

Leading with Confidence in Times of Change
Innovate. Optimise. Transform.

Conference Programme

10 – 11 August 2010
Four Seasons Hotel
Hong Kong



THE PREMIER BUSINESS LEADERSHIP SERIES

www.sas.com/theseries

Presented by SAS

THE PREMIER BUSINESS LEADERSHIP SERIES – HONG KONG

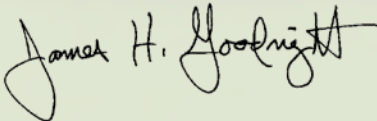
INNOVATE. OPTIMISE. TRANSFORM.

Welcome to Hong Kong, a vibrant city known for inspiring innovation and the perfect place for us to explore winning business strategies. The Series is designed for 21st-century leaders who are ready to move beyond spreadsheets and start asking questions that will shape future success.

Solving difficult business problems often requires much more than technology. True insights only arise when organisations implement proven business analytics solutions for fact-based decision making and optimise business processes. Ultimately, it's about elevating data to its rightful place as a strategic asset, vital to a company's success.

At this day-and-a-half forum, you will have opportunities to discuss the obstacles executives face and how to overcome them. I am confident you will leave with a wealth of fresh perspectives. Our goal is to equip every leader with a specific plan of action to improve business performance, act with greater confidence and drive real transformation.

Thank you for joining us at the Hong Kong edition of The Series. Enjoy the experience.

A handwritten signature in black ink that reads "James H. Goodnight". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Dr. James H. Goodnight
CEO
SAS



Since he co-founded SAS in 1976, Jim Goodnight has served as the company's Chief Executive Officer.

A worldwide leader in business analytics software and services, SAS has more than 11,000 employees in 50 countries. In 2009, the company's revenue was US\$2.31 billion, its 34th consecutive year of growth and profitability.

In 2004, Harvard Business School named Goodnight as one of the "20th Century's Great American Business Leaders," citing his impact on "the way people have lived, worked and interacted in the 20th century."

Goodnight has a PhD in statistics and speaks internationally on leadership, education and innovation.

CONTENTS

AGENDA AT A GLANCE	2
CONFERENCE LOGISTICS	4
REGISTRATION AND EVENT INFORMATION	
SOCIAL MEDIA	
PRESS CENTRE	
INTERNET ACCESS	
LANYARD COLOURS	
HOTEL INFORMATION	
NETWORKING ACTIVITIES	6
MEALS	
RECEPTION	
TALKING POINTS	
MAPS	8
PRESENTING ORGANISATIONS	14
GENERAL SESSIONS	15
CONCURRENT INSIGHTS SESSIONS	20
EXECUTIVE MASTERCLASSES	26
SPONSORS AND MEDIA PARTNERS	29

AGENDA AT A GLANCE

9 AUGUST, MONDAY

15:00 – 18:00 **Conference Registration and Information**
Harbour View Foyer, Floor 4

10 AUGUST, TUESDAY

07:45 – 18:30 **Conference Registration and Information**
Harbour View Foyer, Floor 4

07:45 – 09:15 **Networking Opportunities**

- Networking Continental Breakfast, Harbour View Ballroom, Floor 4
- Talking Points (private meetings) - Arrange meetings at the scheduling desk located on Floor 2.

09:15 – 10:15 **Welcome and Panel Discussion: Outlook on the Global Economy**
Grand Ballroom, Floor 2

10:15 – 10:35 **Keynote Address: Anticipate and Manage Change**
Grand Ballroom, Floor 2

10:35 – 10:55 **Break in Networking Hall**
Grand Ballroom Foyer, Floor 2

10:55 – 11:40 **Executive Viewpoint: Planning for an Unclear Future**
Grand Ballroom, Floor 2

11:40 – 12:40 **Keynote Address: MacroWikinomics: Rebooting Business and the World**
Grand Ballroom, Floor 2

12:40 – 13:55 **Networking Opportunities**

- Networking Lunch
Harbour View Ballroom, Floor 4
- Talking Points (private meetings) - Arrange meetings at the scheduling desk located on Floor 2.

14:00 – 15:00 **Keynote Address: Beyond Capitalism ... Innovism: A Phantom Profile of the Ultra Modern Firm**
Grand Ballroom, Floor 2

15:00 – 16:00 **Keynote Address: Using Innovation to Thrive and Strive**
Grand Ballroom, Floor 2

16:00 – 16:20 **Break in Networking Hall**
Grand Ballroom Foyer, Floor 2

16:20 – 17:15 **Keynote Address: Analytics at Work: How to Make Better Decisions and Get Better Results**
Grand Ballroom, Floor 2

17:15 – 18:00 **Cocktail Reception in Networking Hall**
Grand Ballroom Foyer, Floor 2

11 AUGUST, WEDNESDAY

- 08:15 – 13:00** Conference Registration and Information
Harbour View Foyer, Floor 4
- 08:15 – 09:30** Networking Opportunities
- Networking Continental Breakfast
Grand Ballroom, Floor 2
 - Talking Points (private meetings) - Arrange meetings at the scheduling desk located in the on Floor 2.
- 09:30 – 12:30** Concurrent Insights Sessions and Executive Masterclasses
- All Insights Sessions will be held in Harbour View I-III on Floor 4. Please see Pages 20-25 for session abstracts and room assignments.
 - All Executive Masterclasses will be held in Boardrooms 1-3 on Floor 5. Please see Pages 26-28 for session abstracts and room assignments.
- 12:30 – 13:30** Networking Opportunities
- Networking Lunch, Grand Ballroom, Floor 2
 - Talking Points (private meetings) - Arrange meetings at the scheduling desk located in the on Floor 2.

