Seminar invitation

Developments in Advanced Analytics
– finding competitive advantage in challenging times

Experience shows that the most successful businesses are those with the clearest picture of what they are doing, and what they need to change or do better.

The vast amounts of data now gathered by organisations, and the computing power available to analyse it, has led to **a revolution that's transforming business decision making: Advanced Analytics**. Our one-day seminar will examine developments in the field of **Advanced Analytics** – the latest ways of gaining business insight through quantitative analysis to aid the decision-making process.

Our panel of **eight speakers** is drawn from a wide range of business sectors and academia:

Matt Fryer – *Vice President, Global Analytics, Data, BI & E-Commerce Optimisation - Hotels.com*
Getting data to tell its secrets. Matt will illustrate the ways in which data can be used in the discipline of 'test and learn' to improve website response rates and site content effectiveness

Matt Fryer joined Hotels.com in 2007, becoming a Vice President in 2009 and now sits on the executive board. In this role Matt is responsible for the teams across the world delivering analysis in all its forms.

John Hopes – *Partner, Business Modelling, Ernst & Young*
Delivering smarter decisions in a world of economic turmoil. Cases in pricing strategy, retail footprint optimisation, and fraud detection will be presented to illustrate smarter use of large volumes of data to derive big benefits for decision makers.

John leads Ernst & Young's Business Modelling practice of over 100 consultants in the UK and over 400 globally. He has worked in the area of analytics, modelling and Operational Research for over 30 years.

Jonathan Batson – *Associate Partner, Business Analytics and Optimisation, IBM Global Business Services*
Sharing the successes - How organisations are creating value through Business Analytics. Jonathan will illustrate, using case examples, how Business Analytics is evolving in leading organisations and the key drivers of success.

Jonathan has worked as a consultant in the area of business modelling and advanced analytics, firstly with PwC Consulting and now with IBM. In over 30 years he has seen significant changes in how analytical approaches are applied.

Mark Elder – *CEO, SIMUL8 Corporation*
From Data to Insights via Simulations. Simulations create insights so that decision makers can 'see the wood from the trees'. Examples from several recent case studies will be presented

Mark was one of the team who created the world's first Visual Interactive Simulation software. He founded and is CEO of SIMUL8 Corporation. His vision is that everyone working in any process should be thinking about how to improve it - by simulating their own ideas for change.

Wednesday 25 April 2012

9am to 5.30pm
Institution of Engineering & Technology
**Savoy Place
London, WC2R 0BL**

Fee £100 (inc VAT)
Includes buffet lunch

or
THE OR SOCIETY

This event is sponsored, and subsidised by, The OR Society

For more about O.R. visit www.scienceofbetter.co.uk

Scan the QR code for a pdf of this flyer to circulate to colleagues

▼ *More details below*

Robert Fildes – *Head of Lancaster University Management School's Centre for Forecasting*
Putting forecasting research into practice. Robert will share new research that aims to improve demand forecasting accuracy. Two case studies will demonstrate how novel research ideas delivered better forecast accuracy which, in turn, led to substantial benefits in terms of service levels and inventory - and hence profitability.

Robert is distinguished Professor and former Head of Management Science in the School of Management. He has consulted and lectured widely both to government and commercial organisations for many years and his research interests have given him a broad perspective on the problems faced in improving forecasting in practice.

Ian Watmore - *Permanent Secretary to the Cabinet Office, including responsibility for the Efficiency and Reform Group*
Transparency – how can we get more from greater use of public data? Formerly government chief information officer, Ian recognises that digital technology presents a significant opportunity for the government to engage with citizens and shape the future of public services. He says: 'The new generation of politicians really understand technology. It's a business issue that is on the top table in every department in Whitehall."

Ian was previously Permanent Secretary to the Innovation and Skills Department; Head of the Prime Minister's Delivery Unit; Chief Executive of The Football Association and a consultant in the private sector.

Tuba Islam - *Analytics Consultant, SAS UK*
Adding Value to Smart Metering with Analytics With the introduction of smart meters, utility companies have access to the consumption data of customers at a more granular level. Instead of the monthly/quarterly usage readings from the meters, the electricity usage amount of each consumer will be recorded for every half an hour. The amount of information gained will increase massively and this data will introduce new application areas for analytics.

Tuba Islam has wide-ranging experience in different business sectors to resolve complex issues in creative and effective ways. With SAS, she works on challenging issues where analysis of situations or data requires an in-depth evaluation of variable factors.

Tom Hebbert - *Supply Chain Development Director - Tesco*
Using Analytics and O.R. to manage product availability and maximise customer satisfaction Tom leads the change programme within Tesco and works to develop continuous improvements in how the supply chain operates. The work starts with suppliers and covers all store formats from convenience outlets to large out-of-town superstores, and all types of products, from fruit and vegetables to televisions and camping equipment.

Tom joined Tesco six years ago and has worked across the business in a number of cross-functional change roles. Before joining Tesco, Tom worked in strategy consulting and venture capital.

If you have any queries about this event, please contact Hilary Wilkes at hilary.wilkes@theorsociety.com

SEMINAR PROGRAMME

Time	Session
8.30 – 9.10	Coffee on arrival
9.15	Welcome from the Chair, *Dr Geoff Royston, President, The OR Society*
9.20 – 10.00	**Getting data to tell its secrets** *Matt Fryer, Hotels.com*
10.00 – 10.40	**Delivering smarter decisions in a world of economic turmoil** *John Hopes, Ernst & Young*
10.40 – 11.00	Morning tea and coffee
11.00 – 11.40	**Sharing the success – How organisations are creating value through Business Analytics** *Jonathan Batson, IBM*
11.40 – 12.20	**From Data to Insights via Simulations** *Mark Elder, Simul8 Corporation*
12.30 – 13.30	Lunch
13.30 – 14.10	**Putting forecasting research into practice** *Robert Fildes, Lancaster University*
14.10 – 14.50	**Transparency – how can we get more from greater use of public data?** *Ian Watmore*
14.50 – 15.10	Afternoon tea and coffee
15.10 – 15.50	**Analytics using Smart Meters** *Tuba Islam – SAS UK*
15.50 – 16.30	**Managing availability to maximise customer satisfaction** *Tom Hebbert – Tesco*
16.30 – 17.00	**Questions and Answers** *Speakers' panel*
17.00	Chair's closing remarks

Registration

Register online at
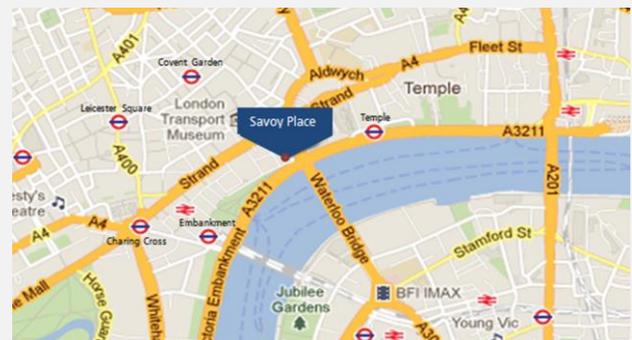www.theorsociety.com/analytics_seminar

Fee £100
inc VAT

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Seminar location:

Institution of Engineering & Technology
Savoy Place, London WC2R 0BL