

You are invited to attend a breakfast briefing on

## FORECASTING & ANALYTICS: YOUR TOOLS TO BUSINESS SUCCESS

Businesses small and large are accumulating a valuable, growing and largely untapped resource in their data. Modern analytics methods apply to almost all business applications, functions and industries. Techniques, methods and tools have become accessible, affordable and in many cases free.

Analytics methods assist with marketing through customer acquisition, retention and segmentation. They measure risks such as credit, insurance claims and fraud. They forecast and optimise inventory, logistics and stock. Analytics methods can be pivotal in pricing, product design and resource allocation. Emerging fields of application include operations, human resources, vendor management and internal audit.

In today's business world, analytics can be the deciding competitive factor. You don't have to be a mathematician or expert. This presentation will show how experts in analytics have applied their methods in a range of industries.

This event is an opportunity to explore how the value in data can be unlocked in your business. [Can you afford to miss it?](#)

Keynote speakers are:

### Dr Eugene Dubossarsky FIAPA — Director, Prescient Pty. Ltd.

Prescient is a consultancy specialising in analytics, business intelligence, forecasting and performance improvement, servicing a range of industries and government, in Australia and overseas. Prior to Prescient, Eugene was Director of Predictive Business Intelligence (PBI) at Ernst & Young, having established the PBI unit in the company.

Eugene is also a founder of the Institute of Analytics Professionals of Australia, of which he was the first head of the NSW chapter, holds the title of Fellow and convenes the IAPA Forecasting Special Interest Group.

As an industry leader, Eugene is frequently invited as a keynote speaker at industry conferences and lectures. He has appeared on television, on ABC's Lateline Business where he discussed the business benefits of analytics.

### Dr Ben Waterhouse — Managing Director, Model Solutions Pty. Ltd.

Model Solutions Pty Ltd specialises in forecast modelling for the pharmaceutical industry in Australia. Ben is often invited to speak at pharmaceutical conferences on the topics of forecasting and analytics. He undertook his PhD in mathematics at UNSW as a MASCOS scholar. Prior to this he worked for several years for management consulting firm L.E.K. Consulting with experience in the mining, aviation, retail, building and construction materials industries across Asia and Australia.

Both speakers are also MASCOS Visiting Industry Fellows, UNSW



To attend this important business function, please contact Ms Lyn Forsyth, MASCOS, University of NSW, on 0412 921 395 or email: [l.forsyth@unsw.edu.au](mailto:l.forsyth@unsw.edu.au). Alternatively, complete the form and fax it to: (02) 9385 7123.

For further information on the event and program please visit:  
[www.maths.unsw.edu.au](http://www.maths.unsw.edu.au)

**DATE** Monday, 27 September 2010

**TIME** 7.30 am registration and coffee  
Briefing starts 7.45am to 9.30 am

**VENUE** Hamilton Room  
Level 47  
NSW Trade and Investment Centre  
Industry & Investment NSW  
MLC Centre, 19 Martin Place, Sydney NSW 2000

**COST** Free

**RSVP** Tuesday, 21 September 2010

name

organisation

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I will be attending the Forecasting & Analytics breakfast briefing

I will not be attending the Forecasting & Analytics breakfast briefing