ABOUT THE VENUE

Situated on the waterfront overlooking Victoria Harbour and the financial district, the Four Seasons Hong Kong is the city's most exclusive luxury hotel. As part of the prestigious International Finance Centre, the Four Seasons Hong Kong offers access to Hong Kong Station and the famed Star Ferry, allowing guests to conveniently experience all that Hong Kong has to offer – prime shopping, fine dining, and a variety of historical and cultural attractions.



REGISTRATION AND EVENT INFORMATION

Conference registration and information is located in the Harbour View Foyer on Floor 4. Hours of operation are 15:00 – 18:00 on Monday, 9 August; 07:45 – 18:30 on Tuesday, 10 August; and 08:15 – 13:00 on Wednesday, 11 August.

SOCIAL MEDIA

Be sure to share your thoughts and experiences before, during and following the conference.

Twitter: #PBL10

LinkedIn Group: The Premier Business Leadership Series

PRESS CENTRE

Located in Victoria I on Floor 2, media professionals may visit the press centre for assistance with arranging interviews, to obtain information about the conference, and to attend the press briefing.

INTERNET ACCESS

Be sure to visit the Internet Café in the Harbour View Foyer on Floor 4.

LANYARD COLOURS

To assist attendees in networking with peers who have similar interests, we have provided coloured lanyards based on the information supplied at registration.

-  **BANKING**
-  **INSURANCE & CAPITAL MARKETS**
-  **PUBLIC SECTOR**
-  **RETAIL**
-  **TELECOMMUNICATIONS**
-  **UTILITIES & ENERGY**
-  **ALL OTHER INDUSTRIES**
-  **PRESS**
-  **SAS STAFF**

If you require a different lanyard than the one you received at check-in, please visit conference registration and information in the [Harbour View Foyer on Floor 4](#).

HOTEL INFORMATION

Please be aware that check-out time at The Four Seasons is 12:00. Complimentary luggage storage is available.

NETWORKING ACTIVITIES

MEALS

Exchange ideas and share experiences with your fellow delegates during breakfast and lunch.

10 August, Tuesday

07:45 – 09:15 Networking Continental Breakfast
Harbour View Ballroom, Floor 4

12:40 – 13:55 Networking Lunch
Harbour View Ballroom, Floor 4

11 August, Wednesday

08:15 – 09:30 Networking Continental Breakfast
Grand Ballroom, Floor 2

12:30 – 13:30 Networking Lunch
Grand Ballroom, Floor 2

COCKTAIL RECEPTION

Socialise with peers, make new contacts and exchange ideas on Tuesday, 10 August, from 17:15 to 18:00 in the Networking Hall, Grand Ballroom Foyer, Floor 2.

TALKING POINTS (private meetings)

Add value to your conference experience by scheduling a private one-on-one meeting with a SAS expert or other attendees in a small-group setting. Talking Points meetings can be scheduled in the [Grand Ballroom Foyer on Floor 2](#). Sponsors are available to discuss a variety of topics.

HP:

- Real-time analytics for a consistent 360° view of the business.
- Maturity models for BI and MDM to assess customers' BI maturity and build a road map.
- Data warehouse/analytics as a service – enabling the cloud.

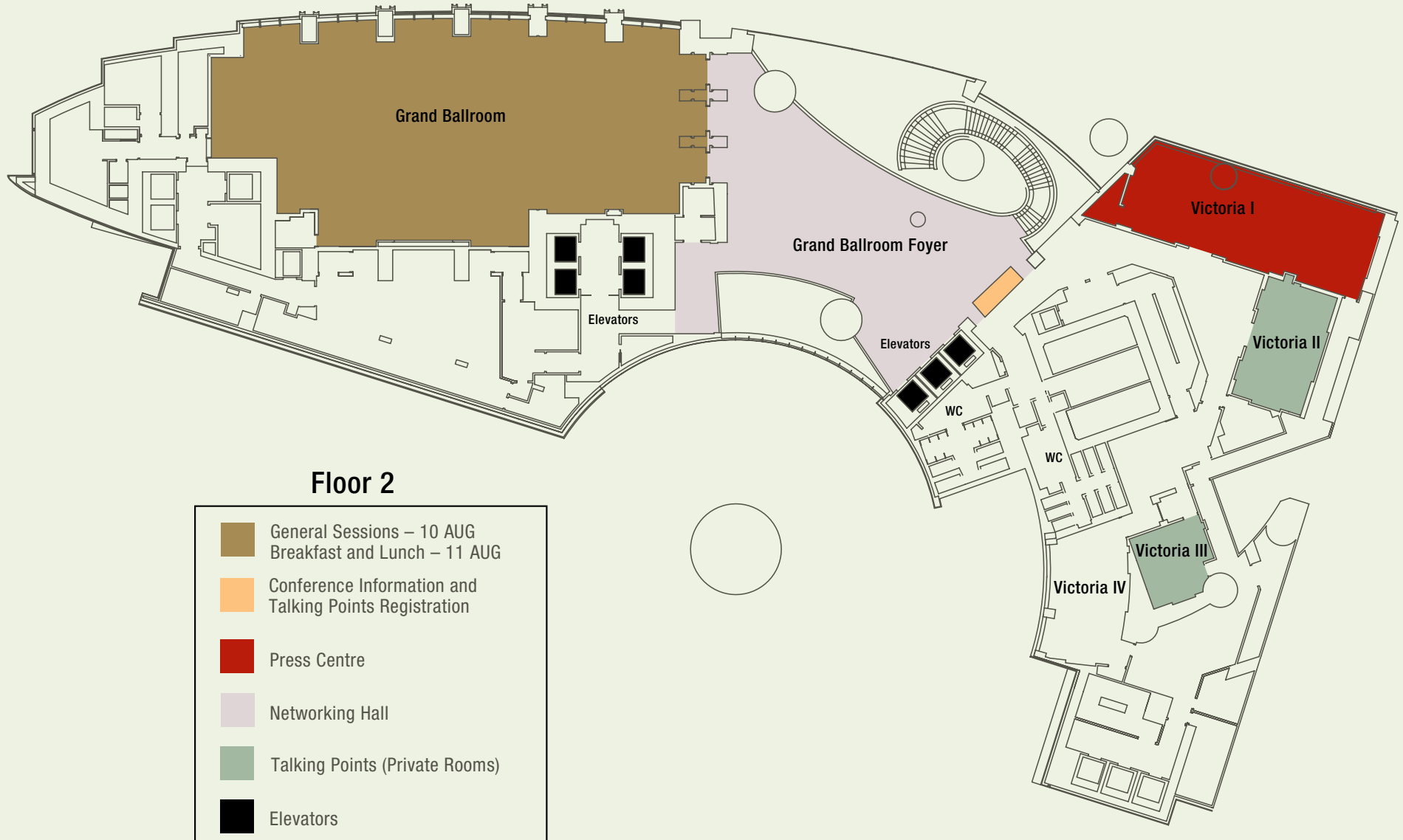
IBM:

