

# Making an Impact with IDEA

## The Second Asian IDEA User Conference

The premier event for IDEA users from beginners to specialists

6–7 August, 2013

Hotel Orchid

Mumbai, India



Presented by Sama Audit Systems and Softwares Pvt. Ltd.  
in partnership with CaseWare IDEA Inc.



- 9.30 – 11.00 **CaseWare IDEA Update – Development and Global Strategy**  
Solon Angel – IDEA Server Technical Product Manager – CaseWare IDEA Inc., Canada  
Get the latest information on upcoming features and products from CaseWare’s main development office as well as the main industry factors impacting the evolution of CaseWare products.
- IDEA – What’s New – Version Nine and Smart Analyzer - Marketplace**  
Solon Angel – IDEA Server Technical Product Manager – CaseWare IDEA Inc., Canada  
See first-hand the new version of IDEA and Smart Analyzer and how it will allow you to work easier and faster. Download ready to use scripts across the world from the Marketplace
- 11.15 – 12.15 **Use of IDEA and IDEA Server – Global Case Studies**  
Solon Angel – IDEA Server Technical Product Manager – CaseWare IDEA Inc., Canada  
Discover how you can use IDEA’s functionality to its fullest potential to promote collaboration and the sharing of a data-centric perspective across the team. The goal of this session is to show you how you can improve the audit process performance by efficiently leveraging supporting material and apply proven strategies that can transform IT, the safe keepers of all data, into reliable contributors to the audit process. Case Studies from AT&T - Telecommunications, OAG,Canada – Federal Government, Court de Comptes – French SA, Large Chinese Bank – Banking, Transocean – Oil Industry
- 12.15 – 1.00 **Use of IDEA in Government Audits – Case Studies**  
Ajay Shankar Singh – Controller of Accounts – Central Board of Direct Taxes (CBDT)  
Learn how IDEA has been put to efficient and effective use in Government Audits through practical case studies—benefits derived, challenges faced, learning received and action taken.
- 2.00 – 3.30 **Implementing IDEA – A Winning Strategy for Internal Audit – Practical Case Studies**  
Satish Shenoy – Jt. General Manager – Internal Audit – Larsen & Toubro Ltd  
How IDEA Data Analytics can be used to have a quick payback, be a winning strategy for internal audit and demonstrate to business and top management the value investment in IDEA Data Analytics.
- 3.45 – 5.00 **Maximising the Power of CAATS – Using IDEA**  
K S Sundararaman – Group Head, MAAS, Adani Group  
How IDEA Data Analytics can extend the reach of auditors and enhance assurance to stakeholders.
- 5.00 – 5.30 **Institutionalising IDEA – From Decision to Invest to presenting ROI**  
CA Deepjee Singhal – Advisor, Sama Audit Systems & Softwares Pvt Ltd  
Methods and techniques followed by organisations to institutionalise IDEA.





9.30 – 10.30 **Implementing IDEA – Banking Industry Case Study**

Himanshu Vasa – Head Group Assurance – Kotak Group

Can a data analysis tool work wonders and cull out exceptions at the click of a button? Is it realistic to expect a significant reduction in audit cycle time after implementing IDEA? The speaker will share the challenges faced in implementing and using IDEA and learning from the obstacles overcome.

10.30 – 11.00 **Using Smart Exporter for Importing Data from SAP**

CA Manish Pipalia – Advisor, Sama Audit Systems & Softwares Pvt Ltd

Understand how to make import from SAP a more efficient and repeatable activity.

11.15 – 12.00 **Using IDEA and CaseWare Monitor – A Pharmaceutical Industry Case Study**

Vinayak Damle – Chief Internal Auditor - Unichem Laboratories Ltd

Optimising assurance cost and adding value through Data Analytics solution integrating Analytics with Monitoring - Designing and maintaining a continuous control monitoring program in CaseWare Monitor including dashboards, notifications, email alerts, issue tracking, escalation and resolution.

12.00 – 1.00 **Using IDEA For Controlling Costs and Providing Revenue Assurance – A CFO’s tool – A Container Freight Station Case Study**

Ashish Sonthalia - CFO, Amol Jumde – Head IT – Ameya Logistics Ltd

How can IDEA be used for controlling expenses and revenue assurance by the CFO’s team with active participation of the IT?

2.00 – 3.30 **Identifying Fraud and Irregularities – Case Studies**

Jairam Rajshekhar – Head Client Relations – Sama Audit Systems and Softwares Pvt. Ltd.

Globally more pressure is being put on people using data analytics to include searching for and detecting fraud as part of their regular reviews. This session will showcase special fraud investigation techniques in IDEA – payment splitting using Benford’s Law, prohibited party/money laundering searches, unauthorized application system access, detecting close proximity insurance claims, and duplicate system journal entries testing to sus- pense accounts on weekends and holidays.

3.45 – 5.00 **Open Session and Way Forward**

IDEA Users

Breaks

Tea and Coffee Break

11.00 – 11.15, 3.30 – 3.45

Lunch

1.00 – 2.00



### Registration Fees

Rs. 10,113/- for each delegate (Inclusive of Service Tax)

### Payment

Please enclose Cheque / DD payable at Mumbai in favour of "Sama Audit Systems & Softwares Pvt. Ltd." Registration fee is non-refundable. A suitable and acceptable replacement will be accommodated.

### Cancellation and Withdrawal Policy

Registration fees are non-refundable. A suitable and acceptable replacement will be accommodated. In certain circumstances, Sama will consider a credit of up to 75% of the fees for adjustment against any other Sama programme within the following six months.

### Four Easy Ways to Register

#### Mail:

Mumbai Office: 601, Janki Centre  
29, Shah Industrial Estate  
Off Veera Desai Road, Andheri (West)  
Mumbai – 400 053

Pune office: 11, Chaitraban, Block "A"  
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