

Enterprise Iot A Definitive Handbook

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THE DEFINITIVE GUIDE TO B2B DIGITAL TRANSFORMATION - Fred Geyer

2020-05-26

This book guides B2B leaders along a step by step path to uncommon growth through three transformative shifts: The Digital Selling Shift to digital demand generation, The Digital Customer Experience Makeover to digital customer engagement, The Digital Proposition Pivot to data-powered, digital solutions. The Definitive Guide is informed by the work of Fred Geyer at Prophet, a leading digital transformation consultancy, and Joerg Niessing at INSEAD, a global standard-bearer for business education. Rich case studies from Maersk, Michelin, Adobe, and Air Liquide with best practices from IBM, Salesforce.com, Thyssenkrupp, and scores of leading B2B companies illustrate how putting customers at the heart of digital transformation drives uncommon growth. Fred and Joerg map the route from customer insight to in-market implementation for each transformational shift in four steps: Where to Play - Identify top customer growth opportunities, How to Win - Build the strategy to win customer preference, What to Do -

Effectively deliver the strategy, Who is Needed - Assemble the team to make it happen. The two biggest barriers to successful digital transformation, effectively using customer data and enabling employees, are addressed by outlining a clear path to navigate forward based on best practices from other leading companies. The guide has won rave reviews from B2B leaders: "This book illuminates the secret sauce of digital transformation in the B2B space" – David Aaker, renowned brand strategist and bestselling author. "A thought-provoking exploration of three crucial transformational shifts for B2B companies" – Vincent Clerc, CEO, Maersk Ocean & Logistics "This is a great guide to applying best practices to the formidable challenge of digital transformation in complex markets and supply chains." – Dr. Lars Brzoska, Chairman of the Board of Management, Jungheinrich AG. "By providing case examples and step by step assistance in determining where to play, how to win, what to do and who to win, this book fulfilled my need for inspiring and pragmatic transformation guidance" – Lindy Hood, Chief Customer Experience

Officer, Zurich Financial North America

Cloud Computing - Thomas Erl 2013
Explores cloud computing, breaking down the concepts, models, mechanisms, and architectures of this technology while allowing for the financial assessment of resources and how they compare to traditional storage systems.

The Internet of Things Business

Primer - Sudha Jamthe 2015-12-14
The Internet of Things Primer is your definitive source to understand how to build an IoT Business from a Technology idea. It covers how to strategically extend an existing business using Internet of Things and to create a new businesses. It offers a methodical discussion of challenges and best practices in building and launching IoT Applications including wearables, smart cities, connected cars, and Industrial IoT. This book is the first of its kind where a Product Manager or Entrepreneur can learn how to build the optimal Customer Experience for IoT Products across multi-device customer touch points. This book includes case studies from global businesses and entrepreneurs and Sudha Jamthe's futurist ideas about the evolution and Business disruptions from IoT impacting future jobs, Human Machine Interface and its immediate impact on Retail, Healthcare and Education. Sudha Jamthe's no-nonsense approach to IoT is refreshing, informative, and thorough. Read The Internet of Things Business Primer if you want to succeed in the IoT ecosystem. --Ben Parr, Author of Captivology and one of Inc.'s Top 10 IoT Experts There are times when gut feeling, a clear head and deep knowledge of your area of expertise are plenty to succeed. These times are quite different. You can have all of the above and still be baffled. That is why you are here reading this book by Sudha Jamthe. --

Rob Van Kranenburg, Founder EU IoT Council

WebAssembly: The Definitive Guide - Brian Sletten 2021-12

WebAssembly: The Definitive Guide provides a thorough and accessible introduction to one of the most transformative technologies hitting our industry. What started as a way to use languages other than just JavaScript in the browser has evolved into a comprehensive path toward portability, performance, increased security and greater code reuse across an impressive collection of deployment targets. The goals may sound familiar, but in practice, we're finally getting our safe, fast, portable, and secure software development environment offering the potential for reuse. This practical book introduces the elements of this technology incrementally while building to several concrete, code-driven examples of practical but cutting edge WebAssembly uses.

Handbook of e-Business Security - João Manuel R.S. Tavares 2018-07-27

There are a lot of e-business security concerns. Knowing about e-business security issues will likely help overcome them. Keep in mind, companies that have control over their e-business are likely to prosper most. In other words, setting up and maintaining a secure e-business is essential and important to business growth. This book covers state-of-the art practices in e-business security, including privacy, trust, security of transactions, big data, cloud computing, social network, and distributed systems.

Kafka: The Definitive Guide - Neha Narkhede 2017-08-31

Every enterprise application creates data, whether it's log messages, metrics, user activity, outgoing messages, or something else. And how to move all of this data becomes nearly as important as the data

itself. If you're an application architect, developer, or production engineer new to Apache Kafka, this practical guide shows you how to use this open source streaming platform to handle real-time data feeds. Engineers from Confluent and LinkedIn who are responsible for developing Kafka explain how to deploy production Kafka clusters, write reliable event-driven microservices, and build scalable stream-processing applications with this platform. Through detailed examples, you'll learn Kafka's design principles, reliability guarantees, key APIs, and architecture details, including the replication protocol, the controller, and the storage layer. Understand publish-subscribe messaging and how it fits in the big data ecosystem. Explore Kafka producers and consumers for writing and reading messages. Understand Kafka patterns and use-case requirements to ensure reliable data delivery. Get best practices for building data pipelines and applications with Kafka. Manage Kafka in production, and learn to perform monitoring, tuning, and maintenance tasks. Learn the most critical metrics among Kafka's operational measurements. Explore how Kafka's stream delivery capabilities make it a perfect source for stream processing systems.

[The Definitive Guide to Conversational AI with Dialogflow and Google Cloud](#) - Lee Boonstra

