

Conference On

# **BIG DATA & ANALYTICS 2016**

**“The transformation to data-driven business starts here!”**

**8 & 9 November 2016 • Hotel Istana • Kuala Lumpur • Malaysia**



*Expectations of the technology are high, a Gartner survey in September 2015 showed more than 75% of companies are investing or planning to invest in big data in the next two years, and 37% of those projects are being driven from board level.*

**16 leading industry players from around the region to share their expert knowledge**

We Bring  
The World's  
Best Knowledge  
to Your Doorstep



## 16 LEADING INDUSTRY PLAYERS FROM VARIOUS INDUSTRIES TO SHARE THEIR EXPERT KNOWLEDGE



**JON CATLING**  
**Director Global Data Architecture,**  
**Las Vegas Sands Corp, Singapore, USA**

Jonathan (Jon) Catling is Director Global Data Architecture for Las Vegas Sands Corporation. Responsible for Data Management, Governance and Data Science globally. He is focused on thought leadership for Data & Information Science at Sands culminating in setting up the Center of Excellence for Analytics to bring together the diversity of business focus as well as global data issues to the multi-domain demands of an integrated resort.

Prior to joining Sands in 2012 he worked with BHP Billiton Mineral Exploration designing a subject matter focused enterprise search engine for geological and GIS services. His eclectic professional development has lead him across several industries including Resource Mining, Building Materials Manufacturing, Banking / Insurance / Wealth Management, Agricultural Science and Software Development.



**PADMANABHAN RAMASWAMY**  
**Head of Business Intelligence & Analytics,**  
**GEMFIVE.COM, Malaysia**

Padmanabhan has more than 10 years of leadership experience in analytics & consumer insights across APAC. He has strong expertise in predictive analytics and driving data driven business decisions. He has experience in building high performance analytics teams in both start-ups and large corporations.

Prior to GEMFIVE, he was the Regional Head of Marketing Intelligence & Analytics at Lazada Group, South-East Asia. He also worked in analytics consulting with Pointlogic, APAC, IPG Mediabrands & the Nielsen Company. He holds a Masters in Social Research Methods & Statistics from London School of Economics & Political Science (LSE).



**ACHIM GRANZEN**  
**Chief Technologist (Analytics & Data**  
**Management), Hewlett Packard Enterprise,**  
**Singapore**

Achim Granzen is the Chief Technologist for the Analytics & Data Management (A&DM) practice of Hewlett Packard Enterprise in Asia, helping clients generate actionable insights from business intelligence, analytics and big data technologies. Granzen helps organizations to develop and implement a strategic approach to business analytics and designs tailored client solutions and develops reference architectures for new technologies. He has a focus on customer analytics for telecommunications, retail and financial services and expertise on text/sentiment analytics, predictive maintenance, and social analytics.

Prior to his current role, Granzen was a Senior Architect with Microsoft where he established the Data Insights Center of Excellence for the Asia region. Granzen has more than 19 years' IT industry experience, primarily in the analytics software and services business Prior to joining Hewlett Packard Enterprise (HPE) in 2015, he worked for SAS Institute, IBM, and Microsoft, with regional responsibilities in Europe, the US, and Asia. He is based in Singapore since 2007. Granzen is an HPE Distinguished Technologist. He holds a master's degree in physics and studied in Germany and the UK.



**STAN LEE**  
**Chair, BigData Special Interest Group (SIG)**  
**Pikom, Malaysia**

Stan Lee has been in the IT industry for the past 15 years, starting from a humble beginning with Trend Micro Inc (listed in NASDAQ), a global anti malware solution provider back in 2000 when Trend Micro Inc. re-established themselves in Malaysia. During his tenure, Trend Micro Inc Malaysia office has grown from a size of 2 staffs and grown to the size of 24 by 2009, where his last position was the Country Sales Manager – Enterprise

Stan has presented not less than 300 public speeches in

seminars, training, public events and exhibition covering numerous topics ranging from organizational best ICT security practices and big data. Stan became the first Pikom BigData SIG chair person when he mooted the idea in 2015, and Pikom BigData SIG was officially launched in October 2015 with a total of 120 members as of August 2016. His in-depth industry knowledge is often sought after by organizations in their search of bigdata analytics initiatives.



