

Elastacloud confirmed as second headline sponsor for Destination Digitalisation

February 13, 2020



Rail Alliance, in partnership with Birmingham Centre for Railway Research and Education (BCRRE), is delighted to announce that the second headline sponsor, Elastacloud, for Destination Digitalisation taking place on 26 February.

Elastacloud is a Data Science and Cloud Architecture Consultancy which specialises in bringing intelligence to your data. As a Microsoft Gold partner for cloud and data platform analytics, the company apply Data Science techniques to datasets to drive value into its customers, allowing them to harness the hidden potential of their data. It is a leader in Advanced Analytics and is paving the way for cutting edge developments in Artificial Intelligence and Machine Learning.

Rail Alliance at BCRRE is excited to have Elastacloud on board as the event itself will focus on the opportunities and challenges for introducing digital technologies to the railway and how collecting and integrating data can take the railway industry to new heights. Following the success of Destination Decarbonisation in September 2019, Destination Digitalisation will be the second event in this series to take place and will bring the rail industry together with government, public and client bodies, and wider stakeholders, to address the key digital challenges and trends specific to the entire railway eco-system.

Gary Hunter, Head of Business Development at Elastacloud says: "As a Midlands based provider of advanced data science and analytics to the UK rail sector, Elastacloud is proud to be a sponsor at Destination Digitalisation. We are delighted to be able to share our data methodologies and techniques to

support innovation within UK Rail.”

Digitalisation themes to be explored on the day will include big data, predictive maintenance, digital twins, cybersecurity, 5G, artificial intelligence, virtual reality, intelligent railway infrastructure, autonomous trains, robotics, on-board value added services, signalling and train control and many others, a fitting agenda for Elastacloud.

This one day event will incorporate a conference, workshops, and Digi-Rail surgery sessions in addition to an exhibition showcasing technologies and innovations along with practical examples presented in the form of industry case studies.

As part of Destination Digitalisation some very key announcements will be taking place that will strengthen the pathway of digitalising our railway. Register your attendance now by clicking [here](#).