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PH seeks to become global center for smarter analytics

July 23, 2014 9:51 pm

by Ritchie A. Horario

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The Philippines is working to become the global center for smarter analytics, a multi-billion dollar business of analyzing and simplifying data for businesses to spot opportunities, which industry practitioners say offers a very promising career for Filipino professionals.

Eric Riego de Dios, human resources director of Baker & McKenzie Global Services Manila, said the country is already taking steps to attain this goal.

"The country takes a stab at becoming the global center for smarter analytics," de Dios said during the Asia HR Summit 2014 held in Makati City on Wednesday, adding that the career that analytics will open for Filipino professionals is "very promising."

In the growing business of analytics, de Dios said human resource practitioners have a very important role to play.

International Data Corp. (IDC) has predicted that the market for big data will reach \$16.1 billion in 2014.

The IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. It helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy.

Analytics is defined as the discovery and communication of meaningful patterns in data. Companies commonly apply analytics to business data to describe, predict, and improve business performance.

Big data is a catchphrase that refers to a massive volume of both structured and unstructured data that is so large it is difficult to process using traditional database and software techniques, according to online tech dictionary webopedia. It adds that big data has the potential to help companies improve operations and make faster, more intelligent decisions.

Mark Souter, HR value engineer at SuccessFactors, encouraged HR practitioners to consider adopting analytics.

"We should also learn the language and practices of analytics," Souter said.

He added that there is a huge opportunity for the Philippines and HR practitioners in the field of analytics.

The Asia HR Summit 2014, organized by the Asia CEO Forum, gathered the country's HR practitioners to talk about the current situation and challenges in the industry.

Other speakers were Ramon Segismundo, SVP-HR of Meralco; Haidee Enriquez of the Global Head of Talent Acquisition of Site1; Cecile Batalla, VP HR for engineering powerhouse AG&P; Peter Buenaseda, country manager (equivalent) and HR head of Thomson Reuters; and Hans Montenegro, HR director of Convergys.

Also lined up as speakers were Eric Concepcion, vice president talent acquisition at

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MicroSourcing; Vida Arciaga, vice president for HR and Corporate Communications of Hinduja Global Solutions Ltd.; Ruby Macaraeg, HR director of SHORE Solutions; and Andre Yap, who described how HR “will shortly be transformed forever.”

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