

The Growing Importance of Information and Analytics

**MALAYSIA CIO CONFERENCE
& MYGOSSCON 2011**

Presentation By: Richard Wong

30 November 2011

Explosion of Connected Devices

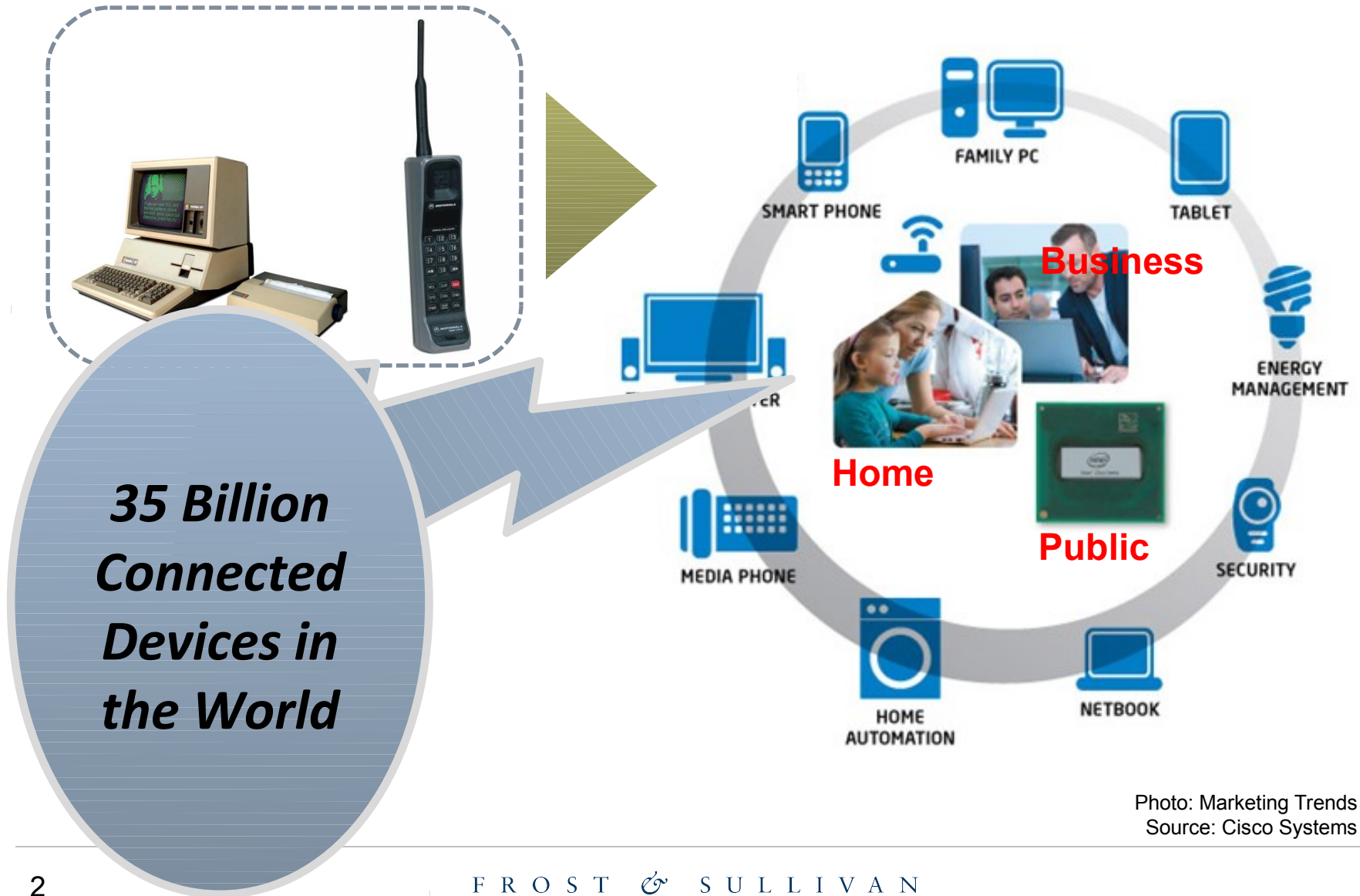