**JOHNSON POH**  
**Chief Data Scientist, ASEAN Region, Booz**  
**Allen Hamilton, Singapore**

Johnson is currently Chief Data Scientist (ASEAN) at Booz Allen Hamilton focusing on big data processing, advanced analytics and visualization capabilities as well as an Adjunct Faculty of Analytics at Singapore Management University School of Information Systems. He was formerly Head Data Science / Principal Data Scientist at MINDEF Defence Management Group and Senior Technical Staff at DSO National Laboratories, specializing in modelling, simulation and developing analytics tools across government agencies. He obtained his postgraduate degree at Yale University in Statistics and bachelor's degrees at University of California Berkeley in Pure Mathematics, Statistics and Economics.



**MUTHURAMAN RAMASAMY**  
**Lead Enterprise Architecture (Data, EDW**  
**and MDM) APL**

A Strategic technologist and Senior executive with more than 20 years of experience in Leadership, Vendor management and IT Road map with specialization in Enterprise Data Architecture, Data Analytics, Data Governance and Management, Data Integration, Business Intelligence (BI), Cloud data architecture, MDM, Big data and Enterprise Data warehouse (EDW) architecture .

He specialized in defining and implementation of Data Management, Data policies, Data standards, Data governance,

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Data retention and archival standards and Data security guidelines. He has a strong domain knowledge in Financial Services, Banking, Credit Cards industry, IT distribution and Manufacturing industries.



**GERARD K M LIM**  
**Chief Executive Officer, ATILZE Digital Sdn Bhd, Malaysia**

Gerard Lim has over 20 years of experience in the Technology, Media and Telecommunications (TMT) industry with specialization in interactive digital media, e-business solutions, converged IP communications, e- & m-commerce, mobile apps, social, cloud, Internet of Things (IoT), big data analytics and actionable insights. He has implemented many successful and innovative e-solutions for various governments, private corporations, telecom operators, conglomerates and multinationals around the world with a proven track record in digital strategy, business modeling, experience design, digital marketing and business development.

He has a proven track record of building various digital businesses from start-up as well as turnaround, growing the businesses into multi-million dollar ventures and exiting two of the ventures through trade sale to public listed companies; creating significant Return On Investment (ROI) for shareholders. He is a specialist writer in the domain of digital directions. Gerard is currently the Chief Executive Officer of Atilze Digital Sdn Bhd; a Malaysian based IoT enterprise that is Connecting All Things in Life from A to Z and impacting millions of lives across Southeast Asia.



**PANKAJ LUNIA**  
**ASEAN Distribution Sector Solutions Leader, IBM Cognitive Solutions Singapore**

Pankaj Lunia is Associate Director - Cognitive Transportation Solutions at IBM ASEAN. He carries about a quarter century of working

experience and specializes in advance technology solutions for solving urban transportation issues. As Regional Business Manager, Pankaj works closely with transportation authorities in the region to help them conceptualize and develop projects for addressing city's mobility needs. His key areas of interest are Transport data analytics, Demand and Usage patterns, Fusion Analytics and Fare Integration & Payments Management. He is a thought leader and a passionate speaker at various fora on topics like big data, Internet of Things, Analytics and Cognitive computing and their application in the field of transportation. He is a member of ITS Singapore and contributes in ITS Standards working groups in the region.



**VINOD EBINEZER**  
**Head Digital Platform Bigdata COE, Schlumberger, India**

Vinod Ebinezer is currently heading Global Big data COE for Schlumberger. He has totally 14 years of IT experience with strong candidature with intellectual horsepower and excellent problem solving skills. Vinod is known to be a mixture of data scientist and data artist. Being a data poet, Vinod is excellent in discovering meaning in data and creating smart romanticism via intelligence amplification. He is also known as a vampire with an insatiable appetite for the impossible.



