CHIEF DATA AND ANALYTICS OFFICER FORUM SINGAPORE

27 – 28 July 2016 • **Singapore**
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• *Data Platforms and Progress to Analytics Culture and Capability* •

CDAO Forum Singapore: Day One
Wednesday 27th July 2016

08:00 - 10:00	**Masterclass A – Creating an Effective Data Governance Framework** This masterclass focuses upon the steps to build a data governance framework that works. Key areas include making the business case, establishing the right data governance mechanisms at the right time, key lessons learned. The emphasis will be upon the program, the processes and the people skills that will drive successful data governance. *Facilitator:* **Tom Kunz**, Data Manager, Downstream, Finance Operations Data, **Shell Shared Services (Asia) B.V.**	**Masterclass B – Innovation in Analytics** Many companies these days set themselves the goal to be 'the best analytics company in the world'. It is assumed that aiming high always get you somewhere, however, in practice, the reverse is true. Progress in analytics is made step by step. It concerns not only smart machine learning models, but requires better questions, quality data and a company culture willing to review its own course. It is true, we are heading into the cognitive age where AI, conversational interfaces and algorithms will play a larger role than ever before. Rather than solely paining a rosy picture, it's the CDAO's task to lead the company into this age. This master class digs deep into topics concerning analytic progress. Terms that you will not hear are 'disruptive innovation' or 'organically empowered change agents'. *Facilitator:* **Dr. Olav Laudy**, Chief Data Scientist, **IBM Analytics, Asia-Pacific**

09:15	*Registration, Coffee & Networking in the Exhibition Area*
10:00	*Chair's Opening Remarks*
	STRATEGIES TO ADVANCE DATA
10:10	**Keynote Presentation: Building a Truly Data-Driven Organisation** • Ensuring data is managed, understood and governed consistently across the organisation. • Educating teams on how to exploit data to its fullest potential. • Exploring the evolving role of the data leader. **Shameek Kundu**, Chief Data Officer, **Standard Chartered Bank**
10:35	**Lead Partner Presentation: Decision-making in the Age of AI** • Big decisions - how data can help you make the right ones for the right reasons • How data and analytics can play a bigger role in decision making • Striking the right balance between mind and machine in making fast and sophisticated decisions **Paul Blase**, Global & US Consulting Analytics Leader, **PwC**
11:05	**Keynote Presentation: Data, Analytics and Science to Drive Customer Experience and Growth** • Driving innovation across the enterprise. • How to drive business gains from data. • Aligning and supporting speed of operational improvements with changes in mindsets and behaviours. • Sharing experiences on the journey to date, challenges, wins and future direction. **Ravi Vijayaraghavan**, Vice President and Head – Analytics, **Flipkart.com**
11:30	*Mid-Morning Coffee & Networking in the Exhibition Area*

12:00	**Keynote Presentation: The Implications of the Evolving Big Data Landscape on Traditional Business** Defining the importance of this critical leadership role within current and future business. Do or Die – Communicating the importance in capitalising on data assets to drive business change throughout an organisation's structural hierarchy. Assessing the untapped potential of the CDO and Big Data as we know it. **Usama Fayyad**, Chief Data Officer - Group Managing Director & CIO Risk, Finance & Treasury Technology, **Barclays UK**
12:25	**Lead Partner Presentation: CDOs- Successes, Challenges and Pitfalls** Working as a world-wide deployed data scientist, having advised virtually every industry, allows for a a unique and intriguing view in the inner workings of data science departments. In this talk, hear stories about challenges, successes and the lessons learned. Do you recognise the story of the CDO who promised a machine learning model, but there was no data? Or maybe the story where the analytical model outperformed human decision making, but nobody wanted to use it. Best practices eventually led to the creation of the Standard Methodology for Analytical Models (SMAM). Hear more about SMAM and what it means to the community today and in future. **Dr. Olav Laudy**, Chief Data Scientist, **IBM Analytics, Asia-Pacific**
12:50	**Keynote Presentation: Exploit or Explore - An Inclusive Strategy for Big Data Analytics** **Partha Dutta**, Principal Advisor - Business Intelligence & Analytics, **Rio Tinto**
13:15	*Buffet Lunch & Networking in the Exhibition Area*
	Interactive Discussion Groups *Two 45-minute Discussion Groups running concurrently, hosted by 2-4 expert co-chairs. These informal discussions encourage everyone to participate and ask the questions they want the answers to. Choose your room and contribute.*

