



## Consultant Profile

**Name:** Garry Edser

Garry is an Australian citizen living and working in Shenzhen (China), Hong Kong and Australia. Following his marriage to a Hong Kong national in June 2005 he hopes to gain Hong citizenship (HK ID).



This profile was last updated in March 2005

## **GARRY EDSER**

<b>Position:</b>	<b>Technical Consultant Enterprise Architect</b>
<b>Education:</b>	<b>Bachelor of Applied Science University of Southern Queensland [1977-1979] Master of Geoscience (Geostatistics.) Macquarie University [1985-1988]</b>
<b>Other Training and Exams:</b>	<b>Image Processing/Remote Sensing – CSIRO (1989-1991) Regression Analysis – Hamilton University NZ (1992) Introduction to Unix – MTE (1993) Visual Basic Concepts –MTE (1994) GIS – University of NSW (1997) Seagate Crystal Reports 6 Introductory Course (1998) Seagate Info 7 Administrators Course (1999) Programming with SPSS VB Scripting (2002) Crystal Enterprise/Reports 9 Certification Exam (2003) Metadata Concepts (2003) Enterprise Architecture (EII) – Zachman Inst. (2004)</b>
<b>Location:</b>	<b>Shenzhen, Hong Kong, Sydney</b>

## **PROFILE**

In a career spanning over two decades and three continents, arguably one of the most experienced data analysts in the Asia Pacific, Garry has specialised in the provision of consulting services in business intelligence, data mining, database and data warehouse design and analysis over the last 10 years.

His Masters thesis was on the industrial application of multivariate statistical methods and he has had two scientific papers published. Unusual for an analyst of this calibre, Garry also has extensive application development and teaching experience.

## **PERSONAL ATTRIBUTES**

- Ability to communicate effectively with people at all levels of an organisation.
- Works well in teams and has a pleasant disposition.
- Ability to approach problems logically and uses a clear analytical approach.
- Ability to rapidly learn new technologies.
- Adapts quickly to new situations.
- A solid desire to continually learn and improve knowledge.

## RELEVANT EXPERIENCE

### RECENT PROJECTS

#### **NSW Workers Compensation Commission**

##### ***Consultant***

***(July 2004-March 2005)***

##### **Overview**

This was a project to enhance the information management and reporting infrastructure within the Commission, which is a statutory State Government body operating in Australia.

##### **Key Achievements**

- Audit of the clients Crystal Enterprise web server and clean up of same.
- Developed new Crystal Reports as required by management.
- Re-write of the suite of stored procedures that support the reports.
- Developed statistical reporting data mart with DTS data feeds from the SQL based Genesis (CourtCase) case management operational system.  
<http://www.corams.com/>

#### **NSW Department of Community Services**

##### ***Consultant***

***(Nov 2002-Oct 2004)***

##### **Overview**

This project is to build a data warehouse in SQL Server to support statutory reporting on child care statistics. The source system is SIEBEL CRM on ORACLE / UNIX which has involved a detailed analysis by Garry of the underlying SIEBEL physical data model. This study has enabled an interim reporting data mart (SQL 2000) to be built by Garry using data loaded and transformed from SIEBEL via the MS SQL Server ETL product (DTS). These **transformations are very complex** due to business / counting rules which Garry has documented after close liaison with business users / department statisticians. Support for the client's existing data store (SPSS) has been maintained in parallel by Garry thanks to his over 25 years expertise in this area.

#### **APCD (Australian Personal Computer Distributors)**

##### ***Consultant***

***(February 2004-March 2004)***

APCD is a leading trader in personal computer and other electrical goods. Garry's role was to assist their sales and management staff by developing a suite of Crystal Reports from their Product Inventory database (Firebird) which has a vertical market specific application on top of it. This work was account management of a professional services nature on behalf of Business Objects Australia and Wave. Wave is an authorised Business Objects business partner.