**MOHAMMAD ALAUDDIN**  
**Head of Data Science AirAsia Berhad, Malaysia**

Mohammad Alauddin have Over 12+ years of experience in Digital, Web and Data Analytics, Data Warehousing, Business Intelligence and Data Science Solution Development. He has successfully developed Analytics solutions for Telecom and Airlines such as Customer Segmentation, Network Fault Detection, Channel Acquisition, Attribution model, Behavior & Conversion analytics, Revenue Optimization, Customer Experience Management, Sales Funnel,

Digital and Web Analytics. Recently, his team unleash the power of Cloud by transforming the existing data warehouse to Google Cloud Platform based Analytics Data Mart using BigQuery, Python and Tableau. He has developed Hadoop based analytic applications for real time complex log processing and Network fault detection through statistics and machine learning algorithms.



**LEONG WOO YAN**  
**Head of Data Analytic, Ace Jerneh Insurance, Malaysia**

Coming from a background of statistics, Leong Woo is no stranger to data and analytics. He heads the analytics team within the Consumer Lines in Chubb Insurance, partnering closely with the business to provide insights and intelligence for strategic decision-making. Always innovative and in the forefront of change, he is most passionate about transforming data into meaningful insights that will have a positive impact to the business. Prior to that, he worked as a Data Scientist in Digi Telecommunications, a family of Telenor Group. Leong Woo has over 10 years' experience in Analytics and CRM, gained across Singapore and Malaysia.



**DR. OLAV LAUDY**  
**Chief Data Scientist, IBM Analytics, Asia-Pacific NCR - National Capital Region, Philippines**

Dr. Olav Laudy is Chief Data Scientist for IBM Analytics, Asia-Pacific. In his current role, he helps IBM clients identify and quantify analytic opportunities. Dr. Olav enjoys articulating complex analytical concepts in layman's terms, contextualized to the business, and he is known for his ability to accelerate analytic deployments. In his prior position as Worldwide Predictive Analytics Solutions leader, Dr. Olav stood at the birth of a great many analytic projects across all geo's and industries as telco,

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banking, automotive, retail, and insurances. He helped a large Canadian retailer build up its analytic supply chain model; in the same company, he also created an analytic Center of Competence, helping the company to change their analytic department from a cost to a profit-center. As a client technical advocate, Dr. Olav was involved on a long term basis with a premium German car manufacturer, where among many other projects, he built a guided diagnostics system to help engineers determine any issues with a car in the quickest possible way. In recent months, he was involved in the creation of a roadmap for a large Thai conglomerate looking to create synergies across their businesses through the use of analytics. Dr. Olav's is passionate about analytics based data monetization and the ethical use of data science results.



**ALAN SUMANO**  
**People Analytics Head for Global Supply Chain, Schneider Electric, Singapore**

Alan Sumano collaborates in Schneider Electric as Head of People Analytics for the Global Supply Chain Business Unit, where he helps to shape the People Analytics strategy for a population of around 60,000 employees around the globe. Alan has more than 14 years of experience in Business Analytics for different industries and countries, in different positions and functions.

Alan holds a bachelors degree on Information Systems and a Masters Degree in Administration, he is also a published IBM Redbook Author for Metadata Management.



**HARIS AZIZ**  
**Head of Business Practices & Professional Services, Telekom, Malaysia**

Haris Aziz has 25 years industry experience & is currently responsible for Business Practices & Professional Services for VADS Berhad, a wholly owned subsidiary of Telekom Malaysia. Part of his role is developing Strategic ICT frameworks & engagement models in the areas of Smart Services & traditional ICT solutions for Real Estate, Retail, Govt, FSI, etc. He was previously the RND IT Country Manager for Motorola, with responsibilities spanning across Asia. Subsequently, he was the CIO for MIMOS, a CMMI Level 5 RND organisation – bringing local technologies to market. Prior to VADS, he was the EVP of IT (Group CIO equivalent) for Prasarana – a national public transportation company.

Haris holds an MBA, and attained double degrees – BSc. in Electrical Eng. (minor in Math) and BSc. in Computer Eng. He also achieved IT Security professional certifications of CISSP (Certified Information System Security Professional) & CEH (Certified Ethical Hacker).



