

dynamia and Statoo Consulting are pleased to announce the upcoming seminar on **June 9, 2004**, that enables you to

## Generate Actionable Knowledge to Improve Business Performance

Much about the business world has changed in recent years, largely due to the developments and influence of information technology and global competition. Indeed, many businesses today find themselves drowning in data, yet many professionals lack the ability to harness the data for competitive advantage. As knowledge becomes the new currency of organizations, organizations must now view data in an entirely new way - as a strategic source of opportunity. They are looking to data warehousing as valuable construct to convert data to information. But, "learning from data" or "turning data into knowledge" requires more than simply gathering data. The data must be analyzed, understood, and turned into actionable knowledge. Statistical data mining provides tools and techniques that add intelligence to the data warehouse. Although many of the data mining techniques have been known for 30 to 40 years, they have only recently been used as a business tool for applications (like identifying credit card fraud or tracking customer preferences). For instance, data mining provides the engine that powers successful customer relationship management (CRM) applications in both the traditional and e-commerce realms.

Philosophy, thinking, concepts, methods and case studies



### Key Benefits

- This seminar is designed to provide attendants with the ability to understand the strategic value of data and the resulting ability to make informed judgments and improvements with statistical thinking and data mining.
- This seminar aims to develop skills to improve business performance by identifying and understanding business processes, collecting appropriate data for a specified purpose, recognizing limitations in existing data, and deriving actionable conclusions from data mining.
- Those in attendance will get an overview on how to turn data into knowledge and on how to get competitive advantages, and finally learn through real-world case studies about various methods of data modelling; enabling them to make better business decisions based on information hidden in the business data.

### Who Should Attend

- All analysts, decision makers, decision support managers, directors, executives, and managers.
- Anyone who is required to work with large amounts of information and data, and is starving for knowledge.
- Anyone who wants a better understanding of how the intelligent use of data and data mining can contribute to the company's success.

### Programme

**8:30-9:00**

Registration & coffee

**9:00-10:00**

Roadmap: from data to knowledge

To be able to extract knowledge from the data accumulated every day organizations have to use memory and intelligence. This presentation will bring you the basics of data warehousing as memory provider and examine data mining as intelligence provider. It will provide you with a valuable overview about things you have to know about the knowledge discovery and generation process from data, including its relation to business intelligence.

Speaker: Dr. Diego Kuonen, Statoo Consulting

**10:00-10:30**

Break

**10:30-12:00**

From data to actionable knowledge

To generate actionable knowledge organizations need to understand the factors that operate in it. Starting with the illustration of its need, this presentation will focus on data mining application areas and opportunities, on data preprocessing, on data mining techniques, and on building effective predictive models. It will end by illustrating related myths versus realities.

Speaker: Dr. Diego Kuonen, Statoo Consulting

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**12:00-13:00**

Lunch

**13:00 – 13:45**

**CRM - don't mention it!**

Over the past years companies have invested millions of dollars into CRM solutions. But - as the Gartner Group estimated - 50% of all projects will not be rated as being successful. This presentation analyses the past failures and shows the successfactors of CRM projects.

*Speaker: Robert Schumacher, Insightful Central Europe*

**13:45 – 14:30**

**Gaining Strategic Customer Insights – Maximizing Customer Value**

Customer segmentation schemes can be obtained using multi-dimensional statistical techniques to provide actionable customer insights so that customer-relevant marketing programs can be designed.

-Customer segmentation generate in-depth insight into customers' behavior and profile

-Customer segmentation provides a strategic framework for planning communication, product development and pricing strategy

-Customer segmentation enables businesses to monitor performance metrics over time by customer segments.

Tracking reports allow early identification of previously unknown opportunities and risks in the customer base and product portfolio.

Based on **some case studies** we will show how such approaches help maximizing customer value by increasing revenues and reducing costs associated to customer acquisition, development and retention.

*Speaker: Dr. Frank Block, FinScore*

**14:30 – 15:00**

Break

**15:00 – 15:45**

**How to upgrade high-potential business customers?**

In this case study it will be outlined how PostFinance, the largest transaction bank in Switzerland, implemented a successful CRM project where its high-potential business customers have been identified and upgraded to the prime segment.

