Windsor Plaza Hotel - HCMC, Vietnam

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Data Summit Vietnam 2019

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RESEARCH NEWS

28th & 29th May 2019

As the number of mobile devices & apps are increasing, it is creating enormous amount of data which can be analyzed and turned into meaningful insights that can help organizations to better understand their customers, increase efficiency and achieve competitive advantage. According to another market research paper, by 2020 data driven organizations will have extra USD 65 billion in productivity gains than less data driven organizations. However, major factors such as lack of awareness of big data analytics benefits, adoption strategy, talent shortage and as well as privacy & security concerns in Big Data are hindering the adoption process.

With a population of nearly 100 million and 6.4% per annum GDP growth, Vietnam is one of the fastest growing countries in Digital Economy. According to industry research, more than 50 million people in Vietnam are connected to internet with more and more users switching to online transactions of goods and services every day. This in return is creating more data which can be analyzed to better understand consumers' behavior and offer customized services to clients.

Although, there have been some positive signs of local companies starting to create specialized data analytics departments, there is still a lot more work to be done for most organizations to start understanding the value they can generate through data analytics.

As our commitment to contributing to the advancement of Data Analytics ecosystem in Southeast Asia, Cognitive Links have recently conducted a survey with over 200 Data Professionals in Vietnam to understand the data analytics maturity level in the country. Overwhelming majority of the respondents have indicated the urgent need for international conferences to be held in Vietnam to raise awareness about how other organizations are benefitting from embedding data analytics into their day to day operations.

Data Summit Vietnam will provide platform for Senior Decision Makers and Data Professionals to network, knowledge exchange and gain first hands experience into success stories, best practices and challenges faced by other organizations.

Data Summit Vietnam aims to become an annual event of choice to Data Enthusiasts to discuss the latest trends and future of Data Analytics in Vietnam.

Data Analytics In Vietnam

8 REASONS WHY YOU SHOULD ATTEND THIS SUMMIT:
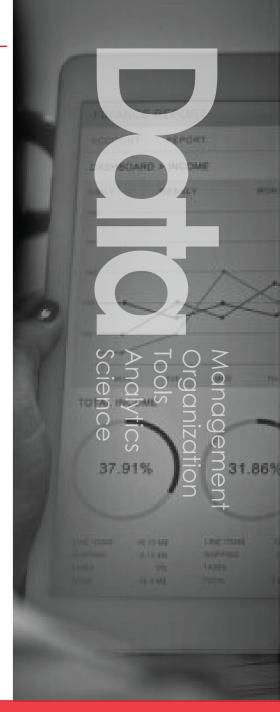
1. High Level presentations by industry experts
2. Best practices on how to discover data insights and use them to grow your business
3. Real Life Case Studies from various sectors
4. Implementation tips to help you get started with your own data analytics project
5. Unique networking experience with international and local experts
6. Technical presentations for geeky audience
7. Get your questions answered by international experts
8. Latest technology trends for competitive advantage

YOU SHOULD ATTEND THIS SUMMIT IF YOU ARE:

MD, CEO, President, CTO, CIO, CMO, CDO, CAO, CRO, COO, Head of Technology, Head of Data, Data Scientist, Data Scientist, Marketing Analytics, Risk Analyst, Loyalty, Business Intelligence, Customer Insight, CRM/CVM/CLM

INDUSTRIES ATTENDING THIS EVENT:

FinTech	Insurance	Healthcare Industry	Oil & Gas	Logistics Industry	Manufacturing	Aviation Industry

Energy Industry	Construction	E-commerce	Telecommunication	Internet Service Providers	Consultancy	Banking & Finance

Data
Management
Organization
Tools
Analytics
Science

37.91% 31.86%

About The Summit

Mike Sherman

Mike has almost 30 years of marketing, market research and CRM/Big data experience. He helps companies address marketing opportunities through understanding end users' needs, turning them into insight/data specifications and converting that output into clear actionable results. Most recently he created the Big Data team at Hong Kong Telecom, while also supporting Big Data projects at other Telcos.

Dr. Keet Peng Onn

With more than 20 years of global experience encompassing both online and offline channels, Dr. Onn is an expert in CRM, loyalty management, data mining, segmentation, propensity-modelling, cloning look-alike models, creating investment matrixes' and identifying opportunities for up-selling and cross-selling to maximize earnings through data.

Prof. Dr. Carol Hargreaves

Dr. Hargreaves, currently, Director of Data Analytics Consulting Centre for NUS (national University of Singapore) has worked as Chief of the Master of Technology Enterprise Business Analytics Programme at the Institute of Systems Science, at the National University of Singapore, where her role included: designing business analytic courses, teaching, consulting & research in business analytics. For over 20 years, Dr. Carol Hargreaves has worked with a variety of industries to make businesses more intelligent. Now she works as Advanced Business Analytics Consultant & Data Scientist Expert.

