

You are invited to attend a breakfast briefing on

THE HUMAN FACE OF DATA ANALYTICS – WHAT YOU NEED TO KNOW FOR BUSINESS SURVIVAL AND SUCCESS

Data is the most underutilised resource in business today. The extraction of value from data, leads to better strategic decisions, more efficient operations and timely detection of new opportunities and threats. Analytics is the process of extracting value from data. It is the most exciting development in business today.

A focus on the human face and infrastructure of analytics is crucial for the survival, success and growth of an analytics function, and the enormous value that it can and must deliver to business. Such focus results in faster, cheaper, simpler and more understandable analytics results, more responsive analytics functions and a successful transformation of the way business is traditionally done. This entails challenging the conventional IT driven, tool-focused, high-IT spend view of analytics, and some new approaches to managing and defining the analytics function. Data analytics initiatives have been treated as IT projects and the focus is usually placed on what one might call the electronic infrastructure enabling them: mainly hardware platforms, software tools, processes and methodologies. These elements are indeed essential, but far from sufficient, and arguably of less importance than the human face and infrastructure of the initiative.

Analytics is perhaps unique in its key reliance on appropriate human resources, knowledge, incentives, management structures, empowerment and necessary relationships with senior executives and adjacent business functions, specifically the suppliers of data and consumers of analytics products and insights. Hear from our speakers, in practical terms, how your business can benefit. *Can you afford to miss this?*

Keynote speakers are:

Dr Eugene Dubossarsky FIAPA – Director, Prescient Pty. Ltd.

Prescient is a consultancy specialising in analytics, business intelligence, forecasting and performance improvement, servicing a range of industries and government, in Australia and overseas. Prior to Prescient, Eugene was Director of Predictive Business Intelligence (PBI) at Ernst & Young, having established the PBI unit in the company.

Eugene is also a founder of the Institute of Analytics Professionals of Australia, of which he was the first head of the NSW chapter; holds the title of Fellow and convenes the IAPA Forecasting Special Interest Group. As an industry leader, Eugene is frequently invited as a keynote speaker at industry conferences and lectures. He has appeared on television, on ABC's Lateline Business where he discussed the business benefits of analytics.

Paul Ormonde-James

Paul has a long career in management and advising executive management teams, he specialises in the areas of Business Intelligence, Data Warehousing, Customer relationship management and the web. Recently returned to Australia from Washington DC, working as the Global head of Intelligence, World Bank, covering 182 countries, he is now advising Echo Entertainment Group, the demerger of TabCorp Casinos from the Tabcorp Group, on global expansion through people and analysis.

A Global speaker on applied Business Intelligence for last 10 years, he has been the Australasian President of The Data Warehouse Institute (TDWI) for 10 years until he left to live in the USA and on the Board of the Society for Competitive Intelligence for over 10 years. His qualifications include a Degree with Honours in Cybernetic Engineering (Artificial Intelligence & Robotics); a Computer Sciences (Hons) Degree; an MBA specialising in Finance and Strategic Management, a Postgraduate Diploma Law, and has completed one year of PhD in Management, Maryland University, in strategic anticipation industries across Asia and Australia.

Dr Eugene Dubossarsky is also a MASCOS Visiting Industry Fellow, UNSW

To attend this important business function, please contact Ms Lyn Forsyth, MASCOS, University of NSW, on 0412 921 395 or email: l.forsyth@unsw.edu.au. Alternatively, complete the form and fax it to: (02) 9385 7123.

For further information on the event and program please visit:
www.maths.unsw.edu.au

- DATE** Wednesday, 25 May, 2011
- TIME** 7.30 am registration and coffee
Briefing starts 7.45am to 9.30 am
- VENUE** Hamilton Room
Level 47
NSW Trade and Investment Centre
Industry & Investment NSW
MLC Centre, 19 Martin Place, Sydney NSW 2000
- COST** Free
- RSVP** Tuesday, 20 May 2011

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- I will be attending the breakfast briefing**
- I will not be attending the breakfast briefing**