



MALAYSIAN INSTITUTE OF ACCOUNTANTS



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# BIG DATA ANALYTICS CONFERENCE 2016

## Applying Data Analytics For Business Strategies

**28 November 2016 (Monday)**

**Connexion Conference & Event Centre  
@ The Vertical, Bangsar South, Kuala Lumpur**

Big Data Analytics is becoming more widespread as leading companies and early adopters seek an edge to outperform their competitors, by leveraging on implementing data-driven strategies to innovate, compete and capture value. Gain insights on how big data drives revenue growth, and how it is gaining traction as an ideal tool to gather insights into consumer and client preferences to enable the crafting of effective business strategies.

Specially tailored for business leaders and executives, this Conference delivers the latest updates and guidance on big data analytics for finance and marketing professionals and specialists who deal with huge volumes of data and information in their work. Get the latest predictions on using data science and big data to optimise financial performance, while delving in-depth into the practical concerns and best practices of big data, including managing security risk effectively.



# BIG DATA ANALYTICS CONFERENCE 2016

Applying Data Analytics For Business Strategies

## OBJECTIVES

- Drive growth and transformation through the big data analytics platform
- Understand the security risks of big data
- Gain insights into big data operational analytics
- Unlock the big data secrets in your customer feedback
- Put the power of big data in practice
- Leverage Predictive Analytics in Mobile Internet

## WHO SHOULD ATTEND

- Accountants
- Chief Operating Officers
- Directors
- E-Business Managers
- Financial Controllers
- Head of Resource Management
- Human Capital Executives
- Government Officers
- Strategic Executives

## CONFERENCE OUTLINE

|         |  |         |  |
|---------|--|---------|--|
| 8.00 am | Registration & Welcome Refreshment   | 12.30pm | Lunch  |
| 9.00 am | Welcome Remarks<br><b>Dr Nurmazilah Datuk Mahzan</b> , Chief Executive Officer,<br>Malaysian Institute of Accountants  | 2.00pm  | Session 4: Panel<br><b>Using Big Data to Gain Global Competitiveness</b><br>Customer-centred decisions enhance business growth and organisational productivity, while improving competitiveness, growing markets and enriching sales. Our expert panel will help unlock big data secrets in your customer feedback and analytics trends to boost performance and give you an edge. Gain insights and intelligence from big data analytics to optimise business strategies and operations, and help forge a more sustainable entity in a digital era of multifold disruptions.<br>Moderator<br><b>Ir. Dr. Karl Ng</b> , Director, Innovation Capital Division<br>Malaysia Digital Economy Corporation (MDEC)<br>Panellist<br><b>Simon Lim</b> , Director, Decision Management,<br>Citibank Malaysia |
| 9.10 am | Session 1<br><b>Global Data Analytics For Big Decision-Making and Optimising Return on Investment</b><br>To maximise the return on investment for data and analytics, executives expect Big Data-powered decision-making to be faster and more effective. An analysis of the results from PwC's Global Data and Analytics Survey 2016 provides insights on how you can shift strategic and operational decisions to be more data-driven and to empower performance.<br>Speaker<br><b>Rohit Kumar</b> , Director, PwC Malaysia  |         |  |
| 9.55am  | Session 2<br><b>Big Data and Analytics: Transforming the Audit</b><br>How will data analytics transform and innovate the audit profession to provide timely and quality client service while familiarising companies with the future of audit? Going ahead, auditors will need to seamlessly integrate in-depth IT know-how and big data analytics with traditional audit approaches and validate the data used for analytics to stay competitive and make relevant and accurate decisions.<br>Speaker<br><b>Sanjay Sidhu</b> , Executive Director, Advisory,<br>BDO Malaysia                | 3.15pm  | Session 5: Panel<br><b>Big Data Security Risk and Security Breach Prevention</b><br>Data breaches are a tremendous cyber and fraud security risk. Discover the latest fraud techniques and technologies, and learn how to orchestrate a holistic, strategic approach to protect your big data and reduce related security risks. Learn to assess the cyber readiness of your organisation in an era of widespread hacking and discover how to ramp up capabilities to defend yourselves against targeted attacks.<br>Moderator<br><b>Harme Mohamed</b> , Head, Digital Surveillance Division,<br>Malaysian Communications and Multimedia Commission<br>Panellist<br><b>Megat Mohammad</b> , Executive Director, Risk Advisory  |
| 10.40am | Morning Refreshments & Networking  |         |  |
| 11.10am | Session 3<br><b>Predictive Analytics in Mobile Internet</b><br>Obtain real action points and useful connections with predictive analytics in mobile internet, which is predicted to be the next wave for growth and will further support your business goals. An effective and efficient execution of analytics can harness big data and integrate it into actionable predictive modelling to enhance competitiveness and mitigate risks in the holistic business environment.<br>Panellist<br><b>Padmanabhan Ramaswamy</b> , Head, Business Intelligence & Analytics, GEMFIVE.com, Malaysia | 4.30pm  | Afternoon Refreshments, Networking & End of Conference   |

