

AGENDA MOSCOW 20 May

09.00–09.40	Attendees' registration. Welcome coffee
09.40–11.00	Business Analytics in the CIS: realia and futures, Valery Pankratov
	The Rise of the Sensing City, Roger Dennis

CUSTOMER INTELLIGENCE	RISK MANAGEMENT	FRAUD PREVENTION	BIG DATA	INTELLIGENCE IN THE PUBLIC SECTOR	RETAIL INTELLIGENCE	ANALYTICS IN ENERGY & UTILITIES
Moderator: Sergei Isaev	Moderator: Nikolay Filipenkov	Moderator: Dmitry Kononov	Moderator: Andrey Svirschevsky	Moderator: Alexander Efimov	Moderator: Dmitry Larin	Moderator: Kirill Butaev
Hall 7	Hall 1 (Conference hall)	Hall 2	Hall 3	Hall 5	Hall 4	Hall 6
WELCOME SPEECH. NEW CI PLATFORM - SAS CUSTOMER DECISION HUB Sergei Isaev, SAS	WELCOME SPEECH Nikolay Filipenkov, SAS	MODERN TRENDS OF DEFENDING AGAINST FRAUD Dmitry Kononov, SAS	WELCOME SPEECH. KEY ISSUES IN BIG DATA Andrey Svirschevsky, SAS	ALL DIMENSIONS OF ANALYTICS: TYPES OF TASKS Alexander Efimov, SAS	NEW ERA OF ANALYTICS IN RETAIL Dmitry Larin SAS	ELECTRICITY PRICES FORECASTING Konstantin Pozdnyakov, Enel Russia
EVENTS BASED CUSTOMER ANALYSIS FOR THE PREDICTION OF ITS BEHAVIOR Adrian Carr, SAS CoE	NETWORK RISK ASSESSMENT MODEL OF MONEY MARKET Irina Pantina, Central Bank of Russia	SAS ANTIFRAUD USER EXPERIENCE. SOCIAL NETWORK ANALYSIS MODULE Elena Gonzina, Oriental Express Bank	ENTERPRISE DWH CLUSTERING Vyacheslav Mamaev, Unicredit Alexey Meshcheryakov, Sergey Agoshkov, SAS	TORINO SMART CITY: PRACTICAL CURRENT PROJECTS AND INITIATIVES Stefano Pisu, Fondazione Torino Wireless Iolanda Alvino, CSI Piemonte	FORECAST VALUE ADDED Anders Richter, SAS	DATA-WAREHOUSING SYSTEM Dmitry Volodin, NP "Market Council"
ANALYTICAL OPTIMIZATION - DEMO AND PRESENTATION Sergei Isaev, Alexey Rundasov, SAS	REALISATION OF THE PROCEDURE FOR CALCULATING THE VALUE OF THE CREDIT RISK ON THE BASIS OF INTERNAL RATINGS IN RUSSIA Mikhail Bukhtin, Yuri Polyansky, Central Bank of Russia	FRAUD MANAGEMENT IN INSURANCE COMPANY Sergey Gorelov, Insurance Group URALSIB	BIG DATA MANAGEMENT. WHERE TO START? Alexey Meshcheryakov, SAS	LIVING STANDART OF POPULATION OF ST. PETERSBURG: FORECASTING IN AN UNSTABLE GEOPOLITICAL SITUATION Svetlana Tarashnina, St. Petersburg Information and Analytical Center	FORECAST VALUE ADDED Anders Richter, SAS	DATA-WAREHOUSING SYSTEM Dmitry Volodin, NP "Market Council"
ANALYTICAL CRM IN RAIFFEISENBANK Alexander Lyubimov, Evgeny Klimov, Raiffeisenbank	BEST PRACTICES OF CREDIT FACTORY Vyacheslav Blagirev, Otkrytie	FRAUD MANAGEMENT SOLUTION - DEMO Dmitry Kononov, SAS	RECEIVING INFORMATION FROM NEW DATA: 360 CUSTOMER VIEW Andrey Svirschevsky, SAS	LIVING STANDART OF POPULATION OF ST. PETERSBURG: FORECASTING IN AN UNSTABLE GEOPOLITICAL SITUATION Svetlana Tarashnina, St. Petersburg Information and Analytical Center	BIG DATA FOR SUPPLY CHAIN OPTIMIZATION Anders Richter, SAS	PREDICTIVE ANALYTICS AND RISK ANALYSIS Oleg Nazarov, SAS
12.40–13.00 COFFEE BREAK						
12.40–13.00 PRESENTATION #1: ACADEMIC PROGRAM IN RUSSIA/CIS, Mikhail Petrovsky						
