



MACFAST™

MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA
Affiliated to MG University, Accredited by NAAC with 'A' Grade, Recognized by DSIR,
Listed in the NIRF Rank Band 151-200

DEPARTMENT OF MANAGEMENT STUDIES

BUSINESS ANALYTICS WORKSHOP - PHASE 1 'DATA, BIGDATA, ANALYTICS AND ARTIFICIAL INTELLIGENCE'



6th February 2021, Saturday
9:30 a.m. to 11:30 a.m.

&

7th February 2021 Sunday,
9:30 a.m. to 12:30 p.m.



    macfastofficial



www.macfast.org

Mr. Philip V. Varughese

Vice President & Global Lead – Applied Intelligence
Analytics and OpenInnovation at Accenture Security

Workshop on Data, Bigdata, Analytics And Artificial Intelligence

Tiruvalla: 7th February 2021

With the advent of the industrial revolution, there was a dramatic shift from manual effort to machines. Since then, there has been no looking back for humans and the demand for even more automation is ever increasing. With the advent of the digital age the flexibility of mankind to look ahead into the future and derive conclusions has skyrocketed. Business Analytics, Machine Learning, AI, Deep Learning, Robotics, and Cloud systems have revolutionized the way we look, absorb, and process information. While there are still on-going developments happening in several of these advanced fields, business analytics has gained the status of being all-pervasive across functions and domains. There is no aspect of our lives untouched by Analytics. The massive wings of analytics are determining how we buy our toothpaste to how we choose partners to how we lead our lives. Analytics is so powerful enough to guide and determine our way of life.

MACFAST has pioneered in teaching these skills to students by proposing a novel course on data science to Mahatma Gandhi University, Kottayam. The demand for Business Analytics skills are always in demand in the current job market. In order to equip our students with the latest skills and knowledge, a two day online Business Analytics Workshop on 'DATA, BIGDATA, ANALYTICS AND ARTIFICIAL INTELLIGENCE' was conducted by Mr. Philip V. Varughese, Vice President & Global Lead – Applied Intelligence Analytics and OpenInnovation, Accenture Security.

Mr. Philip said that Business analytics consists of solutions used to build analysis models and simulations to create scenarios, understand realities and predict future states. It comprises of data mining, predictive analytics, applied analytics and statistics, and is delivered as an application suitable for a business user. Mr. Philip explained the confusion surrounding Business analytics and data analytics. He said that they are used interchangeably and the only difference being that while data analytics is the birth child of the data boom, business analytics represents a coming of age that projects data insights at the heart of business transactions.



Fr. Dr. CHERIAN J KOTTAYIL
PRINCIPAL
Mar Athanasios College For Advanced Studies
Thiruvalla- 689101, Kerala



NITHIN MATHEWS JAMES
PLACEMENT OFFICER
Mar Athanasios College
For Advanced Studies
Thiruvalla- 689101, Kerala



Mr. Philip explained about smart spaces, big data, banking analytics, and the ever pervasive nature of AI and BI. The case study with smart hiring with AI powered bots were also explained the session. There was a question and answer session, where students and faculty members shared their views and doubts on this topic.

The first session was conducted on 6th February 2021, 9:30 a.m. to 11:30 a.m., while the second one was completed on 7th February 2021, 9:30 a.m. to 12:30 p.m. This programme was organized by the Department of Management Studies. A total of 72 students attended the two day session.

The registration and coordination of the program was handled by Mr. Arun Prem, Department of Management Studies. The programme was conducted on zoom platform. The feedback was extremely positive and we plan to conduct similar sessions in the future.

Business Analytics Workshop – Phase 1

'DATA, BIGDATA, ANALYTICS AND ARTIFICIAL INTELLIGENCE'