2021-06-25

Build enterprise chatbots for web, social media, voice assistants, IoT, and telephony contact centers with Google's Dialogflow conversational AI technology. This book will explain how to get started with conversational AI using Google and how enterprise users can use Dialogflow as part of Google Cloud. It will cover the core concepts such as Dialogflow essentials, deploying

chatbots on web and social media channels, and building voice agents including advanced tips and tricks such as intents, entities, and working with context. The Definitive Guide to Conversational AI with Dialogflow and Google Cloud also explains how to build multilingual chatbots, orchestrate sub chatbots into a bigger conversational platform, use virtual agent analytics with popular tools, such as BigQuery or Chatbase, and build voice bots. It concludes with coverage of more advanced use cases, such as building fulfillment functionality, building your own integrations, securing your chatbots, and building your own voice platform with the Dialogflow SDK and other Google Cloud machine learning APIs. After reading this book, you will understand how to build cross-channel enterprise bots with popular Google tools such as Dialogflow, Google Cloud AI, Cloud Run, Cloud Functions, and Chatbase. □□What You Will Learn Discover Dialogflow, Dialogflow Essentials, Dialogflow CX, and how machine learning is used Create Dialogflow projects for individuals and enterprise usage Work with Dialogflow essential concepts such as intents, entities, custom entities, system entities, composites, and how to track context Build bots quickly using prebuilt agents, small talk modules, and FAQ knowledge bases Use Dialogflow for an out-of-the-box agent review Deploy text conversational UIs for web and social media channels Build voice agents for voice assistants, phone gateways, and contact centers Create multilingual chatbots Orchestrate many sub-chatbots to build a bigger conversational platform Use chatbot analytics and test the quality of your Dialogflow agent See the new Dialogflow CX concepts, how Dialogflow CX fits in, and what's different in Dialogflow CX Who This

Book Is For Everyone interested in building chatbots for web, social media, voice assistants, or contact centers using Google's conversational AI/cloud technology.

Aws Administration Guide - Yohan Wadia 2016-02-12

Learn to design, build, and manage your infrastructure on the most popular of all the Cloud platforms- Amazon Web Services About This Book- Learn how to leverage various Amazon Web Services (AWS) components and services to build a secure, reliable, and robust environment to host your applications on- Deep dive into the core AWS service offerings with hands-on tutorials, real-world use case scenarios, and best practices- A self-paced, systematic, and step-by-step guide to learning and implementing AWS in your own environment Who This Book Is For This book is for those who want to learn and leverage AWS. Although no prior experience with AWS is required, it is recommended that you have some hands-on experience of Linux, Web Services, and basic networking What You Will Learn- A brief introduction to Cloud Computing and AWS accompanied by steps to sign up for your first AWS account- Create and manage users, groups, and permissions using AWS Identity and Access Management services- Get started with deploying and accessing EC2 instances, working with EBS Volumes and Snapshots- Customize and create your very own Amazon Machine Image- Design and deploy your instances on a highly secured, network isolated environment using Amazon VPC- Effectively monitor your AWS environment using specialized alarms, custom monitoring metrics, and much more- Explore the various benefits of Database-as-a-Service offerings and leverage them using Amazon RDS and Amazon DynamoDB- Take an in-depth look at what's new with AWS,

including EC2 Container Service and Elastic File System In Detail AWS is at the forefront of Cloud Computing today. Many businesses are moving away from traditional datacenters and toward AWS because of its reliability, vast service offerings, lower costs, and high rate of innovation. Because of its versatility and flexible design, AWS can be used to accomplish a variety of simple and complicated tasks such as hosting multitier websites, running large scale parallel processing, content delivery, petabyte storage and archival, and lots more. Whether you are a seasoned sysadmin or a rookie, this book will provide you with all the necessary skills to design, deploy, and manage your applications on the AWS cloud platform. The book guides you through the core AWS services such as IAM, EC2, VPC, RDS, and S3 using a simple real world application hosting example that you can relate to. Each chapter is designed to provide you with the most information possible about a particular AWS service coupled with easy to follow hands-on steps, best practices, tips, and recommendations. By the end of the book, you will be able to create a highly secure, fault tolerant, and scalable environment for your applications to run on. Style and approach This in-depth and insightful guide is filled with easy-to-follow examples, real-world use cases, best practices, and recommendations that will help you design and leverage AWS.

Practical IoT Hacking - Fotios Chantzis 2021-04-09

Written by all-star security experts, Practical IoT Hacking is a quick-start conceptual guide to testing and exploiting IoT systems and devices. Drawing from the real-life exploits of five highly regarded IoT security researchers, Practical IoT Hacking

teaches you how to test IoT systems, devices, and protocols to mitigate risk. The book begins by walking you through common threats and a threat modeling framework. You'll develop a security testing methodology, discover the art of passive reconnaissance, and assess security on all layers of an IoT system. Next, you'll perform VLAN hopping, crack MQTT authentication, abuse UPnP, develop an mDNS poisoner, and craft WS-Discovery attacks. You'll tackle both hardware hacking and radio hacking, with in-depth coverage of attacks against embedded IoT devices and RFID systems. You'll also learn how to: Write a DICOM service scanner as an NSE module Hack a microcontroller through the UART and SWD interfaces Reverse engineer firmware and analyze mobile companion apps Develop an NFC fuzzer using Proxmark3 Hack a smart home by jamming wireless alarms, playing back IP camera feeds, and controlling a smart treadmill The tools and devices you'll use are affordable and readily available, so you can easily practice what you learn. Whether you're a security researcher, IT team member, or hacking hobbyist, you'll find Practical IoT Hacking indispensable in your efforts to hack all the things REQUIREMENTS: Basic knowledge of Linux command line, TCP/IP, and programming

Handbook of IoT and Big Data -

Vijender Kumar Solanki 2019-02-21

This multi-contributed handbook focuses on the latest workings of IoT (internet of Things) and Big Data. As the resources are limited, it's the endeavor of the authors to support and bring the information into one resource. The book is divided into 4 sections that covers IoT and technologies, the future of Big Data, algorithms, and case studies showing IoT and Big Data in various fields such as health care, manufacturing

and automation. Features Focuses on the latest workings of IoT and Big Data Discusses the emerging role of technologies and the fast-growing market of Big Data Covers the movement toward automation with hardware, software, and sensors, and trying to save on energy resources Offers the latest technology on IoT Presents the future horizons on Big Data

The Definitive Guide to Modernizing Applications on Google Cloud - Steve (Satish) Sangapu 2022-01-06

Get to grips with the tools, services, and functions needed for application migration to help you move from legacy applications to cloud-native on Google Cloud Key Features Discover how a sample legacy application can be transformed into a cloud-native application on Google Cloud Learn where to start and how to apply application modernization techniques and tooling Work with real-world use cases and instructions to modernize an application on Google Cloud Book Description Legacy applications, which comprise 75–80% of all enterprise applications, often end up being stuck in data centers. Modernizing these applications to make them cloud-native enables them to scale in a cloud environment without taking months or years to start seeing the benefits. This book will help software developers and solutions architects to modernize their applications on Google Cloud and transform them into cloud-native applications. This book helps you to build on your existing knowledge of enterprise application development and takes you on a journey through the six Rs: rehosting, replatforming, rearchitecting, repurchasing, retiring, and retaining. You'll learn how to modernize a legacy enterprise application on Google Cloud and build on existing assets and skills effectively. Taking an iterative and

incremental approach to modernization, the book introduces the main services in Google Cloud in an easy-to-understand way that can be applied immediately to an application. By the end of this Google Cloud book, you'll have learned how to modernize a legacy enterprise application by exploring various interim architectures and tooling to develop a cloud-native microservices-based application. What you will learn Discover the principles and best practices for building cloud-native applications Study the six Rs of migration strategy and learn when to choose which strategy Rehost a legacy enterprise application on Google Compute Engine Replatform an application to use Google Load Balancer and Google Cloud SQL Refactor into a single-page application (SPA) supported by REST services Replatform an application to use Google Identity Platform and Firebase Authentication Refactor to microservices using the strangler pattern Automate the deployment process using a CI/CD pipeline with Google Cloud Build Who this book is for This book is for software developers and solutions architects looking to gain experience in modernizing their enterprise applications to run on Google Cloud and transform them into cloud-native applications. Basic knowledge of Java and Spring Boot is necessary. Prior knowledge of Google Cloud is useful but not mandatory.