MARKETING OPTIMIZATION – ROUND TABLE FORECAST OF RESPONSE RATE TO INDIVIDUAL PRODUCT BUNDLES Adrian Carr, SAS CoE	BUILDING ENTERPRISE RISK MANAGEMENT IN THE INDUSTRIAL COMPANY Sorin Anghel, SAS	TRANSACTIONAL FRAUD Philip Verbeke, SAS	CUSTOMER BEHAVIOUR IN NETWORK: SOCIAL NETWORK, VISITED WEB-SITES, ... Stepan Vanin, SAS	WORK WITH REFERENCES AND COMPLAINTS, PERSONALIZED SERVICES Olga Polennikova, SAS	PROMO ANALYSIS Valentina Vlasova, SAS	SCHEDULE OPTIMIZATION Alexey Vinogradov, SAS
WAYS TO ENRICH INFORMATION ABOUT YOUR CUSTOMERS Sergei Isaev, Stepan Vanin, SAS	LIMIT MANAGEMENT Fedor Reva, SAS	ENTERPRISE FRAUD Alexey Konyaev, SAS	BIGDATA PROESSING USING HADOOP AND SAS SOLUTIONS Mikhail Pendyukhov, RDI Kvant	ANALYTICS IN HEALTH: PREVENTIVE DISEASE PREVENTION Alena Kim, Alexander Zhukov, SAS	SALES OPTIMIZATION Valentina Vlasova, SAS	CUSTOMER ANALYTICS FOR ENERGY SERVICE COMPANIES Alexey Rundasov, SAS
14.00–15.10 LUNCH						
14.40–15.10 SUPERDEMO #2: ANALYTICS IN PROCUREMENT MONITORING, Maria Komissarova, SAS						
REAL TIME MARKETING – DEMO Sergei Isaev, SAS	CREDIT SCORING FOR BANKING Ekaterina Linkevitch, Vypelkom	LAUNDERING BEST PRACTICE: PRINCIPLES OF BUILDING AML CONTOUR IN BANK Alexey Blagirev, Otkrytie	CASES VERIFICATION IN BIG DATA LAB: PROGRAM INTERFACE FOR A DATA SCIENTIST Oleg Nazarov, SAS	RISK MANAGEMENT IN SAMPLE INSPECTION TASKS Dmitry Valov, SAS	RETAIL ANALYTICS Dan Mitchel, SAS	
REAL TIME MARKETING IN KASPI BANK Dmitry Son, Kaspi Bank	DEBT COLLECTION AUTOMATION ON SAS PLATFORM Daniil Yakimenko, Sequoia Credit Consolidation	ANTI-MONEY LAUNDERING TRENDS Elena Kupriyanova, SAS	CASES VERIFICATION IN BIG DATA LAB: GRAPHICAL INTERFACES OF INTERACTIVE RESEARCH Maria Komissarova, SAS	ANALYSIS OF THE RELATIONSHIP OF OBJECTS AND SUBJECTS IN THE TASKS OF RISK MANAGEMENT Dmitry Kononov, SAS	MERCHANDISE INTELLIGENCE Dan Mitchel, SAS	
REAL TIME MARKETING – ROUND TABLE 15.50–16.10	Olga Polennikova, SAS					
16.10–16.30 COFFEE BREAK						
16.10–16.40 SUPERDEMO #3: APPLYING BIG DATA ANALYTICS TO IDENTIFY AND PREVENT UNHEALTHY PHENOMENA IN THE INSURANCE DISTRIBUTION NETWORK, DECREASE POLICY LAPSATION AND POSITIVELY IMPACT THE BOTTOM LINE, Radovan Cechvala, Limewood						
	SAS VISUAL ANALYTICS FOR RISK MANAGEMENT Petr Prostyakov, Oriental Express		BUILDING PROTOTYPES IN BIG DATA LABORATORY: SAS FACTORY MINER, CASE PLANNING, INTERACTION BIG DATA AND BUSINESS UNITS Andrey Svirschevsky, Dmitry Valov, SAS	NETWORK AND LINGUISTIC ANALYSIS OF INFORMATION Galina Gradoselskaya, RDI KVANT Alexey Raskhodchikov, Mosinzhproekt	CUSTOMER ANALYTICS IN RETAIL Sergei Isaev, SAS	
18.00–20.00 EVENING RECEPTION	WEB BEHAVIOR ANALYSIS IN CREDIT SCORING Maxim Tsukanov, SAS		BIG DATA TECHNOLOGIES TO IMPROVE THE EFFICIENCY OF CURRENT SYSTEMS Oleg Nazarov, SAS	MASS MEDIA AND SOCIAL NETWORKS MONITORING Iliia Karpov, Mikhail Pendyukhov, RDI Kvant	DEVELOPMENT OF ANALYTICAL DEPARTMENT IN A COMPANY Dmitry Larin, SAS	