**SARITA ARORA**  
**Head of Analytics, Aditya Birla Financial Services Group, India**

Sarita Arora holds a Masters in Mathematics degree from IIT Delhi and has over 11 years of experience spanning across Analytics, Risk, IT and Finance. She has previously worked in various organisations like Kotak Mahindra Bank, Firstrand Group, ING Vysya Bank, Tata Consultancy Services etc. and has vast experience in building business models around technology platforms and analytical use cases.

She currently heads the Central Analytics Unit in Aditya Birla Financial Services Group (ABFSG) and engages with 13 business units under the umbrella of Aditya Birla Financial Services. She has been instrumental in setting up and strategizing the Analytics' Operations in ABFSG and has worked extensively in the area of predictive, text and speech Analytics across Life and Health Insurance, Asset Management, Payment Banking, Broking and Lending arm of ABFSG. Over years, Sarita Arora has also bagged multiple awards for her contribution in the field of Analytics and is also an Analytics' guest faculty in some of the most prestigious institutions in India.



**CHUAN DEH HUI**  
**Senior Product Manager, Cloud + Enterprise, Microsoft Malaysia**

Deh-Hui is passionate about all things data and is currently the Senior Product Manager for Microsoft Malaysia's Cloud + Enterprise product team, whose charter is to help customers + partners do great things with Cloud and Data platforms such as Azure, Enterprise Mobility Suite, SQL Server, Power BI and Internet of Things on Azure. Deh Hui graduated with a Msc degree in Computer Science from the Singapore-MIT Alliance (program under National University of Singapore + MIT, USA) and holds a Bsc double majoring in Computer Science + Mathematics from the University of Georgia, USA where she was accorded Presidential Scholar + Dean Awards.

## ZeNith Welcomes All Delegates

*Greetings,*

*According to research by MGI and McKinsey's Business Technology Office, the amount of data in our world has been exploding, and analysing large data sets "so-called big data" will become a key basis of competition, underpinning new waves of productivity growth, innovation, and consumer surplus.*

*Some companies are already turning the Big Data promise into reality. Those that use Big Data and analytics effectively show productivity rates and profitability that are 5 – 6 percent higher than those of their peers. Great! But how did organisations overcome the headache- including challenges presented by Big Data to become data-centric?*

*If you find yourself asking this question more often than you would like, we invite you to join us in Kuala Lumpur at the BIG DATA & ANALYTICS 2016 with the theme "The transformation to data-driven business starts here" to discover how to embed a data-centric culture into your business and capitalise on Big Data.*

*Take part in our 2 days of exclusive networking session, debates, C-Suite level panel discussions, case studies and roundtables; all combatting the challenges that prevent organisations from reaping unparalleled benefits from Big Data.*

*On behalf of the entire team, I look forward to meeting you in November!*

*Regards,  
Malar Chandrasekhar  
Senior Conference Producer (APAC)*

### ATTENDING THIS CONFERENCE WILL ENABLE YOU TO:

- Understand the role of Big Data and Analytics in an organization
- Combat the data talent gap and develop your workforce into a team of data-savvy individuals.
- Implement the most effective systems, tools, and technologies to manage and analyse Big Data.
- Discover ways to overcome major challenges an organization face in Big Data
- Use customer insight to enhance your customer experience strategy and drive customer loyalty.
- Discuss the benefits of making data driven decisions in our panel discussion

### SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Focused and high-level, the event will be an excellent platform to initiate new business relationships. With tailored networking, sponsors can achieve the face-to-face contact that overcrowded trade shows cannot deliver.

Exhibiting and Sponsorship options are extensive, and packages can be tailor-made to suit your individual company's needs. Most packages include complimentary entry passes, targeted marketing to industry officials and executives, and bespoke networking opportunities.