IoT Fundamentals - David Hanes
2017-05-30

Today, billions of devices are Internet-connected, IoT standards and protocols are stabilizing, and technical professionals must increasingly solve real problems with IoT technologies. Now, five leading Cisco IoT experts present the first comprehensive, practical reference for making IoT work. IoT Fundamentals

brings together knowledge previously available only in white papers, standards documents, and other hard-to-find sources—or nowhere at all. The authors begin with a high-level overview of IoT and introduce key concepts needed to successfully design IoT solutions. Next, they walk through each key technology, protocol, and technical building block that combine into complete IoT solutions. Building on these essentials, they present several detailed use cases, including manufacturing, energy, utilities, smart+connected cities, transportation, mining, and public safety. Whatever your role or existing infrastructure, you'll gain deep insight what IoT applications can do, and what it takes to deliver them. Fully covers the principles and components of next-generation wireless networks built with Cisco IOT solutions such as IEEE 802.11 (Wi-Fi), IEEE 802.15.4-2015 (Mesh), and LoRaWAN Brings together real-world tips, insights, and best practices for designing and implementing next-generation wireless networks Presents start-to-finish configuration examples for common deployment scenarios Reflects the extensive first-hand experience of Cisco experts

Handbook of Big Data and IoT Security
- Ali Deghantaha 2019-03-22

This handbook provides an overarching view of cyber security and digital forensic challenges related to big data and IoT environment, prior to reviewing existing data mining solutions and their potential application in big data context, and existing authentication and access control for IoT devices. An IoT access control scheme and an IoT forensic framework is also presented in this book, and it explains how the IoT forensic framework can be used to guide investigation of a popular

cloud storage service. A distributed file system forensic approach is also presented, which is used to guide the investigation of Ceph. Minecraft, a Massively Multiplayer Online Game, and the Hadoop distributed file system environment are also forensically studied and their findings reported in this book. A forensic IoT source camera identification algorithm is introduced, which uses the camera's sensor pattern noise from the captured image. In addition to the IoT access control and forensic frameworks, this handbook covers a cyber defense triage process for nine advanced persistent threat (APT) groups targeting IoT infrastructure, namely: APT1, Molerats, Silent Chollima, Shell Crew, NetTraveler, ProjectSauron, CopyKittens, Volatile Cedar and Transparent Tribe. The characteristics of remote-controlled real-world Trojans using the Cyber Kill Chain are also examined. It introduces a method to leverage different crashes discovered from two fuzzing approaches, which can be used to enhance the effectiveness of fuzzers. Cloud computing is also often associated with IoT and big data (e.g., cloud-enabled IoT systems), and hence a survey of the cloud security literature and a survey of botnet detection approaches are presented in the book. Finally, game security solutions are studied and explained how one may circumvent such solutions. This handbook targets the security, privacy and forensics research community, and big data research community, including policy makers and government agencies, public and private organizations policy makers. Undergraduate and postgraduate students enrolled in cyber security and forensic programs will also find this handbook useful as a reference.

Handbook of Research on Big Data and

the IoT - Kaur, Gurjit 2019-03-29
The increase in connected devices in the internet of things (IoT) is leading to an exponential increase in the data that an organization is required to manage. To successfully utilize IoT in businesses, big data analytics are necessary in order to efficiently sort through the increased data. The combination of big data and IoT can thus enable new monitoring services and powerful processing of sensory data streams. The Handbook of Research on Big Data and the IoT is a pivotal reference source that provides vital research on emerging trends and recent innovative applications of big data and IoT, challenges facing organizations and the implications of these technologies on society, and best practices for their implementation. While highlighting topics such as bootstrapping, data fusion, and graph mining, this publication is ideally designed for IT specialists, managers, policymakers, analysts, software engineers, academicians, and researchers.

Critical Infrastructure Risk Assessment - Ernie Hayden, MIPM, CISSP, CEH, GICSP(Gold), PSP
2020-08-25

As a manager or engineer have you ever been assigned a task to perform a risk assessment of one of your facilities or plant systems? What if you are an insurance inspector or corporate auditor? Do you know how to prepare yourself for the inspection, decided what to look for, and how to write your report? This is a handbook for junior and senior personnel alike on what constitutes critical infrastructure and risk and offers guides to the risk assessor on preparation, performance, and documentation of a risk assessment of a complex facility. This is a definite "must read" for consultants,

plant managers, corporate risk managers, junior and senior engineers, and university students before they jump into their first technical assignment.

AWS Administration - The Definitive Guide - Yohan Wadia 2018-03-23

Leverage this step-by-step guide to build a highly secure, fault-tolerant, and scalable Cloud environment

Key Features Learn how to leverage various Amazon Web Services (AWS) components and services to build a secure, reliable, and robust environment to host your applications on. Delve into core AWS service offerings with hands-on tutorials, real-world use case scenarios, and best practices. A self-paced, systematic, and step-by-step guide to learning and implementing AWS in your own environment.

