



Press Release

**"BUSINESS ANALYTICS FORUM: Trends in Business Analytics-
Perspectives and Opportunities in the new era ahead."**

Monday, 21st of March 2011

Cotsen Hall: The American School of Classical Studies - Athens

www.business-analytics.gr

For the **1st time in Greece** a dedicated conference referring to "**Business Analytics**" was organized in Athens, on March 21, 2011, gathering more than 180 participants.

The Founder of Third Nature from USA and the keynote speaker of the forum **Mr. Madsen Mark**, highlighted the way that decision-making takes place today in the businesses, following the rapid development of technology and capabilities of computers. He presented in detail how the modern enterprises can solve problems by exploiting Business Analytics using the large volume of data they have. Through the whole presentation, Mr. Madsen gave answers whether Business Analytics are a commodity. Much of the presentation of Mr. Madsen will be shown through the site and the regular newsletter of www.businessanalytics.gr.

Dr. Evgeniou Thodoros, Associate Professor, Technology Management and Decision Sciences from INSEAD, France, summarized his presentation with the 4 points: A) Information has value only when it affects decisions, B) Top Performers balance Intuition + Evidence (= Analytics), C) Business Intelligence can be disruptive to both existing IT departments and "Business as Usual" and D) "Success" itself can be dangerous but valuable

Dr. Kanioura Athina, Global Analytics Lead for Accenture Interactive, and Head of IGEN (Italy-Greece-Emerging markets), Accenture Analytics, referred to the Customer Insight Services that Accenture offers and explained how companies need timely, in-depth actionable insights if they are to remain competitive. Also she noted that the volume and complexity of data captured from Core Business Units need to be handled with analytics and analytics capabilities are competitive differentiators as they create their own upturn.

Haros George, Executive Director of People Solutions at ICAP, pointed out that we live in a society of measurement and HR has to be dedicated to metrics. Even if it is difficult to measure HR activities, today there are tools and methodologies that can achieve results.

Dr. Maniatis Andreas, Business Intelligence and Visual Analytics Department Director and Partner at CyberStream LTD, analyzed what Business Analytics are, the Business Analytics versus Business Intelligence, the key usability differentiators for Business Analytics and the TIBCO Spotfire Visual Analytics Platform as a key differentiator for Business Analytics.

Mr. Sglavo Udo, SAS Global Analytic Solutions Manager, explained why SAS platform is Proven, Complete and Innovative through real case studies on Telcos, Insurance and Banks. SAS line-of-business solutions address goals that impact every organization, such as achieving greater return on investment from customer relationships, optimizing the supply chain, measuring and managing risk as well as driving effective human capital strategies.

Mr. Kokkinos Kyriacos, IBM Global Services Manager from IBM Hellas S.A. analyzed how IBM contributes to a smarter planet thinking and acting in new ways to make our systems more efficient, productive and responsive. He noted that Business Analytics and Optimization is the next big investment area for companies – similar to ERP or CRM in the past.

Mr. Tsiptsis Konstantinos, CRM & CI Manager at EFG Eurobank and Author of the book "Data Mining Techniques in CRM" analyzed the Customer Intelligence, the Customer Lifecycle Management and the Delivering Lifecycle Management.

Dr. Aggelis Vasilis, Senior Manager of Retail Banking Business Development Division at Piraeus Bank S.A. analyzed Segmentation & Cross Selling presenting Cases of Data Mining Analysis as well as the benefits-value for the bank.

Mr. Tsiliras Giannis, CRM Director of Cosmote, analyzed that Business Analytics is a tool, not a solution that helps to A) predict the future, B) know where we stand, C) identify the opportunities but the last decision is on humans' hands.



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At the end of the forum, the round table discussion took place with the participation of Mark Madsen, Founder of Third Nature, Nick Sampanis, the Country Manager of Greece & Cyprus at Forrester Research, Alexandros Holis, Sales Director from Relational S.A. and Dr. Antreas Athanasopoulos, Assistant General Manager of Retail Banking at National Bank of Greece. The topic that the participants elaborated was **"Trends in Business Analytics-Perspectives and Opportunities in the new era ahead"**.

Organizers:

Financial-Academy started its activities in June of 2010 to provide training for professionals in the market from other reputable professionals involved either in the Greek market or in the foreign arena. The Goal is to create the appropriate field of training for quick implementation and transfer of knowledge into practice.

Whiztech delivers innovative and tailor made solutions on internet services and social media marketing. The team consists of young people, who are experts in new technologies and online promotion. Whiztech and its complete partners network are capable of taking complex projects by applying methods that can ensure quality and consistency.

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