



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

SCHOOL OF COMPUTING
Faculty of Engineering

SCSP1513-03

TECHNOLOGY AND INFORMATION SYSTEMS

Industrial Visit II - ADAX

Venue: ASEAN Data Analytics eXchange (ADAX), Kuala Lumpur

Date: 26th October 2018

Lecturer: Dr Sharin Hazlin Binti Huspi

| NO | STUDENTS' NAME | MATRIC NO |
|----|---------------------------------------|-----------|
| 1 | NURFATIAH BINTI MD SHAH | A18CS0207 |
| 2 | NURHALIMATUL SAADIAH BINTI MOHD RAMLI | A18CS0208 |
| 3 | NURIN NABILA BINTI ABDUL RAZAK | A18CS0210 |
| 4 | NURUL ASYIKIN BINTI HARIYANTO | A18CS0217 |

Introduction

On 26th October 2018 we SCSP's students had industry visit at Kuala Lumpur. We were organized by our Technology Information System (TIS) lecturers. First place that we visited is ASEAN Data Analytic Exchange (ADAX) at Bangsar South, Kuala Lumpur. ADAX is one of the company under MDEC that enable businesses, governments, academia and professionals to rapidly adopt Data Analytics as a tool to empower decision making and innovation. The purpose of ADAX established is to be the definitive Data Analytics Exchange Hub for knowledge, information, resources and collaboration for the ASEAN. The main goal of ADAX is to develop the ecosystem, build a critical mass of talent pool in the big Data Analytics category and to foster collaboration amongst businesses, start-ups, academia and professionals so that Data Analytics becomes an integral part of business innovation and decision making. On that day, there are 4 speakers gave a talk about the information.

This is a first speaker which name Mr. Mohamad Nazir bin Ismail. He is a senior executive in Multimedia Development Corporation. He has 5 years' experience in this job.



The second speaker is Ms. Josephine Ong. She has more than a decade experience in data analytic.

This is a third speaker which name Mr. Gan Chun How. He also has more than a decade experience in big data analytic software.



This is the last speaker which name is Dr. Mark Chia. He is the Head of Analytics at SAS' Technology Centre of Excellence in Malaysia. He has more than 10 years' experience in his job.



Details of Journey (Work Plan)

0800 - Arrived at
lobby Tower B,
Bangsar South.

0815 - Waiting to
get pass admission

0900 - Arrived at
ADAX office

0910 - Having
breakfast served by
ADAX staff

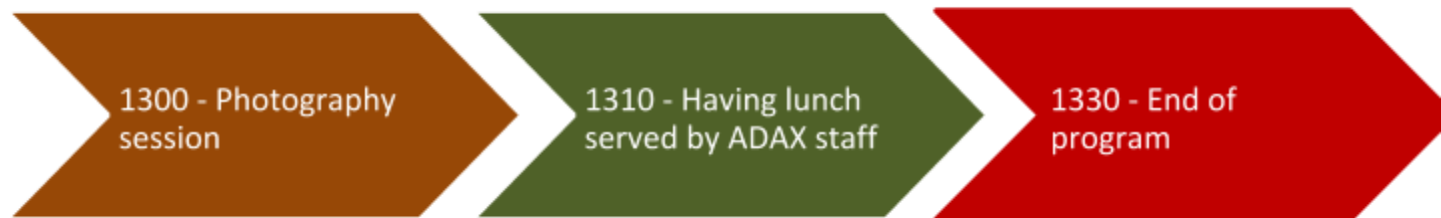
1000 - Talk about
ADAX by Mr.
Mohamad Nazir
Bin Ismail

1015 - Premier Digital
Tech IHL: Undergraduate
Development Program 's
Talk by Ms. Josphine Ong

1030 - Talk about
FUSIONEX by Mr.
Gan Chun How

1115 - Talk about
Statistical Analysis
System (SAS) Malaysia
by Dr Mark Chia

1230 - Tour in ADAX
office guided by
their staff



Details Description

◆ ORGANIZATION STRUCTURE

ADAX is an initiative by MDEC to enable businesses, governments, academia and professionals to rapidly adopt Data Analytics as a tool to empower decision making and innovation. ADAX seeks to be the definitive Data Analytics Exchange Hub for knowledge, information, resources and collaboration for the ASEAN region. The main goal of ADAX is to develop the ecosystem, build a critical mass of talent pool in the big Data Analytics category and to foster collaboration among businesses, start-ups, academia and professionals so that Data Analytics becomes an integral part of business innovation and decision making.