Find out more about the exhibiting, networking and sponsoring opportunities available by contacting, **Malar Chandrasekhar** at +603-2284 3366 or e-mail to [malar@zenithbizness.com](mailto:malar@zenithbizness.com)

08.30 am: **Registration and Morning Coffee**

09.00 am: **Welcome Note by the Chairperson**

09.10 am: **Opening Keynote: Current development of Big Data in South East Asia - To Be Advised**

- Landscape and Legislation
- Progress of Big Data Adoption by organization in SEA- A market analysis

09.40 am: Panel Discussion: **The Rising of Big Data- Obstacle or Opportunity?**

- ◆ **Facilitator: Jon Catling**, Director Global Data Architecture, Las Vegas Sands Corp, Singapore
- ◆ **Achim Granzen**, Chief Technologist Analytics & Data Management, Hewlett Packard Enterprise, Singapore
- ◆ **Sarita Arora**, Head of Analytics, Aditya Birla Financial Services Group, India
- ◆ **Stan Lee, Chair**, Big Data Special Interest Group at The National ICT Association of Malaysia (PIKOM), Malaysia
  - What benefits will Big Data bring to your business?
  - Is Big Data technology worth the investment?
  - What challenges and obstacles may await you?
  - How are industries changing with proliferation of Big Data – examples
  - The future of Big Data

10.40 am: **Morning Refreshments**

11.00 am: **Expert Presentation: The New Oil or Renewable Energy? Using Innovative Business Models to Turn Data into Profit**

- ◆ **Jon Catling**, Director Global Data Architecture, Las Vegas Sands Corp, Singapore
  - Why and how to develop data products in user-facing applications and businesses?
  - The science part of data science introduces rigorous and replicable experimentation into business and adds

value beyond raw data.

- Used well, data is not like oil that gets consumed once and then is gone. Data can and should be used over and over again for multiple purposes and by different decision-makers across a business.
- Variety of examples from the financial technology and services sector, as well as a few other consumer-facing mobile and web businesses.
- The talk will emphasize data visualization as a way to illustrate the main points and in general as an important part of data science that adds value to a business. So be prepared to explore a lot of data and see a lot of plots and charts.

11.30a.m: **Expert Presentation: Implementing the right strategy for Big Data- key success factor for every business**

- ◆ **Padmanabhan Ramaswamy**- Head of Business Intelligence & Analytics, GEMFIVE, Malaysia
  - Changing face of both data and how business is done
  - New data sources and streams (structured and unstructured)
    - New ways of business: digital only and Omni channel businesses
  - Aligning business stakeholders with big data strategy
  - Mapping business requirements to data architecture
    - Insight generation framework to business
    - Predicting future outcomes for strategic planning and optimization
  - Forecasting future outcomes and scenario building to drive all aspects of business

12.00 pm: **Expert Presentation: Big Data: Core elements for operationalizing big data analytics**

- ◆ **Achim Granzen**, Chief Technologist Analytics & Data Management, Hewlett Packard Enterprise, Singapore
  - Objective: Gain measurable and sustainable business results from analytics by embedding analytic processes and insights into day-to-day operations enabling

analytically driven decisions.

- Creating repeatable and ongoing business value from big data analytics requires a close collaboration between business units and IT, as analytics must be integrated into business applications and processes, some of which - as a consequence of analytics - will need to change.
- Besides technology, this requires organizational, skills, cultural and business process aspects to be addressed.
- This session will cover the key processes areas that must work together to support the seamless flow from initial analytic discovery to embedding predictive analytics into business operations, applications and IoT devices and machines

12.30 pm: **Expert Presentation: Big Data Integration: The Most Important Variable**

- ◆ **Stan Lee**, Chair, PIKOM Big Data Special Interest Group at The National ICT Association of Malaysia (PIKOM), Malaysia
  - The most important V in BigData- variable Is VALUE
  - Big picture of BigData
  - BigData – Business vs technicality
  - The last V – Value of BigData

01.00 pm: **Networking Luncheon**

02.00 pm: **Expert Presentation: Building an effective Big Data management team: In line with Your Organization Goal**

- ◆ **Johnson Poh**, Chief Data Scientist, ASEAN Region, Booz Allen Hamilton Singapore
  - Data Scientists typically require a range of interdisciplinary skill sets in the practice of data analytics and product development.
  - We discuss the relevant skills required to meet this rising demand in the current landscape where massive data is increasingly available.

## DAY ONE 8<sup>th</sup> November 2016

# AGENDA

- We briefly introduce the full stack data pipeline, from the phases of data management, algorithms to the development of the front end visualization.
- We propose a strategy to overcome the current talent gap and assemble a team with the right mix of qualities.