Dr. Tony Liu

Tony is specialized in delivering analytics solutions, Big Data governance & technology, and industrial linkage research. He has been active in the IT industry since 1994, mostly as a database developer and consulting analyst.
In 2011, Tony received his research Ph.D./Master degrees from Monash University on predictive modeling and anomaly detection with three best paper awards from reputable data mining conferences. He is also a higher-degree research supervisor, scientific journal/conference reviewer and open-source developer. He authored "Isolation Forest" which is available in Scikit-learn, Weka, Spark, and R.

Dr. Keeratpal Singh

Dr. Keeratpal holds a PhD in Electrical, Electronics and System Engineering. He has 20 years of experience in telecommunications, software development for mobile and development of analytic solutions. Previously, as a principal data scientist, he has designed algorithm for simulating predictive and prescriptive analytics, incorporated statistical libraries such as time forecasting for big data processing (processing HDFS stored data and visualizing the result of billion rows within seconds in MIMOS's cloud) as part of software development for Business Intelligent Solution. He has also worked organizations such as Phillips, and Celcom. In recent years he had contributed international journals and been awarded gold medal for invention in the area of location-based services.

Rajendra Sankhlecha

Rajendra is a seasoned analytics professional in banking and financial services domain. His work has enabled business managers to make data driven decisions across marketing, risk, credit, collection, fraud and money laundering areas. In the current role, Rajendra is heading Financial Crime Analytics practice at Axis Bank Ltd, India. He is responsible for leveraging analytics and machine learning to improve efficiency and effectiveness across application stage fraud screening, transaction fraud, and money laundering areas.

Himanshu Jha

Himanshu Jha is currently Head of Business Intelligence, Data Science at Music – Singapore where he works on Next Gen Business Intelligence and Data Science Strategy, Roadmap and Implementation covering both both offline and digital business with focus on continuous innovation and disruption. He completed his Bachelor of Engineering, Electrical Engineering from BIT in 1997, and MBA in Information Technology and Strategy from ABV-Indian Institute of Information Technology and Management and also holds a Big Data and Social Analytics Certificate Course, Big Data and Social Analytics from Massachusetts Institute of Technology in the year 2016.

Dang Van Tran

Head of R&D Center (Vietnam) at Grab

Cahyadi **Poernomo**

Cahyadi has more than 20 years of experience in CRM, CVM, Big Data & Analytics across banking and telecommunication industry. In the past He has worked with some of the largest organizations such as Commonwealth Bank, DBS Bank, Vodafone Axis Telekom and more. He is one of the leading practitioners and sought-after speaker in the APAC region and currently Group Head of Commercial Development, CVM and Big Data at Indosat Ooredoo.

Cahyadi has an MBA from MGSM of Australia, a bachelor's degree in statistics, diploma in applied finance and management.

Duc **Nguyen**

Duc is a dataholic, an experienced speaker and a Data Governance Program Expert, and is working as Data Director at MBBank. Previously, Duc played key role in many organizations such as Head of Performance Management Unit at PVcombank, Head of Data Governance in VPBank. He studied MSc in Finance and Management at University of Exeter, UK and started his data journey as a Data Analyst at Techcombank. Duc is known for his expertise in Data Governance, DWH/BI, Data Architect and create Data driven culture in financial organizations.

Ajith **Govind**

Ajith founded Dextro Analytics, with the vision of integrating analytics and technology to help global companies solve the same problem differently. He pioneered in utilizing novel approaches and creating cloud-based products in the form of decision support systems. He has worked with over 50 global companies to help them improve effectiveness in marketing, operations, and supply chain. He has worked with global brands such as Dell, Coke, Sanofi, Microsoft and provided services to the government and public sector including the Department of Defense and Workforce Development Authority. Ajith specializes in wide range of machine learning, causality, and artificial intelligence algorithms. He has extensive experience in novel techniques such as Deep Learning, Neural Networks, Bayesian Networks etc. and is an expert in building cloud-based applications.

More to be confirmed soon. Stay Tuned!

8:00 – 9:00 Registration and light breakfast session

9:00 – 9:10 Welcome speech and opening remarks by conference chairman: Mike Sherman

9:10 The 10 Things I Wish Someone Had Told Me about Data Analysis.

Author of:

Mike Sherman
Industry Expert on Big Customer Data, CRM, and Marketing Analytics – Hong Kong

9:50 "Dynamic Analytics: 7 Tips on How to Build a Powerful Customer Dynamic Analytics System for your Organization"

- Requirements for a dynamic analytics customer strategy
- Development of a Data Strategy
- Operationalizing your Data Strategy
- 7 Tips for a dynamic analytics system
- Do's and Don'ts

NUS

Prof. Dr. Carol Hargreaves
Director of Data Analytics Consulting Centre – National University of Singapore

10:30 – 11:00 Coffee Break and Networking

11:30 – 11:40 Presentation by technology and consulting solution provider

11:40 – 12:20 Increasing customer journey through strategic wealth

- Using data analytics to predict customer behavior
- The next best offer
- The customer engagement model
- The need for R.F.M

Maybank

Siah Hark Cheong
Head, Customer Analytics & CRM – Maybank, Malaysia.