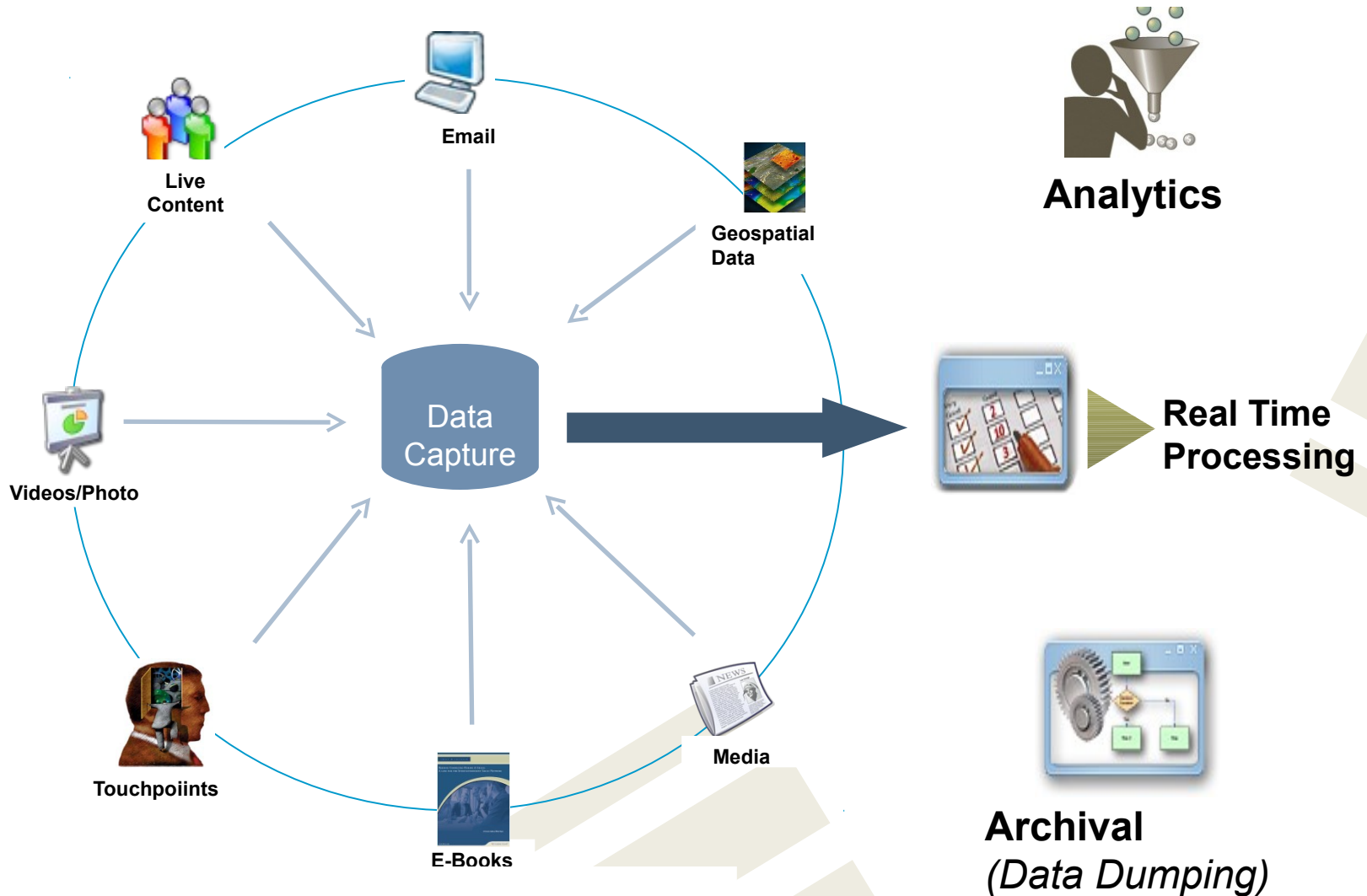
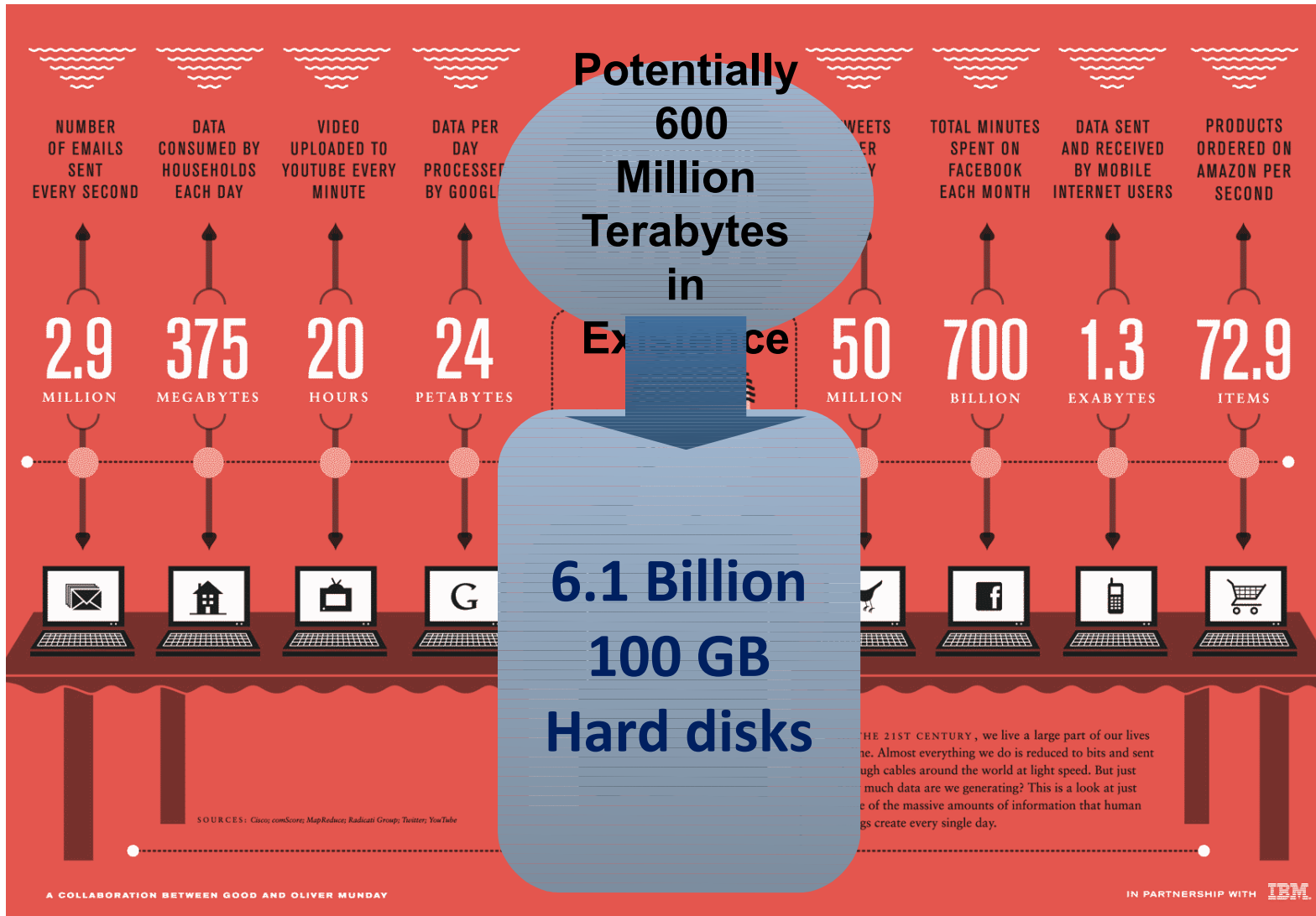


