



TALK ON "THE ANALYTICAL ENGINEER"

(Organised by Information and Communications Technology Special Interest Group, IEM)

BEM Approved CPD/PDP HOURS: 2

Ref No: IEM14/HQ/301/T

Date : 4th September 2014 (Thursday)
Time : 5.30pm to 7.30pm (Refreshments will be served at 5.00pm)
Venue : TUS & C&S Lecture Room, 2nd Floor, Wisma IEM, Petaling Jaya
Speaker : Dr. Mark Chia

SYNOPSIS

For most organizations, big data is the reality of doing business. Big data is a popular term used to describe the exponential growth and availability of data, both structured and unstructured. Big data may be as important to business – and society – as the Internet has become. Why? More data may lead to more accurate analyses. More accurate analyses may lead to more confident decision making. Better decisions can mean greater operational efficiencies, cost reductions and reduced risk. Imagine being able to analyze data to determine the root cause of failures or detect fraudulent behavior before it affects revenue. Implementing the right solutions to make the most of your big data – from data management to analytics – can be key to your business success.

As data floods your organization on a daily basis, the question is no longer "What is big data?". It's "What can we do with the big data we have?". The answer, of course, is integral to the future of your business. With analytics, you can implement data mining, predictive analytics, text mining, forecasting and optimization to explore options and make the best possible business decisions.

Analytics is the process of examining big data to uncover hidden patterns, unknown correlations and other useful information that can be used to make better decisions. With analytics, data scientists and others can analyze huge volumes of data that conventional analytics and business intelligence solutions can't touch. Consider this, it's possible that your organization could accumulate (if it hasn't already) billions of rows of data with hundreds of millions of data combinations in multiple data stores and abundant formats. High-performance analytics is necessary to process that much data in order to figure out what's important and what isn't. Enter big data analytics.

As engineers we play a key role in bridging the gap between theory and application. We apply mathematics and science with a dash of ingenuity in order to come up with practical solutions to business problems. With the advent of big data, having analytical knowledge will provide us an advantage in coming up with business solutions. The age of the analytical engineer is upon us. Some questions on everyone's mind are:

- What is big data?
- How do companies manage data?
- How can analytics help?
- Who is the analytical engineer?
- How do we share analytical insights in order to accelerate business decisions?
- How ready are companies to utilize analytics?
- Where does Malaysia stand in terms of analytic readiness compared to the region?

Come join me for a personal view on the analytical engineer and their role.

BIODATA OF SPEAKER

Mark is the Head of Analytics within SAS's Technology Centre of Excellence in Malaysia. Mark works with clients across industries to design, develop and implement analytics solutions within their organizations successfully. He has been with SAS since 2011.

Before joining SAS, Mark worked in IT for over ten years with various UK companies. He has worked for software development companies and an internet dating company. He has done a variety of roles from software engineering, systems administration, consulting, systems analysis, project management, product management and company management.

Mark holds two bachelor degrees from the University of Adelaide, Australia. The first with honours is in Electrical and Electronic Engineering and the second is in Applied Mathematics and Computer Science.

He did his PhD in Electrical Engineering at the University of Edinburgh, United Kingdom. He is also registered as a Chartered Engineer with the Engineering Council (UK) through the Institution of Engineering and Technology.

Ir. Lee Mun Poh
Chairman,
Information and Communications
Technology Special Interest Group, IEM

ANNOUNCEMENTS TO NOTE:

- Preferential admission to talk shall be accorded to IEM members (**pre-registration and online registration are NOT required**). (**telephone and/or fax reservation will NOT be entertained**)
 - **Non members** may also attend the talk but will be charged a registration fee of **RM50** and an administrative fee of **RM10**.
 - For affiliate members, there will be no registration fee. However, they are requested to produce their membership card as proof of membership. For the list of affiliates, please refer www.myiem.org.my/content/memorandum_of_understanding_469.aspx.
 - Limited seats are available on a "first come first served" basis (maximum 110 participants).
 - IEM members are required to produce your membership cards for confirmation of attendance (CPD purpose).
 - Latecomers will not be allowed to enter if the lecture hall is full nor be entitled to CPD.
- IEM members who fail to produce their membership cards will be charged a fee of RM20.00.***

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- Kindly be informed that IEM will be charging participants **RM10** as administrative fee for talks organized by IEM.
- The fee would be used to cover overhead costs, building maintenance expenses as well as to support the purchase of the new building.
- All contributions will be deeply appreciated by IEM
- Students are however exempted. Your understanding is greatly appreciated.

CPD HOURS CONFIRMATION

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Membership No:

Signature: