



eNews: October 19, 2012

From the Editor

Center of the Analytics Universe

I just returned from Phoenix, Ariz., where from Oct. 14-17 the Phoenix Convention Center served as the center of the advanced analytics universe. The Institute for Operations Research and the Management Sciences (INFORMS) was in Phoenix, along with upwards of 4,500 analysts and academics, for the *Institute's annual meeting*.

The academically oriented conference offered more than 70 tracks and 4,200 total sessions on every conceivable topic that ever crossed an operations researcher's mind. I spent the majority of my time in the practice-oriented sessions that collectively formed a chain of applied analytics islands in a sea of technical academic papers. For example, the [Analytics Section of INFORMS](#) organized a terrific track of sessions composed of semifinalist presentations for its 2013 Innovation in Analytics Award. In addition, two plenary talks – Bill Pulleyblank's insightful and entertaining presentation on analytics for a networked world and Caryl Brzymialkiewicz's ongoing efforts to create a multi-disciplinary federal analytic staff at the Department of Homeland Security – were each well worth the price of admission.

The word "analytics" was buzzing all over the conference, and that should come as no surprise. The Analytics Section and its Innovation in Analytics Award, the rebranded INFORMS Conference on Business Analytics & Operations Research held each spring and next year's launch of the Certified Analytics Professional program (see below) are all initiatives aimed at establishing INFORMS as the world's premier organization for advanced analytics. To that list of initiatives we hasten to add the newly redesigned newsletter you're now reading, along with *Analytics* magazine. To read the current issue, [click here](#).

– Peter Horner
Editor, *Analytics* and *OR/MS Today*

Analytics Newsmakers

Why mobile video is set to explode

Mobile video has historically been held back by a single factor: bandwidth. But 4G LTE is changing that, and mobile video is already more popular on the faster wireless networks. [Read more](#)

Key technology issues affecting the future of banking

Despite the hype about digital mega-firms such as Apple, Facebook and Google wiping out mainstream banks, traditional banks will have the edge over their Internet-oriented rivals, according to Gartner, Inc. However, the new firms will play a considerable role in shaping the banking industry of the future. [Read more](#)

Predicting the future: Fantasy or a good algorithm?

"After failing to predict the Arab Spring, intelligence officials are now exploring whether Big Data, the combing of billions of pieces of disparate electronic information, can help them identify hot spots before they explode," Dina Temple-Raston reports in an Oct. 8 story for NPR. [Read more](#)

INFORMS Initiatives

Certified Analytics Professional

INFORMS is preparing to launch a first-of-its-kind certification program for analytics professionals. Those who successfully pass the certification exam will receive a Certified Analytics Professional (CAP) credential from INFORMS, the leading analytics membership organization in the world.

The first exam is scheduled for April 6, 2013, in conjunction with the [INFORMS Conference on Business Analytics & O.R.](#) in San Antonio, Texas. The exam will also be offered in October 2013 in conjunction with the [INFORMS Annual Meeting](#) in Minneapolis.

For eligibility requirements, knowledge domains, sample questions and further information, visit www.informs.org/certification.

Current Issue

The Certified Analytics Professional program is also featured in the current (September/October) issue of *Analytics* magazine, along with articles on driving profitability with retail analytics, leveraging big data around customers, operationalizing analytics, and a corporate profile on Walt Disney World and how analytics enhances the guest experience.



Industry News

- [FICO analytics system fights healthcare fraud](#)
- [AT&T, IBM team up to deliver 'network-enabled' cloud service](#)
- [SAS Model Manager boosts analytics ROI](#)

Say What?

"Political consultants hate the 'Keys.' They keep telling me, 'Give us something we can influence!' But that's not what the model indicates."
– **Allan Lichtman**, quantitative historian and author of the *"The Keys to the White House"*

Nearly two years ago, long before a Republican candidate was even nominated, Lichtman predicted that President Barack Obama would be re-elected based on 13 "key" questions, the answers to which have successfully predicted the national vote winner of every presidential election since 1860. Earlier this week, at the INFORMS Annual Meeting in Phoenix, Lichtman stood by his prediction, even as national polls showed Romney pulling slightly ahead for the first time. Will Lichtman's keys once again open the doors to the White House, despite the debates and previously unfathomable campaign contributions? To find out, read Doug Samuelson's [article](#) in the September/October issue of *Analytics*.

Sponsored by The IE Group

Predictive Analytics for Banking Summit, Dec. 6 - 7, New York

The [Predictive Analytics for Banking Summit](#), December 6 - 7, 2012, New York: is a unique opportunity to share challenges and best practices with the most forward-thinking executives in the banking industry. This summit combines keynote presentations with interactive workshops and open discussion for two days of insight in a collaborative environment. Modern businesses now have access to more data than ever before, but the challenge remains to identify patterns in this data to gain a crucial advantage over competitors and drive success. This summit is a prime opportunity to discuss your thoughts and opinions openly with like-minded professionals. Join leaders from Merrill Lynch, Capital One, Bank of America, Citi and more. Contact Daniel Watts at dwatts@theiegroup.com for more information.

Upcoming Analytics Conferences

INFORMS EVENTS

[INFORMS Conference on Business Analytics and O.R.](#)

April 7 - 9, 2013, San Antonio, TX

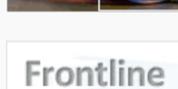
OTHER EVENTS

[Big Data Business Forum](#)

Nov. 12 - 14, San Francisco, CA

[Analytics for Supply Chain](#)

June 20 - 21, 2013, Chicago, IL



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Recent Job Postings

[Tiger Analytics](#) - Analytics Consultant - Santa Clara, CA - (Oct. 1, 2012)

[University of South Carolina](#) - Clinical Faculty - Columbia, SC - (Oct. 1, 2012)

[Lehigh University, Dept. of Industrial and Systems Engineering](#) - Assistant Professor - Bethlehem, PA - (Sept. 20, 2012)

[University of Pennsylvania](#) - Faculty Position - Philadelphia, PA - (Sept. 20, 2012)

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