Photo: Marketing Trends
Source: Cisco Systems

Continuous Endless Stream of Data



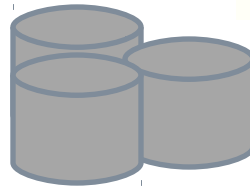
How Much Data is There in the World?



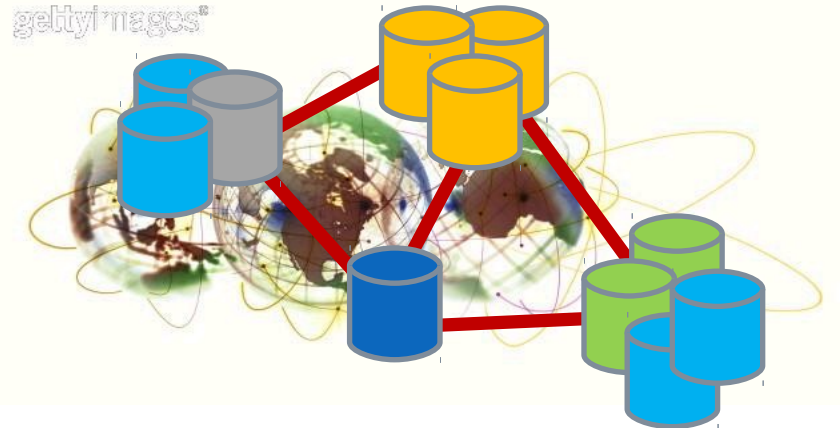
Onset of “Big Data”

Data generated increases by **2x every year** versus **6% growth** in IT Spending