by

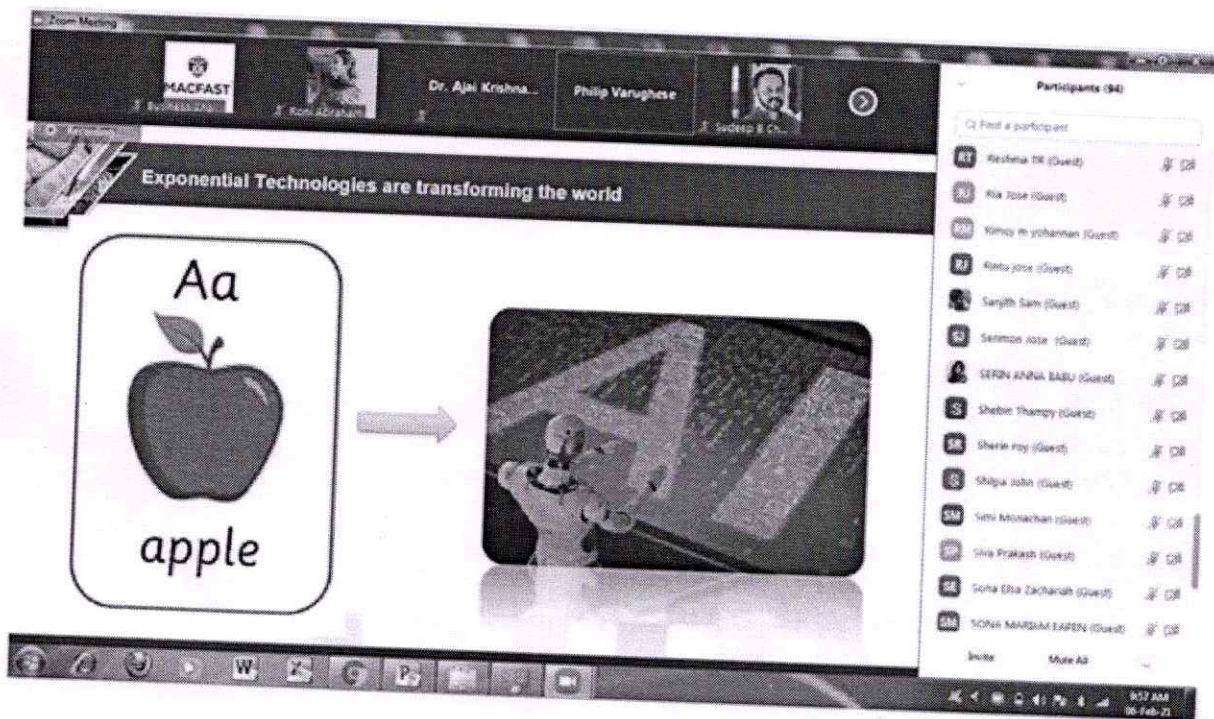
Mr. Philip V. Varughese

Vice President & Global Lead – Applied Intelligence Analytics and OpenInnovation

Accenture Security

6th February 2021, 9:30 a.m. to 11:30 a.m.

Department of Management Studies



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Top Skills

Pre-sales
Team Management
Outsourcing

Certifications

Selling Security Deals School
Global Solution Architect School
Delivery Sales Academy
Design Thinking Certified
Practitioner of Human-Centered
Design
IBM Global Sales School

Honors-Awards

Speaker at International Cyber
Security & Policing Conference
Best BigData & Top 10 SMAC
Innovation Companies by TiE
Bangalore
BigData Analytics Winner of
Societe Generale Bank CATALYST
Innovation & Digital Transformation
Contest
Awarded the Top 5 Data Mining
Companies in India in 2016 by
Silicon India
Speaker - at the National
Conference of Institute of Chartered
Accountants of India at Hyderabad

Philip Varughese Vayarakunnil

VP & Global Lead - Applied Intelligence, Analytics &
OpenInnovation; Accenture Security. Entrepreneur & Public Speaker
Bengaluru, Karnataka, India

Summary

Disruptive Innovation, Entrepreneurship and a Never Say Die
Attitude !

Philip is an industry recognized Analytics veteran, entrepreneur,
thought leader and a visionary digital transformation & innovation
executive with 17+ years of experience in the fields of Enterprise
Data Strategy, BigData Analytics and Artificial Intelligence, Future
Systems, Cyber Intelligence, NextGen Cyber Defense, Digital
Transformation, Analytics Fusion & CoE, Disruptive Innovation and
Cognitive Decision Systems.

Philip is currently leading the Applied Intelligence & Analytics
Capability (for Contextualized Threat Intelligence, Enterprise Risk
Advisory, Proactive Cyber Defense/Security Intelligence, Analytics
Innovations & AI Powered Cognitive Decision Systems) initiatives
at Accenture, with a core focus on Accenture Security (Managed
Security Services, Cyber Defense, Threat Hunting, 360 Degree Risk
Intelligence etc.) and BPS Offerings Charter Initiatives across the
globe.

