



IMARTICUS
LEARNING

Newsletter: Analytics

January, 2015



www.imarticus.org



FOREWORD

Dear Reader,

When we began this firm two years ago, we could not have foreseen the rewards and challenges we would face along the way. In two years, we have been able to train and place more than 2,000 students & expanded our presence to Mumbai, Bangalore, Chennai and Pune.

Imarticus Learning endeavours to be a global market leader in the field of Financial Services & Analytics talent solutions and human capital development. Our vision was to create a pool of skilled resources by bridging the gap between academia and the corporate world by imparting competency-based training across various levels in the organization.



The challenges were many but none more pressing than employability. To that end, we focused all our efforts on designing our courses to suit the requirements of the Industry. Our exhaustive two to three month long programs focus on the overall development of the student by not just attempting to mirror the in-house induction training, product and process trainings but also encompassing pre-hiring selection criteria, thereby increasing the employability of the student. Given the knowledge intensive nature of the Industry, our focus has always been on application of knowledge in real-world scenarios and not just theoretical concepts or rote learning. We transform students into professionals that can add value to the role from day one. They understand the jargon; they know your processes — giving them a huge advantage on their peers.

Effective human resource planning, however, also requires stability. Organizations face a high degree of attrition at the junior levels and our pre-training selection goes beyond filtering candidates by academic performance. Not relying only on aptitude, students are counseled to check if their aspirations match with the roles or careers offered by the Industry. The high degree of pre-training selection has resulted in high employability of trained resources and our students find it easier to ace interviews and get hired.

The rewards have been manifold be it the student whose ambitions have been realized or the corporate world that can measure the effectiveness of hiring trained resources and have changed their hiring processes to include us in their decision making.

As we have tripled in size, so have our ambitions. It is with immense pleasure that I announce the formation of the Imarticus Advisory Council that would help us navigate the future and meet the requirements of the Industry.

I thank my team, our students and clients like you for trusting and believing in us. Please feel to write me on corporaterelations@imarticus.com for any areas of improvement to serve you better.

Wishing you a Happy New Year!

Regards

Nikhil Barshikar
Founder & Managing Director



Invest In Change Management, Not Just Data & IT Systems

By Iqbal Kaur

During my Analytics-focused career, I have had the fortune of working with multibillion dollar organizations looking to set up capabilities in Analytics. While I served them in different capacities (as full time employee, a third party consultant, an independent consultant) and while they all had very different business models, I found that they all had one thing in common – the need for Change Management alongside something as paradigm changing as Analytics.



Analytics is viewed by most organizations in similar ways. Top management recognizes this as the competitive advantage, as a tool to survive the ever changing economic realities and as something that has become part of any forward-thinking company that expects to hold its own in next 5-10 years. The analysts who have been doing MIS or Financial Analysis all their careers are much closer to reality when it comes to data availability, IT systems and process changes needed to implement analytics on a large scale. Understandably, they are more than hesitant when they hear CXOs talking about Analytics as the need of the hour. Middle management is the one worst hit – On the one hand, they are under pressure from executive leadership to deliver results and on the other hand, they have a team that is worried about how this renewed focus on Analytics in the workplace will shape their professional future.

While this scenario is true for most large scale changes, the challenge with Analytics is that it is not successful unless it becomes ingrained in the day to day culture of the organization. Unless it's adopted at all levels of the enterprise, one can never unlock its full potential and deliver returns on the large investments made in data and IT systems. Hence, it becomes even more imperative that as organizations gear up to set up an enterprise-wide Analytics capability, they need to recognize the change management needs that would accompany it.

Just to put the need for change management in perspective, I would like to share an example from my experience. A multi-billion dollar MNC that uses innovation in its products as the competitive edge, decided that it needs to adopt Analytics in order to stay relevant as newer younger companies were coming up with an equally innovative product range. Over the last few years, significant investments were done in the areas of data infrastructure and Business Intelligence (BI) tools. There were monthly and quarterly reviews presided over by an executive leader with a highly analytical mind set. However, process owners across this business function chain kept saying that they didn't have enough information to make right decisions at the right time. All this when there was a dedicated team analyzing raw data and churning out reports to all levels of this business function at a regular frequency. So where exactly was the issue?