Exponential Data Growth



Relational Databases

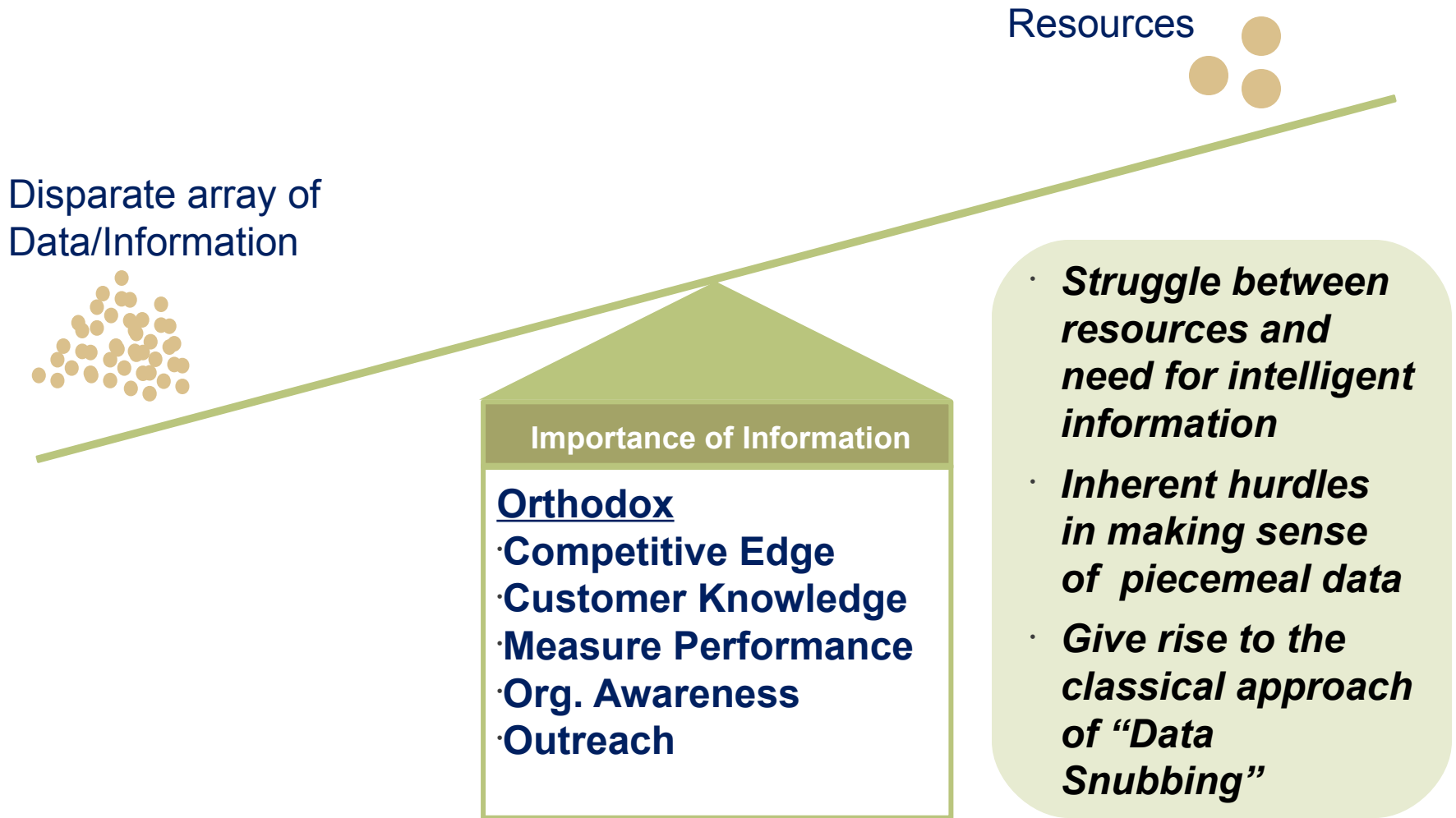


Datasets which grow too large to be managed effectively

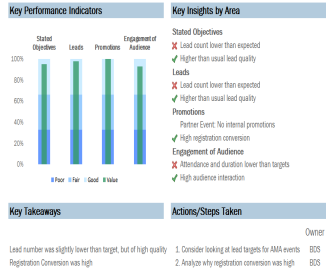
Flat File

Driven by need to work with large amount of data to obtain useful insights

Resource Management versus Information Overload



Data Tools Commonly Used Today



Scorecards

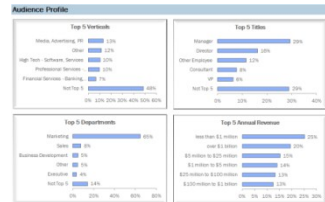


Databases

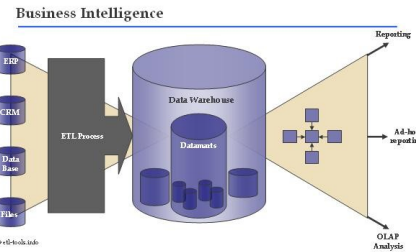
Building Solutions Report Date: 9/1/2020

Account	Region	Product	Estimate #	Estimate Date	Estimate Type	Estimate Status	Estimate Value	Estimate Currency	Estimate Description
ABC	US	MAN	1234	2020-08-15	Quote	Open	\$100,000	USD	Marketing
DEF	US	MAN	1235	2020-08-16	Quote	Open	\$100,000	USD	Marketing
GHI	US	MAN	1236	2020-08-17	Quote	Open	\$100,000	USD	Marketing
JKL	US	MAN	1237	2020-08-18	Quote	Open	\$100,000	USD	Marketing
MNO	US	MAN	1238	2020-08-19	Quote	Open	\$100,000	USD	Marketing
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QRS	US	MAN	1248	2020-08-29	Quote	Open	\$100,000	USD	Marketing
TUV	US	MAN	1249	2020-08-30	Quote	Open	\$100,000	USD	Marketing
WXY	US	MAN	1250	2020-08-31	Quote	Open	\$100,000	USD	Marketing

Excel



Graphs



BI Applications

Building Solutions Campaign Management Center (CMC)

