to his department and University. Having 18 years of his teaching experience in MBA/MCA UG/PG/PhD & Post Doc, he has authored TWO Books based on Web Based Marketing and further engaged in writing books on Green Marketing & IT based Marketing. E-mail-ID: bhagwansingh.bs@gmail.com
Importance of Business Intelligence in Digital Marketing

Rajshree Srivastava
Assistant Professor, DIT University, Dehradun

In the era of digital age, various social media and many search engine optimization are the foundation for the marketing strategies for businesses. There is an exponential growth in the amount of data and the businesses which are moving towards Business Intelligence for smart decision making. With the help of Business Intelligence we can easily figure out which social media is giving there efficient work for the particular business and receiving highest attention in few days, weeks or month. This paper gives insight knowledge of the various tools which are used for business intelligence in digital marketing.

Introduction

BI is a technology-driven process of collecting data from various sources, analyzing them and then present them into a decision making format. In this new generation of Business Intelligence there are large number of tools that allows large volume of data to be quickly analyzed and then being converted into comprehensive and actionable reports.

The term business intelligence is referred to technologies, applications and practices for the collection, integration, analysis and presentation of business information. The main aim of BI is to support better business decision making. These are data-driven Decision Support System. BI is sometimes used for interchangeably with briefing books, reports and query tools and executive information systems. Some of the common function of BI includes OLAP, data mining, process mining, complex event processing, text mining, predictive analysis and prescriptive analysis.

Business Intelligence for Customers

BI gives a business a complete sketch of their customers. Many advance BI tools nowadays provide insights into customer behavior that makes marketing to them very effective.

Social Media Data Analytics try to make a record of various products about customers dislike, likes, and comments from various social networking sites, online shopping site and then they compare to the competitors and find out whether their engagement efforts were successful or not. Various monitoring tools are also available to monitor the feedback, reviews of the product. These tools select certain parameters and then do the analysis. There is also a web analytics tool that is used to determine the percentage of traffic on the website due to which it becomes easy for the businesses to determine which keywords on the website generate more traffic and where customer bounce rate is highest and lowest.

Decision making was not an easy task before digital marketing came into existence. The new BI tools extract and configure the data from many online sources, this help them to find out which tactics to adopt in order to gain most attraction of their products.

Real Time Analysis

The data which are stored digital gets outdated easily so real time analysis is considered to be best analysis as it will improve the cost and marketing performance. Real time analysis allows companies to respond to their customers and offer support in real-time to meet customers expectation of getting their needs addressed quickly. Further this will also help the marketers to use real time data to develop a content that appeals...
II. Business Intelligence Tools

Before starting any business the strategy of the business must be defined. It might be possible that the person or industry uses the most expensive tools and it is not suited for that particular purpose. Once the strategy is defined it will lead to a successful business. There are 15 different kind of tools of BI which will be very helpful in laying out the strategy these have some advantages and as well as disadvantages:

1. ClearSlide
   - It is considered as one of the excellent software which is helpful in both marketing, sales and also to the customer service teams.
   - It also boosts the sales representative productivity, accuracy forecast and optimize the sales content to achieve greater impact.
   - Its main aim is to ensure successful interaction with the customers.
   - It has a feature called “My ClearSlide” which improves the sales content, analytics.
   - It also helps in promotion via providing greater visibility, marketing, service manager’s and one to one next-step actions.

2. InsightSquared
   - It is known for the sales analytic which deals for high growth companies.
   - Its features and functions serve the need of business executives and sales leaders.

3. BIME
   - It was developed by Zendesk.
   - It is known for the data visualization and business software tool.
   - It enables easy creation of data sets, dashboards, reports.
   - It has one of the special features that it can be integrated as software tools to handle special types of data.
   - It is compatible with Google Analytics and AdWords.
   - It also works best with the Salesforce, Redshift and BigQuery in data warehouse query, analysis andas well as visualization.

4. DBxtra
   - It is business intelligence reporting and dashboard software.
   - Its main aim is to generate reports and dashboards within a less time from all the database connections, reports, queries and end-user input parameters.
   - Its performance is better in the business performance monitoring, business change impact visualization, and quick view of key performance indicators.

5. Convertible
   - It is mainly web-based free lead tracking tool having real time analytics, contact forms and lead management function.
   - With the help of this tool users can quickly create forms that can be used as a kind of blogs, websites, forums or emails in order to gather data from various resources.
   - It can also generate and analyze data in the real time and capable of linking PPP, social media and many marketing campaigns.

6. Market Smart360
   - It is a unique marketing intelligence software tool that is useful for business purpose.
   - It does overall survey on many company websites, social networking sites to come up with a score that can help in marketing.

7. Compete
   - It’s a software that is created for data-driven marketers in order to find a solution for obtaining and using digital insights to drive the business to be on the top of the marketing and competition.
   - It has the capability of keeping a track of consumer behavior, identifying market strategies that will be beneficial for the opportunity.
   - It mainly focuses on online marketing that can be either through websites or web pages.

8. HubSpot Marketing
   - It is kind of business intelligence software that is designed to be an all-in-one inbound marketing application.
   - It provide complete details of the traffic generation, lead conversion and fast ROI.
   - Having support of HubSpot CRM and Sales, it provides more efficient operations and greater marketing impact.

9. Optimizely
   - It main function is to provide one of the easiest and most powerful solutions for transforming customer’s experience.
   - It help the marketers and sales professionals in creating engagement and better interfaces which result in higher conversions and increased revenues.

10. Sisense
    - It is considered to be one of the best review platforms and was awarded for 2016 from FinancesOnline for its outstanding contribution.
    - It provides effective solution complex data which are very helpful for the startups and small companies.

11. Clear Analytics
    - It deals with MS-Excel based solution where a minimal training is required.
    - A basic/normal knowledge of Excel will them rapidly to work on this.
    - It generates, analyze and visualize company’s data and information.

12. Style Intelligence
    - It is BI software for dashboards, visual analysis, data mashups and reporting.
    - It delivers maximum self-service that is both end-user and IT-friendlier than other BI solutions.

13. WebFOCUS
    - It provides facility to both customers and partners giving them access to analytic apps and tools from any browser or mobile device.
    - Pentaho
    - It addresses the barriers that block any organization’s ability to get value from all the data.

14. Rapid Insight
    - It is known as a leading business
intelligence provider and automated predictive analytics software.

- It mainly focuses on the ease of the use and efficiency and enables users to turn their raw data into actionable information.

III. Conclusion

This paper gives insight knowledge about the various tools which can be used for the business intelligence in digital marketing. This will be helpful for the business person in order to know which tool will be beneficial for them in order to make their business successful.

References


About the Author

Rajshree Srivastava [Membership ID: 2010000057] is an Assistant Professor in DIT University, Dehradun. She is a member of IEEE, ACM, CSI, IAENG, BJIT, Internet of Society and Life Member of IEAE. She has completed her M.Tech from JIIT Noida, (Deemed to be University) in CSE-IS. Her area of research is in Machine Learning, Big data, Privacy and Security, Image Processing. She is also Session chair holder of PDGC 2018 on the topic “Application of Data Mining and Machine Learning to addressing Privacy and Security challenges”. She has also TPC member of various conferences and as well as program committee member. She has published number of research papers and book chapters.

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Prospective Contributors of CSI Communications

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December : Heritage Computing

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The articles should be authored in as original text. Plagiarism is strictly prohibited.

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Issued on the behalf of Editorial Board, CSI Communications

Dr. S. S. Agrawal

Chief Editor
Internet of Things in Business Intelligence

I. Introduction
The Internet of Things is the network of physical objects insert with electronics, software, sensors and also network connectivity, which allows these objects to collect and interchange the data. The main thought of IOT is to connecting things to internet and using that connection to provide some kind of useful monitoring or to control of those things. These devices collect useful data with the help of various existing technologies and then autonomously flow the data between other devices. IoT creates an intelligent and invisible network fabrics that can be sensed, controlled. Creating opportunities for more direct amalgamation between the physical world and computer based systems and it use to improve efficiency, accuracy and economic benefit. It is used for connect with things; search for things, control things and to manage things etc. But still there are some challenges of IoT[1]. It includes Big data, complexity and also giving connection to many devices or things in everyday life. IoT comes out in a positive way for Business Intelligence. It had helped to process the information and to take more tactical decision. The best thing is that it helped to handle Real time Big data. Therefore helping for Business Analytics are predictive and prescriptive Analytics for handling huge volume of data.

II. Applications of Internet of Things (IoT)
   i. Monitoring surroundings - In this sensors are used to help in environmental protection by monitoring the air, water quality, atmospheric and soil conditions.
   ii. Smart City – Smart city covers traffic management, water distribution, security, waste management and reduces noise pollution.
   iii. Agriculture - Monitoring soil moisture, controlled irrigation also increasing machinery efficiency.

III. Advantages
   i. Keep track of overall business procedure
   ii. Upgrade the client experience.
   iii. Time and Money saver.
   iv. Enhance worker productivity.
   v. Integrate and Adapt business models.
   vi. Make higher business decisions.
   vii. Generate additional revenue.

IV. Smarter IoT
   IoT devices, or any of the many things in the internet of things, are nonstandard computing devices that connect wirelessly to a network and have the ability to transmit data. Embedded with technology, these devices can communicate and interact over the internet, and they can be remotely monitored and controlled[2]. Network World predicts not solely can cloud storage increase to carry the information, web speeds can improve exponentially. These upgrades can set the stage for subsequent wave of good devices. Businesses ought to be able to maximize these changes. It is exactly the information that these devices square measure capturing that may impact business growth trends within the future. All the businesses operated using IoT can change their client and promotion services.
   
   For example:
   i. Data is combined to buckets and BI helps to keep track on latest trends going in the market by knowing different customers behaviour.
   ii. Through IoT Businesses are provided with powerful analytics tools & helps them to maintain large data[BIG DATA] from real world.
   iii. Marketers ought to conjointly profit of GPS location devices to trace wherever customers look, so partner with retailers to supply deals at those brick and mortar locations.

V. Need of IoT in Business Intelligence
   i. Affordable hardware
   ii. Availability of supporting tools.
   iii. Ubiquitous & cheap mobility.
   iv. Mass market awareness.
   v. Smaller, more powerful hardware
   vi. Sales and strategic planning see IoT as the most treasures today.
   vii. Important to industries
   viii. It focuses on four different areas i.e. location intelligence, memory analysis, computational devices, operational system.
   ix. It can handle big data implementation.
   x. Also helps in Data warehouse optimization.
   xi. IoT is used as ideal for advanced analytical techniques.
   xii. BI apps uses ODBC & JDBC.

VI. Architecture of BI
   Business Intelligence[3] is a way to organize data, information in the form to represent information for data analytics. It plays an important role during business decisions. It includes both structure and unstructured type of data. It turns the raw data into similar type of data required for business.
stores data into virtual database & uses BI tools to organize the data.

VII. Mathematical Modeling
i) BI environment provides information and knowledge to the decision maker from data, using appropriate mathematical models.
ii) This type of analysis tends to promote a scientific and rational management of companies:
   a) Identify the objectives of the analysis and performance indicators,
   b) Develop mathematical models that relate the control variables with the parameters and metrics.
   c) Analyze the performance effects of changes in control variables.

VIII. BI Analysis
i) The analysis of BI[4] are devoted to different types of organizations with complex structures.
ii) If we restrict our attention to enterprises, we can place the BI methodologies into three departments:
   i) Sales and marketing,
   ii) Logistics and production
   iii) Management control and performance Measurement.
IX. Emerging Trends to Transform Business:
i) Data literacy will gain company-wide societal priority.
ii) Hybrid multi cloud will emerge to connect the dots.
iii) Data gets edgy.
iv) Big data, data discover & data science will converge.
v) Analytics become more immersive.
X. Future of IoT in BI
i. Digital twin
   A improved technology in the world of IoT[5], which helps organization bridge the difference between the digital and physical.
ii. Block-Chain
   It plays an important role in improving security, easy transactions and creating efficiency in supply chain.
iii. Security
   IoT is based in multilayered approach, starting from design to entire product lifecycle. It follows all the best practices.
iv. SaaS:
   Software as as service(SaaS), is a next viable option to quickly create and prove out a variety of IoT apps at lower investment and also increase flexibility.
v. Cognitive Computing:
   It increases the amount of data to improve learning environment, hence has ability to combined data from different stream which can identify patterns. They are implicitly programmed and keep pace with the complexity of IoT.

XII. Conclusion
Business Intelligence will improve more in coming future and will produce a lot amount of data than expected and will work with large dataset which requires to store data efficiently and also to implement analytics in more improved manner. IoT will improve the usage of data and make it more familiar to use. Technologies will keep emerging this innovation and will lead to more secure data.

References
[5] https://www.researchgate.net/.../315517913_Internet_of_Things_and_its_impact_on_Bu...

Fig. 1
Nobody’s job is safe from the machines. This was supposed to be the point of Hammond’s computer science for journalist’s course. “You have to use technology to do what you want to do.” “The more you know how to use the technologies and the more you understand what you want, the better the world will end up being.” And, on a positive side, “Something you’re in partnership with doesn’t replace you.” I hope it’s right.

The future abstractions and models are far beyond our comprehension. In 20 years, everything quantifiable especially in finance and investment will be the robots’ domain. But at the same time, trust will become the ultimate currency. The rise of AI robots in our industry will — ironically and necessarily — re-humanize what we do.
Internal or External

Which Database Could Contribute More to Business Intelligence?

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Database is vital especially in terms of business intelligence owing to its ability to provide quantitative and qualitative analysis of any business organization, provided the database is unbiased in any kind. That such significant database is functionally classified into internal and external database, which together contribute to the holistic data analysis of an organization. The question arises out of here is that, which is more efficient and how does they affect the business intelligence. Let us have an understanding about the nature of these two databases.

What is Internal and External Database?

Literally the word internal and external implies the conceptual meaning out of it. The internal database comprises of information that exists within the organization. Generally the sources of internal data is relied on the documents that contain information about the inventory records, accountancy management sheets like statements of profit and loss, sales figures involvement and more importantly they cover all the structural data that involves in the business intelligence.

External data deals about various surveys that are taken outside the organization through a source that is present externally. Particularly in this external data, more of field work is employed and the feedbacks play a vital role in structuring the database. In an organization, the purchasing order from an agent, reports and records from the customer care department could be some of the best examples of Business Intelligence.

Why this conflict between Internal and External?

This controversial databases, though are unique in their own contribution to the overall development of any business firm, their preference decides the success and failure of a particular business. Definitely at one point in time, any organization is going to face an ethical or professional dilemma, at that time the vital pillar for a business roof is decision making. Yes, the databases are necessary to make a wise decision. Thus the competitiveness of the internal and external databases becomes more crucial.

360° view of the business through - closed loop approach

The theme of holistic business approach can be benefited through the suggestions of external database. An excellent example for this feature could be the analysis and decision made in a business that directly deals with the consumer products like cosmetics, food and beverages and etc. Initially the organization plans a structure for the business and after some point in time if it does not correlate with the expectation of the consumers, the entire effort goes in vain. It is like a closed loop approach, where the feedback is given to the input to alter the required output. The tools that are used as feedback is the external database sources. Particularly more of individual organizations efficiency becomes negligible when compared to the mass of customers.

E- Governance’s Choice

In this era of fourth industrial revolution, most of the governances became smart by employing more of information technology. In such technology, databases do play a significant role. Most preferably, any such organization is keen interested to use the external databases collected through the agents. The best example could be the arrival of rating systems followed in many taxi services. Only after they rate the journey in stars or points, they may able to proceed further. This is what many organizations focus on their development through the external databases.

Test and Learn Technique

Many successful business firms, besides the suggestions externally, they try to create their own way of uniqueness that ever exists in the society. Especially in business intelligence they are very vital. Only that such quality of parallel decision making process by their own creates revolution in many business
firms. The best example to be cited could be the Samsung- from a noodle producing cottage industry to one of the leading top MNC’s in the globe. So, our understanding should be, internal databases like workers efficiency, companies co-partnerships, human resource management should also be considered, tested, and learned for the internal or unique development to withstand in the society for long time.

Databases in Decision Making

Both the internal and external data plays a major role in the decision making process, which is inevitable in business intelligence. There are four major steps in decision making process, they are information access, data collection, collaboration and interpretation. When a data is gathered from warehouse, irrespective of its nature it has to follow the above mentioned steps to become an action. Unfortunately, when the same conflict that internal or external comes here, by considering the companies perspective, internal contributes little higher than the external because the internal data which is generated within their own organization is more flexible depending upon the output that is expected in the organizations perspective, but again in such case the consumers perspective is a big question mark.

Solution for Selection

Throughout the article we have seen the boon and ban of the internal and external databases by considering its contributions in a diversified manner. When a debate comes that, which is more necessary? It is the organizations wise decision to conclude by considering the nature of the business firm they are in. If an internal database owes success to one firm of business, the same cannot be expected in another. Thus, more than linear and static transformation, a dynamic and parallel form of decision making tells the organization whether it should opt more internally or externally. Applying Charles Darwin’s theory of Survival of the fittest “It is not the strongest nor the most intelligent, but the one who is most responsive to change survives” in the business intelligence helps to select the required database that gets the organization to the top of the mountain.