- Business strategy to drive innovation in a climate of rapid economic change.
- Maximise SAS® performance with flexibility and choice for your IT infrastructure.
- New ways to address the data storage dilemma.

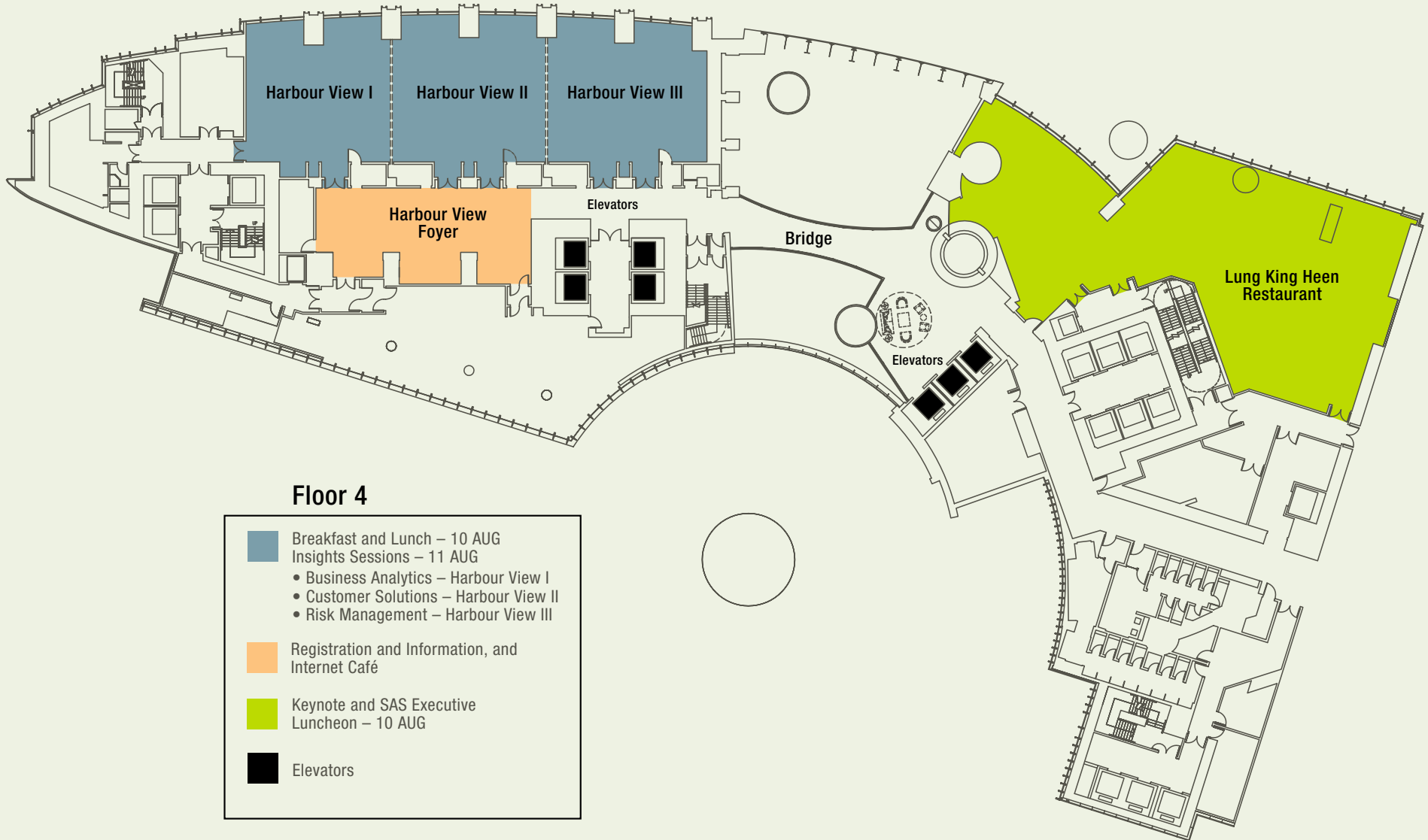
Teradata:

- Teradata Active Enterprise Data Warehousing.
- Agile, In-Database Analytics.
- SAS and Teradata Integration.