	BUILDING DATA CAPABILITY	**DATA INNOVATION AND APPLICATION**
14:15	**Discussion Group 1A – Getting the Building Blocks Right – Data Quality, Governance and Centralisation** • Assessing the integrity of your data - Understanding how to identify and address the most common causes of enterprise data quality problems and discussing strategies for data cleansing • Does the democratisation of data defy governance? • How to centralise data and ensure correct formats to enable high value use of data and analytics. • Managing the proliferations of tool sets and siloed approach to reporting. • Exploring the ethical and privacy risks big data presents *Chair:* **Tan Shong Ye**, Head of IT Risk, **PwC Singapore** *Co-Chairs:* **Martin Pickrodt**, Chief Data Officer, **Mesitis** **Mohammed Rahim**, Head - Data Governance & Policy, **Standard Chartered Bank** **Subramanian Venkataraman**, Director, CDO | Data Governance, **Deutsche Bank AG**	**Discussion Group 1B – Are you a Future Chief Data Officer?** • CDO vs. CAO vs. CDAO – what's the difference and what is right for your business? • Role definition – discussing the ways in which responsibilities are divided up amongst the c-suite. Where are the overlaps and uncertainties, and how can this be clarified? • To whom should the CDO report? And what impact can this have upon their organisational influence? • Examining the impact of the CDO – How do you measure a data leaders success and further development within Asia? *Chair:* **Martin Ashby**, Principal APAC, **Hortonworks** *Co-Chair:* **Shameek Kundu**, Chief Data Officer, **Standard Chartered Bank** **Michael Fung,** Chief Data Officer, **Singapore Workforce Development Agency (WDA)**
14:50	**Discussion Group 2A – How to Successfully Implement An Effective Enterprise-Wide Data Management Framework?** • Examining effective strategies for implementing an enterprise-wide data management framework. • Discussing how you can	**Discussion Group 2B – Kick-starting an Analytics Framework across the Organisation** • Aligning your analytics strategy with key business objectives as well as improving internal efficiencies. • Engagement strategies and techniques.

	successfully building data policies, standards and frameworks. • Avoiding the potential pitfalls and challenges that come with it. *Co-Chairs:* **Usama Fayyad**, Chief Data Officer - Group Managing Director & CIO Risk, Finance & Treasury Technology, **Barclays UK** **Tom Kunz**, Data Manager, Downstream, Finance Operations Data, **Shell Shared Services (Asia) B.V.**	• How to get the best analysis and interpretation of relevant data? • Advocating, championing and selling the benefits and value. *Chair:* **Binu Azad,** Director Business Analytics & Partner Management, **Philips** *Co-Chairs:* **Henry Cheng**, Head Information Fusion Centre, **SMRT** **Abhishek Ghosh**, Head, Business Intelligence Unit, **NTUC Income**
15:25	*Afternoon Tea & Networking in the Exhibition Area*	
	BUILDING AN EFFECTIVE DATA PLATFORM TO UNLOCK VALUE	
15:55	**Partner Presentation: How Successful CDOs are Powering Business with Data** A look at thought-leading trends adopted by CDOs: • Focus on the 'Bottom of the Pyramid'. • Master the Opportunity 'Outside'. • Handle the 'Data Power' Responsibly. **Somnath Bhadury**, Director, Next Gen Data Management, Asia Pacific Japan, **Informatica**	
16:20	**Presentation: Data-Driven Product Development** • How we plan for a future product roadmap with data. • How we structure core machine learning computation and scores (core AI) that can be used by products from every other divisions. • How our core AI give us incredible leverage and speed advantage. **Thomas Diong**, Chief Data Scientist, **SaleStock**	
16:45	**Keynote Presentation: Ensuring Data Quality as an Overall Ethos, Not Initiative!** • Data Quality as an ethos, instead of a project • Cracking the case of how to calculate the cost of poor data quality • Eradicating bad data and its origins • Building a data foundation on which to embark upon an analytics journey • What a world class data quality program looks like **Tom Kunz**, Data Manager, Downstream, Finance Operations Data, **Shell Shared Services (Asia) B.V.**	
17:10	*Chair's Closing Remarks*	
17:20	***CDAO Forum Singapore Drinks Reception & Networking in the Exhibition Area***	