Invest In Change Management, Not Just Data & IT Systems

By Iqbal Kaur

The key issue was that no one was converting data into insights. The analysts were not analyzing data to provide information; they were primarily completing a number churning task using latest BI tools and sending across reams of printed excel reports to the process owners. While the organization had spent millions getting the data and tools in place, no one realized that there was no common vision or even common definition of Analytics across the organization. As a result, in spite of all investments and buy-in from senior leadership, the organization was still in its infancy when measured on the Analytics maturity curve.

In my personal experience, the toughest part has always been convincing the front line managers and existing analysts to not look at Analytics as an unknown devil but as something that would make their lives easier and add tremendous value to business. What it required is a lot of dialogue along with some patience and time to get everyone involved onboard. As it happens with any new product or idea, there will be early adopters and once they are on board and demonstrate better results with the help of Analytics, sooner or later the rest of the organization will follow suit.



ABOUT IMARTICUS LEARNING

Imarticus Learning is formed to bridge the gap between Academia and the industry. The firm provides a range of Corporate Solutions designed to assist firms in meeting their skillset requirements.

Headquartered in Mumbai, Imarticus has delivery capabilities across India with dedicated centers at Mumbai, Bangalore, Chennai, and satellite centers at Pune and Jaipur.

HIGHLIGHTS

- Training and content delivery capability, across the areas of Investment Banking, Finance & Treasury, Capital Markets Operations, Business Analytics, Technology and Consulting.
- Preferred sourcing and corporate training delivery partner for leading Global Banks, Consulting, KPO, Technology and Analytics firms.
- Range of customized delivery methods such as instructor led training, e-learning, workshops and seminars for optimal training effectiveness.

HOW WE CAN PARTNER

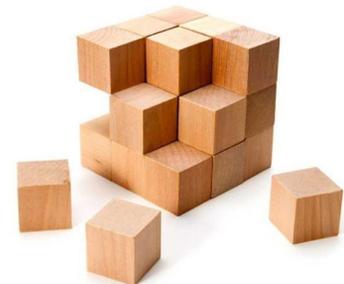
LEARNING SOLUTIONS

Upskill your employees through industry led training programs across various domains in Finance and Analytics - encompassing the latest trends and regulations



TALENT SOLUTIONS

We cater to your recruitment needs through our Sourcing to Placement (S2P) models where we source, train and place candidates for various domains and competencies across geographies. Also, recruit from our domain ready, trained talent pool of 2000+ students across India on an on-aioina basis at no cost



CUSTOM SOLUTIONS

We provide customized, instructionally sound content development capability along with access to our state-of-the-art Learning Management System (LMS).



STAFFING SOLUTIONS

Imarticus Learning Staffing Solutions assists its corporate clients to fulfill its staffing requirements by providing qualified and screened contractual or temporary manpower.



BENEFITS TO THE CORPORATES

SCALED AND TRAINED RESOURCES

The collaboration between Imarticus Learning and our clients has created a highly skilled pool of over 2000 job ready candidates who have an in-depth understanding of the product and processes.

JUST IN TIME

Our solutions enable clients to hire skilled resources just in time with their business needs. In addition, the training we provide ensures that the employees are productive from day 1.