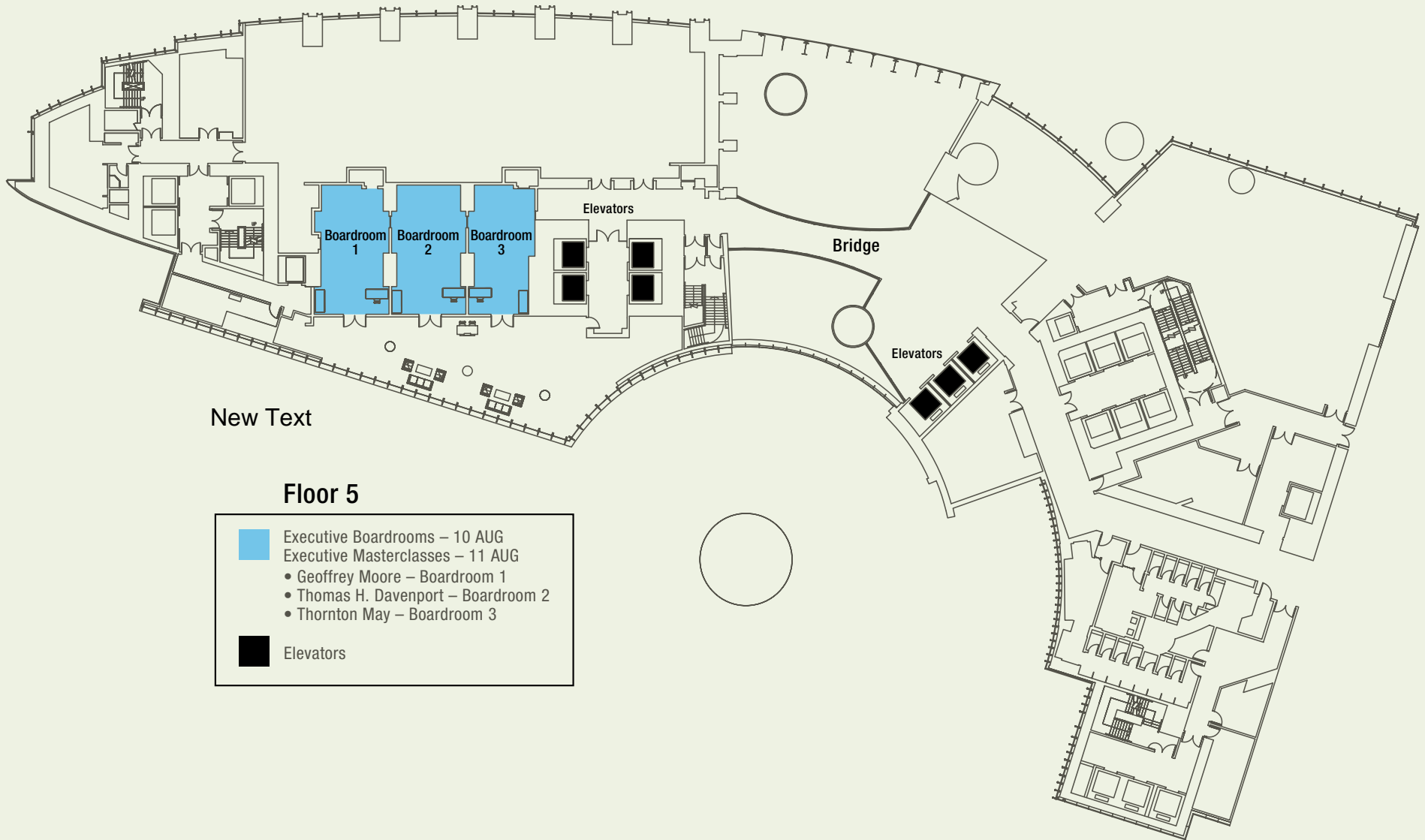
Floor 2



Floor 4



Floor 5



PRESENTING ORGANISATIONS

For your convenience, we have included a page index so that you can easily find each session's date, time and abstract.

Accenture	23
Australian Trade Commission	15
Babson College	19, 27
Celcom Axiata	21
China Banking Regulatory Commission	16
Dept. of Public Works and Highways (Philippines)	16
Ericsson	21
Hong Kong Exchanges and Clearing Limited	25
HP	7, 23, 29
HSBC	25
IBM	7, 25, 30
IT Leadership Academy	16, 28
Marriott International	22
Mohr Davidow Ventures	19, 26
National Economic Research Institute (China)	15
nGenera Insight	17
SAS	15, 16, 29
Securities and Futures Commission	16
Shoppers Stop	21
Standard Chartered	15
TCG Advisors	19, 26
TeliaSonera Group	22
Teradata	7, 22, 30
UOB Group	23



Fan Gang



Tim Harcourt



Gerard Lyons



Mikael Hagström



Jim Davis

All general session presentations will take place on Tuesday in the Grand Ballroom, Floor 2.

10 AUGUST, TUESDAY

09:15

Panel Discussion: Outlook on the Global Economy

Balancing the short term with the long term has never been easy, and in a time of massive turmoil in global financial markets, it just got harder. Organisations worldwide are searching for signs of stability and anticipate a recovery.

Our panellists will share what they have witnessed firsthand around the world, including what's next for local and global economies, what to expect in the months ahead, and the likely outcome.

Panellists: **Dr. Fan Gang**, Director, National Economic Research Institute (China); **Tim Harcourt**, Chief Economist, Australian Trade Commission; **Gerard Lyons**, PhD, Chief Economist and Group Head of Global Research, Standard Chartered; **Mikael Hagström**, Executive Vice President, SAS Europe, Middle East, Africa and Asia Pacific (panel host)

10:15

Keynote Address: Anticipate and Manage Change

Organisations today are dealing with diverse issues, a wider range of regulations and heightened global competition. There has never been a greater urgency for proactive, evidence-based decisions and agile strategies.

By delivering insights that are gleaned from data about customers, suppliers, operations, performance and more, Davis will explore how leading organisations are solving complex business problems, lifting performance and driving sustainable growth through business analytics.

Speaker: **Jim Davis**, Senior Vice President and Chief Marketing Officer, SAS

GENERAL SESSIONS



Jim Goodnight



Alexa Lam



Andrew Sheng



Rogelio Singson



Thornton May

All general session presentations will take place on Tuesday in the Grand Ballroom, Floor 2.