Book Description Many businesses are moving from traditional data centers to AWS because of its reliability, vast service offerings, lower costs, and high rate of innovation. AWS can be used to accomplish a variety of both simple and tedious tasks. Whether you are a seasoned system admin or a rookie, this book will help you to learn all the skills you need to work with the AWS cloud. This book guides you through some of the most popular AWS services, such as EC2, Elastic Beanstalk, EFS, CloudTrail, Redshift, EMR, Data Pipeline, and IoT using a simple, real-world, application-hosting example. This book will also enhance your application delivery skills with the latest AWS services, such as CodeCommit, CodeDeploy, and CodePipeline, to provide continuous delivery and deployment, while also securing and monitoring your environment's workflow. Each chapter is designed to provide you with maximal information about each AWS service, coupled with easy to follow, hands-on steps, best practices, tips, and recommendations. By the end of

the book, you will be able to create a highly secure, fault-tolerant, and scalable environment for your applications to run on. What you will learn

Take an in-depth look at what's new with AWS, along with how to effectively manage and automate your EC2 infrastructure with AWS Systems Manager Deploy and scale your applications with ease using AWS Elastic Beanstalk and Amazon Elastic File System Secure and govern your environments using AWS CloudTrail, AWS Config, and AWS Shield Learn the DevOps way using a combination of AWS CodeCommit, AWS CodeDeploy, and AWS CodePipeline Run big data analytics and workloads using Amazon EMR and Amazon Redshift Learn to back up and safeguard your data using AWS Data Pipeline Get started with the Internet of Things using AWS IoT and AWS Greengrass Who this book is for This book is for those who want to learn and leverage the rich plethora of services provided by AWS. Although no prior experience with AWS is required, it is recommended that you have some hands-on experience of Linux, Web Services, and basic networking.

Kafka: The Definitive Guide - Gwen Shapira 2021-11-05

Every enterprise application creates data, whether it consists of log messages, metrics, user activity, or outgoing messages. Moving all this data is just as important as the data itself. With this updated edition, application architects, developers, and production engineers new to the Kafka streaming platform will learn how to handle data in motion. Additional chapters cover Kafka's AdminClient API, transactions, new security features, and tooling changes. Engineers from Confluent and LinkedIn responsible for developing Kafka explain how to deploy production Kafka clusters, write reliable event-driven microservices,

and build scalable stream processing applications with this platform. Through detailed examples, you'll learn Kafka's design principles, reliability guarantees, key APIs, and architecture details, including the replication protocol, the controller, and the storage layer. You'll examine: Best practices for deploying and configuring Kafka Kafka producers and consumers for writing and reading messages Patterns and use-case requirements to ensure reliable data delivery Best practices for building data pipelines and applications with Kafka How to perform monitoring, tuning, and maintenance tasks with Kafka in production The most critical metrics among Kafka's operational measurements Kafka's delivery capabilities for stream processing systems

AWS Administration – The Definitive Guide - Yohan Wadia 2016-02-12

Learn to design, build, and manage your infrastructure on the most popular of all the Cloud platforms—Amazon Web Services About This Book Learn how to leverage various Amazon Web Services (AWS) components and services to build a secure, reliable, and robust environment to host your applications on Deep dive into the core AWS service offerings with hands-on tutorials, real-world use case scenarios, and best practices A self-paced, systematic, and step-by-step guide to learning and implementing AWS in your own environment Who This Book Is For This book is for those who want to learn and leverage AWS. Although no prior experience with AWS is required, it is recommended that you have some hands-on experience of Linux, Web Services, and basic networking What You Will Learn A brief introduction to Cloud Computing and AWS accompanied by steps to sign up for your first AWS account Create and manage users,

groups, and permissions using AWS Identity and Access Management services Get started with deploying and accessing EC2 instances, working with EBS Volumes and Snapshots Customize and create your very own Amazon Machine Image Design and deploy your instances on a highly secured, network isolated environment using Amazon VPC Effectively monitor your AWS environment using specialized alarms, custom monitoring metrics, and much more Explore the various benefits of Database-as-a-Service offerings and leverage them using Amazon RDS and Amazon DynamoDB Take an in-depth look at what's new with AWS, including EC2 Container Service and Elastic File System In Detail AWS is at the forefront of Cloud Computing today. Many businesses are moving away from traditional datacenters and toward AWS because of its reliability, vast service offerings, lower costs, and high rate of innovation. Because of its versatility and flexible design, AWS can be used to accomplish a variety of simple and complicated tasks such as hosting multitier websites, running large scale parallel processing, content delivery, petabyte storage and archival, and lots more. Whether you are a seasoned sysadmin or a rookie, this book will provide you with all the necessary skills to design, deploy, and manage your applications on the AWS cloud platform. The book guides you through the core AWS services such as IAM, EC2, VPC, RDS, and S3 using a simple real world application hosting example that you can relate to. Each chapter is designed to provide you with the most information possible about a particular AWS service coupled with easy to follow hands-on steps, best practices, tips, and recommendations. By the end of the book, you will be able to create a highly secure, fault

tolerant, and scalable environment for your applications to run on. Style and approach This in-depth and insightful guide is filled with easy-to-follow examples, real-world use cases, best practices, and recommendations that will help you design and leverage AWS.

Enterprise IoT - Dirk Slama 2015-11
Current hype aside, the Internet of Things will ultimately become as fundamental as the Internet itself, with lots of opportunities and trials along the way. To help you navigate these choppy waters, this practical guide introduces a dedicated methodology for businesses preparing to transition towards IoT-based business models. With a set of best practices based on case study analysis, expert interviews, and the authors' own experience, the Ignite | IoT Methodology outlined in this book delivers actionable guidelines to assist you with IoT strategy management and project execution. You'll also find a detailed case study of a project fully developed with this methodology. This book consists of three parts: Illustrative case studies of selected IoT domains, including smart energy, connected vehicles, manufacturing and supply chain management, and smart cities
The Ignite | IoT Methodology for defining IoT strategy, preparing your organization for IoT adoption, and planning and executing IoT projects
A detailed case study of the IIC Track & Trace testbed, one of the first projects to be fully developed according to the Ignite | IoT Methodology

Big-Data Analytics for Cloud, IoT and Cognitive Computing - Kai Hwang 2017-08-14

The definitive guide to successfully integrating social, mobile, Big-Data analytics, cloud and IoT principles and technologies The main goal of this book is to spur the development

of effective big-data computing operations on smart clouds that are fully supported by IoT sensing, machine learning and analytics systems. To that end, the authors draw upon their original research and proven track record in the field to describe a practical approach integrating big-data theories, cloud design principles, Internet of Things (IoT) sensing, machine learning, data analytics and Hadoop and Spark programming. Part 1 focuses on data science, the roles of clouds and IoT devices and frameworks for big-data computing. Big data analytics and cognitive machine learning, as well as cloud architecture, IoT and cognitive systems are explored, and mobile cloud-IoT-interaction frameworks are illustrated with concrete system design examples. Part 2 is devoted to the principles of and algorithms for machine learning, data analytics and deep learning in big data applications. Part 3 concentrates on cloud programming software libraries from MapReduce to Hadoop, Spark and TensorFlow and describes business, educational, healthcare and social media applications for those tools. The first book describing a practical approach to integrating social, mobile, analytics, cloud and IoT (SMACT) principles and technologies Covers theory and computing techniques and technologies, making it suitable for use in both computer science and electrical engineering programs Offers an extremely well-informed vision of future intelligent and cognitive computing environments integrating SMACT technologies Fully illustrated throughout with examples, figures and approximately 150 problems to support and reinforce learning Features a companion website with an instructor manual and PowerPoint slides
www.wiley.com/go/hwangIOT Big-Data

Analytics for Cloud, IoT and Cognitive Computing satisfies the demand among university faculty and students for cutting-edge information on emerging intelligent and cognitive computing systems and technologies. Professionals working in data science, cloud computing and IoT applications will also find this book to be an extremely useful working resource.