MOVING UP THE VALUE CHANGE

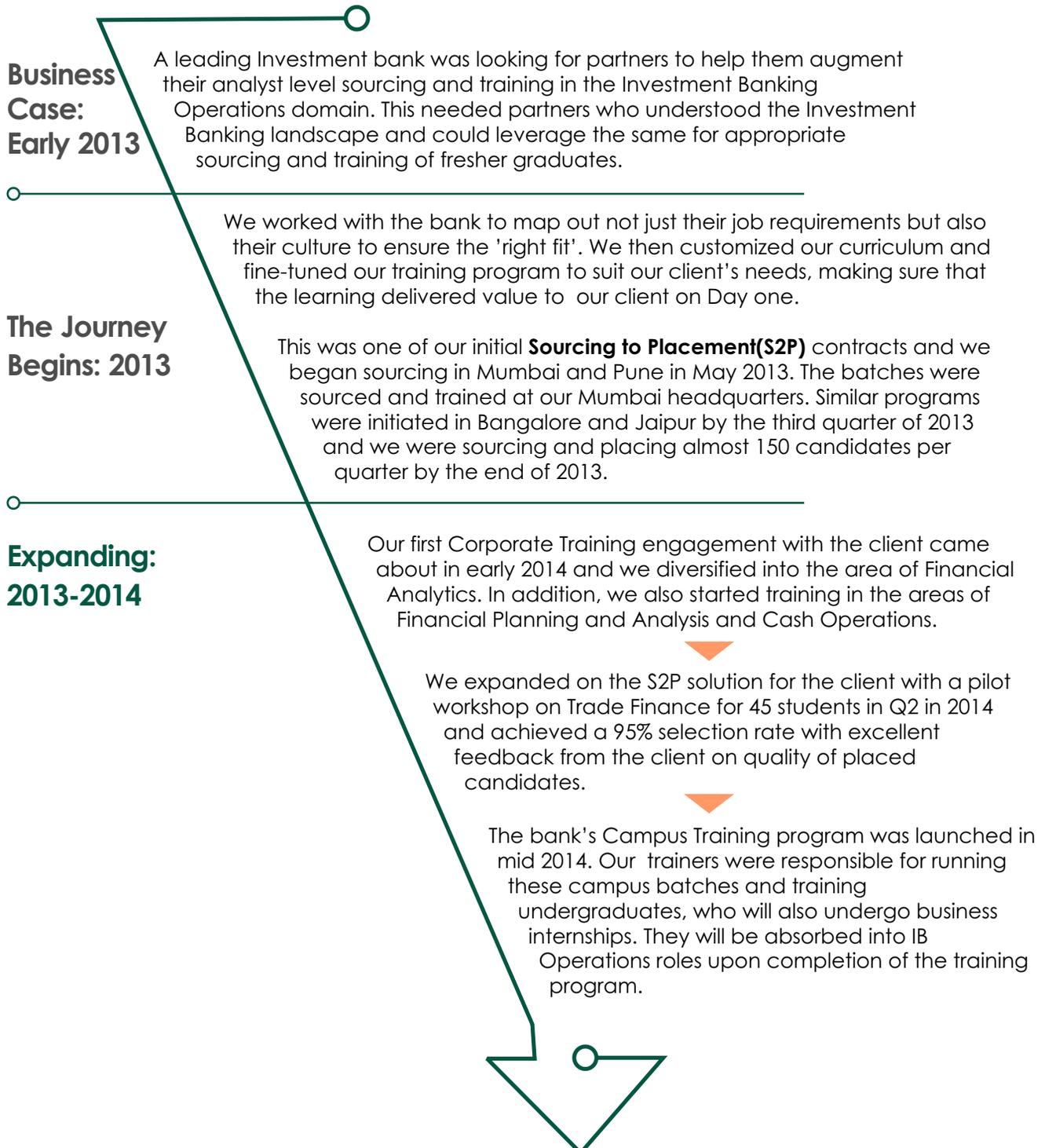
We are able to cater to recruitment needs and provide our clients with highly skilled resources for complex functions and transitions.. This scaled capability building helps our clients to offshore functions in India that were never considered possible or viable before.

PARTNERING IN YOUR GROWTH

Our ability to comprehend their requirements and implement appropriate solutions means we are venturing into niche areas such as bespoke learning solutions where we can contribute to the dynamic needs of our clients.