10:55

Executive Viewpoint: Planning for an Unclear Future

As Asia Pacific, and particularly China, repositions itself as a global leader, is your organisation prepared to innovate and transform? Our executive panellists represent organisations that are making confident decisions to reduce risk and achieve greater results. They will share their unique perspectives on the ever-changing realm of global business and where they have turned their focus now.

In this session, discover the steps you can take to prepare your business for what's next in the local and global economies, including:

- Fostering a culture for innovation.
- Preparing for the long term in the increasingly volatile market conditions.
- Enabling your organisation to make agile, confident decisions.
- Identifying and optimising your organisation's greatest asset.

Panellists: **Jim Goodnight**, CEO, SAS; **Alexa Lam**, Deputy Chief Executive Officer and Executive Director of Policy, China and Investment Products, Securities and Futures Commission; **Andrew Sheng**, Chief Advisor, China Banking Regulatory Commission; **Rogelio Singson**, Secretary, Department of Public Works and Highways, Republic of the Philippines; **Thornton May**, Futurist, Executive Director and Dean of the IT Leadership Academy; **Mark Jeffries** (panel host)



Don Tapscott

All general session presentations will take place on Tuesday in the Grand Ballroom, Floor 2.

11:40

Keynote Address: MacroWikinomics: Rebooting Business and the World

The 2009 global economic crisis and collapse of financial systems were a wake-up call to the world. We need to rethink and rebuild the organisations and institutions that have served us well for decades, even centuries. The pillars of economic and social life from the industrial economy have come to the end of their life cycle. How must our institutions change for a new century, new media, new generation and a new economy? The next decade is crucial. What is to be done?

In order to transform the world for an age of intelligence, we need to change the architecture of the technology infrastructure for companies, government and just about every other institution in society.

Speaker: **Don Tapscott**, Chairman of nGenera Insight, co-author of *Wikinomics: How Mass Collaboration Changes Everything* and the upcoming *MacroWikinomics: Rebooting Business and the World*



Kjell Nordström

All general session presentations will take place on Tuesday in the Grand Ballroom, Floor 2.

14:00

Keynote Address: Beyond Capitalism ... Innovism: A Phantom Profile of the Ultra Modern Firm

From Beijing to Baltimore, we all speak capitalism now. However, capitalism has many different faces. Time, space, culture and recent history give capitalism its local character and fundamental differences. Does this mean that some of us are better prepared to meet the future than others?

In an increasingly transparent and interconnected world, there is nowhere to hide from change. We have deregulated the world in all aspects, and three key drivers are moving us: technology, institutions and values. Creative destruction and total innovation stand centre stage in the ultra modern firm.

Nordström will provide a three-step analysis of:

- The transition from capitalism to innovism via a major crisis.
- Ultra modernity and its implications for business and corporations.
- The art of making money redefined.

Speaker: **Kjell Nordström**, visionary on the “new world” of international business and co-author of the best-seller *Funky Business: Talent Makes Capital Dance*



Geoffrey Moore



Thomas H.
Davenport

All general session presentations will take place on Tuesday in the Grand Ballroom, Floor 2.

15:00

Keynote Address: Using Innovation to Thrive and Strive

The challenges in the current economy are to invest in innovation projects that pay back in the short term and pay off in the long term – and to fund these projects by extracting resources from existing operations. Drawing on his experience as a venture capitalist as well as research for his recent book *Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution*, Geoffrey Moore will describe how organisations large and small can determine their own fates at a time when many of their competitors are bemoaning theirs.

Speaker: **Geoffrey Moore**, Managing Director, TCG Advisors; Venture Partner, Mohr Davidow Ventures

16:20

Keynote Address: Analytics at Work: How to Make Better Decisions and Get Better Results

Thomas H. Davenport will present straightforward, practical advice from his new book *Analytics at Work: Smarter Decisions, Better Results*, including laying out a plan of action for deploying and succeeding with business analytics inside your company.

Learn how to:




- Use an analytics approach to run your business.
- Put the right assets in place and deploy them effectively.
- Launch an analytics initiative.
- Sustain an analytics focus over time.
- Evaluate your organisation's current analytical capabilities.
- Use analytics to make better decisions.

Speaker: **Thomas H. Davenport**, best-selling co-author of *Competing on Analytics* and *Analytics at Work*, and President's Distinguished Professor at Babson College

CONCURRENT INSIGHTS SESSIONS

All Insights Sessions will be held in the Harbour View Ballrooms on Floor 4. Please see individual entries for session abstracts and room assignments.

Each session will be broken into four parts – three presentations by senior executive business leaders followed by a panel discussion to allow the speakers to discuss the current trends in the subject area and address your questions further.

Session Times	Business Analytics	Customer Solutions	Risk Management
	Harbour View I Sponsored by 	Harbour View II Sponsored by 	Harbour View III Sponsored by 
09:30 – 10:15	Predicting the Future with Demand-Driven Forecasting Ericsson	Customer Loyalty in Uncertain Times Marriott International	Creating Business Value with High-Performance Risk Management UOB Group
10:15 – 11:00	Revolutionising Retail with Business Analytics Shoppers Stop	Cut Through the Noise: Standing Out in a Saturated Market TeliaSonera Group	Fraud Risk – Doing More with More HSBC
11:00 – 11:15	Break	Break	Break
11:15 – 12:00	Using Business Analytics to Improve Customer Lifecycle Management Celcom Axiata	New Spaces, New Faces and New Places – Driving Growth in the New Normal Accenture	Meeting the Challenges of Enterprise Risk Management Hong Kong Exchanges and Clearing Limited
12:00 – 12:30	Business Analytics Panel Discussion – Ericsson, Shoppers Stop, Celcom Axiata and Teradata	Customer Solutions Panel Discussion – Marriott International, TeliaSonera Group, Accenture and HP	Risk Management Panel Discussion – UOB Group, HSBC, Hong Kong Exchanges and Clearing Limited, and IBM

11 AUGUST, WEDNESDAY

BUSINESS ANALYTICS

Harbour View Ballroom I, Floor 4

Sponsored by Teradata

TERADATA

Predicting the Future with Demand-Driven Forecasting

Lars Lindberg, Vice President of Materials Management,
Ericsson

Ericsson is the global leader in mobile telecom infrastructure, with more than 40 percent market share worldwide. This commanding presence also brings huge challenges. How do you predict the future and align supply with demand? This session will explore:

- Establishing accurate forecasts of customer demand.
- Building a stronger demand-planning process with business analytics.
- Reducing errors and ensuring optimum production capacity in manufacturing.

