

DATA DRIVEN DISRUPTION

TAKING THE INITIATIVE IN THE DIGITAL AGE



What is Data-Driven Disruption?



What are the data assets that are unique to me?



“WE DIDN’T DO ANYTHING WRONG, BUT SOMEHOW, WE LOST.”

- STEPHEN ELOP, NOKIA’S LAST CEO

The business world is littered with casualties of disruption, including giants like Nokia, Yahoo, and Borders. Even the largest financial institutions are not immune from the challenge of upstarts in Fintech and Insuretech. Leading the change is new age companies like Amazon, Facebook, Google, Netflix, Uber, and many others that were created from scratch with entirely new business models, unencumbered by tradition and empowered by technology.



IN THIS SEMINAR, YOU WILL BENEFIT BY KNOWING..

How do I create my own Data-Driven Disruption?



What do I need to execute my plan successfully?

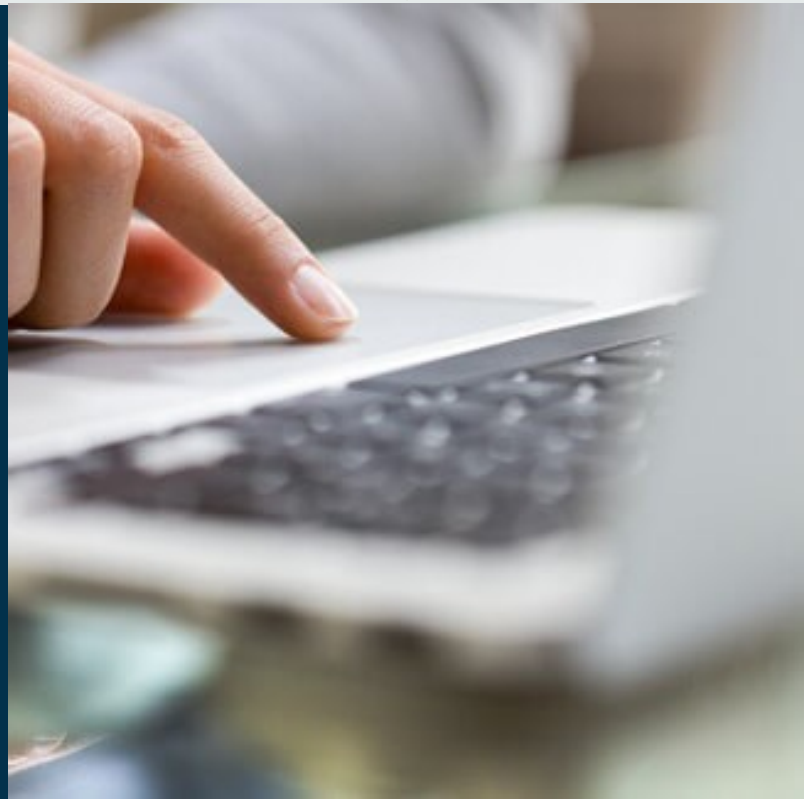




WILL YOUR COMPANY SURVIVE THE 4TH INDUSTRIAL REVOLUTION?

A global report by Capgemini reveals that amid the market disruption being driven by Big Data, two in three organizations acknowledge they are at risk of becoming uncompetitive unless they embrace new data analytics solutions.

As a business leader, you must figure out how the changing landscape will impact your business and fend off the threat of disruption from new digital technologies. The wave of transformations driven by digitalisation is touted as the 4th Industrial Revolution, and Big Data is pervasively affecting all industries. In such a climate, data-driven companies are best positioned to survive, while those who are slow in adapting will be the victims.



**"WAR IS 90%
INFORMATION"**

- Napoleon Bonaparte -



BECOME A DISRUPTOR BY HARNESSING THE POWER OF DATA!

The huge amount of data that is proprietary to you can produce significant and sustainable competitive advantage, but you have to go far beyond just insights and optimisation. To be a true data-driven disruptor, you must see your "customer database" as a "data ecosystem", and you should look outside your business for ways to enrich this ecosystem.

