Stories Making Headlines

Senators John McCain & John Kerry have proposed a draft bill to put strictures on companies gathering data without due consent. Companies will be forced to comply with the stringent privacy standards if this bill comes into effect. There is also a proposal to certify companies which will follow these high privacy benchmarks.

Kazuo Hirai is set to replace the iconic CEO of Sony Corp. Mr. Howard Stringer. This strategy is part of the upcoming realignment planned by the company effective April, 2011. By promoting Mr. Hirai to this top position, Sony Corp. intends to bring together two of its most important wings videogame and consumer electronics under one roof.

Leslie G. Valiant, a Harvard professor was named as the winner of the 2010 Turing Award for his immense contribution towards laying a theoretical foundation to 'machine learning'. His ground breaking research was done in the 1980s and this award is a great testament to the commitment and research shown by Prof. Leslie. Funded by technology giants Google and Intel, the Turing Awards are also sometimes dubbed as the Nobel Prize in Computer Sciences.

Cisco, recently announced a new innovative product for their SMB's partner. This is the first time they have come up with something specifically for their partners. It is recently announced on the second day of Cisco partner's summit. The product will reduce the sales cycle by providing unified communication solutions for small business with upto 24 users and for mid sized businesses with upto 300 users. It has also introduced a model for Cisco WebEx meeting center designed for the partners who sells products to small businesses.

Recently there was a buzz in the interactive management market, when Facebook announced the acquisition of eight months old 'Beluga'. Beluga was a small team of three brilliant engineers, who are the former employees of Google. This has made Facebook to enter into group text messaging market. Group texting services let you to send messages to multiple recipients at once. It is a niche field right now but is expected to grow widely as Facebook is gaining attention of business across the world. Facebook is expecting more such innovative applications by Beluga team in future.

'Big Data' is creating big stories in the technology and social media market. Big data is business intelligence software which collects data from various internet sources, store and analyze them. They harness the unstructured data available on internet to identify trends, business opportunities, market shifts, potential customer, customer sentiment, and lot more. Large chunk of valuable information are available on social networking sites about the potential customers. Big data helps businesses to create real time experience out if these data. They get the unified data to understand their prospects and develop applications such as forums and blogging. With the help of this software, business analyst can study large data sets by renting

server for an hour. But the software has created Buzz in the market as it raised a big question: "Who owns your personal social networking data".