ADAX was founded in 28 March 2018 by Malaysia Digital Economy Corp (MDEC) CEO, Datuk Yasmin Mahmood. ADAX has been under control by ADAX CEO Sharala Axryd. ADAX CEO also stated that they will produce more than 20,000 data professional by 2020.

◆ SERVICES

ADAX provide training program for training partner that seeking appointment by governance process. Besides that, ADAX also offered advocacy that act as a benchmark for big data analytic syllabus and professional sharing among the industry. ADAX also offered crucial knowledge needed for organization that would like to know the fundamentals of data especially for the purpose of talent developments. Lastly, ADAX are proud partner with key industry players that share similar goals in contributing towards the growth of the BDA ecosystem.



DETAIL OF VISIT

On 26th October 2018, the first place that we visited for our industrial visit at Asean Data Analytics eXchange (ADAX) Kuala Lumpur, at 8.00 a.m. The visit took about 5 hours started from 8.00 a.m. until 2 p.m. before we continued our journey to CIMB Bank in Kuala Lumpur. The talk has been delivered by four speakers from different company.

| NO | SPEAKER | DETAILS OF SPEECH |
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| 1. | MR. MOHAMAD NAZIR BIN ISMAIL | <p>1. A little bit introduction about ADAX.</p> <ul style="list-style-type: none"> . A one stop hub to pull the data - What their future planning for ADAX . Develop talent, Promote technology, Proliferate Adoption - How they recruit student from university to join their program . By some Programs that being offer by universities such as UTM with collaboration with MDEC <p>2. Introduction for drive data technology adoption</p> <ul style="list-style-type: none"> -Data Technology Partnership Program (supply) . An ecosystem for collaboration to catalyse data technology adoption. -Data-Driven Decision Enterprise Adoption Program (demand) .A two-pronged approach covering the whole spectrum of data-driven decision enterprises maturity level. <p>3. Introduction to Data Camp for Classroom</p> <ul style="list-style-type: none"> - 6 months access for academic - minimum 10 students per class - Learning some programming topics such as R programming, Python programming and Data Visualization |
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| 2. | MS. JOSEPHINE ONG | <p>1. Introduction about Undergraduate Development Program</p> <ul style="list-style-type: none"> - They planned to increase the number for the next intake, increasing the quality of IHLs and the graduate and Increase quantity of industry <p>2. Explain the objectives Premier Digital Tech Ecosystem</p> <ul style="list-style-type: none"> - To create sustainable talent pipeline for industry - Recognition future digital talent - Strengthen awareness and confidence in Digital Tech related career - Benchmark to be emulated by other institution <p>List of university that they collaborated</p> <ul style="list-style-type: none"> . University Malaya . University Technology Malaysia . Tunku Abdul Rahman University College . Taylor University . Malaysia Multimedia University . Sunway University <p>3. Explain the Premier Digital Tech University Ecosystem Program</p> <ul style="list-style-type: none"> - Undergraduate Development Program . To develop future talent that able to meet industry need - Influencer Development Program . Industry Technology Transfer and Talent Exchange at industry - Digital Expert Panel (DXP) . Industry curriculum for digital tech related courses - Digital Career Centers (DCC) . Establishment of Digital Career Centre - Green Lane . Preferred enrolment for talents <p>4. Personality based on our interest in career</p> <ul style="list-style-type: none"> - The speaker ask us to take a test to know our interest for our career in the future |
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| 3. | MR. GAN CHUN HOW | <p>1. Fusionex introduction</p> <ul style="list-style-type: none"> - An established multi-award winning data technology provider that specializes in Analytics, Big Data, Machine Learning and Artificial Intelligence. - specialized in Big Data Management Machine Learning and AI. - specifically in the field of Retail, Trade Facilitation, Smart Cities, Payment, Travel and Hospitality solutions <p>2. A short video about their office and infrastructure</p> <ul style="list-style-type: none"> - It's totally amazing because they used the latest technology in their office. <p>3. Data Hero</p> <ul style="list-style-type: none"> - Have Knowledge of statistic - Have Knowledge of Python/R Programming <p>4. Life Cycle of a data science</p> <ul style="list-style-type: none"> - Identify the problems -Identify available data sources -Identify if additional data sources are needed -Statistical Analysis -Communicate Result - Maintenance <p>5. Relationship between Data Analyst and Data Scientist</p> <ul style="list-style-type: none"> -Data Analyst .Value through Insight .Business Customers .Request -Data Scientist .Data sets .Data engineer .Request <p>6. Further explanation about how their solve problems by using Machine Learning and AI based on the situation</p> <ul style="list-style-type: none"> -They explain how the machine learning works to solve their problems |
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| | | <p>.A machine learning is used to make demand forecast based not just on historical sales data but also on other influencing parameters</p> <p>. By using this method its help to solve the problem in many ways such as their customer increases</p> <p>“IT’S ALL STARTS WITH DATA. DATA LEADS TO INSIGHTS AND ACTION. BUT YOU HAVE TO HAVE THE RIGHT DATA FIRST”</p> <p>-ELMER SMITH</p> |
| 4. | DR. MARK CHIA | <p>1. Introduction of SAS Malaysia</p> <ul style="list-style-type: none"> - 32 Years in the country - Have more than 100+ employees -Have more than 150+ client -Sales, Sales support, Professional Services, Technical support and Training - Leader in :- <ul style="list-style-type: none"> . Analytics .Machine Learning .Data Science Platforms .Data Quality .Fraud Detection .Real Time Marketing .Retail Analytic .Streaming Analytic . Rank Management <p>2. SAS Malaysia Customers</p> <p>COMMERCIAL SECTOR</p> <ul style="list-style-type: none"> -MEASAT -Maxis -UMobile -Parkson -Tesco -Malaysia Airlines -Air Asia -POS Malaysia <p>And etc.</p> <p>GOVERNMENT SECTOR</p> <ul style="list-style-type: none"> -FAMA -MIDA -MPOB -PIDM -TABUNG HAJI |