Practical Industrial Internet of Things Security - Sravani

Bhattacharjee 2018-07-30

Skillfully navigate through the complex realm of implementing scalable, trustworthy industrial systems and architectures in a hyper-connected business world. Key Features Gain practical insight into security concepts in the Industrial Internet of Things (IIoT) architecture Demystify complex topics such as cryptography and blockchain Comprehensive references to industry standards and security frameworks when developing IIoT blueprints Book Description Securing connected industries and autonomous systems is a top concern for the Industrial Internet of Things (IIoT) community. Unlike cybersecurity, cyber-physical security is an intricate discipline that directly ties to system reliability as well as human and environmental safety. Practical Industrial Internet of Things Security enables you to develop a comprehensive understanding of the entire spectrum of securing connected industries, from the edge to the cloud. This book establishes the foundational concepts and tenets of IIoT security by presenting real-world case studies, threat models, and reference architectures. You'll work with practical tools to design risk-based security controls for industrial use cases and gain practical know-how on the multi-layered defense techniques including

Identity and Access Management (IAM), endpoint security, and communication infrastructure. Stakeholders, including developers, architects, and business leaders, can gain practical insights in securing IIoT lifecycle processes, standardization, governance and assess the applicability of emerging technologies, such as blockchain, Artificial Intelligence, and Machine Learning, to design and implement resilient connected systems and harness significant industrial opportunities. What you will learn Understand the crucial concepts of a multi-layered IIoT security framework Gain insight on securing identity, access, and configuration management for large-scale IIoT deployments Secure your machine-to-machine (M2M) and machine-to-cloud (M2C) connectivity Build a concrete security program for your IIoT deployment Explore techniques from case studies on industrial IoT threat modeling and mitigation approaches Learn risk management and mitigation planning Who this book is for Practical Industrial Internet of Things Security is for the IIoT community, which includes IIoT researchers, security professionals, architects, developers, and business stakeholders. Anyone who needs to have a comprehensive understanding of the unique safety and security challenges of connected industries and practical methodologies to secure industrial assets will find this book immensely helpful. This book is uniquely designed to benefit professionals from both IT and industrial operations backgrounds.

A Field Guide to Digital

Transformation - Thomas Erl

2021-10-15

A Field Guide to Digital Transformation is the definitive reference and tutorial for all IT professionals and decision-makers who

want to understand digital transformation and successfully achieve it in their own organizations. Best-selling IT author Thomas Erl and long-time practitioner Amin Naserour combine comprehensive coverage of digital transformation as a field of practice, and detailed guidance for adopting digital transformation and executing projects from start to finish. Erl and Naserour present a complete tutorial on digital transformation concepts, tools, technologies and practices, organized into a proven industry framework for adoption. Next, they offer end-to-end coverage of the full project lifecycle, walking readers through planning, defining, designing, building, and governing digital transformation solutions. The authors highlight common risks, pitfalls, and adoption considerations, sharing practical insights into the organizational, cultural, technological, and operational impacts associated with digital transformation initiatives. Uniquely detailed and practical, this guide reflects the authors' deep experience driving value from digital transformation using technologies available right now.

Data Governance: The Definitive Guide
- Evren Eryurek 2021-03-08

As you move data to the cloud, you need to consider a comprehensive approach to data governance, along with well-defined and agreed-upon policies to ensure your organization meets compliance requirements. Data governance incorporates the ways people, processes, and technology work together to ensure data is trustworthy and can be used effectively. This practical guide shows you how to effectively implement and scale data governance throughout your organization. Chief information, data, and security officers and their teams will learn

strategy and tooling to support democratizing data and unlocking its value while enforcing security, privacy, and other governance standards. Through good data governance, you can inspire customer trust, enable your organization to identify business efficiencies, generate more competitive offerings, and improve customer experience. This book shows you how. You'll learn:
Data governance strategies addressing people, processes, and tools
Benefits and challenges of a cloud-based data governance approach
How data governance is conducted from ingest to preparation and use
How to handle the ongoing improvement of data quality
Challenges and techniques in governing streaming data
Data protection for authentication, security, backup, and monitoring
How to build a data culture in your organization

[The Definitive Guide to HTML5 WebSocket](#) - Vanessa Wang 2013-03-21
The Definitive Guide to HTML5 WebSocket is the ultimate insider's WebSocket resource. This revolutionary new web technology enables you to harness the power of true real-time connectivity and build responsive, modern web applications. This book contains everything web developers and architects need to know about WebSocket. It discusses how WebSocket-based architectures provide a dramatic reduction in unnecessary network overhead and latency compared to older HTTP (Ajax) architectures, how to layer widely used protocols such as XMPP and STOMP on top of WebSocket, and how to secure WebSocket connections and deploy WebSocket-based applications to the enterprise. Build real-time web applications with HTML5. This book:
Introduces you to the WebSocket API and protocol
Describes and provides real-world examples of protocol communication over WebSocket

Explains WebSocket security and enterprise deployment

Snowflake: The Definitive Guide -

Joyce Kay Avila 2022-08-11

Snowflake's ability to eliminate data silos and run workloads from a single platform creates opportunities to democratize data analytics, allowing users at all levels within an organization to make data-driven decisions. Whether you're an IT professional working in data warehousing or data science, a business analyst or technical manager, or an aspiring data professional wanting to get more hands-on experience with the Snowflake platform, this book is for you. You'll learn how Snowflake users can build modern integrated data applications and develop new revenue streams based on data. Using hands-on SQL examples, you'll also discover how the Snowflake Data Cloud helps you accelerate data science by avoiding replatforming or migrating data unnecessarily. You'll be able to: Efficiently capture, store, and process large amounts of data at an amazing speed Ingest and transform real-time data feeds in both structured and semistructured formats and deliver meaningful data insights within minutes Use Snowflake Time Travel and zero-copy cloning to produce a sensible data recovery strategy that balances system resilience with ongoing storage costs Securely share data and reduce or eliminate data integration costs by accessing ready-to-query datasets available in the Snowflake Marketplace