*Speaker: Robert Schumacher, Insightful Central Europe*

**15:45 – 16:30**

**Round Table Discussion**

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## Speakers

**Dr. Diego Kuonen** is CEO and applied data miner and statistician of Statoo Consulting, [www.statoo.info](http://www.statoo.info). Statoo Consulting is a consulting firm specialized in statistical consulting and training, data analysis and data mining services, and is located at the Technology Parc (PSE) on the site of the Swiss Federal Institute of Technology Lausanne (EPFL). In 1998 Dr. Diego Kuonen graduated from the 'Institute of Mathematics' at the EPFL, and in 2001 he received the degree of 'Doctor in Science EPF'. Dr. Diego Kuonen has several years of experience in statistical consulting and computing, and data mining, resulting in fruitful collaborations and published articles in several peer-reviewed journals. In addition, he has also several years of experience in teaching and training, and he is or has been, for example, also lecturer at the EPFL, at the ETHZ and at other Swiss universities. Currently, he is also vice president of the 'Swiss Statistical Society' and president of its Section 'Statistics in Business and Industry'.

**Robert Schumacher**, Managing Director, Insightful Central Europe, [www.insightful.com](http://www.insightful.com). Masters Degree of Business Administration at the University of Bern (lic.rer.pol.). Professional certificate in e-Marketing at Franklin University (Columbus/OH). Associate Director at UBS Market Management (Individual Clients) and at Bank One Retail Marketing (Columbus/OH, USA). Responsible CRM Manager at moneycab.com. Since two years heading the Swiss based office of Insightful Central Europe. Insightful provides enterprises with scalable data and text analysis solutions that drive better decisions faster by revealing patterns, trends and relationships. The company is a leading supplier of software and services for statistical data analysis, data mining, and knowledge access with focus on solutions in Life Science and Finance.

**Dr. Frank Block** is CEO and president of FinScore AG, [www.finscore.com](http://www.finscore.com), a Swiss professional services company with core competencies in analytical CRM, data quality management and quantitative financial analysis. He holds a Ph.D. in Physics and has published several articles about expert systems and artificial neural networks. After spending several years at CERN in Geneva, he started his professional career with Swiss Bank Corporation's headquarter in Basel. There he developed knowledge management and information retrieval applications for the Private Banking department. Later, at UBS, he led a large strategic marketing project during the merger of UBS and SBC, successfully implementing an advanced analytical CRM system. As co-founder and CTO of Predict AG, a Swiss consulting firm, he worked as senior business project manager for UBS and other international banks. In the context of the acquisition of Predict by Insightful Corp. he moved for 2 years to Insightful's headquarter in Seattle, USA as Director Financial Services.

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## Registration

- **Before May 10, 2004 : 380 CHF/pers**
- **After May 10, 2004: 480 CHF/pers**

The price of the seminar includes slides photocopies, lunch, coffee and drinks.

You can register by using the e-forms at [www.data-to-actionableknowledge.net](http://www.data-to-actionableknowledge.net) or you can complete the following form and send it by fax to **021 825 51 64**.

You can also e-mail to [registration@dynamia.ch](mailto:registration@dynamia.ch) or call **021 825 51 65**.

You can pay by e-banking (needed information available upon request) or by invoice (payment slip available upon request).

If you have any questions or problems regarding the registration/payment, please call 021 825 51 65.

## Organization

This one-day seminar is proposed and organised by dynamia ([www.dynamia.ch](http://www.dynamia.ch)) and Statoo Consulting ([www.statoo.info](http://www.statoo.info)).

**Date: June 9, 2004**

**Place: PSE, EPFL, Lausanne**

Information on how to get to the seminar room, together with further information, you will find at [www.data-to-actionableknowledge.net](http://www.data-to-actionableknowledge.net)

The language of the seminar will be English.

## Registration Form – Please send back by fax to 021 825 51 64

Mr / Mrs / Ms / Other (Please Circle)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City / Postal Code: \_\_\_\_\_

Billing Address (If Different): \_\_\_\_\_

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