



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

Business Intelligence

27 - 29 January 2020, Ghana

Overview

To successfully compete in today's global business environment an organization must constantly monitor, recognize and understand every aspect and every issue of its operations, its industry and the overall business environment. This course provides an introduction to business intelligence – an information technology approach to data collection and data analysis to support a wide variety of management tasks, from performance evaluation to trend spotting and policy making.

More at
WWW.CTO.INT/TRAINING

For more information contact us on programmes@cto.int
or +44 208 600 3800

Business Intelligence

27 - 29 January 2020, Ghana

Overview

To successfully compete in today's global business environment an organization must constantly monitor, recognize and understand every aspect and every issue of its operations, its industry and the overall business environment. This course provides an introduction to business intelligence – an information technology approach to data collection and data analysis to support a wide variety of management tasks, from performance evaluation to trend spotting and policy making. Students learn analytical components and technologies used to create dashboards and scorecards, data/text/Web mining methods for trend and sentiment analysis, and artificial intelligence techniques used to develop intelligent systems for decision support.

The emergence of Big Data, Artificial Intelligence and IoT initiated the development of tools which move analytics into the area of today's decision-making based on real-time Business Intelligence. This course covers several of these tools on a functional level, tools such as Python, R, Spark, SQL, Hadoop and MapReduce.

Objectives

At the end of this course, participants will be able to:

- Articulate modern concepts, theories, and research in the field of Business Intelligence (BI).
- Apply BI enabling technologies in organizational settings.
- Articulate modern BI practices, including knowledge integration, sourcing and managing BI solutions.
- Discuss the social and ethical issues related to the use of Business Intelligence technologies in organizations.
- Articulate the crucial role that Business Intelligence plays in business and society.

Course outline

Module 1: Overview of Business Intelligence?

- Introduction to Business Intelligence
- Program Requirements and Architecture of a Business Intelligence Solution
- Launching and Managing a program
- Requirements Gathering
- Establishing the Technical Architecture
- Product Selection
- Designing a Business Intelligence Solution
- Designing Dimensional Models
- Designing the Physical Databases

- Introduction to ETL (Extract, Transfer and Load)
- Designing Business Intelligence Applications
- Deployment and Support
- Growing and expanding the program

Module 2: Enabling Technologies and Tools (Functional Level only)

- 5G
- IoT
- Big Data Analytics
- Apache Hadoop.
- MapReduce
- CDH (Cloudera Distribution for Hadoop)
- Cassandra
- From Data Lake Datawarehouse
- Blockchain Technology
- Analytical Tools
- Python, it's place in Big Data Analytics
- other
- Predictive Applications
- Emergence of AI and Cognitive Software in BI

Module 3: Applications and Case Studies

- Examples of BI Applications in
- Healthcare
- Business
- Education
- Finance
- Law
- Manufacturing
- Big Data Reference Architecture Overview
- Traditional Data Reservoirs
- Data Lake in the Big Data Architecture
- Building an Enterprise Data Lake

Module 4: Big Data Analytics

- Impact of Big Data
- HBR – Big Data Management Revolution
- Big Data Analytics Process
- Setting the Stage: A Few Words About Big Data
- Application of Analytics to Critical Problems
- Analytics Challenges
- Advanced Analytics
- Critical Challenges
- Hadoop – an Overview
- The Data Scientist
- Regulatory Challenges

Module 5: Big Data Use Cases

- Data Science Overview
- Big Data Use Cases
- Problems and Opportunities

Business Intelligence

27 - 29 January 2020, Ghana

- Case Study: Deloitte
- Marketing Solution using Big Data Analytics
- Telecommunications specific Use Cases

Module 6: Developing a Big Data Strategy

- Defining a Big Data strategy for your organization
- Establishing your Big Data needs
- Meeting business goals with timely data
- Evaluating commercial Big Data tools
- Managing organizational expectations
- Enabling analytic innovation
- Focusing on business intelligence
- Framing the problem
- Selecting the correct tools
- Achieving timely results

Module 7: Forrester Model

- Forrester research into Adopter of BDA
- Uses Hub and Spoke Concept
- Specific Use Cases

Module 8: Lessons learned from Early Adopters

- Review
- What is Big data?
- Why Big-Data?
- When Big-Data is really a problem?
- Techniques
- Tools
- Applications
- Literature
- Questions

Trainer profile

Karl Hentschel carries a BEng (Bachelor in Electronic Engineering) and an MBA (Betriebs-wirtschaftsverwaltung) obtained in Germany. In addition, he participated in deep dive training throughout his career, specifically in project management, risk mitigation, business continuity, marketing concepts and other topics relevant to his responsibilities.

From 1968 to 1990 Karl held senior line and staff positions in the areas of regulatory relations, network operations, planning and expansion, customer service, marketing, training and product development at AT&T Canada. He was a senior member of the team supporting long distance competition in Canada, responsible for developing the operational plan and the underlying budgets.

