

MScISM Luncheon Seminar

Unleash Big Data Insights Across the Enterprise

Date: 19 Sep 2015, Saturday
Time: 1:15 – 2:20pm
(Refreshments 12:40 – 1:15pm)
Venue: Rm 1005, LSK Building, HKUST
Speaker: Mr. Derek Lee
Managing Director
Teradata (HK) Ltd.



Synopsis of the seminar:

Companies understand the value of big data and know that powerful new insights can lead to competitive advantages. Data scientist and business analyst are uncovering incredible insights from big data, but they struggle to turn these into actionable insights for other enterprise users. Nowadays, the latest development on many Discovery Portfolios has raised the bar for big data analytics by accelerating the discovery of business insights from all data. There are multiple ways (such as Path and Pattern Analysis, Predictive Statistical Analysis, and Text Analysis) to quickly spot new opportunities, minimize risks, and reduce costs. These revolutionary analytics process let enterprises easily perform multiple analytics on all data, to deliver powerful but highly iterative results to uncover actionable insights to various vital business areas.

The speaker will share multiple real business cases on how those new insights alter the planning and management of an enterprise in different industries like banking, telecom and retail.

Bio-sketch of speaker:

Derek Lee is an ICT veteran with over 26 years of hands-on, professional experience in various areas, including ERP/CRM application consultancy, Mega Scale System Integration Implementation for the Public Sector, Data Center Management, Business Analytics and Enterprise Data Warehousing for both local and multinational corporations.

Derek established his own business from a small scale IT firm with only 3 people around 25 years ago, which finally developed into a leading application consultancy company with offices in Hong Kong, Macau, Guangzhou & Shanghai, employing over 130 people, and generating hundreds of millions of dollars (HKD) of annual turnover. Derek has also served as the General Manager/Managing Director of multiple esteemed conglomerates and listed companies including Jardine OneSolution, NCS (Subsidiary of SingTel Group), iAdvantage (Subsidiary of Sun Hung Kai Properties).

Currently, Derek is the Managing Director of Teradata (HK) Ltd., a New York Stock Exchange listed company (NYSE: TDC), focusing on Enterprise Data Warehousing and Big Data Analytics. Majority of its customers are Tier 1 banking & financial institutes, telco operators and premium branded retailers.

Derek holds a Master Degree in Professional Accounting and a MBA in Management Science.

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