



## Forum Agenda

**Day One: Monday, 27 May 2013**

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7:30 Registration and coffee

8:30 Opening Address by the Chairman

8:40 **Understanding the costs and benefits of big data**

- Assessing how big data is changing the way companies operate and compete
- Exploring the opportunities and threats of big data to your organization
- What is the return on investment on big data projects?
- Examining the 5 key questions you should ask before starting big data initiatives

**Khalifa Al Shamsi, Chief Group Digital Services Officer, Etisalat, UAE**

9:10 **Realizing the real value of big data analytics in practice**

- Creating operational intelligence to improve business
- Exploring the ROI and benefits of using big data analytics to identify and capture opportunities
- Reviewing the key challenges you will face with big data
- Understanding and resolving the key privacy challenges you are likely to face
- Examining how big data analytics will be used in the future

**Richard Benjamins, Director of Business Intelligence, Telefonica Digital, Spain**

9:50 **Big data, the next big thing**

- Understanding why big data is the next big thing
- Examining whether big data can change our daily life forever
- Looking into the big potential big data represents in telcos, banking and governments

**Mohab Koura, Engineered Systems Product Manager, Oracle, Egypt**

10:20 Networking break

10:40 **Using the Analytical Life Cycle to make big data speak to you**

- Building and monitoring real time KPI's on iPad, and android devices in real time, irrespective how big the data or how many users
- Enabling an up to date view of all your business KPI's at a single glance on the phone in your pocket, anywhere in the world
- Using 'Big Data' to advance proactive decision making through the Analytics Life Cycle

**Mark Torr, Director of Technology – Global Information Management and Analytics Center of Excellence, SAS, Germany**

- 11:10 **Improving strategic decision-making in healthcare using big data analysis**
- Improving productivity, financial management and quality by making more informed strategic decisions
  - Enhancing the efficiency, safety and care of patients by managing data effectively
  - Understanding your resources and demands to optimize performance
  - Using data to make strategic outsourcing decisions
- [Basheer Al Muhairbi](#), Deputy Chief Information Officer, [Abu Dhabi Health Services Company](#), UAE
- 11:40 **Harnessing the transformational power of big data**
- Managing large, rapidly growing file-based and unstructured big data environments
  - Providing efficiency, compliance and security for your big data initiatives
  - Meeting large-scale corporate requirements
- [Ahmad Muammar](#), Manager, Systems Engineer, [EMC](#), UAE
- 12:10 Networking break
- 12:30 **Using business intelligence and analytics to solve business problems**
- Performing what if analysis to optimize pricing and increase revenue growth
  - Increasing manufacturing efficiency using business intelligence and analytics
  - Getting real time information and value out of your data
- [Neeraj Verma](#), Manager, Business Reporting, [Dubai Aluminium](#), UAE
- 13:00 **Understanding your customers from a 360° perspective to improve your business**
- Integrating customer personal, transactional and activity data for a deeper understanding on your customers
  - Making marketing more effective by using a target marketed approach
  - Predicting future purchasing behaviour to increase sales
  - Providing superior customer service using big data analysis
- [Bahaa Awartany](#), Manager Business Planning & Analytics, [Dubai Islamic Bank](#), UAE
- 13:30 **Driving growth through customer analytics**
- Uncovering key insights through customer unification
  - Reducing customer churn through advanced analytics
  - Overcoming the key challenges to create an analytics-driven culture shift
- [Anshuman Verma](#), Senior Director Customer Value Management, [du](#), UAE
- 14:00 End of day one

8:00 Morning coffee

8:30 Opening address for day two

8:40 **Future proofing the privacy and accessibility controls of your data**

- Understanding the challenges of data and information access in the region
- Reviewing the current legal landscape around privacy and accessibility of online information
- Examining future regulatory changes and how they will impact you

[Farrukh Ahmad](#), Chief Technology Security Officer, [Vodafone Qatar](#), Qatar

9:10 **Capturing the value of data for future positioning**

- Understanding the value of your data and the opportunities for growth it presents
- Exploring the ROI of your data analytics projects
- Using data to improve productivity
- Transforming big data into intellectual capital and capturing its value

[Mohammed Alansari](#), CEO, [DaamInno](#), Former Director of Technology, [Saudi Aramco](#), KSA

9:40 **Understanding how major banks, intelligence agencies and oil companies do analytics**

- Examining how they get all their different kinds of data integrated
- Enabling analysts to understand big data and give you actionable information you can use
- Manipulating data, testing hypothesis and iterating while documenting all progress
- Sharing knowledge and insights from analytics across your organization and business verticals without compromising privacy and security
- Discovering how analytics has enabled a bank to save billions, law enforcement to save children, and save multinationals from devastating attacks

[Mustafa Dafalla](#), Forward Deployed Engineer, [Palantir Technologies](#), UAE

10:10 Networking break

10:30 **Realizing the value of your data through smart analytics**

- Understanding what to analyze to improve your business
- Mining your data for quality information and analyzing it effectively
- Ensuring information-based decisions through real-time advanced analytics

[Linda Vandijk](#), Director of Medical Strategy Department, [National Health Insurance Company – Daman](#), UAE

11:00 **Building predictive data capability to generate actionable business insights**

- Examining modelling technologies used for predicting customer behaviour
- Identifying the loyalty and financial risk factors associated with customers
- Maximizing revenue by shifting customer behaviour

[Hardik Shah](#), Assistant Vice President, Business Intelligence Unit, Consumer Banking Group, [Abu Dhabi Commercial Bank](#), UAE

11:30 **Panel Discussion: Building big data capability in your organization**

- Examining the skillsets needed for big data analytics
- Understanding how to fit in the analytics department in your organization
- Examine the availability of talent and resources and how to overcome challenges
- Exploring the benefits of outsourcing analytics vs. developing in-house resources

**Mohannad Samara**, Group Business Development Director, Group Strategy, **Etisalat**, UAE

**Richard Benjamins**, Director of Business Intelligence, **Telefonica Digital**, Spain

**Sebastian Dietzel**, Director of Technology -MENA, **Dubizzle**, UAE

**Linda Vandijk**, Director of Medical Strategy Department, **National Health Insurance Company – Daman**, UAE

12:00 Networking break

12:30 **Providing e-statistical intelligence to support planning and decision-making**

- Using business intelligence and analytic tools to provide real-time reports
- Combining different data sources to conduct advanced data analytics
- Providing flexible functionality and extensive user customization by using smart tools
- Sharing the e-statistical tools and its functionality with other stakeholders and potential for future collaboration

**Ahmed Aldashti**, Director of IT, **Dubai Statistics Centre**, UAE

13:00 **Implementing information security and service delivery with data controls**

- Understanding the risks surrounding the non-technical controls of data
- Developing policies and procedures in order to control usage and data access
- Creating security awareness programs to cover human interaction
- Effectively balancing the security vs. performance of your data controls
- Project managing the implementation of your data security controls

**Mohammad Al Hassan**, System Developer, **Abu Dhabi Police**, UAE

13:30 **Managing your reputation and analyzing public sentiment from social media**

- Monitoring and managing public perception about your company and its reputation in the social media
- Analyzing customer feedback and sentiment for quick decisions
- Natural language processing of Arabic including regional dialects

**Dr. Jassim Haji**, Director of IT, **Gulf Air**, Bahrain

14:00 Networking lunch and end of forum