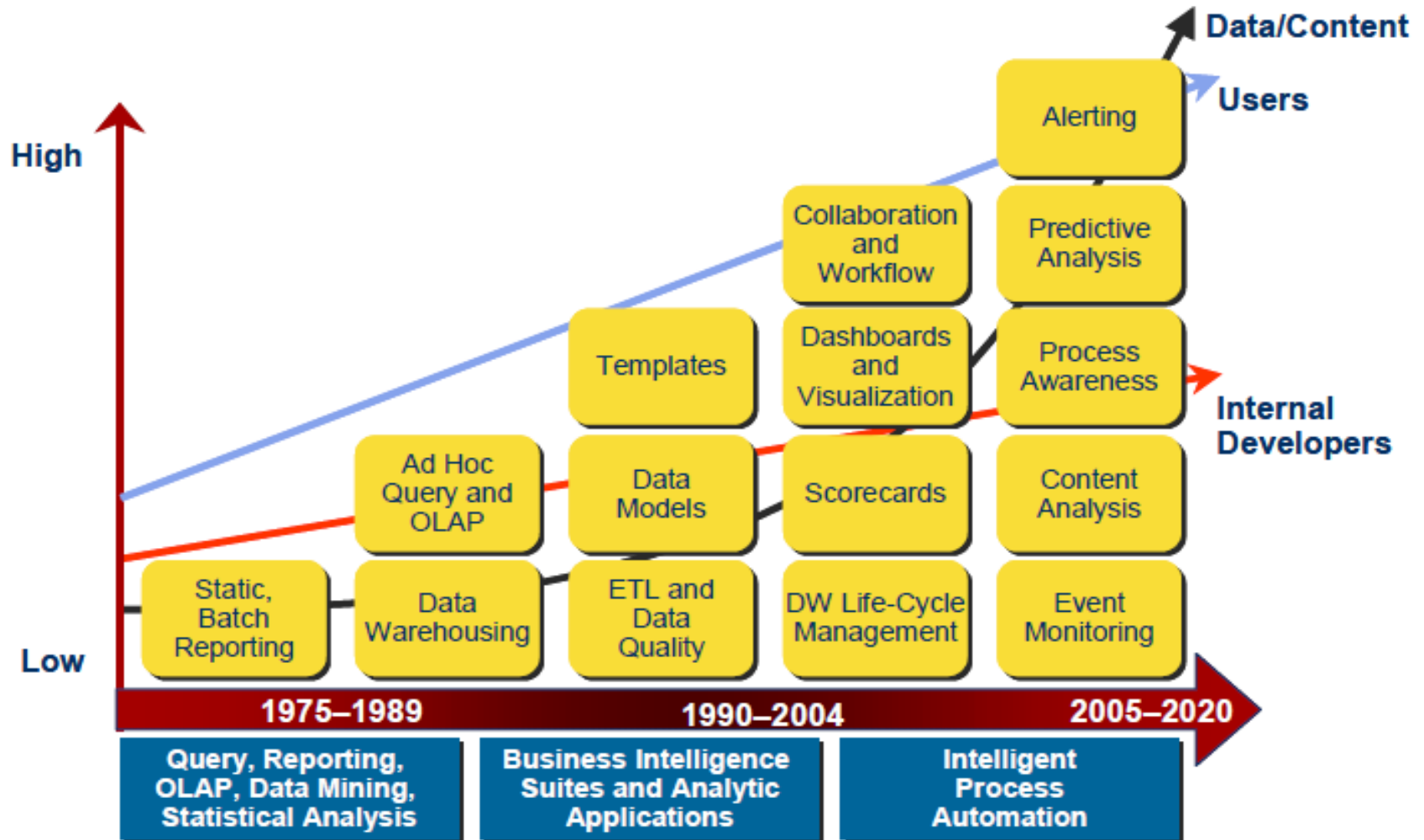
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Forms

ü Inadequate ability to (1) anticipate potential problems, (2) identify opportunities, (3) facilitate risk management

ü Constraints organizations' predictive planning potential

Evolution from Data Mining to Business Analytics



Source: International Data Corp

Definition



- Analytics is used to managed unstructured problem scenarios by carrying out exploratory and predictive analysis
- Used to analyze, transform, model and track information to facilitate fact-based decision making based on potential trends and situations

Performance Management

Financial Performance & Strategy Management

Query Reporting

CRM Analytics

Advanced Analytics

Components

Data Warehouse Platform
(Data Warehouse Management & Generation)

Note: Components are non-exhaustive

Why is Analytics Useful?

• **Scen**

Answers
questions
such as ...