12:30 – 1:30 Lunch and Networking Session

1:30 – 2:10 Presentation by technology and consulting solution provider

2:10 – 2:50 Mitigating Financial Crime Risk through Analytics & Machine Learning.

- Neural Network models to improve operational efficiency in AML
- Identification of point of compromise to prevent potential cards fraud
- Anomaly detection algorithm to detect suspicious activities

Flipkart

Rajendra Sankhlecha
Director & Head of Risk Analytics – Flipkart, India.

2:50 – 3:20 Emerging Trends in Analytics based on social physics and predictive modelling, examples and implementation tips.

Himanshu Jha: Head of Business Intelligence, Data Science - Music Tribe, Singapore.

MUSIC TRIBE

Himanshu Jha
Head of Business Intelligence, Data Science - Music Tribe, Singapore.

3:20 – 3:50 Coffee Break and Networking

3:50 – 4:30 Presentation by industry expert from leading ecommerce company

4:30 – 5:30 Panel Discussion: Empowering Vietnam businesses through Data Analytics.

- How to ensure business acumen in implementing data analytics?
- Successful implementation of analytics through compelling business case.
- How to formulate, plan and deliver analytics.
- Importance of developing an effective data analytics team.

Chair:
Mike Sherman: Industry Expert on Big Customer Data, CRM, and Marketing Analytics – Hong Kong

Panelist:
Dr. Keeratpal Singh: Chief Data Scientist – Axiata, Malaysia.
Prof. Dr. Carol Hargreaves: Director of Data Analytics Consulting Centre – National University of Singapore
Dr. Tony Liu: Data Analytics Director - Sinarmas Group, Indonesia

More to be confirmed!

5:30 End of Day One

8:00 – 9:00 Networking and Light breakfast session

9:00 – 9:10 Opening remarks by conference chairman: Mike Sherman

9:10 – 9:50 Predicting Insurance Customer Behavior

- Insurance Purchase from a Consumer's Point of View
- Creating Insurance Awareness in an Omni-Channel World
- How predictive analytics is applied to create customer experience delights

AEGON

Keet Peng Onn

President Director and Country Manager - AEGON Insights, Singapore.

9:50 – 10:30 Presentation by technology and consulting solution provider.

10:30 – 11:00 Coffee Break and Networking

11:00 – 11:40 Successful Analytics use cases in financial sector. How to measure ROI from your Analytics efforts.

- Case Studies and implementation advice

sinarmas

Dr. Tony Liu

Data Analytics Director - Sinarmas Group, Indonesia.

11:40 – 12:20 Presentation by leading multinational bank.

12:20 – 1:20 Lunch and Networking Session

1:20 – 2:00 Best practices in creating additional revenue through campaign management and cross-sell/up-sell programs

- How to create successful teams and strategies through data analytics
- Leverage on data analytics for the right offer at the right time

indosat ooredoo

Cahyadi Poernomo
Group Head Commercial Development, CVM and Big Data at Indosat Ooredoo - Indonesia

2:00 – 2:40 Why banks need Data Governance in Digital Age?

- Summary of vietnamese banking industry focus on data management, data governance.
- Problems which banks are facing related to data
- How data governance helps bank to get better results

MB

Duc Nguyen
Data Director at Military Commercial Joint Stock Bank - Vietnam

2:40 – 3:20 How to develop winning products faster: Rapid prototyping with AI

- 85% of new products fail and innovation is still a calculated gamble.
- Product development practices are full of holes. Holes you can plug with AI and lean based methodologies.
- Develop organizational knowledge to augment your digital assets and get maximum ROI from your initiatives

DEXTRO ANALYTICS

Ajith Govind

Founder – Dextro Analytics Inc, USA.

3:20 – 3:50 Coffee Break and Networking

3:50 – 4:30 Presentation by technology and consulting solution provider.

4:30 – 5:10 Big Data Analytics and AI for detecting Risk & Anomalies

- Defining Big Data Analytics
- The usage of Descriptive Analytics, Machine Learning and approach to solving pain points.
- Data Partnership between industries for early risk detection
- Big Data Fusion in Analytics Infrastructure
- The usage of Data Analytics and AI
- Using Analytics and AI to identify potential risk, outliers and anomalies

axiata

Dr. Keeratpal Singh

Chief Data Scientist – Axiata, Malaysia.

5:10 – 6.00 Data Hackathon

Moderator:

Mike Sherman: Industry Expert on Big Customer Data, CRM, and Marketing Analytics – Hong Kong

Panel of Judges:

Dr. Keeratpal Singh: Chief Data Scientist – Axiata, Malaysia
Dr. Tony Liu: Data Analytics Director - Sinarmas Group, Indonesia
Dr. Keet Peng Onn: President Director and Country Manager - AEGON Insights, Indonesia.
Ajith Govind: Founder - Dextro Analytics Inc, USA.

5:30 End of Day One