CASE STUDY: ASSISTING BANKS TO BUILD ORGANIZATIONS THROUGH EFFECTIVE TALENT ACQUISITION



VALUED PARTNER FOR RESOURCING AND TRAINING

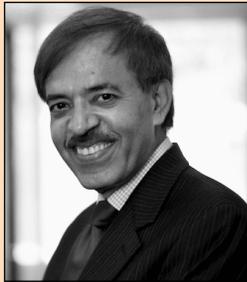


INTRODUCTION TO OUR ADVISORY COUNCIL

Industry guidance will be a critical instrument in achieving our goal and we are pleased to announce our Advisory Council members comprising of highly qualified senior professionals from the financial services industry.

Lalit Ahuja

Lalit is currently the Managing Director for Mast Global Business Services (an L Brands Company), Co-founder & CEO of ANSR Consulting, a Dallas based boutique management consulting firm specializing in establishment of GICs in India and Founding Partner at Kyron, a next generation global seed accelerator. Previously, Lalit has served as a Chair and President of Target India, and CEO for Datamatics, LG Group's Software and R&D operations and News Corporation – STAR TV. While at News Corporation, Lalit was also the CEO of the News Corporation Venture Capital Fund in India (managing a portfolio of \$250 M) and founding Managing Director of NDS Ltd (now a Cisco company). Lalit started his career in the Indian Navy before retiring as a Lieutenant Commander. While in the Navy, he was the Head of the prestigious Naval Computer Applications Center near Mumbai and as a Senior Engineer Officer for INS Vindhyagiri. Lalit is an MS in Computer Science from the Indian Institute of Technology 'IIT', Mumbai and a graduate of Birla Institute of Technology and Science, Pilani.



Iqbal Kaur

Iqbal has more than 17 years of experience in areas of Predictive Analytics for Retail and Consumer Lending. She is an expert at setting up analytics capabilities and developing various analytics solutions across retail and consumer lending.



Iqbal worked at Target and Genpact/ GECIS for over 15 years. Her experience includes creating an enterprise analytics capability for Target Corporation through aggregation of talent, contextual & platform expertise and developing an analytics roadmap for Lowe's Companies, Inc. Iqbal holds an MBA in Finance & Marketing from Xavier's Institute of Management Bhubaneswar.

INTRODUCTION TO OUR ADVISORY COUNCIL (CONT.D)

Sujoy Bhattacharya

Dr Sujoy Bhattacharya is a PhD from Indian Institute of Information Technology and Management, Gwalior. He has ten years of teaching and research experience. He has

taught at Mudra Institute of Communications,

Ahmedabad, Goa Institute of Management, Goa and S P Jain Institute of Management, Singapore Campus.

He has been a trainer for the Border Security Force (Takenpur) at the 'Chanakya' tactical training wing at the senior command level.

He has conducted doctoral workshops at DOMS, IIT Madras and DOMS, IIT Roorkee.

He is a "R" Evangelist and teaches Marketing Research, CRM, B2B Marketing, Fixed Income Securities and Data Mining. His research interests are Levy processes and Portfolio Optimization.



Akash Bhatia

Akash has over 14 years of experience in technology, e-commerce and analytics, and is the founder of Infinite Analytics.

Infinite Analytics was conceived by Akash and his co-founder, in a class

at MIT taught by Sir Tim Berners-Lee, the inventor of the World Wide Web. Infinite Analytics is one of the most exciting big-data analytics start-ups in the world, as mentioned by Code_n and Analytics India Magazine. Prior to Infinite Analytics, Akash co-founded India's first and largest ticketing company, KyaZoonga (www.kyazoonga.com), in 2006. Prior to Kyazoonga, Akash was an engineer with Oracle/PeopleSoft in Silicon Valley. He has completed his B.E from College of Engineering, Pune, M.S from University of Cincinnati and an MBA from MIT Sloan. Akash was also a Legatum Fellow for the year 2010, while at Sloan.





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