Revolutionising Retail with Business Analytics

Arun Gupta, Customer Care Associate and Group Chief
Technology Officer, Shoppers Stop

With many retailers worldwide struggling to maintain revenues, how do you grow in such a tough competitive landscape? As a leading Indian retailer and pioneer in using technology, especially business analytics, Shoppers Stop is not only thriving but has helped revolutionise the retail sector. Gupta will share insights on using analytics to drive business value, reduce operational costs, and provide better products and customer experience.

Using Business Analytics to Improve Customer Lifecycle Management

Andreas West, Senior Vice President, Customer Management,
Celcom Axiata

West will pull from his experience utilising business analytics to create business value at Vodafone, Accenture, Citibank, and currently Celcom Axiata, for his discussion. He will discuss how business analytics is a key enabler to build market share,

profitability and turn a business around while following the concept of customer lifecycle management. He will also explore how to:

- Acquire high-value and high-loyalty customers.
- Get higher cross/up-sell results from your customer.
- Minimise the number of unprofitable customers.
- Predict the future value of a customer.

Panel Discussion

- **Ericsson** – Lars Lindberg, Vice President of Materials Management
- **Shoppers Stop** – Arun Gupta, Customer Care Associate and Group Chief Technology Officer
- **Teradata** – Michael Dehnert, Vice President, Predictive Analytics and Cloud Computing
- **Celcom Axiata** – Andreas West, Senior Vice President, Customer Management

CUSTOMER SOLUTIONS

Harbour View Ballroom II, Floor 4

Sponsored by HP



Customer Loyalty in Uncertain Times

Stephan Chase, Vice President of Customer Knowledge, Marriott International

As one of the world's leading hotel groups with properties and operations in almost 70 countries, Marriott has taken an innovative and advanced approach to understanding its customers, to build loyalty and ensure the best customer service. This session will discuss:

- The criteria for success in customer relationship management.
- The key role of analytics in developing customer loyalty.

Cut Through the Noise: Standing Out in a Saturated Market

Arti Ots, Chief Marketing Officer, Elion, TeliaSonera Group

TeliaSonera is one of the leading telecommunications companies throughout Northern Europe and a leader in telecommunication innovation. How does it maintain an edge over the competition in a highly saturated and competitive market? This session will explore:

- Standing out with better customer loyalty.
- Executing profitable and lower-cost marketing campaigns.
- Automating direct marketing.

New Spaces, New Faces and New Places – Driving Growth in the New Normal

Lay Lim Teo, Managing Director for Customer Relationship Management Asia Pacific, Accenture

In this session, Teo will discuss the shifts in trends toward what Accenture views as the new normal – an increasingly changing global landscape we call the multipolar world. In this new normal, we see emerging consumer segments, new geographies and possibly new demands from our customers. With these changes come challenges and opportunities. Teo will discuss how companies around the world are rising to these challenges.

Panel Discussion

- **Marriott International** – Stephan Chase, Vice President of Customer Knowledge
- **TeliaSonera Group** – Arti Ots, Chief Marketing Officer, Elion
- **Accenture** – Lay Lim Teo, Managing Director for Customer Relationship Management, Asia Pacific
- **HP** – James Horton, Director of Business Intelligence, Asia Pacific and Japan

RISK MANAGEMENT

Harbour View Ballroom III, Floor 4

Sponsored by IBM



Creating Business Value with High-Performance Risk Management

Tham Ming Soong, Executive Vice President, Head of Risk Management, UOB Group

Increasingly volatile markets mean fragmented risk platforms cannot keep pace. This session will examine the business benefits associated with the use of real-time analytics and a centralised risk platform, including:

- Building market share and business opportunities by quickly identifying and aggregating market exposures.
- Matching funding strategies and margin requirements with changing risk exposures.
- Identifying risk factor concentrations or plans for stress scenarios on large portfolios.
- Monitoring trader or counter-party risk limits quickly.

SAS® Business Analytics Software

Data Management | Analytics | Reporting | Targeted Business and Industry Solutions



What if you could increase revenue by 66% using your data to make confident, fact-based decisions?

You can. SAS gives you The Power to Know.®

SAS Business Analytics software helps organisations across every industry discover innovative ways to increase profits, reduce risk, predict trends, and make confident, fact-based decisions.

▶▶ www.sas.com/decisions
for a free research paper



THE
POWER
TO KNOW.

Fraud Risk – Doing More with More

Marc Sullivan, Deputy Head of Security and Fraud Risk, Asia Pacific, HSBC

In his position at HSBC, Sullivan manages fraud risk every day. Join him as he discusses how to use fraud technology as the key to successful fraud prevention. He will also explore how much value can be derived from scrutinising, analysing and assessing data, as well as the future trends to watch.