02.30 pm: **Expert Presentation: Big Data, Big Success!**

- ◆ **Muthuraman Ramasamy**- Lead Enterprise Architecture, APL
  - Big Data Success Story
  - Real cases studies across different industries

03.00 pm: **Expert Presentation: Big data and the Internet of Things: Two sides of the same coin?**

- ◆ **Gerard K M Lim** - Chief Executive Officer, ATILZE Digital Sdn Bhd

- See big data and IoT in a way you haven't seen them before. It may even change your current mindset.
- Understand the similarities and differences between big data and IoT.
- Know which questions to ask before engaging in a big data or IoT project.

03.30 pm: **Afternoon Refreshments**

04.00 pm: **Panel Discussion: Big Data Analytics for everyone - various industries perspective**

- ◆ **Paul Meinshausen**- Chief Data Officer at PaySense, Mumbai, India
- ◆ **Vinod Ebinezer**- Head Digital Platform, Schlumberger, India
- ◆ **Padmanabhan Ramaswamy**- Head of Business Intelligence & Analytics, GEMFIVE, Malaysia
- ◆ **Jon Catling**, Director Global Data Architecture, Las Vegas Sands Corp, Singapore

Whether your organization is large or small, there is a Big Data analytics solution for you. A key consideration is to assess how conventional analytics can co-exist with Big Data to carve out numerous gains such as improved security and decision-making. This session will cover:

- History and evolution of big data analytics
- Why is big data analytics important?
- Big data analytics in today's world
- Barriers to Big Data Analytics

5.00 pm: **Closing for Day One**

## DAY TWO 9<sup>th</sup> November 2016

8.30a.m: **Re-registration and Morning Coffee**

9.00a.m: **Opening & Welcome Remarks**

9.10a.m: **Panel Discussion: A Design for Business Success: Extracting Value from Data**

- ◆ **Haris Aziz** (CISSP, CEH), Head of Business Practices & Professional Services, Telekom, Malaysia
- ◆ **Leong Woo Yan**, Head of Data Analytic at Ace Jerneh Insurance, Malaysia
- ◆ **Alan Sumano**, People Analytics Head for Global Supply Chain, Singapore
- ◆ **Dr. Olav Laudy**, Chief Data Scientist, IBM Analytics, Asia-Pacific, Philippines

- Opportunities & Challenges: Identifying trends and patterns of activity in structured and unstructured data to better understand your customers, users, transactions and systems
- Forecasting and Decision-Making: Turning data into new visibility, insights and business intelligence
- Utilising predictive analytics for impactful action
- Building an agile, responsive and powerful Big Data architecture

10.10a.m: **Expert Presentation: Big-Data-as-a-Service: Can Customer Insight Be Made Easy?**

- ◆ **Pankaj Lunia**, Cognitive Transportation Solutions Leader, IBM, Singapore

- Data is today seen as a new natural resource
- Most systems leverage only a small portion of data, most part remains dark data
- Big Data technologies offer capabilities to manage large volumes of data of various types.
- Cognitive capabilities are required to sieve through dark data and identify elements of interest that add value to the business.

10.40a.m: **Morning Refreshments**

11.00a.m: **Expert Presentation: Big Data Analytics – Challenges & Solutions**

- ◆ **Vinod Ebinezer**- Head Digital Platform Bigdata COE, Schlumberger, India

- Building Data Lake a Data Centric approach to build next generation Analytics for Enterprises
- How cloud is the best platform for modern Data platform?
- Big Data analytics with multi-intelligence for sensor data and real time analytics and man-machine crowdsourcing using MapReduce framework.

11.30a.m: **Expert Presentation: Big trends in big data analytics**

- ◆ **Mohammad Alauddin**- Head of Data Science, AirAsia Berhad, Malaysia
  - Big trends in big data analytics: Starting from conventional database system and analytics tools, how Bigdata assisting Industry today boost up their revenue, to prevent churn in telecom, to predict flight delay, to predict what you are going to buy next, to build dynamic pricing model etc.
  - Hadoop Ecosystem: Meet with enterprise data operating system for large volume parallel data processing. Know Bigdata lakes in Hadoop ecosystem.
  - Know the power of analytics cloud platform and save your investment. Learn how to build your ETL, BI Visualization, Statistics and Machine Learning Analytics use cases in Google Cloud Platform.
  - Industry use case: Know your digital space. Who are visiting your site and apps? Predict next best action for your visitors? Increase conversion rate? Predict what visitor like, what they dislike and win the sales? Know how to segment your customers and offer right products to right segments at right time?

12.00p.m: **Expert Presentation: Key trends and emerging technologies in advanced analytics**

- ◆ **Leong Woo Yan**, Head of Data Analytic at Ace Jerneh Insurance, Malaysia
  - A brief history of Advanced Analytics
  - Analytics IQ for Companies

- Hadoop, Mobile Computing & Cloud Computing
- The Future of Advanced Analytics

12.30 pm: **Expert Presentation: Big Data Analytics: What Possible with Big Data?**

- ◆ **Dr. Olav Laudy**, Chief Data Scientist, IBM Analytics, Asia Pacific, Philippines
  - Big Data Analytics in Action
  - Big Data Best Practices
  - Case studies across industries

01.00 pm: **Networking Luncheon**

02.00 pm: **Expert Presentation: Selecting a Big Data Solution: Questions to Ask**

- ◆ **Sarita Arora**, Head - Analytics at Aditya Birla Financial Services Group, India
  - Organization's End Objective and Readiness
  - Data Availability and Data Flow
  - Solution Flexibility to Incorporate future Data Inflows/Technology Changes
  - Big Data Solution - A differentiator in business?
  - Cost versus Benefit
  - Information Security and compliance Needs

2.30 pm: **Expert Presentation: The importance of BI data discovery and in-memory technologies for tapping big data**

- ◆ **Alan Sumano**, People Analytics Head for Global Supply Chain, Schneider Electric, Singapore
  - How advanced analytics for big data can complement BI systems and expand their power
  - How BI systems can work with big data technologies
  - The role of advanced analytics for performance management metrics and real-time insights

03.00 pm: **Expert Presentation: Big Data, Big Security Challenges**

- ◆ **Deh Hui Chuan**, Senior Product Manager - Cloud + Enterprise, Microsoft, Malaysia
  - The Massive Scope of Big Data Security
  - Limitations of Traditional Encryption Approaches
  - To the Point: Who's Sabotaging Your Information Management Program and What You Can Do About It

03.30 pm: **Afternoon Refreshments**

03.50 pm: **Panel Discussion: Road map for Securing Big Data Environments**

- ◆ **Deh Hui Chuan**, Senior Product Manager - Cloud + Enterprise, Microsoft, Malaysia
- ◆ **Muthuraman Ramasamy**, Lead Enterprise Architecture, APL
- ◆ **Johnson Poh**, Chief Data Scientist, ASEAN Region, Booz Allen Hamilton Singapore
  - Any organization today will be overwhelmed with the massive amounts of data generated within their organization as well as that from the external. Making sense of that is a challenge and yet organizations are expected to still meet high expectations of regulatory compliance such as HIPPA, PDPA where data security is of the highest concern.
  - While trying to assemble the right tools together to support business agility, CIOs and CSOs often and worry where their data is, who has access, and what level of control will I have over the data?
  - Microsoft Cloud and Data Platform are built from day one with security in mind to give the peace of mind to CIOs and CSOs that their data stays secure regardless on premise or on the cloud. Join us to learn more.

04.50 pm: **Closing for Day Two**



# ABOUT THE ORGANIZER

## Zenith Bizness Excellence

Your partner in knowledge excellence is dedicated in providing practical, detailed information through platforms such as conferences and training programs. By providing up-to-date developments and trends in various industries Zenith Bizness Excellence enables organizations and companies to remain competitive, profitable, and successful in the market.

## Who will you meet?

Take a look at a sample of attendees we are expecting at Big Data & Analytics 2016.

