Big Data & Analytics Innovation Summit

March 1 & 2 2017 | Singapore

“Leverage Big Data To Maximize Business Performance”
ABOUT THE EVENT

Overview

March 1 & 2, 2017

Grand Copthorne Waterfront Hotel, 392 Havelock Road, Singapore, 169663

#DataAsia

Big Data & Analytics Innovation Summit

The main themes for this year's discussion are:

• Big Data Analytics
• Big Data Strategy
• Data Science & Machine Learning
• Smart Cities

By covering the hottest topics within Big Data & Analytics we create a platform for senior level executives to obtain real action points and useful connections to better support their business goals. Online videos of all sessions, with integrated slides and audio will be made available after the event.
SPEAKERS AT A GLANCE

Speakers

Confirmed Speakers

M. C. Srivas, Chief Data Architect, Uber
Jinpeng Luo, Senior Director, Group Data Management, Alibaba Group
Miao Song, CIO, ASPAC, Johnson & Johnson
Carsten Schleicher, Senior Area Mgr, Business Info Mgt, Tetra Pak
William Chong, Head of Business Technology, APAC, Jones Lang LaSalle
Adrien Eudes, Head of Data, Sephora
Xiaoli Li, Department Head, Data Analytics, A*STAR
David Ong, Executive Director, Head of Business Insights, UBS
Lawrence Wee, Chief Data Scientist, Zuellig Pharma
Andrew McGlinchey, Director, Product Management, Indeed
Chi Keong Goh, Team Lead, Data Analytics & Optimization, Rolls-Royce
Joanna Wong, Head of Business Marketing for Asia Pacific, Spotify
Gareth Nicholson, Credit Portfolio Manager, Aberdeen Asset Management
Cetin Karakus, Global Head, Analytics Core Strategies & Quantitative Development, BP
Qiaoliang Xiang, Head of Data Science, ShopBack
Raymond Au, Head of Data Science, Asia Pacific, Allianz
Matthew Johnson, Global Head, Analytics Platform, Standard Chartered Bank
David Gledhill, Group CIO, Head of Operations, DBS Bank
Damien Kopp, Chief Technology Officer, goSwiff
Jake Ramsay, Head of Independent Business Monitoring, GSK
Sreeram Iyer, Chief Operating Officer, ANZ Bank
Ankur Agrawal, Head, Data Innovation Lab, AXA
“Usually I’m exhausted at the end of a presentation. This time, I’m energized!”
Keynote Speakers

Roy Goh
Director, Service Delivery/ Mgt, Data Science
MERCK

Smart Strides for Pharma

What will IOT bring to Pharmaceutical industry? This presentation will introduce the evolutionary changes IOT and Big Data can bring to the pharmaceutical industry.

David Ong
Executive Director, Head of Business Insights
UBS

Transform Data to Actions

David will share his experience in UBS on how data analysis is used to make strategic decisions. He will as well introduce how data analytics capabilities are developed in UBS.

Miao Song
CIO, ASPAC
JOHNSON & JOHNSON

Building Enterprise Data Strategy to Support Business Success

This presentation will introduce how a data strategy is implemented from planning to execution in various aspects including IT architecture, organisation and people.
**Keynote Speakers**

**Carsten Schleicher**  
Senior Area Mgr, Business Info Mgt  
TETRA PAK

**How to Increase the Return on Investment of Your BI Solutions**

This session shows how Tetra Pak approached the increase of ROI of their BI solutions. The audience will see how BI usage and performance are being measured, what decisions are taken from it. It will also explain how BICC approached the business drivers to identify target users and enable them to have access to relevant information. Lastly, we will see how certain development of BI solutions has been moved into the business.

**Jason Laws**  
Vice-President of Customer & Product Enablement  
WHERESCAPE

**Exceed Your Cloud and Big Data Ambitions with Automation**

The world has changed. The Cloud and Big Data are here to stay.

Most of the technologies we currently associate with Big Data and the Cloud might not survive. New and better technologies may arrive and become our standard platforms.

Can you leverage Cloud and Big Data now, while protecting yourself from sudden technology changes?