Meeting the Challenges of Enterprise Risk Management

Kevin King, Executive Vice President and Head of Risk Management, Hong Kong Exchanges and Clearing Limited

Through its ownership of the Hong Kong Stock Exchange, Hong Kong Futures Exchange and their associated clearing houses, Hong Kong Exchanges and Clearing Limited brings together the market organisations that have transformed Hong Kong's financial services industry from a domestically focused market to a central marketplace in Asia. King is in charge of implementing an enterprise risk management framework to protect investment funds from all over the world. He will discuss the comforts and hidden dangers of corporate silos and the never-ending process of enhancing management decision making.

Panel Discussion

- **IBM Global Business Services** – Eugene Lee, Head of Greater China Group Risk Management and Compliance Solution
- **Hong Kong Exchanges and Clearing Limited** – Kevin King, Executive Vice President and Head of Risk Management
- **HSBC** – Marc Sullivan, Deputy Head of Security and Fraud Risk, Asia Pacific
- **UOB Group** – Tham Ming Soong, Executive Vice President, Head of Risk Management

Masterclasses are highly interactive sessions led by an industry thought leader. The goal of these sessions is for participants to gain new insights into their specific, real-world business challenges, giving them a set of recommendations upon which to act. They are limited to 20 senior executive business leaders and pre-registration is required.



Geoffrey Moore

11 AUGUST, WEDNESDAY | 09:30 – 12:30

INNOVATE **Adopting a Culture of Innovation**

Boardroom 1, Floor 5

Geoffrey Moore, Managing Director, TCG Advisors; Venture Partner, Mohr Davidow Ventures

As the world continues to sort out the current financial mess, it is clear that simply taking a “business as usual” approach won’t do – the problems are too large and the resources too limited. Fortunately, this is where free market economies shine. It is opportunity at its finest – real needs driving cautious investments and demanding demonstrable returns.

Drawing on his experience as a venture capitalist and a consultant to FORTUNE 500® high-tech corporations, Moore will outline a framework for focusing innovation investments on outcomes appropriate to your organisation, discuss how optimisation efforts can use existing budgets and headcount to support these investments, and present case examples of companies using these techniques to transform themselves.



Thomas H.
Davenport

11 AUGUST, WEDNESDAY | 09:30 – 12:30

OPTIMISE

Analytics at Work: Smarter Decisions, Better Results

Boardroom 2, Floor 5

Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College

Any organisation or manager can benefit from systematic examination of decision making, and analytics is one of the most powerful decision tools. This Masterclass will describe how any organisation can improve its analytical capabilities, resulting in better decision making and a competitive advantage. Davenport will present a process for systematically improving decision making using analytics and other common interventions, and translating this process into action to create better business results.

Among the topics to be addressed are:

- Making more analytical decisions and their importance.
- Building analytical capability through five DELTA factors.
- Embedding analytics into key business processes.
- Improving decision processes and outcomes with a four-step approach.
- Systematically reviewing decisions, errors and analytical capabilities.

This session will be participative and interactive. Davenport will describe findings from leading companies from his research, and participants will be able to address particular issues relating to their own organisations.



Thornton May

11 AUGUST, WEDNESDAY | 09:30 – 12:30

TRANSFORM

The Essence of Leadership: Knowing

Boardroom 3, Floor 5

Thornton May, Futurist, Executive Director and Dean of the IT Leadership Academy

Wherever deeper-thinking observers of the world today assemble, the issue du jour is leadership. The empirical evidence is unambiguous: Leadership is learnable – knowing is the essence of modern leadership. Analytical leaders need to understand the situation in which they find themselves and lead accordingly.

This very interactive session will explore the evolving landscape of business analytics by collaboratively creating a framework for evaluating where an enterprise currently stands in its ability to compete on analytics.

The class will then examine analytical leadership through historical case studies of pioneering leaders and real-time experiences of the participants.

Participants will be asked to evaluate and refine their five “knowledges:” self-knowledge, other knowledge, environmental knowledge, movement knowledge and value knowledge.

SPONSORS AND MEDIA PARTNERS

PRESENTING SPONSOR



THE
POWER
TO KNOW.

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 sites improve performance and deliver value by making better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

To learn more, visit www.sas.com.

PLATINUM SPONSORS



HP Business Intelligence (BI) solutions help businesses make the right decisions and take the right actions by connecting intelligence scattered across enterprise ecosystems, reconciling data silos and allowing the knowledge gained to flow across the business. The solutions, incorporating hardware, software, services and partner technologies, help organisations optimise business performance, capitalise on customer relationships and maximise productivity.

As a trusted advisor, HP combines unbiased guidance with a deep understanding of customer environments to help businesses realise the full value of their BI investments. In a new era of business technology that has information as its key currency, we help businesses master information complexity and make better, more informed decisions – faster – for competitive advantage.

To learn more, visit www.hp.com.

TERADATA

Teradata is the world's largest company solely focused on creating enterprise agility through database software, enterprise data warehousing, data warehouse appliances and analytics. Teradata provides the best database for analytics with the architectural flexibility to address any technology and business need for companies of all sizes.

SAS and Teradata have joined forces to give organisations the ability to run and optimise key aspects of SAS solutions and analytic processes within the Teradata Database. The results are higher performance run times, reduced data movement and more accurate, faster analytical development and processing. In addition, the SAS and Teradata Advantage Program delivers pre-packaged offerings with software, hardware and services to help customers quickly turn their data into analytical insights that will drive better decision making and dramatically affect their business' bottom line.

To learn more, visit www.teradata.com/sas.



As the world's largest information technology and services company, **IBM** offers decades of unparalleled experience and expertise to meet the needs of our clients from emerging businesses in growth markets to enterprises that span the globe. IBM and our business partners are committed to helping companies in all industries capitalise on innovation to become more customer-focused, achieve operational efficiencies and leverage compliance and risk management in a way that creates new value. Working together since the founding of SAS, IBM provides SAS clients with smarter business infrastructure and services solutions resulting in sustainable growth and market leadership.

To learn more, visit www.ibm.com.