He worked closely with regulatory staff at the CRTC in Canada and with the FCC in the US on cross border services and facilities.

In his consulting practice, Karl conducts training courses and workshops globally ranging from competitive marketing strategies in Saudi Arabia to detailed technology topics in both fixed wireline and wireless network environments in several Commonwealth Countries. He recently conducted several courses on Talent management, Knowledge Management and Change in a Dynamic Environment as well as on Big Data Analytics. He conducted DTMS courses in Cameroon, The Gambia and Fiji, as well as an identical course in Nigeria. They were well received.

Karl brings actual carrier experience to his training and workshops. His training evaluation forms score consistently in the high range. He is a member of BICSI, PMI and IEEE.

Business Intelligence

27 - 29 January 2020, Ghana

Registration Form

Personal Details

Mr/Mrs/Ms/Other _____ First Name _____ Last Name _____

Event ID: _____

Job Title _____

Organisation _____

Address _____

City _____ Postcode _____ Country _____

Tel. _____ Mobile _____ Fax _____

E-mail _____

Authorising Line Manager's Name _____

Authorising Line Manager's E-mail _____

REGISTRATION DEADLINE

3 SIMPLE WAYS TO REGISTER!

Fill in and fax this form back at
+44 20 8600 3819

Call the programme team at
+44 20 8600 3800

E-mail the programme team at
programmes@cto.int, quoting the course
"Event ID" above.

NEED HELP?

Call us now on +44 20 8600 3800
or e-mail the Programmes team at
programmes@cto.int

Summary Terms and Conditions

The CTO will endeavour, as can be reasonably expected, to ensure that the course is delivered to meet delegates' expectations. Registration is subject to availability and payment received by the deadline where specified, or else before the course start date, whichever applies. Dates may be subject to changes. Travel, accommodation, daily transportation to venue, subsistence and other costs are the sole responsibility of the delegate and are not included in the above fees. Applicants are responsible for their visa arrangements and other formalities wherever required. Course bookings may be cancelled at the discretion of the CTO or its partners. Applicants paying by bank transfer are responsible for bank charges and any other such costs and should ensure the exact amount in GBP Sterling is credited in the CTO bank account. Applicants requiring additional information prior to their booking should ensure they provide sufficient time before the booking deadline. Cancellation rules apply, as summarised below. For a full version of our Ethical Framework or our Terms and Conditions, please visit our website at www.cto.int

Cancellations / Refunds

For delegate cancellations/withdrawals, the following refund rules apply:

- 31 days or more prior to event: the full amount less a handling charge of 10% or a minimum of £55, whichever applies

- 30 days or less prior to event: no refund
For CTO cancellations/withdrawals, delegates are entitled to a 100% refund within 60 days of the withdrawal/cancellation.

Refunds will be made by bank transfer only.

Data Protection / Privacy

The CTO does not sell, rent or lease its customer information to third parties. We may, from time to time, contact you on behalf of a third party/partner about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information e-mail, name, address, telephone number is not transferred to the third party/partner. In addition, we may share your information with trusted partners to help us perform statistical analyses, send you by e-mail or postal mail, provide customer support, or arrange for deliveries or other such services. All such third parties are prohibited from using your personal information except to provide these services to the CTO and they are required to maintain the confidentiality of your information.

Payment Options

1. Select Delegate Rate

Early bird discount before
13 December 2019

Rate after or on 13
December 2019

CTO Members £1,200

£1,000

Others £1,500

£1,300

2. Payment Mode (choose from either Invoice, Bank Transfer, Cheque, or Credit Card)

Invoice

Invoice me at the above address
(Discounts do not apply, payment
must be received by us prior to the above
event's start date)

Bank Transfer

To: Coutts & Co., 440 Strand, London WC2R 0QS, UK
A/c Name: CTO; A/c Number: 83675071
Reference: GB72COUT18000208367507
Sort Code: 18-00-02; Swift Code: COUT GB22

Cheque

Cheque enclosed,
payable to "CTO HQ"

Credit Card: Visa / Mastercard (circle as appropriate)

Card Holder's Name _____

Card Holder's Billing Address (if different from above) _____

Card Number

Valid From _____ Expiry Date / 3-digit security code on back of card

Signature

Date _____ Name _____ Signature _____

Additional Information

To help us improve our services to you and your organisation, please tell us more about you and your organisation.

Your role in the organisation

Strategic/executive

Planning

Control

Operational

Your organisation type

Government

Regulator

Operator

Manufacture

Other

Your area of work in the organisation

Business development

Corporate affairs

Customer service and care

Engineering and technical management

Financial, purchasing and investor relations

IT/IP management

Fixed network/services

Mobile/wireless network/services

Satellite network/services

Internet

Marketing and sales

Public relations and corporate communications

Regulatory and legal affairs

Telecoms network management

Human resources

Other

Your organisation's service areas

Broadcasting

Value-added services

Support

Other service

Fax it back to +44 20 8600 3819, or return to the CTO at programmes@cto.int.