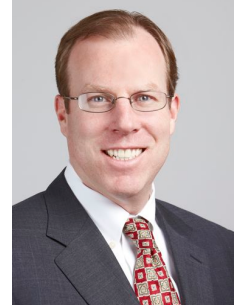## Taking an Enterprise Wide Approach to Big Data Initiatives
Professional Techniques – T23

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Session Abstract

Big data is everywhere. Every industry publication you read, every conference you go to. Organizations of all types - large companies, entrepreneurial organizations, governmental agencies, Non-Governmental Organizations (NGOs) - have been encouraged to get the most out of their data. Big data is unique from other break through technical innovations because it is not simply an application of new technology; it is driving a fundamental shift in how businesses create value. How can internal audit, and other functions, help increase the chances of success by leveraging their knowledge of both the organization and other change initiatives.

This session will allow participants to:

- Gain insight and perspectives into what big data initiatives look like and the value they are promising to deliver;
- Discuss why many of these initiatives are failing to deliver their promised value using the people, process & technology model;
- Understand the role that the assurance second and third lines of defense can play in these

initiatives, especially through leveraging their organizational knowledge:

- o Second line of defense activities over big data initiatives include those run by risk management and compliance functions, including those related to data privacy and protection. Additionally this could also include assurance activities provided by implementation partners;
- o Third line of defense includes activities of internal and external audit as well as reviews performed by other independent third parties;
- Gain an understanding about the characteristics of successful implementations;
- Compare traditional vs. agile delivery techniques for these initiatives; and
- Take away clear strategies for successful big data initiatives and how audit can influence them.

Target Audience

This session is for anyone who is looking to broaden their understanding of big data initiatives and how to realize the maximum value from them by treating it as a whole enterprise initiative.

This session will cover topics relevant to the C-Suite as well as IT and project management professionals.

Speaker Bio

Peter Schraeder
Peter is a Partner with PwC's Data Assurance practice based in San Francisco and has 15 years of relevant experience. He is focused on providing clients with the ability to maximize the value of their data and transform their information into actionable intelligence. He has overseen and managed a wide range of accounting system implementations, business process improvements, and data analysis projects and has led teams of twenty in the delivery of these project solutions.

Peter has overseen teams of data specialists located both onshore and offshore in the creation of business analytics, application development, data conversion assessments, and data-driven accounting business process improvement projects. His earlier projects include reviewing complex business processes, defining data populations requiring further analysis, validating data integrity, and executing analysis to generate quantifiable results. He has experience examining a multitude of business processes (such as purchase-to-pay), supporting systems, and related data models. He develops 'right-size' data analytic solutions to address his individual client needs.

Matt Bonser
Matt is a Director in the San Francisco office with over 12 years of audit and project/program management experience gained both at PwC and in industry. Matt leads the Project Assurance team in the Northern California, Rockies and Pacific North West markets. Matt focuses on the financial services industry primarily banking, insurance and wealth management; however, he also has significant experience in the government, retail, transport and logistics sectors.

Matt is focused on helping clients deliver on their business and IT transformational objectives and does this by providing reviews of current transformational initiatives and applying leading practices from industry and frameworks such as PwC's methodology, COBIT 5 and the Project Management

Body Of Knowledge (PMBOK). Matt has extensive experience in the establishment and review of project/program management offices and is able to recommend and implement pragmatic frameworks that meet the specific needs of his clients. Additionally, Matt works with clients to help them achieve the most value out of their IT portfolio by helping to enhance the probability of achieving their overall strategic objectives through alignment of spend to value, as well as, managing their risk through the implementation of an appropriate suite of controls.

Matt is a Project Management Professional (PMP) qualified to deliver project and program management activities for his clients.

Beau Wada
Beau is a Director with PwC's Data Assurance practice based in San Francisco. He has 14 years of experience in the fields of business analytics, business process improvement and program management. His focus is helping companies achieve improvements in operational performance, risk management and compliance monitoring through analytics and data visualization. He supervises 15 business analytics consultant staff members in the San Francisco and has presented on topics such as "Data Revolution", "Internal Audit Data Analytics" and "Data Visualization".

Beau has successfully implemented enterprise level strategy and management consulting engagements for Fortune 500 companies in the financial services, healthcare and software industries. He's designed decision support and data analytics programs, built project management offices (PMO), performed global studies/root-cause assessments of business and IT operations and designed process improvement programs.

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