



BBBT Roundup



Actuate

Twitter: [#Actuate](#)

Event Date: August 9, 2013

Event Type: In person Event

Podcast: [Audio](#) [Transcript](#)

Video: [Event Video](#)

Press Release: [Press Release](#)

Company Short Profile:

Actuate – The BIRT Company – (BIRT: NASDAQ) helps companies of all sizes engage their customers, partners and employees by delivering highly personalized analytics and insights. Already delivering insights to more than 200 million people, Actuate software for developers and end-users offers unlimited scalability and security across any device, while increasing efficiency of solution development and deployment and speeding time to insight from any volume or type of data. Further extending the open



source BIRT IDE which Actuate co-developed and sponsors through the Eclipse Foundation, Actuate commercial products offer intuitive interfaces and visually engaging self-service.

Presentation Topic:

Big Data and Advanced Analytics -- Delivering Power to the Business User

Actuate will present a general update on Actuate, BIRT, BIRT iHub and BIRT Analytics (current products with demos), with an emphasis on speed of thought processing of a wide variety of data sources and volumes of customer data. Nobby Akiha and Jeff Morris will do the podcast. Mark Gamble will conduct the product demonstrations. Actuate will also present a new product preview under NDA.

Presenter(s):

Nobby Akiha

Senior Vice President of Marketing

Mr. N. Nobby Akiha is Senior Vice President of Marketing at Actuate Corporation, with a career spanning 25 years in technology marketing and product management. Prior to joining Actuate in 2000 as vice president of marketing, he held the roles of vice president of marketing and business development at Inference Corporation; senior consultant at Regis McKenna, Inc.; director of marketing communications for CASE vendor Interactive Development Environments (IDE); and group product manager at Oracle. Mr. Akiha started his career consulting to consumer packaged goods companies Management Decision Systems and Burke Marketing Research. He holds a Master of Science in Management degree from the Sloan School of Management at M.I.T., and a Bachelor of Science in Commerce from the University of British Columbia.

Jeff Morris

Vice President of Product Marketing

Jeff Morris is the Vice President of Product Marketing at Actuate, the makers of the BIRT-based suite of developer and end-user software used for personalized business analytics applications in Customer-Facing Analytics, Predictive



Analytics and Customer Communication Management. A featured speaker at industry events and a popular blogger for publications such as WIRED, ZDNet and Big Data Republic, Mr. Morris brings more than 20 years in the industry in Internet and open source technologies and application development. Prior to joining Actuate in 2003, Mr. Morris managed product marketing and management for open source pioneers including SendMail and Forte'.

Mark Gamble

Director of Technical Marketing

Mark Gamble is the Director of Technical Marketing for Actuate, where he leads a team of engineers who build and maintain reference BIRT applications. He joined Actuate in 1999 as a pre-sales engineer where he gained invaluable experience implementing real-world Actuate applications for customers in financial services, insurance, manufacturing, and other industries. With thorough knowledge of Actuate product capabilities and business applications, Mark emphasizes both technical and business benefits of the BIRT product site.

Case Studies:

[Media 8](#)

[TASC](#)

Pricing Model:

Actuate does not disclose pricing, but will be happy to discuss generalities.