

The Third IDEA User Conference in India

The premier event for IDEA users from beginners to specialists

Making An Impact With IDEA

6-7 August, 2014

Hotel Orchid, Chamber I, II and III, Mumbai, India

Presented by Sama Audit Systems and Softwares Pvt. Ltd.
In partnership with CaseWare Analytics



Day 1- Wednesday 6th August, 2014

- 09.30 - 11.00** **Welcome and What's New at CaseWare Data & Analytics: The Evolution, The Impact and The Opportunity**
Fred Wechselberger – CaseWare Analytics, Canada
Explore what's new at CaseWare, including the introduction of CaseWare Analytics, new features in IDEA Version 9. Learn about future plans for IDEA, new resources available to users and discover how to become a Certified IDEA Data Analyst & Certified IDEAScript Expert.
A discussion around the evolution of Big Data and Analytics and the impact on audit, focussing on the evolving strategic roles and the opportunities for Auditors.
- 11.15 – 12.15** **Improving Overall Audit Team Performance through Collaboration and Server-Based Technologies**
Fred Wechselberger – CaseWare Analytics, Canada
This session provides a first-hand account of IDEA Server implementation – driving factors for selection with benefits in terms of increased collaboration, security and performance.
- 12.15 – 1.00** **Show Me the Money – Building a Business Case for Software and Implementing for Quick Payback**
J V Phani Kiran – Associate Director – Internal Audit – Dr. Reddy's Laboratories Limited
We can all “get by” with a combination of increased headcount, basic office software and a lot of manual labour but as team leaders, are you really leading? Today, purpose-built software can take you from keeping your head above water to strategic business professional. But, how to go about navigating the hazards and pitfalls of making a winning business case for buying the software you need.
- 2.00 – 2.45** **Driving Risk Assessment through Data Analytics for Global Operations**
Mukundan. K. V. – Chief Assurance & Risk Executive – Allcargo Logistics Limited
As companies continue to discover the power of data analysis in conducting audit testing and control monitoring, many continue to miss significant opportunity to analyze key risk trends and risk indicators to objectively identify the organization's high risk operations.
This session will provide strategies to layer powerful, effective, and objective analysis into risk assessment and risk monitoring activities.
- 2.45 – 3.30** **Implementing IDEA – A Winning Strategy for Internal Audit – Practical Case Studies**
Aneel Gambhir – Sr. Vice President – Internal Audit – Blue Dart Express Limited
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 he faced in implementing and using IDEA and learnings from the obstacles overcome.

- 3.45 – 4.30** **Seamless Data Extraction from SAP**
Manish Pipalia – Advisor – Sama Audit Systems and Softwares Pvt. Ltd.
Do you find data discovery in SAP overwhelming and challenging? The speaker will share his experiences on the ease with which SAP data can be identified, extracted, and imported into IDEA.
- 4.30 – 5.30** **Advanced Techniques in IDEA Software**
Jairam Rajshekhar – Director Client Relations Sama Audit Systems and Softwares Pvt. Ltd.
 - Custom Functions – create your own custom built conditional statements.
 - Complex PDF Mining – transform complex multi-line PDF account statements into IDEA for insightful analysis.
 - Visual Script – conduct repetitive analytics through Visual Macros.
 - Direct Database Connect and Mining – setting up and monitoring a direct connect to an MS-SQL database for ease of data mining and superior analysis.

Day 2- Thursday 7th August, 2014

- 9.30 – 10.15** **Implementing IDEA – Challenges and Winning Them in a Professional Services Firm**
Raajeev Batra – Co-Head Governance Risk & Compliance Services, KPMG India
Leading Internal Auditor Practitioner shares experiences and accounts on the challenges in implementing IDEA in Internal Audits and Management Consulting.
- 10.15 – 11.00** **Best Practices for Preparing Analytics Tests**
Deepjee Singhal – Advisor – Sama Audit Systems and Softwares Pvt. Ltd.
Data analytic scripts in IDEA make conducting powerful analysis understandable and repeatable. In this session, we discuss best practices for managing and organizing data analytics to maximize the impact and sustainability of the overall data analysis program.
- 11.15 – 1.00** **Continuous Controls Monitoring in action – Case Study – Monitoring for Governance.**
Nipul Chandiwala – Chief Financial Officer – Dachser India Pvt. Ltd.
Designing and maintaining continuous control monitoring program in CaseWare Monitor including dashboards, notifications, email alerts, issue tracking, escalation and resolution for improved Governance.
- 2.00 – 3.00** **Establishing an Effective Anti-Fraud Program**
Fred Wechselberger – CaseWare Analytics, Canada
Are you doing all that you can to stop fraud? Speaker will show you step by step how to build an effective anti-fraud program for your organization.
 - Discover how to test for key fraud risks in expenses, accounts payable, and revenue
 - Learn how to best align data analytics to create an effective fraud monitoring program
 - Understand key reporting techniques to measure the success of an anti-fraud program

Day 2- Thursday 7th August, 2014

3.15 – 4.30 **Implementing IDEA in Internal Audit in an multinational Engineering Organisation**

Jyotin Mehta – Vice President & Chief Internal Auditor – Voltas Limited

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.

4.30 – 5.00 **IDEA Quiz** With participation from Floor

5.00 – 5.30 **Open Session and Way Forward** IDEA Users

Breaks

11.00 – 11.15 **Tea and Coffee Break**

1.00 – 2.00 **Lunch Break**

3.00 – 3.15 **Tea and Coffee Break**

FORUM TAKEAWAYS

- Fun and engaging sessions on the best ways to use IDEA – from the trainer's perspectives.
- Real-world examples from IDEA users, for IDEA users.
- Detailed walk-throughs demonstrated live in IDEA.
- Novel and innovative methods and techniques for Fraud Analytics.
- Tackling Troublesome Report Imports.
- Academic : Growing NextGen IDEA Users.
- Working with Complex Equations.
- Advanced Statistical Methods for Outlier Detection and Forecasting.
- Integrating Analytics into an Audit Plan to Improve Audit Quality

WHO SHOULD ATTEND

- Audit Committee Members
- Chief Executive Officers
- Chief Financial Officers
- Legal & Compliance Heads
- Chief Audit Executives
- MIS Heads
- Internal and External Auditors
- Information Technology Audit Specialists
- Business Process Owners
- Fraud Investigators
- Finance Professionals

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", Vth Floor, Mumbai Pune Road, Pune

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Email: info@samaaudit.com
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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.