

CASE STUDY: THE FUTURE OF BUSINESS INTELLIGENCE AND DATA ANALYTICS

22 APRIL 2025 | 9.00AM-1.15PM



HRD CORP REGISTERED
COURSE/PROGRAMME NO:
10001530659

MyCoID: 765264K

PROGRAMME OVERVIEW

This one-day programme will explore the **significance of Business Intelligence (BI) and Data Analytics**, highlighting their **key differences, benefits**, and **transformative impact** on business organizations. It will also delve into the **innovative applications of BI and data analytics** across various capital market activities.

Through interactive case study discussions, participants will gain practical insights and hands-on knowledge on effectively **leveraging BI and data analytics to drive decision-making**. The programme will emphasize how data-driven strategies can **enhance operational efficiency, customer engagement**, and **overall business resilience**. Additionally, it will address critical challenges in BI and data analytics, such as **data security** and **reliability**, while offering actionable solutions to overcome them.

PROGRAMME OBJECTIVE

This programme will provide participants with insights into the applications and solutions of Business Intelligence (BI) and Data Analytics in driving operational efficiency, enhance decision-making, and accelerate business growth through case studies discussions.

ICF COMPETENCY LEVEL

- Functional (Technical) – Digital Technology Application (Proficiency Level 3)
- Behavioural (Organisation Leadership) – Business Acumen (Proficiency Level 3)
- Behavioural (Self-Management) – Creativity and Innovativeness (Proficiency Level 3)

TARGET AUDIENCE

Individuals

Professionals looking to enhance their decision-making and analytical capabilities using business intelligence (BI) and data analytics tools. Mid-level to senior-level professionals in asset management, trading, compliance and business operations. Directors, PR & Communications staff, Business Continuity Planning (BCP) teams, Risk Officers, Company Secretaries, Lawyers, Accountants, Corporate Consultants, Compliance Officers, Legal Officers, Sustainability Officers, Internal Auditors

Institutions

Public Listed Companies (PLCs), Legal Firms, Consultancy Firms, Accounting Firms, Fund Management Companies, Stockbroking Firms, Investment Banks

LEARNING OUTCOMES

Upon completion of this programme, participants will be able to:

- recognise the concept and applications of Business Intelligence (BI) and data analytics
- explain how the innovative use of business intelligence (BI) and data analytics is accelerating growth in business organisations
- discuss the challenges and solutions related to the application of Business Intelligence (BI) and Data Analytics

PROGRAMME OUTLINE

9.00 am

Overview of Business Intelligence and Data Analytics

- What is Business Intelligence (BI) and what does it do?
- Importance of BI in business organisations
- Data Analytics and its benefits
- Applications of data analytics
- Key differences between BI and data analytics

Case Discussions: Applications of Business Intelligence and Data Analytics

1. Citadel Securities – Predictive Analytics in Trading

- The role of predictive analytics in achieving superior trading outcomes
- Predict market trends and executing high-frequency trades in competitive trading environments

2. BlackRock – Portfolio and Asset Management

- How it aggregates data from diverse sources to provide real-time insights
- Impact on portfolio management and regulatory compliance

10.30 am

Break

10.45 am

Case Discussions: Applications of Business Intelligence and Data Analytics (cont.)

3. Bloomberg Terminal – Financial Data Aggregation and Analytics

- Integrating vast amounts of financial data with analytics and visualization tools in real-time
- How it transforms data into actionable intelligence

4. Kenanga Investment Bank – Robo Advisory Services

- Pioneered innovations in robo-advisory and algorithmic trading
- Integrate analytics for better portfolio management, customer insights, and trading performance

Challenges and Solutions in BI and Data Analytics

- Data Quality - Handling of immense volume and velocity of data in high-frequency trading without errors
- Data Integration – Management of vast and diverse data sources across global markets
- Data Security – Integration of risk modeling with portfolio optimisation
- System reliability - Keeping data real-time and comprehensive while reliable for global markets

1.15 pm

End of Programme

SPEAKERS



DR. CLEMENT ARUL

Founder and CEO of Cybertronium Sdn. Bhd.

With over 26 years in cybersecurity, Dr. Clement Arul has shaped national frameworks, led award-winning platforms, and trained thousands of professionals across ASEAN and globally.

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*The SIDC reserves the right to amend the programme as deemed appropriate as without prior notice.

For enquiries on registration, please contact: **+603 6204 8439 / 8274** | Register today at www.sidc.com.my

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