He is a Serial Entrepreneur, Visionary and Passionate to Build,
Transform and Lead great organizations. He is a veteran in the
Analytics Space and Strategic Decision Systems, especially in
the areas of Realtime AI/ML based Cognitive Decision Systems,
Enterprise Data Strategy Consulting, Marketing Intelligence, Market
Intelligence and Enterprise Risk Intelligence.

He is an invited Key-Note Speaker on BigData, Analytics, Digital
Transformation & Cyber Intelligence in various National &
International Conferences and Leading Academia and did speak at
more than 210+ conferences.

Philip has handled key business management roles with IBM, CSS
Corporation, Chimera Technologies, Seventhsense Technologies
and Socratic Learning Inc. at Domestic and International level.

He brings his 15 years of global experience and exposure
across Cross Functional Business Management, Large Account
Management, People Management, Strategic Sales, Business
Development, Project Management and Consulting led sales
engagements across key verticals & industries. He has been
managing large business assignments, diverse teams and worked in
various global markets and India.

Experience

Accenture

3 years 2 months

Vice President & Global Lead - Applied Intelligence, Analytics &
Innovation : Accenture Security
November 2018 - Present (1 year 9 months)
Bengaluru Area, India

Global Applied Intelligence & Analytics Lead - Accenture Security (a \$2.6
Billion -FY19 unit in Accenture).

Bringing in Thought Leadership, Analytics Strategy & Innovation for building
and growing the Applied Intelligence solutions for NextGen Cyber Defense
capabilities for Accenture Security, as a global business offering.

Key focus areas include ideation, conceptualizing, design, development and
delivery of Analytics and AI based Cognitive Solutions for Cyber Defense,
Contextualized Threat Intelligence, Enterprise Risk Profiling & Business
Impact Analytics, MDR (Managed Detection & Response) Cyber Intelligence,
Enterprise Information Security Risk Intelligence, NextGen Cognitive Security
Operations.

My key responsibilities include laying down the Security Analytics Vision,
Applied Intelligence Strategy, NextGen Security Operations Offering,
Innovation and Data Driven Security Transformation for Accenture Security
and its clients across the globe, in close collaboration with the Accenture
Leadership

Building innovative next generation AI powered offerings, capabilities and solutions for Proactive Defense, Threat Hunting, Contextual Threat Intelligence, User Behavior Analytics & User Risk Profiling, Assets & Application Risk Profiling, Enterprise Risk Intelligence & Risk Profiling, Assisted & Cognitive Incidents Response, Information Security Risk Management across Security Information and Events Monitoring, Threat & Vulnerability Management, Data Security & Data Leakage Prevention, Industry Risk Intelligence, Network and Endpoint Compliance etc.

Vice President - Applied Intelligence, Cognitive Decision Systems; Accenture Operations
June 2017 - November 2018 (1 year 6 months)
Bengaluru Area, India

I am currently leading the Applied Intelligence (Enterprise Data Strategy, Cyber Defense/Security Analytics, Enterprise Risk Intelligence, Analytics Innovations & Cognitive Decision Systems) initiatives across Operations Offerings, Operating Groups and Industry Verticals at Accenture.

My key responsibilities include laying down the Analytics Vision, Applied Intelligence Strategy, Operations Offering Innovation and Data Driven Transformation for Accenture and its clients across the globe, in close collaboration with the Accenture Leadership.

I presently focus on the Applied Intelligence for Accenture Security (Managed Security Services, Cyber Defense, Threat Hunting, Risk Intelligence etc.) and BPS Offerings Charter Initiatives across the globe.

Being a part of Accenture Analytics Innovation Center, I work with cross functional teams to build Realtime Cognitive Decision Systems, Enterprise Data Driven/Centric Offerings, Enhanced Outcomes driven business models etc. in line with the Accenture overall priorities, strategy and vision.

Considerable thought leadership is applied to Ideate, Conceptualize, Architect, Incubate, Grow, Scale next generation Analytics Offerings, Solutions and Applications across various Accenture Operations Offerings, by leveraging the Analytics Assets, Artificial Intelligence Capabilities, Diverse Data Ecosystems, Technology/Platform Ecosystems and Global Analytics Talent Pool.

Datum Informatics Pvt. Ltd.
CoFounder & Chief Executive Officer

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2013 - 2017 (4 years)

Bengaluru Area, India

Datum Informatics is a Decision Science Company with deep focus into Digital Transformation, Contextual Cyber Intelligence and Data Relevance Ranking, specializing on BigData, Data Lake, Artificial Intelligence, Machine Learning, Advanced Analytics and Dynamic Dashboard Reporting solutions.