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Dr. S. Balakrishnan (CSI Membership 2060000034) is a Professor at Sri Krishna College of Engineering and Technology, Coimbatore, Tamilnadu, India. He has 17 years of experience in teaching, research and administration. He has published over 15 books, 3 Book Chapters, 4 Technical articles in CSI Communications Magazine and over 100 publications in highly cited Journals and Conferences. His professional awards include: Deloitte Innovation Award, Cash Prize Rs. 10,000/-, from Deloittee for Smart India Hackathon 2018, Patent Published Award, Impactful Author of the Year 2017-18, Best Faculty – Computer Science and Engineering, Teaching Excellence Award, I2OR - Bright Researcher Award, Best Outstanding Faculty Award, Best Teacher Award, Best Research Paper Award, Best Book Publication Award and Best Book Chapter Award, Special Contributor Award and Star Performer Award. His research interests are Artificial Intelligence, Cloud Computing and IoT. He has delivered several guest lectures, seminars and chaired a session for various Conferences. He is serving as a Reviewer and Editorial Board Member of many reputed Journals and acted as Session chair and Technical Program Committee member of National conferences and International Conferences at Vietnam, China, America and Bangkok. He has filed/published Patents on IoT Applications. Dr. Balakrishnan is a life member of ISTE, IAENG, IEAE, IARDO, CSI, UACEE, SDIWC and CSTA.

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Business Intelligence on Cloud (BIC) - Merits, Challenges and Solutions

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Business Intelligence (BI) today is encountering resource crux situation because of expansion of data warehouses and Online Analytical Processing (OLAP) available on self-hosted environments. The BI helps government and other administrating organizations for processing the data, both internal and external into the desired business information. This information aids in taking decisions at all level of competencies. Today cloud computing is also playing a highly beneficial role in organisations. Cloud computing offers a modular approach to provide business intelligence solution and improving the customer response that provides great benefit to an organisation. By combining the features of both business intelligence and cloud referred to as BIC, proves to be more advantages for fast growing business solutions, even in the situation when the economy is turning down. Cloud computing has initiated a new hope for future prospects of BI. Today almost all organisations are spending both time and money on BIC to know about their current scenarios, competition, consumer behaviour, market trends, etc. However, how this business intelligence will be implemented on the Cloud and what are the benefits, what are the risks involved, the possible solutions are important considerations. This article provides the merits, challenges and various solutions available to business organizations by employing BIC and their effects on productivity, efficiency and the cost.

Introduction
The combination of business intelligence and cloud computing (BIC) is a perfect match to deliver the precise information to right people in right amount of time. The application of BIC makes business data more available than ever before as the data can be accessed by multiple devices through a web browser, using internet, thereby reducing the need of any application to access the data to nil. The business data that is accessible can be KPI’s, KRA’s, business analytics, dashboards etc. Now question is, where to store this data, for which today organizations are moving towards cloud based tools like online storage, file collaboration and helpdesk software [1]. This basically implies the accessibility of cloud technology meeting the BI technology. Now first we will discuss what BI is followed by what is cloud. Then we will elaborate on their combination that is BIC.

Organizations today are generating a huge and staggering amount of data. Business intelligence refers to technologies which models the consumer resources into a data that can be transformed into useful information. This information is then converted into business solutions. BI tools help organizations to first collect data from different sources and then organize the collected data into a single source. This single source of data then permits organizations to take much more informed decisions [2][3]. These decisions can be various business domains such as [i] consumer buying trends, [ii] effectiveness of marketing campaigns, [iii] staff performance and retention, [iv] market trends including changes and demands, etc. It also helps in predicting forthcoming business actions to improve the productivity and efficiency of their business. A Business Intelligence Model, as shown in figure.1 shows the various phases of Business intelligence: [i] Infrastructure, [ii] Application, [iii] Governance, and [iv] Methodology.

The huge amount of data that is generated not only needs to be stored but also needs to be accessed by various stakeholders of an organization, viz. consumers, vendors, business owners, etc. Moreover, with recent advancement in communication technologies, it is mandatory to provide the access to this data from anywhere and anytime. The solution to this is cloud. The potential of cloud is overwhelming because of several benefits like easy deployment, less cost, simple to use. Nowadays Cloud applications have equivalent amount of computing power and features as compared to on-premise applications. The main benefits of using cloud technologies are to deliver seamless service to consumers in terms of the reduced response time. Cloud based services are normally provided by subscription licensing, thereby implying that organizations pay a charge to use the services that contains the cost.
for accommodating, maintaining, supporting and updating. Cloud-based hosting allows organizations to save costs on all the above [4][5]. However, it may be noted that in the long term costs that include the costs for perpetual licensing and subscription generally merge. Business intelligence when combined with cloud technologies provides better response time by effectively handling and distributing the cloud resources to its consumers, vendors and other stakeholders with accomplished goals of response time. It also provides more accountability amongst many more advantages as discussed in merit of BIC.

BIC systems generally helps organizations to record, collect, store, analyse, store and interpret data from a different type of sources in order to make better decision for business. Analysing data from a variety of sources using BIC systems provides a great insight on your consumers, clients, markets, operations, sales, and much more.

Merits of BIC

BIC offers many benefits to cloud and business users especially in the area of cost reduction and infrastructure management. The figure 1 illustrates the merits of BIC. Both cloud technologies and business intelligence go parallel in their corporate approaches and use pay-as-you-use or pay-as-you-go model. Moreover the management of infrastructure including its up gradation, depreciation, maintenance are added advantages to business organizations. It also helps in prediction analysis taking advantages of both of cloud and business intelligence tools. BIC has a very big advantage as compared to traditional BI solutions that are hosted offsite, say on vendor’s servers in the term that users can access the system remotely through a web browser/Mobile phone via the Internet [6]. BIC systems can also integrate with other tools of an organization viz, customer relationship management and enterprise resource planning tools.

1. Adaptable Systems

BIC systems nowadays automate everything from data unearthing, data analytics to data reporting. The data-on-demand is seamlessly integrated and analysed much differently from traditional BI systems. BIC systems can be used to immediately adapt to new data sources, augment reports, update dashboards, and streamline business processes.

2. Simple Data Interpretation

BIC systems have suites of offering to provide thorough analytics of data. They include visual analytics highlighting various diagrams, different types of charts, intelligent decision trees, tables showing business intelligence analysis. These systems help in interpreting data interpretation much simpler, allowing for greater business insights on various verticals of the organizations.

3. Lower Costs and Affordability

As BIC uses cloud technologies for its implementation, the capex for deployment of infrastructure, for servers and storage is totally eliminated. The related costs with the infrastructure maintenance and upgrading are essentially eliminated. The total cost of ownership, hence is much lower because infrastructure and implementation costs are low. The elasticity of the cloud model allows organizations to pay only for the features that they are using.

4. Enhanced Elastic Processing Capability

Processing Capability denotes how fast a system can do all operations. As the volume of data increases to unprecedented levels and more organizations are looking for BIC solutions to have increased processing capability that can handle terabytes of data. BIC permits users to use increased processing power as and when needed, as these systems can immediately change processing activities levels up or down depending on the task. As task sizes are variable, this adaptability in processing power is attractive for many organizations. An organization only pays for whatever processing power it uses.

5. Access to Data and High Mobility

BIC systems can be accessed from anywhere, any time from any web browser or any mobile device. BIC permits organizations to always be linked to real-time data for efficient communications, sophisticated collaborations and much more informed decisions. As the users, consumers, vendors and other stakeholders can access their records, various reports, project contracts and requirements, request for proposals, from any mobile device through the day and night, it enhances productivity tremendously.
6. Easy and Quick Deployment Speed

BIC systems are very simple and fast to deploy. As no additional hardware or software are needed for these systems. BIC systems are generally pre-configured, thereby deployment time is minimal. Cloud services are provisioned almost immediately enabling one to build powerful BIC systems. Even adding new users and projects to the BIC systems is very easy, and this complete process does not require complex IT infrastructures and support.

7. Reliability

BIC systems are also disaster free as they utilize multiple redundant sites for storage of data which in turn makes it reliable towards disaster recovery opportunities. In case a server goes down, a reliable back up is provided. Organisations feel safe that an substitute server is still up and running, making sure that their data is always freely available to them for use.

8. Immediate Global Presence

With BIC systems, organizations do not require a single physical place for storing the data. Organisations can store data in data centers available around the globe. The ability to reach out to consumers all over the world instantly makes ones presence global and also opens up new avenues of revenue.

9. Scalability

BIC systems can instantly be reconfigured to accommodate for the change in the number of users in an organization depending upon the business requirements.

Challenges of BIC

Despite the various benefits of using BIC systems, there are many challenges associated with them. The following is a discussion on some of the major challenges a BIC system presents.

1. Data Security

Nowadays security of data is one of the greatest risks. As BI is highly data intensive, organizations are sceptical of sharing their data for storage with external parties and also sending the data on the web. Moreover data owner not know the exact location of data storage and not able to control the data storage, the organizations do not feel safe as their data may be leaked to their competitors or may be misused. There are also chances of compromising with the data which is otherwise confidential or the data may be completely lost. There may be situations where data of two or multiple organizations may be mixed up or is accessed by unauthorised users. BIC systems however are providing a range of security solutions including encryption, encryption of data, segregation of data, exploratory support for network segmentation, compliance to regulations etc.

