



Competing on Analytics

Mr. Toa Charm

Regional Head of BICC, Asia Pacific, HSBC

Chairperson, BI Special Interest Division, Hong Kong Computer Society

Date: 11 March 2008 (Tue) Time: 6:50pm - 8:50pm

Venue: LT-8, 4/F, Academic Building, City University of Hong Kong

Synopsis: In the recent two “Gartner’s CIO Agenda” surveys conducted in 2007 and 2006, Business Intelligence was ranked as the number #1 priority of the worldwide CIOs. In 2007, Oracle, SAP and IBM had acquired all three leading BI vendors i.e. Hyperion, Business Objects and Cognos respectively. BI has no doubt become a main stream IT solution for both CIO and the leading IT vendors. More importantly, leading companies are making use of BI to gain competitive advantages over their rivals. Besides CIO, more and more CEO, CFO and other C-levels of leading companies are aware of how BI could identify the hidden business opportunities for them, manage their risks, and enhance their corporate governance and satisfy complex compliance and regulatory requirement for them. However, most of the Hong Kong companies do not know BI and haven’t made use of BI well.

To understand how to leverage on BI to compete and operate effectively is very critical for Hong Kong companies these days where we are under uprising local and global competitors with world-class BI capabilities. Mr. Toa Charm is a veteran in the BI industry. He will share with you on his knowledge and experience in BI market and help you formulate BI strategies for your companies or plan your career in the BI industry.

Speaker:

Mr. Toa Charm (“Toa” in short) has over 20 years of management, marketing and consulting experience in the information technology industry. Currently, Toa is the Regional Head of Business Intelligence Competence Centre (BICC), Asia Pacific, HSBC. His mission is to empower HSBC executives and employees in Asia Pacific to compete and operate effectively with world-class business intelligence best practices.

Before joining HSBC, Toa was the General Manager of the Business Intelligence Division of Oracle Greater China managing the business intelligence solutions business and operations in Hong Kong, China and Taiwan. Oracle is the largest enterprise software company in the world. Before joining Oracle, Toa was the General Manager of Kingdee Software Asia Pacific. Kingdee is the 2nd largest ERP software company in China listed in Hong Kong. Before working for Kingdee, Toa was the Managing Director of Hyperion Solutions Greater China. Hyperion is the largest EPM software company in the world. Toa also worked for Jardine Pacific and various US-based software companies in various management, marketing and technical positions.

Toa also actively serves the Hong Kong and China communities through participating business, IT and academic associations. Toa is the current Chairperson of the Business Intelligence Special Interest Division of the Hong Kong Computer Society. In addition, Toa is an appointed member of the Hong Kong Trade Development Council - China Trade Advisory Board, an appointed advisor of the Hong Kong Polytechnic University - Department of Computing, an appointed Honorary Associate of the Hong Kong Baptist University - the School of Business, a visiting lecturer of the Hong Kong Polytechnic University and a visiting lecturer of the Open University of Hong Kong.

Toa obtained a M.A. degree in Business Administration and B.Sc. degree in Computer Science from the University of Iowa and Minnesota State University in the United States respectively. He is currently pursuing a Doctoral degree in Business Administration (DBA).

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~ All are Welcome ~

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