SUPPORTING PARTNER



China Institute of Bankers is an industry body that facilitates networking and valuable exchange that encourages experience sharing, innovation, benchmarking and best practices that enhance the local growth and international expansion of Chinese financial institutions. CIB pioneers the formation and dynamics of China's financial service community with a strong commitment to staging dialogues through briefings, roundtables, new policy and laws explanation symposiums, the voices of financial leaders and networking in China's FSI community; and also by connecting the community closely with the acclaimed FSI leaders from Singapore, Hong Kong, Taiwan, the US, England, Canada and Switzerland in various fields.

To learn more, visit www.cibcib.org.

MEDIA PARTNERS

THE WALL STREET JOURNAL.

ASIA

PRINT • ONLINE • MOBILE

The Wall Street Journal Asia, established in 1976, has been voted the “most important business reading” among international daily newspapers in Asia in every ABRs/BE: ASIA study since the survey's inception in 1985. The Journal's China staff won a Pulitzer Prize in 2007 for coverage of the consequences of the nation's growth. The paper is edited and published in Hong Kong, and printed in 11 Asian cities. More than 75 percent of its subscribers are Asian.

To learn more, visit www.wsj-asia.com/partner.

MEDIA PARTNERS



CFO innovation Asia is the only online publication exclusively for top-level corporate finance managers in Asia and China. It provides Asia's senior finance managers of multinational and major enterprises with news, analysis, best practices, insights, case studies and innovative strategies to enable them to keep their companies' financial management and teams competitive in a changing world.

To learn more, visit www.cfoinnovation.com.



A publication of Fairfax Business Media (FBM) Asia, *CIO Asia* magazine connects top management executives with business and technology innovation.

CIO Asia explains the business value of information technology in a hype-free manner that nontechnical persons can understand and apply. It is a unique source of specialised information for C-level leaders, providing the CIO the means to drive strategy and the CFO and CEO the means to judge its value.

FBM Asia is the business information and publishing arm of Fairfax Media – Australasia's leading media company of iconic publications, including *Australian Financial Review* and *The Sydney Morning Herald*. FBM Asia also publishes *MIS Asia*, *Computerworld Singapore* and *Computerworld Malaysia* magazines.

To learn more, visit www.mis-asia.com.

SPONSORS AND MEDIA PARTNERS

COMPUTERWORLD HONG KONG

Computerworld Hong Kong reaches the territory's 40,000 IT professionals – the key decision makers and influencers in one of Asia's largest IT hubs.

Delivered monthly through print and daily through electronic channels, Computerworld Hong Kong covers a wide range of industries and reaches the heart of Hong Kong business: system integrators, government, carriers, telecom operators, manufacturing, finance and logistics, retail and manufacturing.

Through its magazine, website, newsletters, supplements and events, Computerworld Hong Kong brings the latest technology news and trends to its readers and is Hong Kong's source of IT insight.

To learn more, visit www.cw.com.hk.

Enterprise INNOVATION

A publication of the Questex Media Group, **EnterpriseInnovation.net** is Asia's premier business and technology publication. It provides business and technology executives access to real-world expertise in the area of applying technology to drive innovation in business processes, products and services.

Questex Media Group Inc. is a global, diversified business-to-business integrated media and information provider, serving multiple industries through 81 trade magazines and e-newsletters, 84 websites, 45 conferences, trade shows and events, and a range of research, data and information products. Questex Media Group's operations include more than 450 employees in offices throughout North America, South America, Asia and Europe.

To learn more, visit www.enterpriseinnovation.net.

MEDIA PARTNERS

The Economist Group

The Economist Group is the leading source of analysis on international business and world affairs, using a range of formats to deliver information, from newspapers and magazines to conferences and electronic services. Economist Group publications include *The Economist*, *Congressional Quarterly*, *European Voice*, *Intelligent Life* and *Roll Call*. What ties all of these publications together is the objectivity of opinion, the originality of insight and the advocacy of economic and political freedom around the world.

To learn more, visit www.economistgroup.com.

> futureGOV

FutureGov is the largest regional community of government, education and health care officials in Asia Pacific. After more than five years, our multi-platform community is now more than 23,000 strong – and still growing.

As FutureGov, and before that as Public Sector Technology & Management, we have been bringing together senior executives face-to-face, in print and online to discuss the business of public sector performance for quite a while. Our editorial team knows government, and government knows us.

We see our role as providing an illuminating context to the operational and planning decisions made by individual government, education and health care organisations in the region.

Because of our long-standing commitment to working with public policymakers and industry, when it comes to government, education and health care markets, nobody knows the region quite like FutureGov does.

To learn more, visit www.futuregov.net.

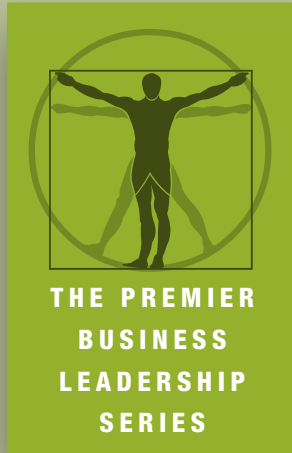
FinanceAsia

Established in 1996, FinanceAsia quickly developed into Asia's leading financial publishing company. At the end of 2005, FinanceAsia was acquired by Haymarket Publishing, the largest privately owned publishing group in the United Kingdom.

Based in Hong Kong, and with bureaus in Singapore and Sydney, FinanceAsia covers Asia's fast moving financial and capital markets in their magazine, on their website and with their conferences.

FinanceAsia magazine is published 11 times a year and covers the region's capital and banking markets with an intelligent, timely and subjective view of the markets. FinanceAsia.com is updated daily with a mixture of the region's latest financial news, gossip and people moves.

To learn more, visit **www.financeasia.com**.



To learn more about
The Series, visit

www.sas.com/theseries

presented by