• **Tren**

• **Pred**



Pharmaceutical

- Drug development scenario (predictive outcome)
- Clinical trials simulation

Patient

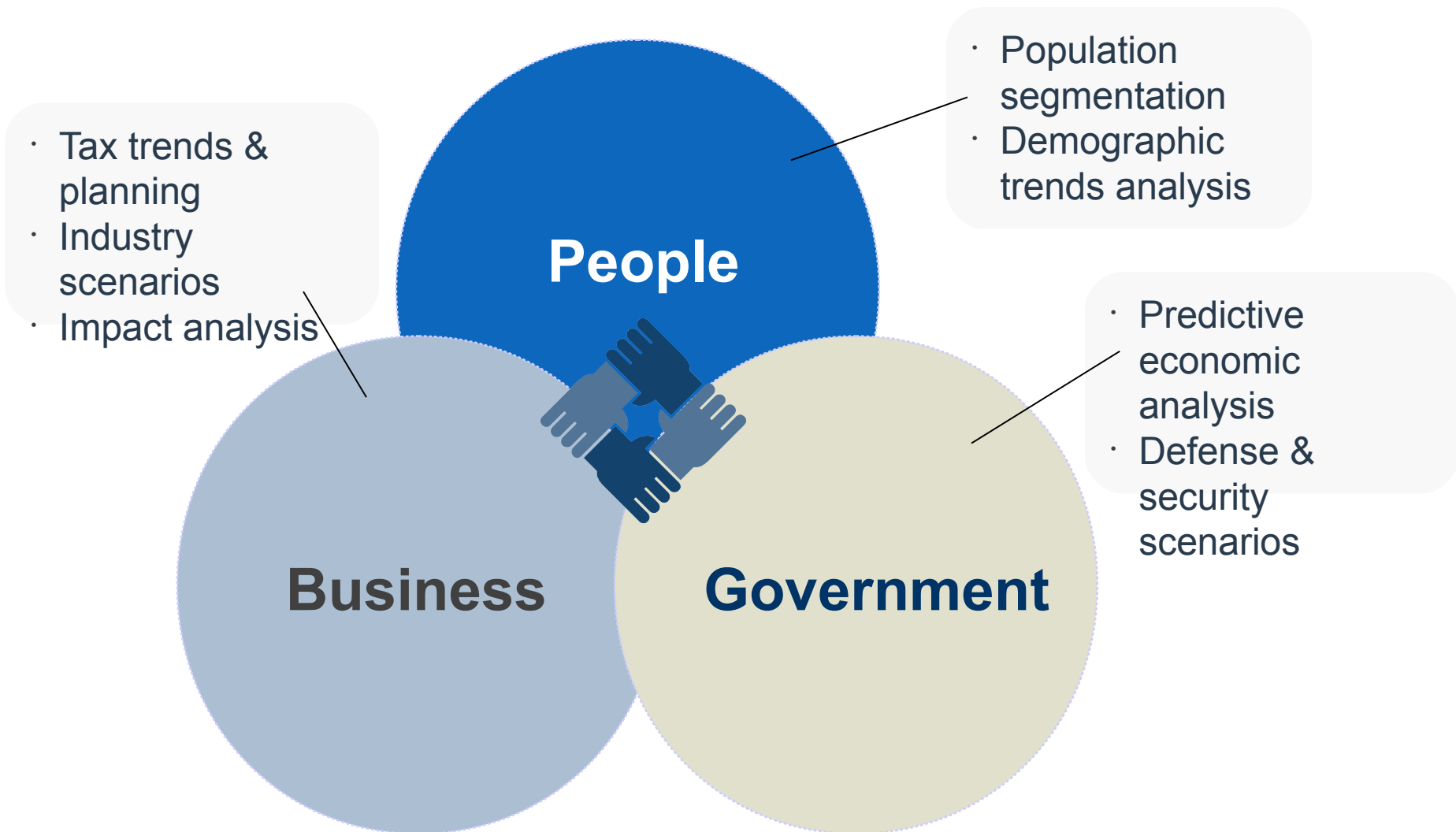
- Relationship management (patient preferences, spending)
- Population trends

Clinical

- Medical records (preventive healthcare, history correlation)
- Prevalence of diseases (predictive analysis)

Organization

- Resource management (bed/room utilization)
- Process efficiency (patient processing)
- Cost analytics



Drivers of Demand for Business Analytics



Demand for higher quality of healthcare



Increasing competition due to globalization and environmental uncertainty



Demographic shifts due to age, income, social media impact, etc

Conclusion

***Analytics is only
as good as the
quality of data
used***

F R O S T & S U L L I V A N