Application Performance Management (APM) in the Digital Enterprise -

Rick Sturm 2017-02-11

Application Performance Management (APM) in the Digital Enterprise enables IT professionals to be more successful in managing their company's applications. It explores

the fundamentals of application management, examines how the latest technological trends impact application management, and provides best practices for responding to these changes. The recent surge in the use of containers as a way to simplify management and deploy applications has created new challenges, and the convergence of containerization, cloud, mobile, virtualization, analytics, and automation is reshaping the requirements for application management. This book serves as a guide for understanding these dramatic changes and how they impact the management of applications, showing how to create a management strategy, define the underlying processes and standards, and how to select the appropriate tools to enable management processes. Offers a complete framework for implementing effective application management using clear tips and solutions for those responsible for application management Draws upon primary research to give technologists a current understanding of the latest technologies and processes needed to more effectively manage large-scale applications Includes real-world case studies and business justifications that support application management investments

Enterprise Blockchain - Rajeev Hathi 2017-10-30

Before we start with a formal introduction to blockchain, let us take you for a moment to a possible future that should realize sooner than we expect. You are on a vacation outside your home country, at a shopping mall and receive a notification saying there is a sale on luxurious watches. You haven't been to this store before. You pick up a watch and you wonder if the watch is genuine and worth the price. You start a mobile application and

place it on the watch. The application recognizes the watch and displays the complete lifecycle of the watch like where it was manufactured and the GPS coordinates, where it was designed, what is the warranty period, how much custom duty you need to pay (if any) if you bring this watch back to your home country and even showing and comparing similar watches. You purchase the watch based on these details and now feel even more connected to the watch brand and establish a trust with the shopping store for selling genuine products. Let's consider a complex B2B process like an international trade finance which currently takes days to complete the trade process. If the entire workflow is automated, self regulated and equipped with enough consensus between various parties carrying out the trade, it can provide a window of opportunity for new buyers and sellers to handshake, implement and execute trade seamlessly with lot of trust and confidence. In the above scenarios that we described earlier and possibly in all our future applications, data would be a central point for businesses, consumers, and even system interaction. Now in a data-driven world, you need to establish trust and compliance between parties, you need governance, regulation and accountability through automated workflow and digital contracts rather than central authority and finally a piece of technology that can enable to realize this goal. Once these basic parameters are enabled, it opens endless opportunities to move any value (from services to digital assets) across the network in a secure and transparent way. The technology enabler that can aid in realizing this opportunity is blockchain. We view blockchain as an enabler to provide consensus on data.

The consensus can be between B2B, B2C or C2C. We call blockchain an enabler, as blockchain alone will not lead to realizing the opportunities we talked about earlier. The combinatorial power of blockchain, smart contracts, and technologies like IoT & Artificial Intelligence would enable to deliver value-driven intelligent applications. While we described our vision, we are probably at the first generation of blockchain implementation where technologies are still evolving, and use cases are being realized. Through this book, we aim to provide a reference guide for building blockchain applications. The book comprises of three chapters. In Chapter 1, we will provide a neutral vision and architecture for blockchain, without getting into vendor specific details. In chapter 2 and 3, we will demonstrate the working of two widely used blockchain implementations - Ethereum and IBM Hyperledger Fabric respectively. To summarize, as part of the book, we will cover the following - 1. A vendor-neutral architecture for building any blockchain applications. 2. A detailed introduction to Ethereum and its core components. We will set up a local instance of Ethereum and build end-to-end application on Ethereum blockchain using a hands-on approach. At the end, we would cover topics around extension to Ethereum blockchain, integration with the external world and the future of smart contracts. 3. A detailed introduction to IBM Hyperledger Fabric and its core components. We would cover the enterprise capabilities provided by Fabric 1.0. At the end, we would set up a local instance of Fabric and build an end-to-end application on Fabric using a hands-on approach.

Smart Sensors Networks - Fatos Xhafa
2017-06-14

Smart Sensors Networks: Communication Technologies and Intelligent Applications explores the latest sensor and sensor networks techniques and applications, showing how networked wireless sensors are used to monitor and gather intelligence from our surrounding environment. It provides a systematic look at the unique characteristics of wireless sensor networks through their usage in a broad range of areas, including healthcare for the elderly, energy consumption, industrial automation, intelligent transportation systems, smart homes and cities, and more. The book shows how sensor-networks work and how they are applied to monitor our surrounding environment. It explores the most important aspects of modern sensors technologies, providing insights on the newest technologies and the systems needed to operate them. Readers will find the book to be an entry point for understanding the fundamental differences between the various sensor technologies and their use in for different scenarios. Indexing: The books of this series are submitted to EI-Compendex and SCOPUS Presents numerous specific use-cases throughout, showing practical applications of concepts Contains contributions from leading experts around the globe Collects, in one place, the latest thinking on an emerging topic Addresses the security and privacy issues inherent in sensor deployment

Communication: Innovation & Quality - Miguel Túnnez-López 2018-07-10

This book explores the disruptive changes in the media ecosystem caused by convergence and digitization, and analyses innovation processes in content production, distribution and commercialisation. It has been edited by Professors Miguel Túnnez-López (Universidade de Santiago de Compostela, Spain), Valentín-

Alejandro Martínez-Fernández (Universidade da Coruña, Spain), Xosé López-García (Universidade de Santiago de Compostela, Spain), Xosé Rúas-Araújo (Universidade de Vigo, Spain) and Francisco Campos-Freire (Universidade de Santiago de Compostela, Spain). The book includes contributions from European and American experts, who offer their views on the audiovisual sector, journalism and cyberjournalism, corporate and institutional communication, and education. It particularly highlights the role of new technologies, the Internet and social media, including the ethics and legal dimensions. With 30 contributions, grouped into diverse chapters, on information preferences and uses in journalism, as well as public audiovisual policies in the European Union, related to governance, funding, accountability, innovation, quality and public service, it provides a reliable media resource and presents lines of future development.

Content - The Atomic Particle of Marketing - Rebecca Lieb 2017-06-03
Content, in all its forms, is the single most critical element of any marketing campaign. Finding a successful equilibrium between content marketing and content strategy is difficult, but essential. Content - The Atomic Particle of Marketing goes beyond superficial descriptions of how to produce engaging social media content to offer the results of many years of deep quantitative research, and hours of interviews with senior marketers at some of the world's leading brands. Written by a recognised industry thought-leader, Content - The Atomic Particle of Marketing explores how content functions in the broader framework of all marketing, as well as organizational concerns and IT decision making. It

demonstrates the value content brings not only to "owned" media initiatives, such as a company website or blog, but also the essential role content plays in all other marketing initiatives, from social media to advertising to offline channels. It will enable readers to make the organizational, staffing, tools and process decisions necessary to get content up and running across divisions and organizational silos. Deeply researched and insightful, Content - The Atomic Particle of Marketing is, quite simply, the definitive research-based guide to content marketing.