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| | | <p>PUBLIC UNIVERSITY</p> <ul style="list-style-type: none"> -UM -UTM -USM -UMT -UNISZA -UMK -UKM -USIM -UIA -UMS -UPM <p>PRIVATE UNIVERSITY</p> <ul style="list-style-type: none"> -SUNWAY UNIVERSITY -MONASH UNIVERSITY -CURTIN UNIVERSITY -UNIKL -UNISEL -KDU -TAYLOR UNIVERSITY <p>3. AI at SAS</p> <ul style="list-style-type: none"> - AI assignment human abilities and become a part of our digital world |
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After all the talk ended, ADAX officer brought us to visit their workplace and the entire infrastructure that they provided to their coworkers.

Reflection

As for our reflection, we can conclude that this short visit to ADAX was beyond our expectations. We got a lot of useful information from the speakers in just a short of time which is around three hours about industrial revolutions, artificial intelligence, Data Camp for classroom, internet of things, undergraduate program and much more. Even though the session had ended, the speakers still waited to answer our questions and two of us did ask a few of questions about our future career. The most memorable line that we cannot forget was Dr Mark verse, "Your degree doesn't define your future career and don't afraid of anything". This verse gave us hope and Dr Mark did successfully shot us with new spirit to keep learning in computer science field. We plan to stay on this track and be a successful programmer, data analyst, data scientist and a computer forensic professional. We need to prepare for our internship starting from now and begin to plan our project in order to be among those students who are standing out so that our paths to become what we want become a little bit easy. To enclose this report, we, Nur Fatihah, Nurul Asyikin, Nurin Nabila and Nurhalimatul Saadiah did our very best to finish this work together and enjoyed the trip and we hope we can achieve our ambition one day after successfully graduate in University of Technology Malaysia with dean title.

References

ADAX (Asean Data Analytic eXchange). Retrieved November 11, 2018, from www.adax.asia.com

V Ragananthini (2018, July 01). MDEC CEO on voluntary leave amid probe into ADAX project. Retrieved November 11, 2018, from www.thesundaily.my

Analytic and Big Data, Fusionex. Retrieved November 11, 2018, from www.fusionex-international.com