We say you can using metadata driven Automation, and at the same time, accelerate your initiatives and reduce costs!

Data warehouse automation encompasses all core processes of data warehousing including design, development, testing, deployment,

**Walter Lee**  
Head of Innovation Management Office, Global Safety Division  
NEC CORPORATION

**Big Data Analytics for Big Impact in Safety and Security**

Walter will discuss insights on how we can leverage Big Data Analytics from both cyber and physical IoT sensors to provide better situational awareness for safer cities.

Time, geographic, social and environmental analytics, how do they work together in a multi-modal environment?
SPEAKERS IN DETAIL

Keynote Speakers

Scott Thomson
Customer Solutions
GOOGLE

Data Driven Marketing
(Segmentation, Audience Management, Measurement & Attribution)

Whether for acquisition, re-engagement or amplification of your brand - data driven marketing provides the best possible operational efficiency for your media spend. I will outline the thought leadership stories, key strategies, process improvements and small trials that will help you get the hard numbers you need to present to key stakeholders. Using these early successes you will be able to drive further investment and transform your digital marketing spend from a broadcast-based prospecting model to targeted media buys generating uplift in business growth.

William Chong
Head of Business Technology, APAC
JONES LANG LASALLE

Deriving Actionable Insights from Real Estate Data

William Chong will introduce how JLL is developing towards "Data Driven" through science/math based analytics: Business/Data Exploration, Actionable Analytics, Location Intelligence, Effective/Advanced Visualization and Six Sigma tools.

Adrien Eudes
Head of Data
SEPHORA

Web Analytics isn’t boring!

Web Analytics should never be associated to endless IT tickets or frustration when you discover you weren’t tracking what could have answered your question! This talk won’t be only about small tricks easy to implement on any website to understand better your customers, but will demonstrate how manipulating big datasets with creativity can bring value to your business.
Keynote Speakers

Xiaoli Li
Department Head, Data Analytics
A*STAR

Data Analytics - When Research Meets Reality

Xiaoli will share his experience in managing analytics research teams to address real-world applications. The cases will cover industries including aerospace, telecom, insurance and airlines etc.

Pranava Balakrishnan
Head of International Data & BI Services, APAC
CREDIT SUISSE

Architecture Roadmap In Alignment With Strategy

This presentation will cover the case studies on how architecture roadmap is established to ally with business strategy in Credi Suisse, including the best practices and challenges they came across.

Lawrence Wee
Chief Data Scientist
ZUELLIG PHARMA

Data Science and Artificial Intelligence for Healthcare and Pharma

Lawrence will introduce how Data Science and Artificial Intelligence are used in pharmaceutical industry on helping senior management stakeholders spearhead breakthroughs in operational productivity, business strategy and innovation.
Andrew McGlinchey  
Director, Product Management  
INDEED

Data-Driven Off a Cliff: How to Use And Mis-use Data to Make Decisions

Having big amounts of data is a powerful weapon. You can hit your target, or you can blow off your own foot. We all live in a world of cognitive biases, fallacies, over-confidence and all-too-human mistakes and faulty assumptions. You can make terrible decisions using rock-solid data, and I’ll teach you how. In spite of that, data-driven decision making is not completely awful. We can cure, or at least treat, the problems and use data to be smarter. It’s still possible to make good decisions, like your excellent decision to come to this talk.

Chi Keong Goh  
Team Lead, Data Analytics & Optimization  
ROLLS-ROYCE

Data Analytics - A Light Touch

Chi-Keong will introduce how data analytics is used in Rolls-Royce on design, test and in service as well. Case studies will be included in this presentation and lessons will be shared as well.

Joanna Wong  
Head of Business Marketing for Asia Pacific  
SPOTIFY

How Big Data Drives Digital Marketing Success

Joanna Wong will share her insights as a digital marketer on how big data is used to drive marketing success. She will as well bring up some successful marketing campaigns which leverage the use of big data.
**Will Traditional Fund Management Survive as Big Data Takes Over?**

The answer is a clear - YES. In this presentation we will touch on how Big data is not only for Blackbox and HFT strategies. Over the next few years Big data will be benefitting all the key pillars of fund management. Improving Fundamental research through real-time economic indicators, through mass analysis of financial statements and just better data on markets; like drones connecting investors to real-time commodity market information. We will also see smart data visualization change the mountains of pricing information, helping filter out opportunities. Sentiment analysis will also see a massive awakening; through better feedback and data mining just to name a few. Plus we touch on what future Quants and Traders will look like in a Big Data world.