Wireless Security Architecture -

Jennifer Minella 2022-03-07

Reduce organizational cybersecurity risk and build comprehensive WiFi, private cellular, and IOT security solutions Wireless Security Architecture: Designing and Maintaining Secure Wireless for Enterprise offers readers an essential guide to planning, designing, and preserving secure wireless infrastructures. It is a blueprint to a resilient and compliant architecture that responds to regulatory requirements, reduces organizational risk, and conforms to industry best practices. This book emphasizes WiFi security, as well as guidance on private cellular and Internet of Things security. Readers will discover how to move beyond isolated technical certifications and vendor training and put together a coherent network that responds to contemporary security risks. It offers up-to-date coverage—including data published for the first time—of new WPA3 security, Wi-Fi 6E, zero-trust frameworks, and other emerging trends. It also includes: Concrete strategies suitable for organizations of all sizes, from large government agencies to small public and private

companies Effective technical resources and real-world sample architectures Explorations of the relationships between security, wireless, and network elements Practical planning templates, guides, and real-world case studies demonstrating application of the included concepts Perfect for network, wireless, and enterprise security architects, Wireless Security Architecture belongs in the libraries of technical leaders in firms of all sizes and in any industry seeking to build a secure wireless network.

Practical IoT Hacking - Fotios Chantzis 2021-03-23

The definitive guide to hacking the world of the Internet of Things (IoT) -- Internet connected devices such as medical devices, home assistants, smart home appliances and more. Drawing from the real-life exploits of five highly regarded IoT security researchers, Practical IoT Hacking teaches you how to test IoT systems, devices, and protocols to mitigate risk. The book begins by walking you through common threats and a threat modeling framework. You'll develop a security testing methodology, discover the art of passive reconnaissance, and assess security on all layers of an IoT system. Next, you'll perform VLAN hopping, crack MQTT authentication, abuse UPnP, develop an mDNS poisoner, and craft WS-Discovery attacks. You'll tackle both hardware hacking and radio hacking, with in-depth coverage of attacks against embedded IoT devices and RFID systems. You'll also learn how to:

- Write a DICOM service scanner as an NSE module
- Hack a microcontroller through the UART and SWD interfaces
- Reverse engineer firmware and analyze mobile companion apps
- Develop an NFC fuzzer using Proxmark3
- Hack a smart home by jamming wireless alarms, playing back

IP camera feeds, and controlling a smart treadmill. The tools and devices you'll use are affordable and readily available, so you can easily practice what you learn. Whether you're a security researcher, IT team member, or hacking hobbyist, you'll find Practical IoT Hacking indispensable in your efforts to hack all the things.

REQUIREMENTS: Basic knowledge of Linux command line, TCP/IP, and programming

Enterprise Blockchain - Rajeev Hathi
2017-11-19

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for new buyers and sellers to handshake, implement and execute trade seamlessly with lot of trust and confidence. In the above scenarios that we described earlier and possibly in all our future applications, data would be a central point for businesses, consumers, and even system interaction. Now in a data-driven world, you need to establish trust and compliance between parties, you need governance, regulation and accountability through automated workflow and digital contracts rather than central authority and finally a piece of technology that can enable to realize this goal. Once these basic parameters are enabled, it opens endless opportunities to move any value (from services to digital assets) across the network in a secure and transparent way. The technology enabler that can aid in realizing this opportunity is blockchain. We view blockchain as an enabler to provide consensus on data. The consensus can be between B2B, B2C or C2C. We call blockchain an enabler, as blockchain alone will not lead to realizing the opportunities we talked about earlier. The combinatorial power of blockchain, smart contracts, and technologies like IoT & Artificial Intelligence would enable to deliver value-driven intelligent applications. While we described our vision, we are probably at the first generation of blockchain implementation where technologies are still evolving, and use cases are being realized. Through this book, we aim to provide a reference guide for building blockchain applications. The book comprises of three chapters. In Chapter 1, we will provide a neutral vision and architecture for blockchain, without getting into vendor specific details. In chapter 2 and 3, we will demonstrate the working of two widely used blockchain

implementations - Ethereum and IBM Hyperledger Fabric respectively. To summarize, as part of the book, we will cover the following - 1. A vendor-neutral architecture for building any blockchain applications. 2. A detailed introduction to Ethereum and its core components. We will set up a local instance of Ethereum and build end-to-end application on Ethereum blockchain using a hands-on approach. At the end, we would cover topics around extension to Ethereum blockchain, integration with the external world and the future of smart contracts. 3. A detailed introduction to IBM Hyperledger Fabric and its core components. We would cover the enterprise capabilities provided by Fabric 1.0. At the end, we would set up a local instance of Fabric and build an end-to-end application on Fabric using a hands-on approach.

Data Lake for Enterprises - Tomcy John 2017-05-31

A practical guide to implementing your enterprise data lake using Lambda Architecture as the base About This Book Build a full-fledged data lake for your organization with popular big data technologies using the Lambda architecture as the base Delve into the big data technologies required to meet modern day business strategies A highly practical guide to implementing enterprise data lakes with lots of examples and real-world use-cases Who This Book Is For Java developers and architects who would like to implement a data lake for their enterprise will find this book useful. If you want to get hands-on experience with the Lambda Architecture and big data technologies by implementing a practical solution using these technologies, this book will also help you. What You Will Learn Build an enterprise-level data lake using the relevant big data technologies

Understand the core of the Lambda architecture and how to apply it in an enterprise Learn the technical details around Sqoop and its functionalities Integrate Kafka with Hadoop components to acquire enterprise data Use flume with streaming technologies for stream-based processing Understand stream-based processing with reference to Apache Spark Streaming Incorporate Hadoop components and know the advantages they provide for enterprise data lakes Build fast, streaming, and high-performance applications using ElasticSearch Make your data ingestion process consistent across various data formats with configurability Process your data to derive intelligence using machine learning algorithms In Detail The term "Data Lake" has recently emerged as a prominent term in the big data industry. Data scientists can make use of it in deriving meaningful insights that can be used by businesses to redefine or transform the way they operate. Lambda architecture is also emerging as one of the very eminent patterns in the big data landscape, as it not only helps to derive useful information from historical data but also correlates real-time data to enable business to take critical decisions. This book tries to bring these two important aspects – data lake and lambda architecture—together. This book is divided into three main sections. The first introduces you to the concept of data lakes, the importance of data lakes in enterprises, and getting you up-to-speed with the Lambda architecture. The second section delves into the principal components of building a data lake using the Lambda architecture. It introduces you to popular big data technologies such as Apache Hadoop, Spark, Sqoop, Flume, and ElasticSearch. The third

section is a highly practical demonstration of putting it all together, and shows you how an enterprise data lake can be implemented, along with several real-world use-cases. It also shows you how other peripheral components can be added to the lake to make it more efficient. By the end of this book, you will be able to choose the right big data technologies using the lambda architectural patterns to build your enterprise data lake. Style and approach The book takes a pragmatic approach, showing ways to leverage big data technologies and lambda architecture to build an enterprise-level data lake.

