

## **A SMAC based Business Model for Data Embezzlement System**

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**Abstract**— SMAC (Social Networking, Mobility, Analytics, Cloud computing) created a flashing trend in the global market. Social networking sites extract data of the users with or without the knowledge of them. The entire data of the customer can be accessed anywhere at any time through mobility and cloud computing. Analytics will use mathematics to mine data of the customer and report the interestingness of the customer. Using these concepts, a business model is proposed in this paper for demonstrating the hidden nature of data robbery.

**Keywords** - SMAC, Model, Data, robbery.

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### **I. INTRODUCTION.**

The paper is designed to focus on the concept of Analytics from the acronym SMAC. Application of mathematics in all areas of research was wide from its evolution. From the advent of data mining, researchers started to explore data using the fundamental concepts of mathematics. It has identified the ways for revealing the pattern of data set and publishes the behavior of the person through the data belongs to him. In recent years we started publishing our own data in the social networking [1] sites. The published data can be accessed by researchers & business trend setters for analyzing the nature of user. The following section of the paper will describe the model, implementation and effectiveness of the proposed system.

### **II. MOTIVATION OF THREAT**

The users are basically threatened by means of price discriminating factors or statistical flow on utility discriminating factors. The risk is also associated when a developer tries to make profit from the ideas or work done by the users. The users could, for example, write new ideas in a note taking app, and those ideas could then be sent as a custom event, and the developers use those ideas to make profit from them. This can happen because the ownership of content is usually unclear in the law. If the users' identity is not protected, there are possibilities of more threat existence, for example, the risk of private information about the users being available on the internet. At the extremity, there is an avenue for a country's government [4] to gather more private information and indulge with powers to access & utilize its citizens' information. In order to explore more about this threat, a case study on Hospital Information System has been considered.

### **III. IMPLEMENTATION**

#### **A. Stage – 1**

Cardiac patients' data are to be collected from the hospital. Especially data of the patients suffering from severe syndrome are to be filtered so that the business activity can be initiated at the earliest.

**B. Stage – 2**

Every filtered patients' has a unique id[2] with respect to NPR database. Using unique id, retrieve personal information of the patient. It retrieves entire data about the patient comprising from basic contact details to investments made specifically content about Insurance.

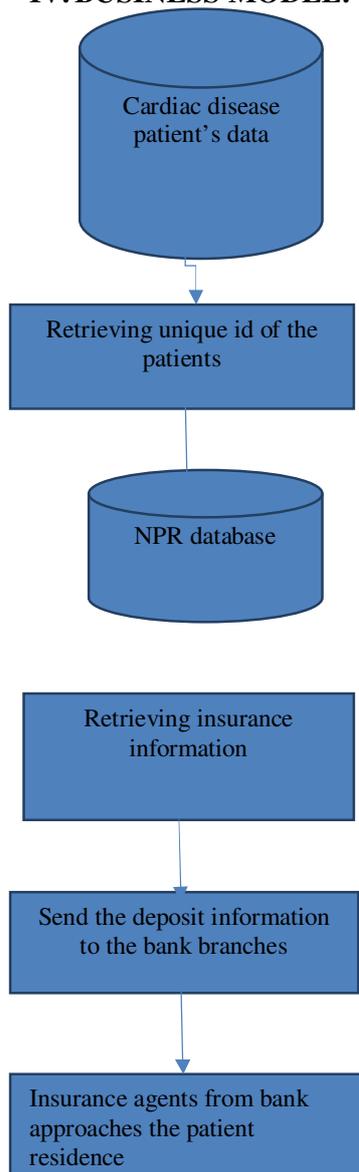
**C. Stage – 3**

The populated database is customized with vital processed data. Using PAN, retrieve the investment data. Specially, insurance details are pre-empted. Using the policy number, sum assured must be tracked as in Figure 1.

**D. Stage – 4**

The patients neighborhood area banks[3] receive the status of the patients and insurance options. By observing the same, branch managers send the executives to canvass for deposits at their respective banks.

**IV. BUSINESS MODEL.**



*Figure 1. HIS-Insurance System Model*

## V. PSEUDO CODE SNIPPET.

```
data_retrieval(unique_id)
{
    if(unique_id(patient_id)==1)
    {
        data_retrieval(unique_id);
        store the retrieved data;
    }
}
Using retrieved_data;
Data_invest(unique_id)
{
    If(unique_id has insurance)
    {
        Store_max(insured amount);
        Forward_data(unique_id);
        To_bank(unique_id);
    }
}
```

## VI. CONCLUSION.

With the advent of SMAC, the business of the trend setters will migrate to the next generation tags. By influencing the analytics, business logic can be retrieved by studying the behavior of the user.

## REFERENCES

- [1] [www.facebook.com](http://www.facebook.com)
- [2] [www.uidgov.in](http://www.uidgov.in)
- [3] [www.imrb.com](http://www.imrb.com)
- [4] [www.en.wikipedia.com](http://www.en.wikipedia.com)

## ABOUT THE AUTHORS

**Ashok Murugesan** received his M.Tech from JNTU, Anantapur. He completed his BE from Madurai Kamaraj University, Madurai. He is the academic consultant for Fabmax Semiconductors Research Labs Private Limited, Chennai. His area of research includes Grid Computing, Cloud Computing, and Computational Intelligence. He is the member of ISTE. He presented several papers in National and International Conferences. He published 35 papers in peer reviewed International Journals. He is serving as TPC member for international workshops & conferences.

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