## SPEAKERS' PROFILES



### ROHIT KUMAR

Rohit is a Director at PwC Malaysia, with over 25 years of data and analytics experience. He specialises technology for financial fraud detection, system controls, operational and enterprise risk. His experience include

developing a cloud based financial reporting risk analytics as a service, and a financial statement fraud analytics which was later applied to a large number of audit and financial restatement engagements. He also helped a PwC-led financial services consortium in developing financial reporting for IRS reg 1441, and led a master data design (customer, product, vendor) for a global manufacturing company. He played a key role in developing the Audit Data Standards for financial data, general ledger, accounts receivable, released by AICPA. He holds an engineering degree and has an MBA in Finance from Boston University.



### SANJAY SIDHU

Sanjay is Executive Director, Advisory at BDO. He has 25 years of assurance, advisory and compliance experience covering risk assessments; strategic audit plans; financial, operational and compliance audits; Information

Systems governance and assurance; financial and operational shared services centres and outsourcing; Sarbanes-Oxley; principal-commissionaire models; and quality assurance reviews. He held internal audit leadership roles at Fortune 500 companies, with responsibility for the Europe, Middle East and Africa region, and was involved in the design, implementation and execution of programmes for US Foreign Corrupt Practices Act compliance, healthcare (IFPMA Code) compliance, and the operation of ethics and compliance hotlines and related investigations. He is a Member of MIA, Institute of Internal Auditors, Institute of Chartered Accountants of Scotland, and a Certified Information Systems Auditor.



### SIMON LIM

Simon is currently the Director of Decision Management in Citibank Malaysia. He is also a member of the country senior leadership team in Citi Consumer Bank Malaysia. Decision Management plays an integral role in multi-facet

areas of the bank; from sales, marketing, Credit and financial decisioning, to supporting the bank in many key country and regional strategic decisioning processes. As a pioneering member who started this organisation in Citibank Asia Pacific, Simon is a respected and an experienced leader in this dynamic field. He has also worked in the fields of CRM, Marketing, Data Warehouse and in Analytics disciplines for more than 20 years now. Previously Simon has worked in Business Development, Sales & Marketing and Business Consulting capacities in various multinational organisations such as IBM and SAP.



### PADMANABHAN RAMASWAMY

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).



### HARME MOHAMED

Harme is Head of Digital Surveillance Division, Malaysian Communications and Multimedia Commission, after serving as Director and Special Functions Officer in the Chairman's Office. He experience include managing

network security and safety, domestic advocacy and awareness, investigations and prosecution under the Communications and Multimedia Act, and forging cooperation with domestic and international partners on network security and law enforcement. He was a member of the Malaysian negotiation team for the World Trade Organisation, other Free Trade Agreements and Closer Economic Partnership Agreements that Malaysia entered into. He was also involved in trade issues related to telecoms and e-commerce, including network security under ASEAN TELMIN, TELSOM, and APEC Tel. He holds a Bachelor's in Computer Science from Indiana University, Bloomington.



### MEGAT MOHAMMAD

Megat is an Executive Director for Risk Advisory practice with more than 15 years in advisory services and has served other Big Four Firm in Malaysia. Megat is the Cyber Risk Services

Leader for Malaysia. He has been involved in various internal audit, cybersecurity, enterprise risk management, project risk advisory and business continuity projects for clients in the Energy & Resources, Financial Services and other industries.

