WHAT this workshop OFFERS:

**Showcase of proven and competitive analytics strategies to optimise your business intelligence**
Gain otherwise unattainable insights on successful analytics strategies from companies that have optimised business intelligence in their company; what they have done and how they have done it.

**Compelling attributes of successful analytically-oriented organisations**
Analyse attributes needed and how a well-fostered analytics culture contributes to the overall performance of a company.

**Utilise and maximise the potential of analytics**
Learn how to leverage on business analytics as the emerging competitive tool to emerge as the winner in competing in the red ocean.

**Discover the best data mining and analytics methodologies**
Understanding analytics and data mining from different industries’ perspectives and how the application of data mining strategies in supporting business intelligence reporting.

**Case study on how analytics can be applied in critical business units**
Learn from successful implementors of BA in core business areas, challenges faced, lessons learnt and strategies for gaining buy-in.

**International panel of speakers**
Participants will be presented with an array of strategies, methodologies and case studies from around the world and see how BA principles and practices can be applied cross industry in gaining a competitive advantage.

**A post conference workshop on Knowledge Discovery with Data mining**
A no-frills, hands-on practical workshop that emphasises on how to use the best of data mining & data modeling to acquire competitive and pertinent knowledge & information for your business planning.

**Panel discussion on currently available and effective BA tools**
Gain exclusive insights to what are the tried and tested tools and methodologies as well as emerging ones through a panel of experienced practitioners and experts.

WHO should ATTEND:

Presidents, Vice Presidents, Directors, General Managers, Senior Managers & Managers of:

- Business Analytics
- Business Intelligence
- Data Analytics
- Business Analysts
- CRM/Risk/Web Analytics
- Marketing Intelligence
- Business Decision Makers
- Business Units
- IT Project Managers
- Application/Architecture
- Statistics
Conference Agenda


8.30am Registration & Welcome
9.00am Welcome Remarks from the Chair
   Mr. Keith McCormick, Consultant & Trainer, Overbeck Analytics Ltd, UK

9.15am Session One: Business Analytics in the Application of Business Intelligence
   • Business analytics - its business definition and the elimination of misconceptions
   • Delivering business value from analytics
   • How the deployment of business analytics helps to optimise business intelligence
   • The potential of business analytics in the delivery of business metrics
   Prof. Nan Hu, Associate Professor, School of Information System, Singapore Management University, SINGAPORE

10.00am Morning Refreshments / Networking Break

10.30am Session Two: Leveraging on BA for Competitive Advantage
   • How business analytics has become the next weapon to compete in the red ocean
   • Identifying the advantage in using business analytics to improve process flow
   • Utilising accurate analytics in understanding customers' needs better to improve overall service delivery
   • Strategies to derive personalised analytics reporting for business performance monitoring
   Prof. Elizabeth Chang, Director of Digital Ecosystems & Business Intelligence Institute, Curtin University of Technology, AUSTRALIA

11.15am Session Three: Application of Business Analytics at the Strategic Level
   • Business analytics usage in the formation of strategies
   • The application of business analytics in strategic financial management
   • Best practices of financial decision modeling using effective analytics methodology
   Mr. Amit Chemburkar, Director, BIPM - Asia Pacific, Tata Consultancy Services, INDIA

12.00pm Session Four: Business Application of BA in Core Functional Area
   • The usage & application of analytics to optimise deliverables in core functional area
   • The synergistic effect when business analytics compliment business intelligence in producing results in the core functional area
   • How a well fostered enterprise-wide analytics culture helps in an organisation's overall performance
   Dr. Khoo Guan Seng, Head, Global Risk (Models Validation), Standard Chartered Bank, SINGAPORE

12.45pm Networking Lunch

2.00pm Session Five: Driver of Analytical Competition
   • The significance of buy-in and presence of commitment among business users and senior management
   • Identifying and applying the value of analytics in driving enhanced performance
   • The attributes of successfully analytically oriented organisations
   Mr. Tom Cowgill, Group Manager - Business Analysis, Telstra Business, AUSTRALIA

2.45pm Session Six: ROI and Performance Measurement
   • Building a compelling business case for business analytics
   • Maximising ROI from improved operational efficiency
   • The usage of analytics and its direct impact on performance and financial measurement
   Mr. Michael Matthews, Manager, Solutions & Improvements, Business Services, Insurance Australia Group (IAG), AUSTRALIA

3.30pm Afternoon Refreshments / Networking Break

4.00pm Panel Discussion: User Friendly BA Methodologies & Tools
   Panelists:
   Speaker, Job Title, Company, COUNTRY
   Speaker, Job Title, Company, COUNTRY
   Speaker, Job Title, Company, COUNTRY
   Speaker, Job Title, Company, COUNTRY

5.30pm Closing Remarks / End of Conference Day One
Tuesday – January 29, 2008

Data Mining Application Areas
- Customer churn-retention modeling
- Customer Acquisition Modeling
- Propensity to purchase
- Recommendation/Multiple offer modeling
- Fraud/crime detection

CRISP-DM and TotEM: Established Processes for Data Mining Success
- The TotEM™ Roadmap, Total Enterprise Modeling
  - Identifying untapped value
  - Unlocking untapped value
  - TotEM ROI
- CRISP-DM: a non-proprietary process for data mining (www.crisp-dm.org) business understanding phase
  - Data understanding
  - Data preparation
  - Modeling
  - Evaluation
  - Deployment

