



# The Center for Dynamic Data Analytics Executive Summary 2014

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## What We Are

The Center for Dynamic Data Analytics (CDDA) is a National Science Foundation sponsored Industry/University Cooperative Research Center (I/UCRC) established between Rutgers University and Stony Brook University. The university partners in the CDDA conduct cooperative research that is funded by the memberships of industrial partners in the center.

## What We Do

The CDDA conducts precompetitive research primarily in the Analytics-Reasoning and Imaging-Visualization areas of dynamic data analytics. This field, also known as “big data” research, is approached in a unique way through the center; by partnering with industry in a collaborative environment, students and researchers address highly relevant challenges through a format that leverages some of the best utilities of both industry and academia. This community derives value from not only the research results, but also from the sharing of experiences and ideas that are often unique to internal teams.

## Our Market

One of the best aspects of operating in the field of big data research is the applicability to disparate industries. While potentially all firms that generate or utilize data can benefit from better analytics, the CDDA is generally partnered with biopharmaceutical and technology-related firms. As our center membership grows, we will further diversify our research scope to better include the fields of finance, entertainment and security. The ultimate goal of the CDDA is to become the world’s leading center on Dynamic Data Analytics with significant industrial and academic impact.

## What We Have Done

As of 2014, the CDDA has been successful in signing on 9 industrial members, partnering with the White House Big Data Initiative and assembling an efficacious body of completed research. With a growing portfolio of actively sponsored projects and over 20 project proposals, the center is looking forward to expanding its research focus with an increasingly diverse membership base and further leveraging the tremendous potential offered by the White House Big Data Initiative.

## Benefits of Membership

- Direct collaboration with center faculty, post-doctoral researchers, graduate students and other center members
- The right to vote on research projects hosted by the center
- Choice of project topics to be funded by the members' own contributions
- Professional networking with other CDDA members
- Project reviews, continuous informal interaction and timely access to reports, papers and intellectual property generated by the center
- Access to center equipment, facilities, and other CDDA infrastructure
- Recruitment opportunities with center graduate students, among some of whom may already be aligned with initiatives at your company
- Leveraging of the research and projects of all CDDA members

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