2. Data Breach and its Subsequent Recovery

Whenever data is hosted on a cloud rather than on-premises the data is in control of someone else. Once the data is breached, the recovery is very tough as one is dependent on another party. In most cases, the user is also not aware not only of the actual location of the data but also where the data is processed, it really becomes a great challenge to get back your lost data. A range of other issues like you do not get your own data when you need it as you are dependent on another party to provide you with the same. Moreover data center and network problems may worsen the availability of data.

3. Likely Compromise on Data Integration

Integration of data is essential BI competences. As discussed above using cloud may lead to compromised data or metadata. This data needs to be exported to other applications so that it can be reused or integrated with other applications the organizations are using. In BIC systems, since the data is available with the third party (cloud provider), there are chances that this data is incompatible with the rest of the IT system available in the organization. The conventional on-premises BI systems pose no such problem of data integration.

4. Enumerating Costs

For BIC systems, doing a cost-benefit analysis is quite difficult. It may have short term savings, but comes out to be expensive in long run. The return on Investments in BIC systems are still not measured comprehensively.

5. Regulatory Environment

As BIC systems may use cross-border data storage and also provide global access, the laws regarding privacy and security of data are an absolute requirement. Some authorised frameworks, like, Protect IP Act, Stop Online Piracy Act are debatable and can also affect BIC systems. All the stakeholders must understand the government’s regulatory framework and act accordingly. Presently, there is a lack of standards across different stakeholders. As the BIC industry grows, newer standards and regulations will be created and strengthen the industry in the process.

IV. BIC Solutions

The cloud provides software as a service (SaaS) for business intelligence technology. The tool is sold by number of vendors shown in figure 3. The services of SaaS are based on pay as you move service. It is different and cost effective in comparison of traditional software. SaaS allow on demand service for business user without having to install, maintain and operate them on same organisation.

The services as following describes various company that gives advantage to business user for making business plans and reports with analytics queries without having to install the software.

1. AnswerRocket

It provides the solution for data visualizations used by different organisation for the result of complex analysis in form of graphs and charts. It is a search engine-based tool provides a solution for a speech-to-text feature.

2. Birst

It provides web-based business intelligence solution that connects information’s from different teams and collaborate to form business decision.

3. Board Management Intelligence Toolkit

The toolkit combines the functionalities of business intelligence and CPM. The CPM includes planning, forecasting and budgeted related activities, while BI includes adhoc query, reporting, dashboarding and multidimensional analysis of data. It
is used to improve the decision and productivity with lower cost. Board does not require any programming skills for building an application of BI and CPM.

4. Chartio
It is a tool to provide a solution for BIC to manage all the business operation of day to day activity, it provide business tool for team and data analyst.

5. Clear Analytics
The tool provides excel based solution. In this any employee can easily learn, if they have a basic knowledge of excel, so minimal training is required. It helps to automate, generate, visualizes and analyse the key data of the company.

6. ClicData
ClicData is a drag and drop tool, used to create the dashboard and reports. This tool is specially designed for small and medium scale business.

7. Cognos Analytics
Cognos Analytics provide the solutions for large scale and medium sized business. They combine the real data with the historical data for analysis, by which user make proactive decision with efficiency for real time business.

8. Corporater
It provides a cloud-based business solution for large scale and medium seized organisation. It is used to plan a business and find out the outcome for same.

9. Domo
The tool gives business solution that combines all the data of organisation includes database, spreadsheet, social media etc. It is a powerful tool to visualize the data and provide a one customized solution for organisation.

10. Gooddata
GoodData tool offer an open analytic platform for information technology and security for business user. This platform combine the data of any size either it is organisation or in a cloud, and gives an analytical solution, which is secure and manageable for IT.

11. Halo
Halo is business intelligence solution that helps the organisation for planning and forecast the inventory in end to end supply chain management (SCM).

12. Sisense
This tool used to combine the data from many different resources into single unit of data. It gives the solution to rearrange the data into a defined format. User may use this data set and build an analytic using number of filters. It includes the functionalities of scoreboard, dashboard, extract transform, load, and data warehousing.

13. SpagoBI
SpagoBI can used to find out the inefficiencies of your business process and suggest for making quick decision and constant support for real time monitoring.

14. Stratum
It is a tool by Silvon provide strong business intelligence solution, it is designed in a way such that it meet all the business professionals needs that are working for distribution and manufacturing companies.

15. Style Intelligence
A tool by inet-soft to provide business intelligence solution for graphical analytics, dashboard and develop report. It is tools that collect the information in real time. These data sources include OLAP servers, relational databases, ERP apps Web services, and spread sheets.

16. Target
It is ready to use tool that able you to make report and create business intelligent dashboard and its analysis. It helps for making decision, and increase operational awareness, and improves performance in overall organisation.

17. Vismatica
It is a powerful data solution for medium and small scale industries provided by IronRock. It creates a powerful collection of data for conducting data analysis. It helps for sharing documents and web applications design.

18. Yellowfin BI
It is a single business intelligence platform to provide solution for different companies having different sizes. It is suitable for advertising, accounting, and agriculture.

19. JReport
JReport is very suitable tool for product managers. It provide embedded BI that help developers and user to customized the report into business application.

20. Looker
Looker provide business solutions to analyse and capture a data from different sources and make decision of data accordingly. It helps the company to make better decision using real time data access. Looker tool has ability to handle any size of data and analyses it. It provides a solution to analyse the customer value, supply chain, customer behaviour and estimate the distribution process. The tools have many advantages in term of e-commerce, finance, healthcare, education and number of different technology used for
business decision.

21. Microsoft BI platform
   It includes integration reporting, analysis and master data services and other client applications used for analysis of data. The analysis and reporting services of Microsoft BI is installed in standalone servers.

22. Nexla
   Nexla is a hybrid BIC tool that helps business for integration, automation and to monitor the data flow in the organisation.

Conclusion
The combination of cloud computing and business intelligence offer many technical advantages in terms of flexibility, reliability, scalability and cost effective solution for various enterprises. BIC offers various services to the business user with resource constraint. BIC reduce time and provide resources to the authentic user in term of infrastructure, software and platform as a service. These services can be provided by number of service providers depending upon business requirement. The article discussed the business intelligence model along with cloud for providing better solutions for the users. The article includes common risk associated with BIC and describes various advantages and solutions for business user.

References

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Business Intelligence and Network Analytics: Research Directions

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Business intelligence and Network Analytics are the two nascent frameworks in the domain of computing. The objective of this article is to discuss the need for Business Intelligence in the Network Analytics and its role in the domain of future computing. This article limits the discussion of Business Intelligence and Network Analytics research activities into six broad research directions: Link Analytics, Opinion Analytics, Mood Analytics, Community Detection, Influence Propagation and Social Recommendation. Discussing a detailed review about these research activities is beyond the scope this article; hence a brief overview and research direction is given in the following sections.

Business Intelligence
According to Forrester Research, business intelligence is “a set of methodologies, processes, architectures, and technologies that transform raw data into meaningful and useful information used to enable more effective strategic, tactical, and operational insights and decision-making”[1].

Network Analytics
The term Network Analytics is used to gather network information such as network traffic, nodes relationship, routing information and other network related data in a particular network, along with these network information it uses predictive algorithms to predict and discover network related issues. Network analytics is emerging research area.

Both the said business intelligence and the network analytics needs data to observe valuable insights in the given environment, hence the techniques and tools deployed in Business intelligence can be used in Network Analytics to reduce the issues and burden of the analysts. Some of the notable topics in the network analytics research are Link Analytics, Opinion Analytics, Mood Analytics, Community Detection, Influence Propagation and Social Recommendation.

a) Link Analytics
Link analytics refers to info analysis technique that’s deployed and disbursed in network theory that evaluates the connections or relationships between the nodes in an exceedingly specific or given network. the connection are often established between the nodes within the network, transactions between the devices, pupils, and organizations. Link analysis is truly a form of [data|of information] discovery that may be accustomed visualize data and permit call manufacturers for higher analysis, notably within the context of links within the surroundings. the foremost necessary analysis direction of Link analysis is sometimes used in resource optimisation, security analysis, intelligence in predicting link, computer program optimisation, in market research and additionally in medical analysis.

b) Opinion Analytics
Opinion Analytics is also called as Sentiment analytics. It is expressed in comments, reviews, online news, etc. and these play a vital role in today’s business decision making. In e-commerce websites, opinion analytics gives buyers or other general public an overview of the product quality and delivery of the product. For instance, buyers tend to buy a product that has more star ratings in the respective onsite purchase websites. The most notable research directions in opinion analytics are to identify the fake opinions, spammers and coincidence in opinions.

c) Mood Analytics
The customer or client or user satisfaction along with their behavior is important part in decision making process of any organization. To determine user satisfaction and behavior, it is important to trace moods and the way individuals to react to varied environments, temperature, products, lights, sound, etc. The most important research direction in mood analytics is to determine the association between buyers and sellers mood states in a particular environment. The user either buyer or seller mood analytics can be carried out using different states such as Happy, Angry, San, Normal, Anxious, shocked, surprised and others. Mechanisms to measure such states are another important research challenge in Mood Analytics.

d) Community Detection
Community detection is one of the most important research domains. The network in community detection is represented by means of graph theory. Graph partition or graph sub homomorphism is used to obtain user communities in the network. User communities may be formed due to friendship, family relationships or adoption of similar products or patterns. These relationship forms dense network. Classification of these dense networks to uncover common preference is critical due to the enormous connectivity and measures to perform these is one of the important research direction in community detection.

e) Influence Propagation and Social Recommendation
Nowadays Online social networks such as Flickr, Twitter, Foursquare, Facebook and others gears-up for disseminating or propagating the information worldwide. While disseminating information, user influence and recommendation is getting important in the information posted. One of the most important
research problem in influence propagation is the measure to classify influence users content posting and less influence users content posting.