Translational Bioinformatics Applications in Healthcare - Khalid Raza 2021-04-20

Translational bioinformatics (TBI) involves development of storage, analytics, and advanced computational methods to harvest knowledge from voluminous biomedical and genomic data into 4P healthcare (proactive, predictive, preventive, and participatory). *Translational Bioinformatics Applications in Healthcare* offers a detailed overview on concepts of TBI, biological and clinical databases, clinical informatics, and pertinent real-case applications. It further illustrates recent advancements, tools, techniques, and applications of TBI in healthcare, including Internet of Things (IoT) potential, toxin databases, medical image analysis and telemedicine applications, analytics of COVID-19 CT images, viroinformatics and viral diseases, and COVID-19-related research. Covers recent technologies such as Blockchain, IoT, and Big data analytics in bioinformatics Presents the role of translational bioinformatic methods in the field of viroinformatics, as well as in drug development and repurposing Includes

translational healthcare and NGS for clinical applications Illustrates translational medicine systems and their applications in better healthcare Explores medical image analysis with focus on CT images and novel coronavirus disease detection Aimed at researchers and graduate students in computational biology, data mining and knowledge discovery, algorithms and complexity, and interdisciplinary fields of studies, including bioinformatics, health-informatics, biostatistics, biomedical engineering, and viroinformatics. Khalid Raza is an Assistant Professor, the Department of Computer Science, Jamia Millia Islamia (Central University), New Delhi. His research interests include translational bioinformatics, computational intelligence methods and its applications in bioinformatics, viroinformatics, and health informatics. Nilanjan Dey is an Associate Professor, the Department of Computer Science and Engineering, JIS University, Kolkata, India. His research interests include medical imaging, machine learning, computer-aided diagnosis, and data mining.

Aws Administration - The Definitive Guide - Second Edition - Yohan Wadia 2018-03-23

Many businesses are moving from traditional data centers to AWS because of its reliability, vast service offerings, lower costs, and high rate of innovation. AWS can be used to accomplish a variety of both simple and tedious tasks. Whether you are a seasoned system admin or a rookie, this book will help you to learn all the skills you need to work with the AWS cloud. This book guides you through some of the most popular AWS services, such as EC2, Elastic Beanstalk, EFS, CloudTrail, Redshift, EMR, Data Pipeline, and IoT using a simple, real-world, application-

hosting example. This book will also enhance your application delivery skills with the latest AWS services, such as CodeCommit, CodeDeploy, and CodePipeline, to provide continuous delivery and deployment, while also securing and monitoring your environment's workflow. Each chapter is designed to provide you with maximal information about each AWS service, coupled with easy to follow, hands-on steps, best practices, tips, and recommendations. By the end of the book, you will be able to create a highly secure, fault-tolerant, and scalable environment for your applications to run on.

Enterprise IoT - Navveen Balani
2016-07-25

"[This] book provides a most comprehensive view of an Enterprise IoT stack, detailed IoT use cases on manufacturing, automotive and home automation and how to implement IoT applications using Microsoft, IBM, Amazon and GE Preix IoT ... and various open source technologies like Apache Kakfa [i.e. Kafka, and] Apache Spark"--Page 4 of cover.

The Definitive Guide to Social CRM - Barton J. Goldenberg 2015

Social CRM is already enabling innovative companies to engage customers through powerfully effective two-way dialogues, and to build customer-centric strategies that drive real value. In this book the field's leading expert offers a proven, four-step methodology for making Social CRM work in any organization: B2B, B2C, or B2B2C. Writing for both decision-makers and implementers, Barton Goldenberg shows how to integrate people, process and technology to optimize relationships with every customer, achieve seamless collaboration across customer-facing functions, and make the most of today's leading social platforms. Goldenberg shows how to:
Systematically harvest information

from Social Media conversations and communities: Facebook, Twitter, LinkedIn, Google+, and beyond
Integrate this information into expanded customer profiles
Use these profiles to personalize your customer service, marketing messages, and sales offers far more effectively
Goldenberg assesses the changing impact of social media on customer relationships, identifies smarter ways to profitably integrate it throughout your business, guides you through Social CRM planning and implementation, and examines key challenges and opportunities in leveraging Social CRM after you've deployed it. You'll find practical advice on issues ranging from strategy to software selection, vendor negotiation to team development and day-to-day operations. Goldenberg concludes by previewing the future of Social CRM - and the fast-changing customer tomorrow's systems must serve.

Google BigQuery: The Definitive Guide - Valliappa Lakshmanan 2019-10-23

Work with petabyte-scale datasets while building a collaborative, agile workplace in the process. This practical book is the canonical reference to Google BigQuery, the query engine that lets you conduct interactive analysis of large datasets. BigQuery enables enterprises to efficiently store, query, ingest, and learn from their data in a convenient framework. With this book, you'll examine how to analyze data at scale to derive insights from large datasets efficiently. Valliappa Lakshmanan, tech lead for Google Cloud Platform, and Jordan Tigani, engineering director for the BigQuery team, provide best practices for modern data warehousing within an autoscaled, serverless public cloud. Whether you want to explore parts of BigQuery you're not familiar with or

prefer to focus on specific tasks, this reference is indispensable.
Blockchain Applications for Secure IoT Frameworks: Technologies Shaping the Future - Sudhir K. Sharma
2021-07-08

This reference presents information about different facets of IoT and blockchain systems that have been recently proposed for practical situations. Chapters provide knowledge about how these technologies are applied in functions related to trust management, identity management, security threats, access control and privacy. Key Features: - Introduces the reader to fundamental concepts of IoT and blockchain

technology - reports advances in the field of IoT, ubiquitous computing and blockchain computing - includes the applications of different frameworks - explains the role of blockchains in improving IT security - provides examples of smart grids, data transmission models, digital business platforms, agronomics and big data solutions - Includes references for further reading
Blockchain Applications for Secure IoT Frameworks Technologies Shaping the Future is a handy reference for information technology professionals and students who want updated information about applications of IoT and blockchains in secure operational and business processes.