What are the Most Important Data Mining Methodologies? Discussion with Slides:
- Classification Trees
- Neural Nets
- Cluster Analysis
- Association Rules
- Traditional Statistical Techniques

I have a good model, now what?
- Organisational Buy-in and TotEM
  - ROI can not be achieved unless the enterprise actually puts the model into use
  - How will the people within the organisation directly benefit from the knowledge gained from data mining
  - How everyday decision making can be assisted by data mining
- Issues Concerning Deployment
  - Scoring the model
  - Involving IT
  - Data issues with deployment
- Measuring Return on Investment, Profit and/or Savings
  - KPIs, KPPs and Data Mining Results
  - How monitoring the model supports business intelligence reporting

Mr. Keith McCormick’s list of clients

USA
- Capital One
- Carfax
- Hitachi
- National Golf Foundation
- Lincoln Financial
- Accenture
- McKinsey
- Booz Allen Hamilton
- University of Oregon
- Northern Illinois University
- Worcester Polytechnic Institute

Others
- Vodafone D2, Germany
- Telecel Vodafone, Portugal
- O2, Germany & Ireland
- British Telecom, UK
- Bank of Yokohama, Japan
- Commerzbank, Germany
- Bristol & West, UK
- AOL Time Warner, Europe
- Whirlpool, Italy
- Co-Op, UK
- Daimler Chrysler, Germany
Europe, primarily for the financial services, telecommunications and IT sectors. General insurance, pricing and modelling solutions. Michael has almost 20 years of experience and has worked and presented in Australia and Singapore. His group provides real-time or as close as possible to real time analysis of Telstra performance in this market. It also involved managing an extensive program of data cleansing in the customer DB or. In his current role Tom is involved in developing, refining and reporting (from the systems that Telstra has developed in the 1st 12 months) on key business metrics and business performance.

Mr. Keith McCormick, Consultant & Trainer, Overbeck Analytics Ltd, UK

KEITH McCORMICK joined OAL in 2006 to provide training consultancy on statistics and data mining applications. Keith has been an active researcher and data analyst since the early 1990s and for the last several years he has helped thousands of participants learn statistics and data mining using SPSS and Clementine software. While still a sought after trainer, Keith is also a consulting resource in data manipulation, data analysis, data mining and SPSS programming. Prior to his training career, Keith’s research focused on education studies; specifically personality, learning styles, and standardised testing. His work was a collaboration of his Alma mater Worcester Polytechnic Institute (WPI) and the Center for Applications of Psychological Type (CAPT), a research non-profit specialising in the Myers Briggs Type Indicator. With almost 15 years of doing related works and 8 of them are in data mining, Keith is still very much active and involved in marketing research, survey analysis, predictive modeling and data mining.

Mr. Tom Cowgill, Group Manager - Business Analysis, Telstra Business, AUSTRALIA

TOM COWGILL is a Group Manager Business Analysis for Telstra Business. He joined Telstra Business 14 months ago and was responsible in the 1st instance for developing a relational data repository that would allow for the analysis of key business drivers in the group. These included analytics DBoR the business to determine performance by channels, customer segments, products and Geography. It also involved managing an extensive program of data cleansing in the customer DBoR. In his current role Tom is involved in developing, refining and reporting (from the systems that Telstra has developed in the 1st 12 months) on key business metrics / analytics for the Group. His group provides real-time or as close as possible to real time analysis of Telstra performance in this market.
Dr. Khoo Guan Seng, Head, Group Risk (Models Validation), Standard Chartered Bank, SINGAPORE

Dr. KHOO is the Head, Group Risk (Models Validation) at Standard Chartered Bank. He has over 20 years of data-mining, hedge fund & risk analytics work-experience. His team at Stanchart performs risk models validation for Basel 2 (credit, market, operational & Pillar 2 risks) and BIPRU compliance. Previously, he was the Head of the Innovation Unit at the Singapore Exchange (SGX), where his assignment included researching & creating new risk management products and services to be exchange-traded and OTC-ed, including REITs index products and commodity derivatives. Prior to that, he was the Group Chief Risk Officer of RHB Capital, Malaysia, where he implemented an enterprise-wide risk management (ERM) system that cut across all the 10 subsidiaries, including RHB Islamic, RHB Bank and RHB Investment Bank. He has also worked with ATOS Origin, Asia Consulting and American Bourses Corporation (ABC), a spin-off company of the Man Group, to provide risk management and Basel 2 implementation solutions. His clients included the Ministry of Finance (Thailand), Bank of Thailand, Citigroup, HSBC, Maybank, PT Bank Buana, Minsheng Bank, Haitong Securities and industry bodies in Singapore and Malaysia. At ABC, he was SVP and Country Head (USA) and based in Chicago, Illinois, & Denver, Colorado, where he partnered Townsend Analytics and Terra Nova Trading to provide risk and trading analytics to institutional and retail clients trading through the ECNs in North America, and in North Asia with Xinhua Financial Network (XFN). He holds a PhD in Physics (Data-Mining & Mathematical Simulation of Materials Science) from NUS (National University of Singapore) under the co-supervision of Nagoya University and has done post-doctoral studies at MSI's (Molecular Simulations Inc.) research centers in Pasadena (Caltech), Boston, and Tokyo, as well as at the University of Minnesota with Prof John H Weaver (currently at University of Illinois, Urbana-Champagne).