

360DigiTMG entered into partnership with University of Technology, Malaysia-UTM

360DigiTMG, one of the best platforms to learn about the latest technology, has entered into a partnership with the University of Technology, Malaysia (UTM).



Bengaluru, Jun 30, 2020 ([Issuewire.com](https://www.issuewire.com)) - 360DigiTMG, an IT courses company that is one of the leading institutes for training people in various programs involving new technologies, has recently announced that it has partnered with the University of Technology, Malaysia (UTM) which is included in the top five universities in Malaysia.

The participants who are qualified can apply and grab this amazing opportunity to get certified by one of the top universities for programs such as [data science](#), machine learning, AWS, [data analytics](#), big data, IoT, digital learning, AI and other emerging technologies and get certified not just from UTM, Malaysia but also from 360DigiTMG.

This partnership will provide the participants of the various programs with knowledge other than their normal curriculum because the programs that 360DigiTMG offers are very important for the ever-growing world of technology.

What is 360DigiTMG all about?

360DigiTMG was established back in 2013. It is a part of an IT services company, Innodatatics Inc, USA, which tackles core business issues by coming up with creative solutions for the same.

CIO Review rated 360DigiTMG amongst the “**20 Most Promising Data Analytics Solution Providers**” in the year 2018.

A wide range of courses such as project management, big data analytics, data science, machine learning, artificial intelligence, internet of things, deep learning, robotic process automation, data visualization (business intelligence), Tableau, Amazon Web Services (cloud computing), digital marketing, quality management, risk management, agile methodology, and many more are offered by 360DigiTMG.

360DigiTMG, like its parent company, is based out of the United States and has its branches in various countries including India, eastern Asia, Malaysia, Netherlands, The United Kingdom, Middle East, and Australia which helps to add a perspective to the curriculum based on a more integrated and global approach.

Technologies in Focus - 360DigiTMG

The world of technology is growing at a very rapid pace and every day, a new technology is developed which brings about changes in how many things work.

Although learning the basics and technologies that have been prevalent for a long time and that occupy the major proportion of work in any technology-related work is really important, it is also better to keep up with new and emerging technologies. Not only will learning about new things increase your knowledge, but it will also give you an edge over other people in your workplace or the people in the same industry as you.

Some of the new and emerging technologies that have been in focus in recent times are described below:

- **Internet of Things (IoT)**

As the name suggests, IoT refers to and is comprised of everything that is connected to the internet, be it your mobile device with its various sensor or a smartwatch or something even insignificant like a pet collar that contains a fitness tracker, although the word is now being used more to define devices that can “converse” with each other.

The interconnectivity of the devices in our life communicate with each other as well as gather and analyze information with automated systems to help their users with their tasks.

The internet of things also helps the devices to communicate with different networks and create a more complex and connected world. So, IoT is all about networks, devices, and data.

- **Data Science**

[Data science](#) is the study of various tools, machine learning principles and algorithms to figure out hidden patterns from the available raw data.

The work of data scientists is to collect data from different sources, organize the said data and then translate the data into solutions for the answers to the questions that they were looking for.

The study of data plays a very big role in the growth of the business as businesses amass a large amount of data which includes their data as well as the data of their customers and clients. Therefore, the larger companies hire data scientists to analyze the data and figure out patterns to help in their growth and they can improve upon their present functioning to get even more customers and ensure existing customer satisfaction.

- **Artificial Intelligence**

Artificial Intelligence is the computer science branch that concerns itself with making machines that can mimic human intelligence and perform a task that can only be done by a human. AI is a developing branch of computers, and every day we get to see different innovations in the field by different technological giants.

At the core of the concept is the curiosity to create a machine that can simulate or even replicate human intelligence. There have been four approaches that have supposedly defined what the field of AI is all about:

Thinking humanly

Thinking rationally

Acting humanly

Acting rationally

Two approaches in these ideas concern themselves with the reasoning and thought process of a human being while the other two concern themselves with the behaviors.

So basically, any computer system which can perform tasks that can normally be only done by a human, whether it is powered by deep learning or machine or even with a set of clauses and rules, can be termed as an AI.

- **Digital Marketing**

The advertising of products through digital channels such as mobile applications, social media, email, search engines, web application or websites is known as [digital marketing](#).

Basically, any method of marketing services or products through a digital medium or an electronic device is digital marketing. Digital marketing can be done both through online or offline methods.

This form of marketing has been around for a really long period of time, dating back to the invention of the radio and the first advertisement broadcasts on it and it has since come a long way. With the development in technology, digital marketing provides a really great source for marketing even to a specific target audience.

- **Machine Learning**

An application of AI, machine learning helps the system to automatically learn from their past experience and improvise on their performance without being programmed to perform every single task individually.

A computer program that is able to learn for itself through the data that it has access to is basically what machine learning is all about.

The first part of any machine learning program is the analysis of data which can then be used to figure out patterns and predict and perform a task by the program itself without the involvement of a human.

The major difference between machine learning and normal programs is that you need to feed information into a normal machine and then they perform a task based on that information, but a machine learning program learns itself through the patterns and behavior of its user and then performs the task while adjusting accordingly without user intervention.

Another big use of machine learning programs is their ability to analyze large amounts of data and predict patterns and provide accurate results. Alternatively, it can also be paired up with AI or cognitive technologies to make the process faster and comparatively more effective.

- **AWS**

Amazon Web Services (AWS) is an Amazon product that provides its users with secure cloud-based services. The resources offered by the service include database storage, compute power and other facilities such as content delivery to boost the growth of businesses affiliated with the service.

Basically, AWS helps you to do the following things:

- The cloud allows you to host dynamic websites by running applications and web servers.
- The cloud allows you to store files securely which can be accessed from anywhere.

- The cloud allows the use of managed databases including PostgreSQL, Oracle, etc. to store information.
- The content delivery network of the cloud service helps you to quickly deliver dynamic and static files anywhere in the world.
- The cloud service allows you to store all your files securely on the cloud so you can access them from anywhere.
- One other feature is the ability to send your customers Bulk emails.

- **Data Analytics**

The process of drawing conclusions from a given set of data about the information that it might contain with the help of special software and systems is known as data analytics.

Generally, the techniques and technology involved in data analytics are used in commercial industries because the organizations are able to make better and more informed decisions and they are also used in the field of science by scientists who use data analytics to verify theories, models, etc.

The above-given technologies are all new and cutting-edge technologies which will play a very important role in the future. These topics are something that every person in the IT sector should at least have knowledge of, and if you're able to master any of them, it will work towards the improvement of your knowledge as well as your position amongst your peers.

Conclusion:

Partnerships such as this one really help the students in the universities to gain some much-needed exposure and also they get to learn about things that might not be included in their college studies which open up various new possibilities for them.

[370DigiTMG data science](#) is one of the leading institutes to learn about the events in technology.



Media Contact

360DigiTMG

bharani@360digitmg.com

2nd Floor No, Vijay Mansion, 46, 7th Main Rd, Aswathapa Layout, Kalyan Nagar, Bengaluru, Karnataka
560043

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