**Analytics Design Automation: Leveraging the Power of Reuse in Big Data Analytics Systems**

As the tools and technologies that enable Big Data analytics and data science universe become more easily available and accessible to a wider public, one challenge remains: how to avoid the chaos of turning your Big Data analytics efforts into a bunch of one-off, non-systematic hacks & fixes and to approach the field from a systematic viewpoint based on clarity of activity undertaken, modularity of system built and reuse of the existing functionality. In this talk, I will present a component-based, data flow architecture that addresses this issue adequately and that has been gaining momentum in the industry.

**Smart Sales Assistant with Big Data Insights**

In the past 5 years, telesales model in Insurance industry is facing big challenge on bad customer experience and low conversion rate. To make an effective sales call, 360 degree profile of customer and needs identification become more and more important. With cutting edge of big data analytics and Hadoop solution, a novel plug-in tool has been developed to provide real-time customer profile, needs gap identification, product recommendation and talking points. The launch of tool has significantly improve sales productivity and customer experience. It is an excellent show case to demonstrate how to mind big data into meaning small data.
Keynote Speakers

Qiaoliang Xiang  
Head of Data Science  
SHOPBACK

Data Strategy to Build Products

How to build a product that can be launched timely and maintained effectively? One strategy is to become data-focused: data team plays a critical role to produce high-quality data, backend team passes the data to applications in a reliable way, and front-end team builds a product based on the data. Multiple teams work at the same time and each team has a clear focus. How can data team support multiple independent products effectively? One approach is to divide the tasks into multiple stages. Some stages can be shared between projects so more time can be spent on domain-dependent stages. The stages of one project can be easily adjusted when there is a change in business requirements.

Raymond Au  
Head of Data Science, Asia Pacific  
ALLIANZ

The Art of Data Science

The value of Data Science has been well extolled and even more on techniques and algorithms. But the value of Data Science cannot be realized without the invisible background work that is non-Data Science related. This talk will focus on sharing learnings in set-up, promoting and doing effective Data Science from organization alignment, recruitment, data acquisition, modelling to results activation.

Matthew Johnson  
Global Head, Analytics Platform  
STANDARD CHARTERED BANK

Banking v5.0 - How Will AI Impact the Future of Banking?

While banking has undergone major change over the last century driven by both technology and regulation, is the rate of innovation going to decrease or increase? What impact will recent developments in artificial intelligence have on banking and how will these impact the operational and competitive landscapes?
Keynote Speakers

David Gledhill
Group CIO, Head of Operations
DBS BANK

Harnessing the Power of Data Analytics Across the Organisation

How can the traditional banking industry leverage technology to keep up with the digital revolution? DBS’ Group Chief Information Officer Dave Gledhill will talk about how DBS has harnessed the power of advanced data analytics techniques to improve efficiency and increase productivity across all parts of the bank. From preventing ATM cash outs to managing employees, data analytics has been used extensively to understand patterns, predict outcomes and improve processes.

Damien Kopp
Chief Technology Officer
GOSWIFF

Not-So-Big Data: Building Your Competitive Advantage (One Step At A Time)

For the past decades, we have been told that data is the future, data is a goldmine, data is valuable. However, for most of us, data has been an ever-growing background noise that hardly makes sense. And worse, most initiatives that tried to make sense of it have failed: from building big data warehouses, buying expensive business intelligence solutions and spent thousands of IT teams hours in designing the perfect solution (with or without business teams). The challenge is not only about how to deal with the massive amount of data but how to practically transform an organization to be data driven in the first place. Data & Insights will only provide a competitive advantage if they are actioned, followed-through and improved through a feedback loop and embraced across the entire organization.

Sreeram Iyer
Chief Operating Officer
ANZ BANK

The Role of “Big Data” in Robotics Process Automation

This presentation will introduce how large-scale data contributes to robotics process automation to increase ANZ bank’s operation efficiency.
Keynote Speakers

Ankur Agrawal
Head, Data Innovation Lab
AXA

AXA & Connected Devices: Opportunities to Strengthen Our Protection Mission

Fifty billion objects are expected to be connected by 2017, ranging from smartphones to fitness armbands to cars. The Internet of Things will transform health, homes, cars and more. How is AXA working to leverage these new technologies and better protect its customers?

Feng-Yuan Liu
Director, Data Science
GOVTECH

Data Science and the Public Good

Feng-Yuan will speak about how multidisciplinary data science teams can work to deliver better government services and citizen centric solutions in the public interest. He will discuss illustrations and examples of how data science has been applied and the type of team culture and organisation necessary to make practical data science successful.

Scott Dunn
Vice President
AECOM

Strategy for High Density Cities

Scott will share his experience on smart cities strategies for high density cities like Singapore especially in the area of urbanisation.
Keynote Speakers

M. C. Srivas
Chief Data Architect
UBER

Rangarajan Vasudevan
Founder & Principal
THE DATA TEAM

Luo Jinpeng
Senior Director, Group Data Management
ALIBABA GROUP

Workshop - Introduction to Machine Learning

Chairperson Overview

Data Technology behind Alibaba Singles' Day

Machine learning is ideal for exploiting the opportunities hidden in big data. This workshop will guide you with case studies on how machine learning is used for data analytics, especially the real-time data. Points to be included are:

1. Current development of machine learning
2. Data discovery: the analysis of historical data to build up the machine learning model
3. Analytics using the model in production on live events
4. Challenges of machine learning
Combining the capabilities of IoT devices and machine learning gives rise to new opportunities for solving end user problems. By processing data gathered by a fleet of IoT devices with machine learning algorithms we can build systems that are both readily applicable in a variety of scenarios and automatically tailored to personal preferences. IoT hardware closes the loop as a means to optimize the environment based on model predictions. At Ambi Climate we use our IoT fleet to realize a paradigm shift for indoor comfort by tailoring the functionality of air conditioners to our users personal needs and habits.
Schedule

Day 1
- 07:30 Registration & Breakfast
- 08:50 Chairperson Overview
- 09:00 Keynote
- 10:30 Coffee Break - Exhibition Area
- 11:00 Session
- 13:00 Lunch
- 14:00 Session
- 15:30 Coffee Break - Exhibition Area
- 15:40 Coffee Break - Exhibition Area
- 16:00 Session
- 17:30 Networking Drinks - Exhibition Area

Day 2
- 08:00 Registration & Breakfast
- 08:50 Chairperson Overview
- 09:00 Keynote
- 10:30 Coffee Break - Exhibition Area
- 11:00 Session
- 12:30 Lunch
- 14:00 Session
- 15:00 Coffee Break - Exhibition Area
- 15:00 Coffee Break - Exhibition Area
- 15:30 Session
- 16:30 End of Summit
- 17:30 End of Summit

Key
- **CHECK IN**
  - An opportunity to check yourself into the event and meet other leaders in your industry ahead of the day

- **KEYNOTE**
  - Listen to actionable case studies largely brought to you by Fortune 500 companies

- **SESSION**
  - Listen to actionable case studies largely brought to you by Fortune 500 companies

- **COFFEE BREAK & LUNCH**
  - A chance to sit down, network and connect with decision makers within the industry

- **NETWORKING DRINKS**
  - A more relaxed environment in which to engage with all attendees and gain valuable connections
"I can say hands down, you guys do the finest job of anyone in the media conference space."

Deloitte.
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WHO ATTENDS OUR EVENTS

Who Attends

"The quality of the speakers was extraordinarily high. They had solved difficult problems and told their stories well. Usually I’m exhausted at the end of a presentation. This time I’m energised!"

Netflix

"As per usual, you guys have done an amazing job curating a phenomenal summit with the very brightest, innovative minds in the media space. I can say hands down, you guys do the finest job of anyone in the media conference space."