Unlike technology-driven disruption (e.g. Uber and AirBnB), data-driven disruptions do not require you to throw your original business model out the window. Successful Data-Driven Disruptions change the rules by enabling totally new customer experiences, new revenue sources, reduced costs, and ground-breaking partnerships that change the way business is done in your industry.



Sometimes the best defence is a good offence

It is possible to turn the tables and become a disruptor in your industry. To do so, you must leverage the core advantage that established companies have over up-starts — your much bigger customer base and years of data on those customers!

The possibilities for monetising your “data ecosystem” by creating innovative products and services are endless.



The challenge, of course, is knowing where to start looking and how to turn a vision into successful execution. There are countless articles on Big Data but too many academic voices will only add to the confusion.

PulseMetrics has successfully guided large companies through their transformations, and we know the things that matter most in each situation. Our advice and case studies, based on real experiences, can help you cut through the haze and accelerate your learning. Our goal is always to empower our clients to wield the power of analytics and unlock the potential of their data.



“INFORMATION IS THE OIL OF THE 21ST CENTURY,
AND ANALYTICS IS THE COMBUSTION ENGINE.”

Peter Sondergaard, Senior VP of Gartner



HOW WILL I BENEFIT FROM THIS SEMINAR?

Good leaders ask great questions. You alone won't have all the answers, but this seminar will enlighten you on the possibilities and provide a mental framework for you to formulate creative and winning strategies.

Areas that we will explore together...

- What can you learn about your customers as they use your products and services?
- How much structured and unstructured data can be collected, updated, and used?
- What is "orthogonal" data and where can you gain such data on your customers?
- What are the possibilities enabled by new techniques in AI and machine learning?
- How to utilise your data ecosystem to create disruptive breakthroughs?

To successfully execute your vision, you will need a capable team. Hence we will also...

- List down resources that you will need, including IT infrastructure and tools.
- Lay out a road map to build internal data engineering and data science capabilities.
- Show how you can imbue a data-driven culture pervasively in your organisation.
- Share successful data-driven projects with timeline, investment, and returns.
- Help you to identify realistic goals that can be achieved in 6 to 12 months!

“BUILDING A DATA-DRIVEN CULTURE IS KEY TO SUCCEEDING IN THE 4TH INDUSTRIAL REVOLUTION. NOT MANY CAPABLE EXPERTS EXIST AND PULSEMETRICS IS AMONG THE FEW. ”

**- Mr. Yol Phokasub, President of Central Group -
(Former President of Siam Commercial Bank)**

WHY PulseMetrics INSTITUTE?

Throughout PulseMetrics' existence, we have been advising and enabling our clients to generate business value through innovative use of analytics. Our wealth of experience and extensive knowledgebase are assets to us and to our clients and partners.

PulseMetrics Institute is our strategic initiative to provide thought leadership to the business community in the domain of Data Science and Data Engineering. In the Digital Age, business leaders and the teams they manage need to routinely upgrade themselves with the latest skills, methodologies, ideas, and possibilities. This is the purpose for which the PulseMetrics Institute has been founded to serve.

SPEAKER'S PROFILE



YEN CHIN

Founding Partner & Managing Director of PulseMetrics

- Over 20 years of experience in analytics and data-driven business strategies.
- Successfully applied analytics to banking, insurance, retail, hospitality, and other industries.
- Provided advice and solutions to major corporations including Nasdaq, Siam Commercial Bank, Aviva, and Central Group.
- Created innovation algorithms such as an adaptive market surveillance system and PulseMetrics' proprietary Customer DNA (TM) methodology.
- Accomplished speaker who is able to communicate complex concepts effectively in a field notorious for being confusing.
- Invited to give guest lectures by top universities in the region.
- Prior to founding PulseMetrics, was director of research and product management in Stockpoint Inc., a US company that is now part of Dow Jones.

SEMINAR DETAILS



Bangkok

18th August 2017

Sheraton Grande Sukhumvit

THB 28,000/-



<http://www.pulsemetrics.com>



<https://www.linkedin.com/in/yen-chin-43834>



Singapore

25th August 2017

Raffles City Convention Centre

SGD 1,400/-

To register for the seminar, please visit our website and our office will contact you about payment and travel arrangements (if needed).