At Datum, we are deeply specializing into Unstructured and Semi-Structured Data Lifecycle Processing, Text Engineering, Information Retrieval, and Contextual Analytics. Syndicated Data Research, SMART Search, Contextual Intelligence, Due-Diligence Research, Non Financial Reporting, Brand Equity & Marketing Intelligence are some of the niche areas we are delivering Solutions using our Proprietary Text Engineering and NLP IPs and Algorithms.

- <==> Vulnerability, Military & National Security Intelligence, Risk Detection
- <==> Data Breach Monitoring and Information Leakage Detection
- <==> Identity Theft & Identity Fraud Detection
- <==> Customer Behavior Analytics
- <==> Real-time Risk & Fraud Detection
- <==> Deep Web Data Mining
- <==> Brand Equity & Reachability Analytics
- <==> Consumer Complaints Analytics
- <==> Social Media Analytics
- <==> Quality, Machine Logs and System Logs Analytics

Datum offers a unique Data Life Cycle Management Platform – Datum Compliance Based Due Diligence Research & BigData Analytics Platform (Datum SearchEMWE) - using Hadoop and other major 42 OpenSource technologies to Discover/Search, Crawl, Mine, Analyze, Filter, Extract, Collect, Structure, Index, Analyze and Report billions of data (BigData & SmallData) from the World Wide Web, Blogs, Forums, Social Media and any other data sources like e-Mail Archives, Call Centre notes, Document sets, CRM, DMS etc.

Datum helps customers to achieve these requirements at the lowest costs/TCO and the highest processing performance on a Solutioning approach,, compared to any other major players.

www.datumatics.in

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Chimera Technologies Private Limited
Business Head
January 2012 - January 2014 (2 years 1 month)
Bangalore

Chimera is an Offshore software development company based out of Bangalore since 2001, providing outsourced product development and offshore software development services. Chimera provides services to several Enterprises as their IT/development partner and help customers to develop new products and applications, set up offshore software development teams, maintain the existing products and solutions etc.

Responsible for the Global Sales and Business Development, New Customer Acquisition, Business Strategy & Planning.

Develop, Transform and Lead the organization as a Sales Ready Organization.

Strategize and Define the Sales and Marketing goals for the International & Domestic markets

Drive the overall Business Strategies, Sales and Marketing

Successfully develop and nurture key vendor / business / client relationships

Develop business strategies that result in measurable business improvement.

Build and lead high-performing, customer focused teams, delivering exceptional results.

Develop and lead strategic initiatives those directly impact the profitability of the Company.

Initiated and Heading the Center of Excellence team, which consists of two teams: Project Management Office and Business Support Team

Implementation of the Customer Readiness Program across the organization

Developing Deal Support Frameworks, Processes, Scenario plans for large deals

IBM India Pvt. Ltd
Territory Business Manager - Large Enterprises
2011 - 2012 (1 year)
Chennai, Bangalore, Cochin

International Business Machines Corporation, abbreviated IBM and nicknamed "Big Blue" (for its official corporate color), is a global technology and innovation company headquartered in Armonk, New York. IBM is the largest technology and consulting employer in the world, with more than 400,000 employees serving clients in 170 countries, with a TO of US\$ 100Billion, celebrating its 100 years of growth.

Responsibilities:

Sales, Business Development, Pre-Sales, Account Management, Delivery & Support for the following Services in the given 30 Large Enterprise Accounts in four domains such as Public Sector Units, Banking, Large Enterprises and Government:

Software, Hardware, IT Services, Consulting, Business Analytics & Optimization, ERP, EPM, Security, Strategy, Server, Storage, Disaster Recovery, Data Center, BPM, Smarter Planet, Strategic Outsourcing.

- Generate, Manage and Deliver the targeted business of USD XX Million from the assigned Large Enterprises.
- Coordinate and Drive the internal IBM divisions such as STG, SWG, GBS, GTS, MTS, IGF, Labs etc
- Primary Responsibility for the ownership of the end to end relationship with the customer.
- Plan and achieve the revenue from the given enterprises.
- Responsible for the Project Delivery and Post completion support.

Synaptris Inc (CSS Corp Group)
APAC Region Manager - Strategic Accounts; Analytics
2010 - 2011 (1 year)

Synaptris (<http://www.synaptris.com>) is a leading player in the BI and information management space and delivers award-winning delivers "flexible" and "easy-to-use" Decision Supporting solutions that empower users to make rapid & informed business decisions while enabling IT to minimize overhead and maximize ROI. Synaptris has over 120 business partners across the Americas, Europe, MEA and Asia Pacific with solutions deployed for over 2,500 customers across 80 countries.