CDAO Forum Singapore: Day Two
Thursday 28th July 2016

08:15	*Registration, Coffee & Networking in the Exhibition Area*
09:00	*Chair's Opening Remarks* **John Berns**, Senior Vice President, Head of Data Science, **Lazada Group**
	DATA TRANSFORMATION
09:10	**Keynote Panel Discussion: Harnessing Data to Gain Deeper Customer Insights – Where is the Market Right Now?** • How are organisations using data to gain insight into their customers behaviour? • Sharing strategies to maximise your use of data analytics to understand consumer preferences, drive revenue and improve client services. • How can you utilise customer insights to maximise marketing effectiveness? **Mei Lee**, Senior Vice President of Digital, CRM & eCommerce, **COMO Group** **Catherine Khaw Cheng Im**, Chief, Intelligent Systems Practice, **National University of Singapore** (NUS-ISS) **Binu Azad,** Director Business Analytics & Partner Management, **Philips** **Jonathan (Jon) Catling**, Director Global Data Architecture, **Las Vegas Sands Corporation**
09:45	**Associate Partner Presentation: The New Analytics Imperatives** Understanding and thriving on the new analytics imperatives and major analytics trends companies cannot ignore and the steps to achieve analytics ROI. **Joon Seong Lee**, Managing Director - Accenture Digital, Marketing & Customer Analytics, ASEAN Lead, **Accenture**

10:10	**Keynote Presentation: Big Data – the Impact and Influence on Insurance** **Sophia Van**, Big Data & Smart Analytics Lead Asia, **Swiss Reinsurance**
10:35	**Keynote Presentation: Advances in Asia – Analytics and Machine Learning** *A unique insight from the largest data science research and development group in Singapore. This session will highlight the developments being realised in the field of predictive analytics and machine learning… what's next!* **Dr Shonali Krishnaswamy**, Senior Scientist, **Institute for Infocomm Research (I2R)**
11:00	*Mid-Morning Coffee & Networking in the Exhibition Area*
11:30	**Keynote Presentation: Utilising Data Assets across the Organisation** • Leading the team and selling data to the organisation. • Strategies to best leverage data. • Sharing insight on the development and application of artificial intelligence, and machine learning techniques. **Fabian Chan**, Research Director, **SEEK Asia**
11:55	**Partner Presentation: Modernise your EDW with a Data Lake** Rapid data growth of traditional and new data sources is putting a strain on existing Enterprise Data Warehouse (EDW) resources and related IT budgets. Learn how to reduce the cost of an EDW by augmenting it with an enterprise-ready EMC Data Lake and Hadoop Analytics Platform. Today, companies simply can't afford to keep all data and often have to discard or aggregate it before storing. **Charles Sevior**, Chief Technology Officer, **EMC**
12:20	**Presentation: Details to be Announced** **Jonathan (Jon) Catling**, Director Global Data Architecture, **Las Vegas Sands Corporation**
12:45	*Buffet Lunch & Networking in the Exhibition Area*