**PARTICIPANTS' DETAILS**

**Participant 1** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): \_\_\_\_\_  Vegetarian Meal

Membership No.: \_\_\_\_\_

Designation: \_\_\_\_\_ Email: \_\_\_\_\_

\* Member \* Non-member \* Sponsored Staff<sup>1</sup>

(Sponsoring MIA member's name & membership no.) \_\_\_\_\_

**Participant 2** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): \_\_\_\_\_  Vegetarian Meal

Membership No.: \_\_\_\_\_

Designation: \_\_\_\_\_ Email: \_\_\_\_\_

\* Member \* Non-member \* Sponsored Staff<sup>1</sup>

(Sponsoring MIA member's name & membership no.) \_\_\_\_\_

**Participant 3** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): \_\_\_\_\_  Vegetarian Meal

Membership No.: \_\_\_\_\_

Designation: \_\_\_\_\_ Email: \_\_\_\_\_

\* Member \* Non-member \* Sponsored Staff<sup>1</sup>

(Sponsoring MIA member's name & membership no.) \_\_\_\_\_

**ORGANISATION'S DETAILS**

Organisation: \_\_\_\_\_

Industry: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

TAX INVOICE to be issued under:

Company

Individual \_\_\_\_\_ Signature & Company Stamp: \_\_\_\_\_

**PAYMENT DETAILS**

**Payment by Cheque**

Bank & Cheque No.: \_\_\_\_\_ Amount RM: \_\_\_\_\_

**Payment by Credit Card**  Visa  Master

Cardholder's Name: \_\_\_\_\_

Card No.: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

I Authorise Payment of RM: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PROGRAMME FEES PER PAX**

|   |        |
|---|--------|
| Member  | RM 689 |
| Member Firm's Staff or Sponsored Staff <sup>1</sup> | RM 742 |
| Non-member  | RM 901 |
| Group (3 pax and above from the same organisation)  | RM 583 |

The above programme fee is inclusive of 6% GST.

\*For members, please tick where applicable:

| Participant              |                          |                          | Association  |
|--------------------------|--------------------------|--------------------------|--------------|
| 1                        | 2                        | 3                        |              |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | MIA member   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ACCA member  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | CAANZ member |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | CIMA member  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | FPLC member  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ICAEW member |

**PROGRAMME DETAILS & REGISTRATION**

28 November 2016 (Monday),  
Connexion Conference & Event Centre @ The Vertical,  
Bangsar South, Kuala Lumpur

Contact : Azana  
Tel : 03 2722 9166  
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Tower A, The Vertical  
Avenue 3, Bangsar South City  
No. 8, Jalan Kerinchi  
59200 Kuala Lumpur

GST No. : 000955203584

**IMPORTANT NOTES:**

Registration is on a first-come-first-served basis.  
Only fully completed registration form will be processed.

**TERMS & CONDITIONS**

**PROGRAMME FEE**

- Fee is payable to **MALAYSIAN INSTITUTE OF ACCOUNTANTS**
- Fee includes course materials, lunch and 2 tea breaks per day.
- Full payment of the above amount shall be made within thirty (30) days from the date of the Payment Advice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

**CANCELLATION/ TRANSFER**

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment, a cancellation/transfer policy shall be applied as follows.

a) Written cancellation/ transfer received less than seven (7) days from the date of the event:

- A refund (less administrative charge of 20%) will be made
- Unpaid registrations will also be liable for 20% administrative charges

b) Written cancellation/no show on the day of the programme:

- No refund will be entertained
- Unpaid registrations will also be liable for full payment of the registration fee
- Partial cancellation is not allowed

You can substitute an alternate participant if you wish to avoid cancellation/transfer charges. Any difference in fees will be charged accordingly.

\*Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed after the registration is accepted. Terms and conditions apply.  
*<sup>1</sup>The Sponsored Staff must report directly to the sponsoring MIA member in his/her firm or company.*

**CERTIFICATE OF ATTENDANCE AND CPE HOURS**

- Upon full attendance of the programme, participants will be issued an "E-certificate". Participants will receive an email with a download link and are required to download the e-certificate within 30 days. For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.

**DATA PROTECTION**

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

**DISCLAIMER**

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arises. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.