Roles, Responsibilities & Functional Areas Include:

- # Manage and Generate Optimum revenue from the Key Strategic Accounts and Large Enterprises in the APAC Region.
- # Responsible for managing, retaining and increasing the revenue base, sales, operations and aligning to overall growth plans of the organization and increase market share in the APAC.
- # Develop a long term annuity business for Synaptris brands within the APAC Region
- # Streamline & Manage the relationship with the Clusters, Customers and End Clients
- # Responsible for the End to End life cycle of the Sales & Pre-Sales operations
- # Manage the deadline deliverables in co-ordination with the Technical, Engineering and Services team
- # Strategic Consulting, including business plan & sales strategy development.

SeventhSense Technologies Pvt Ltd
5 years

Lead Manager - Strategic Business & Business Intelligence
2005 - 2010 (5 years)

SeventhSense Technologies is an ERP, EPM/BI and ITES Multi National Company having its corporate office at Chennai. SeventhSense owns 7 Industry Vertical ERP Solutions and 19 modular solutions to offer and a bouquet of Service on EPM, BI and SAP and has implementation presence in more than 26 countries. SeventhSense has Fortune 500 clients such as Sodexo International, Saudi Arabian Airlines, Newrest, US Army, Ashok Layland, Aspinall, Qatar Petroleum, Wipro, Central Bank of Oman etc.

Designation : Manager – BI & Strategic Business; e-Learning

Roles, Responsibilities and Functional areas:

- # Planning, Modeling, Analyzing and Implementing the Business Development activities for the major three practices of SeventhSense such as EPM/BI – Oracle Hyperion & SAP BPC, ERP – Purlynt, SAP and LMS – Claspire.
- # Marketing ERP, EPM/BI Products, Solutions & Services to MNC's and Fortune 500 Companies
- # Accountable for all the Pre-Sale and Post-Sale activities.
- # Responsible for the Pricing, Costing, Proposals & Agreements.
- # Providing demonstration and pricing negotiation with the clients
- # International Marketing and Business Development.
- # Channel Partner Management & Key Account Management
- # Defining and Implementing Process Orientation Program in Project Management, HR, Admin, Operations and Marketing Departments

Manager : KPO & EPO
2005 - 2006 (1 year)

Competitive knowledge and functional experience in e-Learning and Online Education. Handful Collection of resources and information. Core experience in managing the entire e-Learning and online tutoring division of SeventhSense Technologies.

Role's and Responsibilities :

- # Heading the Production, Planning, Training, Recruitment, QC and Content Development
- # Managing the International Business Development and Relationships.
- # Responsible for the Business Plans and Executions
- # Responsible for the Operations and the whiteboard technology.

Socratic Learning Inc; Tutors World Wide India Pvt. Ltd
Project Manager
2005 - 2006 (1 year)

Started the Corporate Career with a U.S based, Multinational online tutoring company Socratic Learning Inc/ TWWI India Pvt. Ltd. as an Educator in Chennai. Socratic Learning Inc/Tutors World Wide (I) Pvt. Ltd was the biggest online tutoring company in India, providing the online education to the students from across the world.

Role's and Responsibilities :

- # Project Manager : Headed the CPS Project with a team of 72 online educators, QC and TLs.

- # Team Lead : Leading a team of 14 teachers and content developers.
- # Online Tutor : Teaching Math and English to the students from across the world.
- # Content developer : Developing augmented contents (Teaching resource materials and Text books) for the specific curriculums (Scope and Sequences).
- # Member of the Demo Team : Responsible for giving the demonstration to the US District Education Officers and other inspectors.
- # Recruitment Team : Short listing and Evaluating the Candidates.

Navodaya College of Science
Lecturer
2002 - 2004 (2 years)
Kerala

Worked as a Math Lecturer for Grade 11 and Grade 12 for two years from 2002 to 2004 in Navodaya College of Science, Ranni, Pathanamthitta, Kerala.

Education

Mahatma Gandhi University
Masters, Mathematics

Madurai Kamaraj University
M Phil, Mathematics

IBM Global Sales School
Graduation, Business Management

ITSC
Diploma In Computer Application, Computer Applications and Technologies

Mahatma Gandhi University
B. Sc., Mathematics