- Chief Data Officer
- Chief Technology Officer
- Chief Information Officer
- Head of Data Management Unit
- Head of Data Warehouse/ Governance
- Data Scientist/Analyst
- Head of Business Intelligence
- Head of Information Technology
- VP/Directors of marketing, analytics
- Data Engineers
- Head of Customer Relationship Management
- Head of Customer Intelligence
- Senior Manager of Data Mining
- Head of Information Management

## From all sectors, including but not limited to:

- Banking and Finance
- Information Technology
- Telecommunications
- Oil and Gas
- Government agencies
- Retail
- Healthcare
- Manufacturing
- Utilities
- Logistic/Transportation

# Registration FORM

ZeNith Bizness Excellence (GST No. 0005 7386 5984)

Please complete this form immediately and fax to : +603 2284 3377

Conference on

## BIG DATA & ANALYTICS 2016

8 & 9 November 2016

Hotel Istana, Kuala Lumpur, MALAYSIA



### Venue

HOTEL ISTANA Kuala Lumpur  
73, Jalan Raja Chulan, 50200 Kuala Lumpur  
Tel: +603 2141 9988 Fax: +603 2144 0111

#### Hotel Accommodation:

Please make your bookings directly with the hotel and indicate that you are attending an event organised by "Zenith Bizness Excellence".

### Delegates fees

#### PLATINUM PACKAGE

Register 8 delegates and receive 3 Complementary seats

#### GOLD PACKAGE

Register 5 delegates and receive 2 Complementary seats

Group Registration of 3 from the same organisation  
**RM 3,590.00** per delegate (RM 3,805.40 including GST)

Register before 24th Sept  
**RM 3,790.00**  
(RM 4,017.40 including GST)

Register before 8th Nov  
**RM 3,990.00**  
(RM 4,229.40 including GST)

Government and Non Profit Organisations (agencies and ministries only) will receive 10% (gov.my) on all price range before GST.

University Students ( RM 2,000 inclusive of GST). Only with confirmation letter from the dean of the faculty, signed and stamped.

### HRDF Claimable (SBL Scheme)

### 3 EASY WAYS TO REGISTER

By Fax : +603 2284 3377

By email : [admin@zenithbizness.com](mailto:admin@zenithbizness.com)  
(Email your scanned Registration)

By Post : 25A, Level 1, Jalan Bangsar  
59200 Kuala Lumpur

### Organisation Details

Name:.....

GST No.:.....

Address:.....

.....Postcode:.....

Tel:.....Fax:.....

### Delegate Details

① Name:.....

Job title:.....

Dept: .....

Email:.....

② Name:.....

Job title:.....

Dept: .....

Email:.....

③ Name:.....

Job title:.....

Dept: .....

Email:.....

### Invoice

The Invoice should be directed to  Mr  Ms

Name:.....

Designation: .....

Dept:.....

Tel:.....

Email:.....

### Authorisation

Signatory must be authorised to sign on behalf of the contracting organisation.

Name: .....

Job title: .....

Dept: .....

Telephone: .....Mobile:.....

Email: .....

Signature: .....

### Method of payment

• Payable by Cheque to:  
**ZENITH BUSINESS EXCELLENCE SDN BHD**

• Bank Transfer:  
Payment by bank transfer should be made to:  
**MALAYAN BANKING BHD**  
Level 1, Tower A, No. 1, Jalan Maarof  
Dataran Maybank, 59000 Kuala Lumpur

Account Name: **ZENITH BUSINESS EXCELLENCE SDN BHD**  
Account No : **514253507165**  
SWIFT/BIC Code:**MBBEMYKL**

**Payment must be received before the Event Date in order to guarantee your place.**

### Cancellation

Substitutions are welcome at any time. Please notify us at least 2 working days prior to the event.

All cancellations will carry a 10% cancellation fee, once a registration form is received. **All cancellations must be in writing by fax or email at least 2 weeks before the event date. Verbal cancellation is not applicable.** Cancellations with less than 2 weeks prior to the event date carry a 100% liability. However, course materials will still be couriered to you.

ZENITH BUSINESS EXCELLENCE SDN BHD reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

### For official use only

Marketing: **Santhi EM** (Event Code: ZBE 1146)

Date Received:.....Verified by:.....