Conclusions

From the above discussion, it can be understood that business intelligence can be used as an effective tool in measuring and improving network analytics, also from various analytics it can be observed that there is much investigation and tools are needed to convergence various analytics.

References


About the Author

Dr. P. Aruna, Assistant Professor in the Department of Software Engineering, Periyar Maniammai Institute of Science and Technology, Thanjavur, Tamilnadu, India. Her area of research interest is Mobile Adhoc Network. She has presented several papers in National and International Conferences. She is also having good number of reputed journal publications.

CSI CALENDAR 2018-19

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details &amp; Contact Information</th>
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</table>
| DECEMBER 14-16, 2008 | CSI 53rd Annual Convention Cum Exhibition 2018  
Venue: Hotel Inder Residency, Udaipur  
Hosted by: CSI Udaipur Chapter, csiudr2018@gmail.com |
International Symposium on Computer Vision and Machine Intelligence in Medical Image Analysis (ISCMM)  
http://symposium.icaccpa.in/  
Venue: Sikkim Manipal Institute of Technology  
Convener: Prof. Debanjan Konar, Sikkim Manipal Inst. of Technology, Sikkim, India  
Co-Convener: Prof. Chinmoy Kar, Sikkim Manipal Institute of Technology, Sikkim, India |
| MARCH 01-02, 2019 | 2019 International Conference on Data Science and Communication (IconDSC) in technical association with IEEE-Bangalore Section, IEEE-ComSoc, Bangalore Section and CSI Division IV, Communication.  
Submission Deadline: 10 November’18, https://christuniversity.in/icondsc/  
Contact: Dr. Samiksha Shukla, 9880462311 samiksha.shukla@christuniversity.in |
13th INDIACom; 2019 6th IEEE International Conference on “Computing for Sustainable Global Development”  
Contact: Prof. M. N. Hoda, General Chair, INDIACom-2019, Director, Bharati Vidyapeeth’s Institute of Computer Applications and Management (BVICAM) E-mails: conference@bvicam.ac.in, indiacom2019@gmail.com  
Tel.: 011-25275055  
TeleFax: 011-25255056, Mobile : 09212022066 |
CSI Lakshmangarh Chapter Inaugural Ceremony  
(September 15, 2018)  

Dr. Anand Sharma  
Secretary, CSI Lakshmangarh Chapter  

On Engineers’ Day (September 15, 2018), CSI Lakshmangarh Chapter was inaugurated at School of Engineering and Technology, Mody University of Science and Technology, Lakshmangarh. It was a day filled with events, starting with the Shri Vishwakarma Pooja and Poster Presentation on the theme “Technological Advancement-Indian Scenario”.  

At this occasion, apart from the office bearer Prof. V.K. Jain, Dean-SET & Chairman, Dr. Amit Sanghi, Professor, MEC-Bikaner & Vice-Chairman, Dr. A. Senthil, Assoc. Prof. & Treasurer, Dr. Anand Sharma Asst. Prof. & Honorary Secretary, other distinguished guests Prof. M.N. Hoda (BVICAM, New Delhi), Prof. Prasenjit Sen (JNU, New Delhi), Dr. Jamil Akhtar (CEERI, Pilani) were present. The event was organized in SSTS Auditorium and witnessed by around 350 people which includes CSI members, students members, faculty and students.  

Prof. V.K. Jain has given the inaugural keynote and announced the CSI Lakshmangarh Chapter Committee. He also stressed upon the importance and role of this chapter for organizing professional activities. This chapter will cover Sikar, Jhunjhunu, Churu, Bikaner and Jaisalmer districts. The chapter will play a major role in achieving the objective of the CSI. The CSI Lakshmangarh chapter has direct links with the members. For the benefit and knowledge enhancement of members the chapter will organize technical meetings, poster presentation/exhibitions, seminars, workshops and conferences. The chapter will also host regional, divisional, national and international events along with the various reputed sponsoring agencies.  

Prof. Prasenjit Sen and Dr. Jamil Akhtar explained the technological advancement in last 50 years in ICT.  

Prof. M.N. Hoda explained that how CSI is playing a key role in IT Policy framework and encouraging the professionals by way of organizing conventions and various awards.  

After that Inaugural Ceremony, a workshop on Machine Learning and Deep Learning was organized in which around 200 students participated. The faculty members and student have been given the insights of Machine Learning and Deep learning. At the end of day, a CSI promotion event / membership drive was organized by CSI Student Branch, School of Engineering and Technology, in which the prizes were distributed and the students were motivated to be a member of CSI.  

In the poster presentation competition Tanvi Aggarwal and Kruti Mehta won the first prize of cash INR 1000/-. They presented a poster on “Nuclear Fission and Fusion”. Second position was bagged by two posters, titled “Synergies, Synchronize, Surpass” & “E-Commerce” and awarded cash prize of INR 500/-, whereas the third position was again offered to two posters, titled “Communication Technologies” & “Artificial Intelligence” and was given cash prize of INR 300/-.  

Finally, Dr. Anand Sharma, Secretary, CSI Lakshmangarh Chapter has proposed the vote of thanks.

Prof. A K Nayak


After the talk, dignitaries on the DIAS, which included Ms. Suvira Srivastav, Associate Director, Springer Nature, Prof. M N Hoda, Director, BVICAM, New Delhi, Prof. Subrata Mukhopadhyay, IEEE Delhi Section, Prof. N K Gupta, ISTE, Delhi Section and Dr. Vinay Kumar, CSI, Delhi Chapter released the Title cover of "IETE-Springer Publication Series”. Prof. M N Hoda, Chairman, TPPC, IETE, New Delhi, briefed the members about the IETE activities and the collaborative publication series entitled IETE-Springer Publication Series. Ms. Suvira Srivastav discussed about opportunities to publish good quality work in IETE-Springer Publication Series. The programme was attended by more than 70 participants.
CSI Student Chapter Inaugural + Digital Security Training Workshop in association with CSI Noida Chapter & IT Dept., Noida Inst. of Engg. and Tech., Greater Noida, UP on 8th September 2018

Dr. R. C. Tripathi
Noida Chapter Chairman, Computer Society of India

The IT Dept. of NIET Greater Noida, UP in association with CSI Noida Chapter has organised CSI Chapter inauguration on 8th September 2018. Eminent Personalities like Mr. Tanmoy Chakrabarty (VP & Global Head, TCS) was the chief guest of the Inauguration, Prof. [Dr.] R.C. Tripathi and Mr. Anuj Aggarwal were the guest of honor of the workshop. The Inauguration was followed by a workshop on “Digital Security”, the speaker for the workshop was Mr. Shashikanth Reddy (Technical officer, www.sflc.in).

The event started at 10:00 am with the Saraswati Vandana and lamp lightening ceremony. Dr. Somesh Kumar, Professor and Head IT, NIET Gr. Noida gave introduction of workshop and also about the importance of Digital Security. After that Mr. Tanmoy Chakrabarty, (VP & Global Head, TCS), Prof. [Dr.] R.C. Tripathi (Chairman CSI Noida Chapter) also address the gathering and motivated everyone to innovate, keep learning and stay curious during study. Mr. Anuj Aggarwal gave lecture about cyber security and cyber crime.

At 12:30pm inaugural of dedicated CSI room was done by Prof. [Dr.] R.C.Tripathi (Chairman CSI Noida Chapter) and other guests. After the lunch the hands on training workshop was started by Mr. Shashikanth Reddy (Technical Officer @ SFLC). The session was very interactive and students learned the basics of digital security and how to protect themselves from cyber crimes. Rest is evident from the photographs.
COMPUTING IS NOT ABOUT COMPUTER ANYMORE. IT IS ABOUT LIVING IN DIGITAL AGE.

53RD ANNUAL CONVENTION CUM EXHIBITION 2018

14 - 16 DECEMBER, 2018
Hotel Inder Residency, Udaipur

HOSTED BY
CSI Udaipur Chapter

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www.csi-2018.org

www.csi-india.org
About

53rd Annual Convention of Computer Society of India (CSI 2018) will be held at Udaipur, India during 14th December 2018 to 16th December 2018. The CSI Annual Conventions are held in different cities across India. The CSI Annual Conventions, usually attracting 2000 plus participants have been held since 1965. Apart from technical sessions, tutorials, panel discussions, Exhibitions, various functions for awards are main features of the convention. This will be first ever CSI Annual Convention Hosted by CSI Udaipur Chapter. The theme of the CSI 2018 is “IOT for Sustainable Development”. It will cover all aspects of digital significance from governance to providing basic amenities to the citizens. This convention will provide a platform to the participants to share their views and ideas on latest technological developments in an inter- and intra-disciplinary perspective.

