

HG Data becomes HG Insights ahead of Big Data World 2019 Executive VP Tim Royston-Webb to give keynote address

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HG Data, the global leader in technology intelligence and founder member of the Data Science Foundation has announced its new company name, HG Insights, ahead of this month's Big Data World conference at ExCel London.

The company's Executive Vice President of Strategy, Tim Royston-Webb, will be giving a keynote presentation at this year's event which will see the official launch of the new [HG Insights Platform](#), with next generation technographics that boost business intelligence and ignite customer growth. "HG Insights is building on its position as the world's best technographics company, helping businesses leverage company technology intelligence to drive sales, marketing and strategy," said Tim Royston-Webb. "The new HG Insights Platform gives customers on-demand access to the best technographics in the market, allowing businesses to easily apply company spend, technology installs, and contract information to find new pathways to growth."

Big Data World will give the company an incredible opportunity to showcase its depth and expertise to new audiences with a fresh new image with HG Data evolving into HG Insights. Chris Tomlinson, director of the Data Science Foundation said, "It's a real coup for Big Data World to have Tim giving a keynote address at their event. Tim is a renowned thought leader in the big data space and the tech intelligence platform he has helped build for HG Insights is helping many of the world's leading technology vendors including Telefonica, Equinix, Western Digital and Cloudera who I engaged with at an HG Insights roundtable event in January this year and they were all pleased with the technology intelligence HG Insights provided."

Tim Royston-Webb is a technology entrepreneur and big data activist recognized as one of the most prominent voices in advocating data science best practices for the delivery of actionable insights within the technology vendor sector. He is the co-founder of Pivotal iQ, highly commended by Computing Magazine as one of the world's leading technology intelligence platforms. In 2018, Pivotal iQ was named 'Great British Scaleup' by TechMarketView and in the same year was acquired by HG Data (now HG Insights), the market leader in technographics.

Bringing a comprehensive and independent point of view, Tim is passionate about helping providers and enterprises benefit from big data insights that drive real value into their businesses. His groundbreaking whitepaper, Propensity Modelling for Business (2017), has helped shape the use of data analytics in the technology sector, particularly the use of propensity scoring to identify customer opportunity and minimize risk.

"No one has the quality technographics that we have, which include the most accurate technology spend data available in the market. The new on-demand capabilities of our HG Insights Platform are unmatched by any competitor. Our unique ability to work proactively with customers to deliver the Holy Grail of



business insights is reflected in our new name, and we're excited to see our new HG Insights Platform drive growth for businesses around the world," said Kineon Walker, VP of Product and Marketing of HG Insights.

Tim Royston-Webb will deliver the keynote speech 'Lessons from the Field - Achieving Data Centricity' at [Big Data World](#) on 13 March 2019 at ExCeL London.

Data Science Foundation

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About the Data Science Foundation

The Data Science Foundation is a professional body representing the interests of the Data Science Industry. Its membership consists of suppliers who offer a range of big data analytical and technical services and companies and individuals with an interest in the commercial advantages that can be gained from big data. The organisation aims to raise the profile of this developing industry, to educate people about the benefits of knowledge based decision making and to encourage firms to start using big data techniques.

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