COMPETING WITH BUSINESS ANALYTICS:
How Smart Organizations Use Data to Outperform the Competition

On Wednesday, March 19th, Indo-US Chmaber will hold its monthly business meeting and networking event at 6:30 pm at 5300 W. Cypress St. Tampa, FL 33607. This month's speaker will be **Dr. Moez Limayem, Dean of USF's College of Business.** He will speaking on topic – ***Competing With Business Analytics: How Smart Organizations Use Data to Outperform the Competition.***

The proliferation of internet and related technologies has created an unprecedented opportunity for enterprises to collect massive amounts of data regarding customers and all aspects of their business operations. However, most organizations today are "data rich" but information and knowledge poor and not always harnessing the full potential of their data. Being able to unlock the insights and knowledge trapped in raw data available to companies gives them a competitive advantage in today's fast changing business environments. Companies often use this data to predict future business, changes to be made within a company or its processes along with many other advantages and save great amount of money as a result.

Dr. Moez will discuss many important details about the subject including, how successful companies were able to use data to overcome challenges, how to make sense of data and how to find value in data, how data can be used in strategic decision-making, how to leverage your data to outperform your competition and improve the bottom line and several other points in this topic.

About the speaker :

Moez Limayem is dean of the USF College of Business in Tampa. The recipient of numerous professional awards, Limayem has published numerous articles, many of which focus on the intersection of technology with the consumer in academic and business worlds including Business Intelligence and Analytics. He is also the coauthor of a scholarly book, "Understanding The Use of Technology-Based Self Service: The Consumers' Point of View."

Limayem's recent research focuses on the use of mobile phones and technology in dangerous settings. He has also recently emerged as an expert on the power of social media and information systems to effect social and political change. He has been quoted in outlets ranging from the Christian Science Monitor to the Times of India.

Limayem worked in the private sector as a systems analyst and computing consultant before receiving an MBA and PhD in business administration from the University of Minnesota. Since 1992, he has served as an international expert in IT for UNESCO. He has taught at universities across the globe: he taught at the University of Minnesota, Laval University in Canada, City University of Hong Kong, and Lausanne University in Switzerland, as well as the University of Arkansas.

PICTURES FROM THE FEBRUARY BUSINESS MEETING AND NETWORKING EVENT.

Started or starting a new Business?

If you have started a new business or planning to start one, chamber events are perfect places to share experiences and learn from others. Indo-US chamber events and the relationships built there provides access to entrepreneurs, seasoned and successful business people, and an open forum for you to discuss your ideas, expand on them and to collaborate. The events are free and so is the membership. We urge you to come out and be a part of it. Together, the future is ours.

OUR SPONSORS

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is proud to present
"Together, the future is ours."

12th ANNUAL GOLF TOURNAMENT

FRIDAY MARCH 7th 2014

Cheval Golf & Country Club
4312 Cheval Blvd. | Lutz, FL 33558 | 813.948.2114

12:00pm - Registration and Lunch | 1:00pm - Shotgun Start
Entry Fee: $150 per player or $500 per foursome
(Includes lunch, green fees, cart, dinner, awards ceremony, on-course refreshments and contests)
Form your own foursome or request to be placed on a team. Pairing details will follow.
1st, 2nd & 3rd Places / Longest Drive and Closest to the Pin Prizes to be awarded

Make checks payable to "Indo-US Chamber of Commerce"
P.O. Box 20232 | Tampa, FL 33622 | or pay online at www.indo-us.org
FOR MORE INFORMATION CONTACT: Lakshmi Sastry at 813.728.6274 or Jal Irani at 813.451.8229
For sponsorship opportunities at the Golf tournament call Jal @813.451-8229

The Indo-US Chamber of Commerce will be hosting its 12th annual golf tournament on Friday, March 7th, 2014. The tournament will be held at the Cheval Golf & Country Club located at 4312 Cheval Blvd, Lutz, FL 33558. If you haven't already, be sure to register your team today!

Entry is $150/player or $500/foursome and includes lunch, green fees, cart, dinner and awards ceremony, on-course refreshments and contests.

The golf tournament provides all participants an opportunity to enjoy a day on the golf course with friends, clients or prospects and network with chamber leadership, board members along with numerous business owners. Businesses can take advantage of the unique opportunity to become a sponsor to market your business and services. Opportunities are available for various sponsorship types.

This is the only fundraiser event done by the chamber and helps provide free membership and educational events for its members.

FOR MORE INFORMATION CONTACT: Jal Irani at 813.451.8229 or Lakshmi Sastry at 813.728.6274 or visit www.indo-us.org

Special thanks to the Tent Sponsor at our Golf Tournment :

River Crossing Group

INDO US Chamber of Commerce
"Together, the future is ours."

Upcoming Indo-US Chamber Event:

12th Annual Golf Tournament

Date: Friday, March 7th 2014

Time: 12:00 Registration and Lunch, 1:00 pm Shotgun start

Location: Cheval Golf & Country Club. 4312 Cheval Blvd, Lutz, FL 33558

Register online at www.indo-us.org

Business &Networking Event: Competing With Business Analytics: How Smart Organizations Use Data to Outperform the Competition

Date: Wednesday, March 19th, 2014

Time: 6:30 PM – 8:30 PM

Location: Homeowner's Choice Building Ballroom, 5300 W. Cypress St, Tampa FL 33607

This is a FREE event. Dinner will be served. No RSVP required.

INDO-US CHAMBER MISSION

"To provide an active forum in which Asian American professionals and business owners, through an exchange of ideas, with a unified voice, can communicate, interact, and secure a position within the business industry and become a source of inspiration by promoting professionalism and excellence through education and community involvement."

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P.O. Box 20232, Tampa, FL 33622
Phone: (813) 358-8384
Email: info@indo-us.org

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