Convention Objective and Theme

The Internet of Things (IOT) is emerging as a powerful enabler in many application domains, such as water and energy management, environmental monitoring, health, smart cities, smart industry and supply chain management. The IoT has the potential to address some of the most acute human, economic and environmental needs. It can also directly contribute to achieving the targets in the Sustainable Development Goals (SDGs). Accordingly, the emerging IoT paradigm has the potential to create an efficient, effective and secure ecosystem taking advantage of connected devices for managing the major global challenges faced by this, and future generations. Moving time is now from - IOT - IOE (Internet of Everything)
Conference

PREAMBLE

The proposed International Thematic Conference under CSI 2018 will be held at Udaipur, India during 14-16 December 2018. It will target state-of-the-art as well as emerging topics pertaining to IOT and other theme areas and effective strategies for its implementation for Engineering and Managerial Applications. The objective of these parallel International thematic conferences is to provide an opportunity for the Researchers, Academicians, Industry persons and students to interact and exchange ideas, experience and expertise in the current trend and strategies for Information and Communication Technologies. Besides this, participants will also be enlightened about vast avenues, current and emerging technological developments in the field of IOT and Related themes in this era of Sustainable development and its applications, will be thoroughly explored and discussed.

OBJECTIVES

• The conference is anticipated to attract a large number of high quality submissions and stimulate the cutting-edge research discussions among many academic pioneering researchers, scientists, industrial engineers, students from all around the world and provide a forum to researcher.
• Propose new technologies, share their experiences and discuss future solutions for design infrastructure for IOT and related themes.
• Provide common platform for academic pioneering researchers, scientists, engineers and students to share their views and achievements.
• Enrich technocrats and academicians by presenting their innovative and constructive ideas.
• Focus on innovative issues at international level by bringing together the experts from different countries.

Exhibition

Digital Sustainable Development Leadership Summit &
Digital Bharat Exhibition 2018 Co-located with 53rd National Convention of CSI

The Digital Sustainable Development Summit calls to action policy makers and industry leaders from around the nation and world to define modernization road maps across key sectors in light of the sustainable development goals set for today’s digital society and global economy.

The Sustainable Development Leadership Summit is a unique opportunity to reach a global audience of sustainability influencers and showcase your commitment to our shared vision. Join us as we let the world know that business leaders are taking action for a more sustainable and Digital future and inspiring many others to act.

The Digital Bharat Exhibition aims to bring together stakeholders including academia, industry, government, to showcase digital connectivity enhancements and make governance Systems. The Exhibition will showcase the developments being made over the nation in different sectors after the launch of the Digital India Mission by Government of India led by the Hon’ble Prime Minister Shri Narendra Modi.

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Topics to be debated on and showcased in form of Models and Reports

- New Frontiers of Digitization (Big Data; artificial intelligence; predictive models; automatic processing, trading and control; ubiquitous connectivity)
- Digital Identity of the Consumer (Profiling audiences and users; social media; consumerization; universal customisation; analytical tools; new business models)
- Next Generation Mobile Applications (online security and authentication, mServices, mCommerce, advanced contactless solutions, developments in near field communications)
- Banking and Transactions (cashless society, finance transparency, secure identification in payments, mobile money, trust models, innovative auto ID programs for payments and entitlement)
- Government Planning (Population statistics; National registration and databases, government-issued IDs; secure identity authentication; cross-border migration)
- Citizen-centric Services (digital inclusion and secure credentialing for eGovernment, healthcare, education, labor social relief and financial inclusion programs; postal services)
- Border Control and Transportation Security (facilitating trade and travel, global migration, hub security, eGates, passenger control, baggage screening, immigration/visitor monitoring, shipping and cargo security)
- Urban Security and Efficiency (smart buildings, industrial and corporate security, stadium and infrastructure security, monitoring and controlling public areas, video surveillance, urban mobility, ticketing and fare collection)
- IOT and Asset Tracking (unique identification and traceability, object-to-object communications, industrial automation, smart supply chains, inventory management, maintenance, real-time location systems)
- Product Security and Anti-Counterfeiting (transparency and accountability, fighting illicit trade, endeavors to protect authenticity from secure documents to pharmaceuticals and luxury goods, securing ID documents)
- Advanced Technologies (cards, biometrics, data collection, RFID, RTLS, NFC)
- Hot Vertical Markets (energy & resources; travel & transport, healthcare &pharma, banking & finance, postal & supply chains, retail & distribution)
- Sustainable Development Roadmaps (Public and private sector initiatives; Strengthening regulations; Design for sustainability; The ROI of sustainable development)

MORE THAN 20+ SPEAKERS

5 THEME SESSIONS

250+ PARTICIPANTS

WHY ATTEND Join us and you will

- Network with leaders from business, finance and government
- Make connections with those at the forefront of the sustainability effort
- Join the global effort to create an inclusive and environmentally sustainable marketplace
- Shape the evolving dialogue on sustainability and share ideas

WHO SHOULD ATTEND

- Policy makers, regulators & nodal agencies
- Cyber Security Companies/PSUs/BPO/Ites
- Telecom service providers
- Media and Entertainment companies
- Content providers
- Digital and Internet Service providers
- Passive and Active Infrastructure players being the backbone of the industry
- Equipment manufacturers and suppliers
- Energy Consultants
- Operation & maintenance engineers
- Technology suppliers & users
- R & D institutions
- Banks & financial institutions
- IT Security Professionals
- Police & Paramilitary Forces
- Central/State Government Officials
- Banks and Financial Institutions
- Human Resources Professionals
- e-Commerce & Online Trade Companies
- Hospitals/IT Software Companies
- Consultants & Experts/Railways/
Educational Institutes/Stock Exchanges & Broking
- Firms/Surveillance Software
- Machine learning
- AI for Everybody
- Future Smart Phone Applications
- Dueling Neural Networks
- Robotics
- Cutting-edge research
- Social Media and Online Privacy
- Image Processing and Visualization
- Software Learning: SPSS/MatLab/
NS3/VEKA/SAS etc...
- Any other

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<tr>
<th>Category (Sponsorship)</th>
<th>Amount</th>
<th>Logo on the Main Backdrop</th>
<th>Speaker Opportunity in the Inaugural Session of the Conference</th>
<th>Speaker Opportunity in the Technical Session of the Conference</th>
<th>Corporate Literature in Delegate Kit</th>
<th>Logo on the delegate kit of the conference</th>
<th>Corporate Movie during breaks</th>
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<th>Advertisement in Knowledge Paper &amp; Souvenir</th>
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### EXHIBITION OPPORTUNITIES

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With a footfall near to 3000 delegates the Exhibition provides an opportunity for participating companies to showcase their latest products, innovations and solutions in the exhibition. It would also provide a forum to explore mutually beneficial business opportunities and build partnerships and alliances, help make connectivity, meet industry leaders, professionals and also offer tailored and one step solution to the prospective investors.

**WHY EXHIBIT ?**

With a footfall near to 3000 delegates the Exhibition provides an opportunity for participating companies to showcase their latest products, innovations and solutions in the exhibition. It would also provide a forum to explore mutually beneficial business opportunities and build partnerships and alliances, help make connectivity, meet industry leaders, professionals and also offer tailored and one step solution to the prospective investors.

**Advertisement in the Souvenir (SMRITI)**

The Souvenir will be circulated to all participants, sponsors, relevant Industries and other Central & State Government, Agencies and Ministries. More than 1000 copies will be distributed. Apart from this, a soft copy of the Souvenir will be sent to more than 2 lac members of CSI.

**Advertisement Tariff**

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53rd Annual Convention
Cum Exhibition 2018

Become a part of CSI 2018 at Historic city of Udaipur, Get in Touch...
6th International Conference on Innovations in Computer Science & Engineering (ICICSE-2018)

6th International Conference on Innovations in Computer Science & Engineering (ICICSE-2018) was held on 17th & 18th August at GNI campus, Ibrahimpatnam, Hyderabad in collaboration with Computer Society of India, DRDO and Springer LNNS series publication.

The inaugural function was presided by Chief Guest Lt.Col.Khairol Amali Bin Ahmed, Dean of the Engineering Faculty, Malaysia. The following were guests of honour: Dr.P.S.Grover, Campus Director, KIIT Group of Colleges. Dr. K. Suchender, Scientist ‘G’, Director, DSTARS, DRDL, Dr. C. Krishna Mohan, Dept. of CSE, IIT Hyderabad, Mr. K.M.Raidu, Director Informatics India Ltd., Past Chairman, CSI, Hyderabad. Others who participated in the inaugural function were Dr. Ramalinga Reddy, Principal, GNITC, Dr D D Sarma, Sr. Fellow, CSI and Life Time Achievement Awardee, CSI and Dr Richi Syal, Associate Director, GNI. The Chief Guest: Lt.Col.Khairol Amali Bin Ahmed congratulated GNI for initiating a prestigious conference. Dr H S Saini narrated a sequence of events that culminated in organizing ICICSE-2018.

