



Faculty of Business Administration
Executive Talk
Department of Management and Marketing

***“Business Values of Business Intelligence
and Best Practices of BI Implementation”***

Mr. Toa Charm

Founder and Chairperson of Business Intelligence Special Interest Division,
Hong Kong Computer Society

Abstract

Warren Buffet said, “When the tide goes out, it is easy to see who is swimming naked.” In our current global economic downturn, the tide is definitely going out now and will stay that way for a relatively long period of time. Companies without Business Intelligence (BI) capabilities need to act quickly because without it they will be very exposed in the coming months and years. What is BI? BI allows people at all levels of an organization to access, interact with and analyze data to manage the business, improve performance, discover opportunities and operate efficiently.

The recession has created a new sense of urgency for companies. Companies must have their fingers on the pulse of their businesses and find ways to work faster, smarter and better. Given the economic realities, effective BI solutions in the coming years will be those that help organizations rapidly tackle specific, immediate business needs without taxing their valuable IT resources. These needs include reducing costs, increasing revenue, eliminating inventory and improving customer satisfaction.

It is no surprise that BI solutions, which provide visibility and insight into business operations, have grown in importance and become an area to watch in 2009. “Competing on Analytics”, one of the best selling business books in 2007 written by Thomas Davenport and published by Harvard Business School, had

gained great attention from millions of business executives around the world on how strategic and critical Business Intelligence and Analytics is in today's global competition. In fact, a few recent independent surveys¹, which were done in the US, Asia and Hong Kong, have simultaneously endorsed the importance of Business Intelligence in the business world. Business Intelligence is the top priority for most of the senior IT and business executives in the US, Asia and Hong Kong.

In this sharing session, we will discuss how leading companies in the world are making use of BI to differentiate their businesses and operations from their competitions and how they have successfully implemented these BI systems and the lessons learned.

Date: April 28, 2010 (Wednesday)

Time: 11:00 – 12:30

Venue: L307B

About the Speaker

Mr. **Toa Charm** (“Toa” in short) has over 20 years of management, marketing and consulting experience in the information technology and executive training industry. Toa worked for large multinational and Chinese companies in Greater China and Asia Pacific in various senior management, marketing and consulting positions. Toa was the Regional Head of Business Intelligence Competence Centre, Asia Pacific, HSBC. He was also the General Manager of Oracle Business Intelligence for Greater China and the General Manager of Kingdee Software (金蝶國際軟件) for Asia Pacific. At present, Toa is pursuing a Doctoral degree in Business Administration (DBA) at the City University of Hong Kong. His research area is Business Intelligence. He is also conducting senior executives training and providing business intelligence consultancy to enterprises in China and Hong Kong.

Toa is the Founder and present Chairperson of the Business Intelligence Special Interest Division (BISID) of the Hong Kong Computer Society. He is a Certified Business Intelligence Professional (CBIP) awarded by the US-based TDWI. Toa has also been appointed by HKU SPACE as the External Examiner of the Business Intelligence Postgraduate Program.

Toa actively serves Hong Kong, China and Asia Pacific communities through participating major business, IT and academic associations and conducting executives training in these regions. Toa is an Honorable Advisor of Hong Kong Polytechnic University (Department of Computing), an Honorary Associate of Hong Kong Baptist University (the School of Business), and an Honorable Advisor of The University of Hong Kong (BEA, HKUSU). Toa is also an advisor of the Hong Kong Computer Society Industry Policy Advisory Group and served the Hong Kong Trade Development Council (China Trade Advisory Board) as an appointed advisor from 2005 to 2008.

Toa possesses a M.A. degree in Business Administration and B.Sc. degree in Computer Science. He had also completed a Senior Executive program in the HAAS School of Business of the University of California at Berkeley in the US and a Strategic Human Resources Management program of the China Europe International Business School (CEIBS) in China.

ALL ARE WELCOME!