Google

98% of attendees would return
96% of attendees are director level and above
93% rated the event excellent
95% would recommend to a colleague

35+ speakers
250+ participants
10+ hours
20+ hours of premium content
of solid networking

sharing their insights
expected in attendance
# Tickets

**TICKETS AND PRICING OPTIONS**

<table>
<thead>
<tr>
<th>Pass Type</th>
<th>Silver Pass</th>
<th>Gold Pass</th>
<th>Diamond Pass</th>
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<tr>
<td>Price</td>
<td>£995</td>
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<td>£1495</td>
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<tr>
<td>Access to All Sessions</td>
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<td>✔️</td>
<td>✔️</td>
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<td>Access to All Networking Events</td>
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<td>Access to Exhibition Floor</td>
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<td>Access to Attendee List</td>
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<td>Presentation Slide Decks*</td>
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<td>Presentation Video Recordings*</td>
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<tr>
<td>Invitation to the Big Data Channel Network</td>
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<tr>
<td>Annual Big Data On Demand Subscription</td>
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*Recordings and presentations available subject to speakers consent. Innovation Enterprise reserves the right to add and remove video content.*

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**Buy a group of at least 3 passes to receive up to 25% off**

Interested in attending? Register online or contact **Ryan Yuan**

- ryan@theiegroup.com
- +852 5808 1636
Register

Delegate Information

Full Name
Job Title
Company
Department
Industry
Address
Country
Zip/Post Code
State/Province
Business Phone No.

Payment Options

- Check
- Visa
- Master Card
- American Express
- Invoice Me

Card Number
Expiry Date
Security No.

Card Holder’s Name
Card Holder’s Address
Card Holder’s Signature

Passes

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<td>1 Day Pass</td>
<td>US$600</td>
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<td>Silver Pass</td>
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<td>Gold Pass</td>
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<tr>
<td>Diamond Pass</td>
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Quantity

Places are transferable without any charge within 12 months of the original purchase

Total US$
### 2017 Asia Calendar

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<th>March</th>
<th>Location</th>
<th>Expected Attendees</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Big Data &amp; Analytics Innovation Summit</td>
<td>Singapore</td>
<td>250+</td>
<td>March 1 &amp; 2</td>
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<tr>
<td>April</td>
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<tr>
<td>Big Data &amp; Analytics Innovation Summit</td>
<td>Hong Kong</td>
<td>150+</td>
<td>April 26 &amp; 27</td>
</tr>
<tr>
<td>Digital Marketing &amp; Strategy Innovation Summit</td>
<td>Hong Kong</td>
<td>100+</td>
<td>April 26 &amp; 27</td>
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<tr>
<td>CFO Rising Summit Hong Kong</td>
<td>Hong Kong</td>
<td>100+</td>
<td>April 26 &amp; 27</td>
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<td>July</td>
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<tr>
<td>Chief Data Officer Summit</td>
<td>Singapore</td>
<td>100+</td>
<td>July 4 &amp; 5</td>
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<tr>
<td>CFO Rising Summit Singapore</td>
<td>Singapore</td>
<td>100+</td>
<td>July 4 &amp; 5</td>
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<tr>
<td>Chief Innovation Officer Summit</td>
<td>Singapore</td>
<td>120+</td>
<td>July 4 &amp; 5</td>
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<td>Singapore</td>
<td>100+</td>
<td>July 4 &amp; 5</td>
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<td>September</td>
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<tr>
<td>Chief Innovation Officer Summit</td>
<td>Shanghai</td>
<td>100+</td>
<td>September 6 &amp; 7</td>
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<td>November</td>
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<tr>
<td>Big Data &amp; Analytics Innovation Summit</td>
<td>Beijing</td>
<td>150+</td>
<td>November 22 &amp; 23</td>
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</tr>
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</table>

**Sponsorship Opportunities**

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**Delegate Invitations**

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Through our key channels - Big Data, Analytics, Strategy, Innovation, Digital, Sports, Finance, & Supply Chain - we connect industry leaders across the business spectrum, from leading Fortune 500 companies to disruptive and exciting new startups, facilitating the sharing of ideas through webinars, articles, white papers, and on-demand video content.

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