The focus of ICICSE-2018 was to provide an opportunity for all the professional and aspiring researchers, scientists, academicians and Engineers to exchange their innovative ideas and new research findings in the field of Computer Science & Engineering and Information Technology.

The statistics of paper contributions to ICICSE-2018:
No. of papers received 322. Out of these, the no. of papers accepted in Springer LNNS are 71.
No. of papers accepted in JICSE journal 20, No. of papers published JIIT 9, No. of papers published in ISBN indexed proceedings 38.

The papers were reviewed through a series of three level review followed by review of Senior Academicians, Industry professionals and Professors from premier Institutions and Universities and lastly by the paramount publisher who has given a Valid ISBN no. to the proceeding for validation of the papers.

As a part of the conference, a CURTAIN RAISER pre-conference tutorials were organized for the benefit of the students, research scholars and faculties.

<table>
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<th>Day</th>
<th>Topics</th>
<th>Speaker</th>
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<tr>
<td>03/08/2018</td>
<td>Tutorial 1: Big Data Analytics and Case study</td>
<td>Dr. G. Narsimha, Professor in Dept of CSE, JNTUH, Suthanpur</td>
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<td>03/08/2018</td>
<td>Tutorial 2: Artificial Intelligence</td>
<td>Mr. A. Daranivasan,</td>
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<tr>
<td>04/08/2018</td>
<td>Tutorial 3: Applications of Neural Networks in Data Science &amp; Machine Learning</td>
<td>Prof. G. Ranjith Kumar HOD-CSE, IIIT-Basara</td>
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<tr>
<td>04/08/2018</td>
<td>Tutorial 4: Network Programming</td>
<td>Mr. Pankaj Andure, CEO, Sunsoft Technologies, Bangalore</td>
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About 600 students, faculties, technocrats attending from not only GNI but also from various other Institutions of from both Telanga and A.P participated in these workshops. The conference had 4 technical sessions per day, one for Springer and one for special sessions.

The details are as under:

<table>
<thead>
<tr>
<th>Session/Day</th>
<th>Chair Person</th>
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</table>
| Session -I /Day-I | Dr. K M Sharavana Raju  
                     Prof. in Dept. of CSE,  
                     College of Computer Science & Information Systems, Jazan University, Jazan, Saudi Arabia. |
| Session -II /Day-I | Dr. Anitha Thangasamy  
                     Associate Professor, Dept of CSE,  
                     Wollega University, Nekemte, Ethiopia. |
| Session -I /Day-II | Dr. S. Krishna Mohan Rao  
                     Professor, Principal,  
                     GIFT, Bhubaneswar, Odessa |
| Session -II /Day-II | Dr. P. Nattrajan  
                     Associate Professor, SCOPE,  
                     VITU, Vellore, Tamil Nadu |
The Conference proceedings, Springer LNNS Souvenir ICICSE-2017, JICSE Volume 7[2], JICSE Volume 8[1], JIIT Volume 2[1], were released during the inaugural function by the various dignitaries sharing the dias.

The participants from various educational institutions such as the National Institute of Technology- Durgapur, West Bengal, National Institute of Technology Odisha, IIIT ALLAHABAD, University of Dehlhi, University of Calcutta, Pune college of Engineering etc., presented their research papers on 17th and 18th August 2018. Research papers from USA, UK, UAE, Singapore, Oman, Pakistan and many other countries were submitted which have been published in GNI’s journals, JICSE (Journal of Innovations in Computer Science & Engineering).

ICICSE-2018 was concluded by a Valedictory Function with distribution of best paper awards, presentation and participation certificates and vote of thanks to all the organizing committee members, CSI and DRDO, participants and management by the Associate Director, Co-Chair ICICSE-2018, Guru Nanak Institutions Technical Campus.

From L– R: Dr. Ramalinga Reddy, Mr. K.M Raidu, Dr. D. D. Sarma, Dr C Krishna Mohan, Lt.Col.Khairol Amali Bin Ahmed, Dr H.S.Saini, Dr.P.S Grover, Dr. Dr. K. Suchender, Dr. Rishi Syal.
CALL FOR PAPERS

Organised by
Faculty of Engineering
CHRIST (Deemed to be University), Bangalore

**Important Dates**
- Full Paper Submission Deadline: 20 November 2018
- Review, Acceptance Notification: 15 January 2019
- Registration Deadline (Early Bird): 01 February 2019
- Camera Ready Paper (Printing of Souvenir): 01 February 2019
- PPT & Final Paper Upload: 10 February 2019
- Conference Dates: 1-2 March 2019

**General Chair**
- Dr. Hari Jose, Associate Dean, Faculty of Engineering, CHRIST (Deemed to be University), Bangalore

**Technical Program Committee Chair**
- Dr. Samiksha Shukla, IIT Roorkee, CHRIST (Deemed to be University), Bangalore

**General Co-Chair**
- Dr. Dang Seok Han, Professor, School of Electronics Engineering, Kyungpook National University, Korea

**Technical Program Committee Co-Chair**
- Dr. Nalin Kumar, Chair, IIT, ComSoc, Bangalore and associate professor, Amrita Vidyapeetham, Coimbatore

**Submission link**: [https://easychair.org/conferences/?conf=icondsc19](https://easychair.org/conferences/?conf=icondsc19)

**For more details:**
- **Email**: icondsc@christuniversity.in  
  samiksha.shukla@christuniversity.in
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**IconDSC**

We feel honored to introduce to you and invite you for the 2019 International Conference on Data Science and Communication (IconDSC) in association with IEEE, IEEE Communication Society (Bangalore Section), Computer Society of India (Division-V), and Kyungpook National University, scheduled on 1-2 March 2019 at Faculty of Engineering, CHRIST (Deemed to be University), Bangalore, India.

**Tracks**

2019 International Conference on Data Science and Communication (IconDSC) solicits papers in the areas of Internet of Things, Data Science, Network and Security, Software Engineering, Signal Processing, Communication, Embedded systems, Electrical Systems, Smart Grids and Internet of Energy (IoE), Sustainable Energy Systems and all the relevant disciplines to a common forum. Original, unpublished research papers highlighting specific research domains from all viewpoints are invited from delegates all over the globe.

Following are the topics of interest but not limited to:

- **Track 1**: Internet of Things
- **Track 2**: Data Science
- **Track 3**: Network and Information Security
- **Track 4**: Software Engineering & Emerging Trends
- **Track 5**: Image Processing
- **Track 6**: Signal Processing
- **Track 7**: Communication
- **Track 8**: Embedded systems
- **Track 9**: Simulation and Modeling of Electrical Systems
- **Track 10**: Smart Grids and Internet of Energy (IoE)
- **Track 11**: Sustainable Energy Systems
- **Track 12**: Applied Mathematics

**Conference Registration**

- **Industry Delegates (Conference)**: ₹ 9,000
- **Academician / Research Scholar (Conference)**: ₹ 7,000
- **PG Students (Conference)**: ₹ 5,000
- **Attendees (Conference)**: ₹ 1,500

20% discount to IEEE and CSI members
One Day State Level Seminar on “Internet of Things & Cyber Security” organized by Dept. of Computer Science on 15th September 2018 at VKSU, Ara.

Seminar was inaugurated and presided by Hon'ble Vice Chancellor Dr. Nanad Kishore Sah of V.K.S.U, Ara as Chief Guest, Dr. A. K. Nayak vice chairman CSI, as guest of Honour. Mr. Shailesh Shrivastava, Head Digital Research Centre & Sr. Technical Director, NIC, Bihar has presented keynote address.

Dr. A. K. Singh, Director, Dept. of Computer Science, VKSU, Ara was the convener of seminar. Mr. Shams Raza, Member National NC, CSI, and Dean of science, HOD’s, Professors of various department including CCDC were among the dignitaries and speakers present on the dais.

Approx 200 students of MCA,BCA from different colleges and PG dept. VKSU, along with 30 faculty members from different colleges, VKSU, and IGNOU Computer programme attended and presented papers.

Seminar was concluded by vote of thanks by Dr. A. K. Singh.

Call for Paper for CSI Journal of Computing

Original Research Papers are invited for the CSI Journal of Computing, published on line quarterly (e-ISSN: 2277-7091) by the Computer Society of India (CSI). The Journal of Computing, offers good visibility of online research content on computer science theory, Languages & Systems, Databases, Internet Computing, Software Engineering and Applications. The journal also covers all aspects of Computational intelligence, Communications and Analytics in computer science and engineering. Journal of Computing intended for publication of truly original papers of interest to a wide audience in Computer Science, Information Technology and boundary areas between these and other fields.