Interactive Discussion Groups

	BUILDING DATA CAPABILITY	DATA INNOVATION AND APPLICATION
13:45	**Discussion Group 3A** – **Applying Analytics; How, When, Where?** • How to identify areas where advanced analytic and modeling techniques can be leveraged to achieve business goals and improve decisions. • Avoiding the early mistakes made by others – strategies for success. • Biggest factor on the learning curve and how to win enterprise wide buy-in. • Creating KPIs that are fit-for-purpose and that align with the objectives of the organisation. *Chair:* **Alan Sumano**, People Analytics Head for Global Supply Chain, **Schneider Electric** *Co-Chairs:* **Roy Goh**, Director, Data Science, Information & Analysis, **Merck, Sharp & Dohme** **Ruoyu Bao,** Director Advanced Analytics, **Lenovo** **Jurgen Meerschaege**, SVP, Head of Business Analytics & Decision Support, **DBS Bank**	**Discussion Group 3B** –**Data Analytics for Advanced Customer Insights** • An insight into how organisations are applying advanced analytics to gain a 360 degree view of their customers. • Exploring how analytics have enabled organisations to better understand their customers to drive revenue and improve services. • How to convince internal stakeholders to commit to analytics projects and how to meet the needs of your CMO, CAO and other executives through analytics. *Chair:* **James Larmer**, Managing Director, **PwC Analytics** *Co-Chairs:* **Jonathan (Jon) Catling**, Director Global Data Architecture, **Las Vegas Sands Corporation** **Raymond Au**, Head of Data Science, **Allianz SE** **Catherine Khaw Cheng Im**, Chief, Intelligent Systems Practice, **National University of Singapore** (NUS-ISS)
14:20	**Discussion Group 4A** – **Next Generation Big Data - Industrial Data v4.0** Man invented the steam engine and then the first machines that mechanized some of the work our ancestors did. Eureka, electricity was born and the assembly line and the birth of mass production. A new era came about with advancement with computers and the beginnings of automation as robot arms and	**Discussion Group 4B** – **How to Effectively Utilise Data Analytics for Successful Marketing Campaigns?** • Examining case studies of data-driven marketing campaigns from leading organisations. • Utilising data analytics to create more targeted and specific campaigns for maximum impact.

	machines started to replace human workers on those assembly lines. We are now entering the Big Data Era Industry 4.0, automation will come together in an entirely new way, with cognitive robotics connected as systems with machine learning algorithms that can learn. This will rely on data being in right place and the right for the right process.. We will discuss how lean data delivery approaches will enable the era of big data 4.0 and boundless possibilities that will be available. *Chairs:* **Cameron Price,** Managing Partner - APAC/EMEA, **CBIG Consulting** **Richard Jones**, Chief Growth Officer, **Software Connectors Asia**	• Understanding how you can analyse your marketing data to assess its effectiveness. *Chair:* **Peter Hubert**, Head of Insights APAC, **LinkedIn**
14:55	*Afternoon Tea & Networking in the Exhibition Area*	
15:25	**Keynote Presentation: Fostering a Data Driven Culture – Communication, Education and Proliferation! Sell, Sell, Sell!** • Discussing strategies you can employ for promoting an analytically driven culture within your business. • Examining the importance of tailoring the communication of your knowledge and insights for your audience. • The art of storytelling – why this skill is so important for your team! • What tools are available to help analytics proliferation throughout the business? **Ruoyu Bao,** Director Advanced Analytics, **Lenovo**	
15:50	**Group Discussion: This is the Data Analytics Revolution! Exploit it!** **Predictions, Premonitions and Pervasive Technology – Most Innovative Uses of Analytics Now and in the Future?** • At what point does advanced analytics become the standard rather than a competitive advantage? Will innovation be stumped? And how far away is that reality? • With new technologies comes new possibilities –The IoT and machine learning. In what ways can these technologies transform your business and provide new opportunities? • How will changes in company culture and hunger for data and analytics shape the future and how will this impact company structure and expectations?	
16:30	*Chair's Closing Remarks and Close of CDAO Forum Singapore 2016*	

Draft agenda is subject to change.