Talk on "The Impact of Big Data Analytics on Industry 4.0"

Organised by Information and Communications Technology Special Interest Group, IEM
BEM Approved CPD/PDP Hours: 2   Ref. No: IEM18/HQ/267/T

Day/Date:	**19 July 2018, Thursday**
Time:	**5.30 pm – 7.30 pm** *(Refreshments will be served at 5.00pm)*
Venue:	**Wisma IEM, TUS Lecture Room and C&S Lecture Room, 2nd Floor**
Speaker:	**Ms. SAMIRA EMMERSON**

SYNOPSIS

The session will cover how Big Data Analytics (BDA) plays a vital role in many industries, success stories of BDA and bottleneck faced by some industries. Samira's session will also cover what it takes to be a Data Driven Organisation through the explanation of our proprietary DDO model.
The session will cover:

- Introduction of the CADS
- Overview of Industry Revolution 4.0
    - Big Data Analytics & Data Science – how it will play a vital role
- Some global use cases in industries (Telco, Manufacturing, FSI, High Tech, Others)
- Some insights on the local landscape and initiatives

BIODATA OF SPEAKER

Ms. SAMIRA EMMERSON

Samira comes with over 11 years of analytics experience in various capacities across multiple organisations. Samira leverages her data science core skills to develop business solutions by combining business acumen, data, analytics and technology. Her experiences range from designing data and analytics solutions based on the business need, conceptualising the business questions and leading teams of data professionals to develop solutions. She has also taken lead roles for technical and quality assurance in projects that she has delivered. She has delivered big data and analytics projects in Financial Services, Technology & Media and Transport sectors whilst managing CXO level stakeholders. Samira's keen interest are in all aspects of data life cycle from storage to processing and analytics including relational and NoSQL engines. She is particularly interested in Graph databases, modelling and machine learning and truly enjoys leading teams of technical and business analysts whilst being client facing and cater solutions to clients' requirements.

Analytics and Data Science Director, THE CENTER OF APPLIED DATA SCIENCE
- Leading the Data Science team to deliver Data and Analytics solutions ranging from developing systems to delivering training to Public and Private sectors.

Senior Data Scientist and Lead on Graph Databases, DELOITTE ANALYTICS
- Lead a team of Data Scientists and Analysts on big data and analytics project delivery, building prototypes and PoCs.
- Managed clients on the CXO level from FSI, Media, Transport Industries and the Public Sector.

Data Scientist, Business Architecture and Group Technology, AXA UK
- Responsible for setting up Data Science practice and Big Data adoption in AXA UK Corporate Centre and 5 Operating Companies in Insurance and Wealth Management

Data Scientist, Elevate Business & Customer Experience, AXA UK
- Identifying use cases to address big data challenges and drive value from it across AXA Wealth, encompassing consultancy from data strategy through to technology implementation

Functional Expertise
- Implementing and deploying analytics functions and capabilities
- Design and delivery of strategic analytics programmes to drive growth
- Leadership roles in managing Data Scientist Teams

Industry Expertise
- Financial Services and Insurance
- Technology, Media, Telecommunications
- Transportation

ANNOUNCEMENT TO NOTE

FEES
(Effective 1st October 2017)

IEM Members
- Registration Fee : **FOC**
- Administrative Fee :
    Online: RM 15.00
    Walk In: RM 20.00

Non-Members
- Registration Fee: **RM 50.00**
- Administrative Fee: **RM 20.00**

- Limited seats are available on a "first come first served" basis (maximum 100 participants).
- To secure your seat, kindly register online at www.myiem.org.my

PERSONAL DATA PROTECTION ACT

I have read and understood IEM's Personal Data Protection Notice published on IEM's website at www.myiem.org.my and I agree to IEM's use and processing of my personal data

CPD HOURS CONFIRMATION

Name: ....
Membership No: ....
Signature: ....…

Ir. Chai Chen Sing
Chairman, Information and Communications Technology Special Interest Group, IEM Session 2018/2019