The articles must be written using APA style in two columns format. The article should be typed, double-spaced on standard-sized (8.5” x 11”) with 1” margins on all sides using 12 pt. Times New Roman font and 8-12 pages in length. The standard international policy regarding similarity with existing articles will be followed prior to publication of articles. The paper is to be sent to Prof. (Dr.) J. K. Mandal, Editor-in-Chief, CSI Journal of Computing [csi.journal@csi-india.org].
FROM STUDENT BRANCHES

REGION-I
Manav Rachna International University - Faculty of Computer Applications, Faridabad


REGION-V
PBR Visvodaya Institute of Technology & Science, Kavali

11-9-2018 & 12-9-2018 – Workshop on Cyber security and Ethical Hacking by Mr. Sai Satish

REGION-V
Sasi Institute of Technology & Engineering, Tadepalligudem

27-7-2018 - Mr Babu handling workshop on Automation Testing Tools

REGION-V
New Horizon College of Engineering, Bangalore

31-8-2018 – Dr. Prakash, Past Chairman CSI Bangalore Chapter inaugurated Student Branch

REGION-VI
Tatyasaheb Kore Institute of Engg. & Tech., Warananagar

25-8-2018 - LINUX Day Celebrations

REGION-VII
Mount Zion College of Engineering & Technology, Pudukkottai

27-7-2018 – CSI Student Branch Inauguration & IT Quiz

30-7-2018 – Web Designing Contest
| REGION-VII |
|------------------|------------------|
| Saranathan College of Engineering, Trichy | IFET College of Engineering, Villupuram |
| ![Image](image1) | ![Image](image2) |
| 30-8-2018 – Mr. H R Mohan, Fellow & Past President inaugurated the CSI Student Branch & conducted ICT Quiz | 18-8-2018 - Internal Symposium |
| Velammal Engineering College, Chennai | |
| ![Image](image3) | ![Image](image4) |
| 24-8-2018 – Student Branch Inauguration | 30-8-2018 – Coding Contest |
| KPR Institute of Engineering and Technology, Coimbatore | |
| ![Image](image5) | ![Image](image6) |
| 18-8-2018 - Seminar on Technological Challenges and Future Prospects of IoT | 8-9-2018 – Mr Jagadeesh briefing on SPRING framework during Seminar on Web Development; A head start with SPRING |
FROM STUDENT BRANCHES

REGION-VII
A V C College of Engineering, Mayiladuthurai

2-7-2018 to 6-7-2018 - Certificate Course on Advanced Concepts in JAVA
14-7-2018 - Guest Lecture Angular and .NET

SRM Valliammai Engineering College, Kattankulathur

20-6-2018 & 21-6-2018 - FDP on Digital Principles and System Design
25-6-2018 – Motivational Talk by Ms Vaishnavi Vignesh Raja

Rajalakshmi Engineering College, Chennai

19-6-2018 - WORKSHOP on Object Oriented Programming with Graphics

Priyadarshini Engineering College, Vaniyambadi

4-7-2018 - Workshop on Role of Big Data in Singapore Financial and Banking Sector

IFET College of Engineering, Villupuram

20-6-2018 - Workshop on Network Analysis using Python Programming
7-7-2018 – Student Branch Inauguration and Guest Lecture on Building a successful career
ICACCP’19
February 25-28, 2019
SMIT, Sikkim

Second International Conference on Advanced Computational and Communication Paradigms

http://www.icaccpa.in/
Organized by:
Department of CS and Engg, Sikkim Manipal Inst. of Technology

Date: February 25–28, 2019

All accepted and presented papers will be submitted to IEEE Xplore (Digital Library) for publication in the proceedings (IEEE Conference Record #45516).

Plenary Speaker:
Prof. (Dr.) Sanghamitra Bandyopadhyay, Director, Indian Statistical Institute, Kolkata, India

Keynote Speakers:
Prof. (Dr.) Hisao Ishibuchi, Southern University of Science and Technology, China

Dr. Valentina Salapura, Thomas J. Watson IBM Research Center, USA

Prof. (Dr.) Dipankar Dasgupta, The University of Memphis, USA

Prof. (Dr.) Ujjwal Majumdar, Jadavpur University, Kolkata, India

Invited Speakers
Prof. (Dr.) Rajib Mall, Indian Institute of Technology, Kharagpur, India

Prof. (Dr.) Mihaela M. Albu, Politehnica University of Bucharest, Romania

Prof. (Dr.) Debotosh Bhattacharjee, Jadavpur University, Kolkata, India

Tutorials
Dr. Hamada Naoki, Fujitsu Laboratories Ltd., Japan

Prof. (Dr.) Dipankar Dasgupta, Fellow IEEE

Prof. (Dr.) Shubhalaxmi Kher, IEEE Distinguished Lecturer (I&MSociety)

Prof. (Dr.) Rajib Mall, IIT KGP

Dr. Valentina Salapura Fellow IEEE, IBM Fellow

ACM Distinguished Lecturer

Co-affiliated Symposium
International Symposium on Computer Vision and Machine Intelligence in Medical Image Analysis (ISCMM)
http://symposium.icaccpa.in/

Date: February 26-27, 2019

Venue: Sikkim Manipal Institute of Technology

Conference also calls for Poster presentation and Technical project demonstration Submission through Easy Chair: https://easychair.org/conferences/?conf=icaccp2019

For more details about concession please visit http://www.icaccpa.in/registration_instructions

Important Dates
Submission Deadline: 25th October 2018
Acceptance Notification: 15th December 2018
Early Bird Registration: 15th December 2018
Regular Registration: 31st December 2018
Copyright and Camera Ready Submission: 31st December 2018
Conference Date: 25-28 February 2019

Early Bird Registration Fees:
Rs. 8000 (Academician)
Rs. 10000 (Industry Delegates)
Rs. 15000 (Foreign Delegates)
Rs. 6500 (Students*)
Rs. 9000 (Industry Delegates)

All IEEE, ACM and CSI Members will get concessions on Regular Registration fees (Except regular Students).

*All authors must be student to avail the benefit of student registration.
INDIACom-2019

(IEEE Conference ID: 46181 | SCOPUS Indexed)

13th INDIACom; 2019 6th IEEE International Conference on

“Computing for Sustainable Global Development”

(13th – 15th March, 2019)

Organized by

Bharati Vidyapeeth’s Institute of Computer Applications and Management (BVICAM), New Delhi

Technically Sponsored by

IEEE Delhi Section

Supported by

Computer Society of India (CSI), Divisions – II, IV and Delhi Chapter, Institutions of Electronics and Telecommunications Engineers (IETE), Delhi Centre, Indian Society for Technical Education (ISTE), Delhi Section and Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi

Paper Submission Deadline: 31st October, 2018 [No Further Extension]

Paper submission Link: http://bvicam.ac.in/indiacom/submitPaper.asp

Conference Website: http://bvicam.ac.in/indiacom/

Announcement and Call for Papers

INDIACom-2019 is aimed to invite original research papers in the field of, primarily, Computer Science and Information Technology and, generally, all interdisciplinary streams of Engineering Sciences, having central focus on sustainable computing applications, which may be of use in enhancing the quality of human life and contribute effectively to realize the nations’ vision of sustainable inclusive development using Computing. INDIACom-2019 will be an amalgamation of four different Tracks organized parallel to each other; in addition to the 05th International Workshop on Information Engineering and Management (IWEM-20197) and few theme based Special Sessions, as listed below:-

Track #1: Sustainable Computing
Track #2: High Performance Computing
Track #3: High Speed Networking & Information Security
Track #4: Software Engineering & Emerging Technologies
Track #5: Theme Based Special Sessions

Instruction for Authors

Authors from across different parts of the world are invited to submit their papers. Authors should submit their papers online at http://www.bvicam.ac.in/indiacom/loginReqSubmitPaper.asp. New authors should first sign up and create an account on http://www.bvicam.ac.in/indiacom/addMember.asp to log in and submit paper. Only electronic submissions will be considered. Paper submission, as E-Mail attachment, will not be considered.

Important Dates

<table>
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<tr>
<th>Submission of Full Length Paper</th>
<th>31st October, 2018</th>
<th>Paper Acceptance Notification</th>
<th>15th January, 2019</th>
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Accepted Papers will be published in IEEE Xplore, which is indexed with world’s leading Abstracting & Indexing (A&I) databases, including ISI, SCOPUS, DBLP, EI-Compendex, INSPEC, Google Scholar, etc. Further details are available at www.bvicam.ac.in/indiacom. All correspondences, related to INDIACom-2019, must be addressed to:

Prof. M. N. Hoda
General Chair, INDIACom-2019

Director, Bharati Vidyapeeth’s Institute of Computer Applications and Management (BVICAM)

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063 (INDIA)

E-mails: conference@bvicam.ac.in, indiacom2019@gmail.com

Tel.: 011-25275055 TeleFax: 011-25255056, 09212022066 (Mobile)