**MIA (Medical Imaging Australia)****Consultant****(June 2003)**

MIA Group Limited is one of Australia's leading health companies, specialising in diagnostic imaging. On behalf of Business Objects, Wave consulted to the MIA Accounting department to develop a suite of HR and financial reports from their SQL database. A general ledger report was a key deliverable.

**PREVIOUS ASSIGNMENTS****FCL HONG KONG (Frontline Clothing Limited)****Consultant****(June 2002 - September 2002)**

Frontline's (<http://www.frontline.com.hk>) core business is the development and manufacturing of ladies, men's and children's wear which is exported to major brands and retail chains worldwide. With an annual turnover exceeding 100 million US\$ this is a major industry player in the Asian marketplace. Last year over 5 million garments were shipped, all produced in FCL factories in mainland China, Hong Kong, Macau and Bangladesh.

Garry worked as part of a team in close consultation with FCL staff to build from scratch a web based ERP/CRM system to cover all aspects of the business from fabric development through to shipping. This system replaced a previous manual paper and spreadsheet based process which was costing the company revenue. Most of Garry's role involved Crystal Report development, staff training, writing SQL queries, stored procedures, data modelling and design in SQL 2000 which was the database supporting the web based ERP. About one third of Garry's time was devoted to change management consulting, user requirements analysis, business process elucidation via facilitation and focus groups etc.

This was Garry's third foreign "tour of duty" following his previous **Business Intelligence assignments in 2001/2002 in the Middle East and the United Kingdom.**

In Hong Kong in 2002 Garry met his fiancée, a Chinese national (Hong Kong ID). Garry makes regular trips to China and Hong Kong, having in the last two years travelled to Yunnan, Guandong and Henan provinces. He is learning Mandarin and has recently bought a house in Shenzhen City (China), which is his base for Hong Kong assignments.

**VICTORIA POLICE (Department of Justice - Criminal Justice Enhancement Project)****Consultant****(May 2002)**

The CJEP's vision is to create innovative processes and tools, which will enhance the efficiency of Victoria's criminal justice system. The CJEP Management chose Crystal Enterprise 9 as their Enterprise Information Infrastructure. **Garry did the initial system implementation, and technology transfer** in order for this project to start. Melbourne – based Wave consultants continue to provide account management.

**Crystal Decisions Ltd. (UK)*****B.I.Consultant******(September 2001 – March 2002)***

Garry spent 6 months in East London on **Crystal Decision's<sup>1</sup> largest account** at Her Majesty's Customs and Excise with over 3,000 Crystal/Seagate Info users. This was largely a technology transfer exercise, which involved running training in Crystal Reports and Seagate Info from Introductory to Advanced level.

**KBCS (UK)*****Consultant/ VB developer******(June 2001 – July 2001)***

KBCS is a bespoke software development and multimedia design company that provides IT-enabled solutions to a range of business sizes and sectors. The services they offer include website design, report automation and statistical analysis software. Garry was employed to assist in the application development of a VB / SPSS application.

**National Mining Company Of Oman*****Consultant******(April 2001 – May 2001)***

Garry designed , developed and delivered a database for this company's mineral exploration division. Consulting was also provided in statistical analysis of chemical analytical data, and map construction using GIS software (Mapinfo).

**Visible Pty Ltd*****Consultant******(January 1996 –)***

Garry started this company in 1996 following five years with SPSS as their senior statistical / data mining consultant. During the five years with SPSS Garry consulted to over 20 companies. In the following 5 years when he ran Visible Pty Ltd Garry consulted to another 20 companies. **It was these periods which consolidated his experience with very large databases** i.e data warehouses. In the 11 year period following his graduation from University in 1980 through to 1991 when he joined SPSS , Garry worked in the predictive analytics area providing technical solutions (mostly mainframe based in the 1980's) within the resources sector. This work involved significant travel within the Australasian region (Australia, New Zealand, New Guinea, Vanuata, Fiji). **This cultivated an interest in international travelling / consulting which he continues to this day.**

**SOCOG (Sydney Organising Committee Olympic Games)*****Consultant******(June 2000 – November 2000)***

Consulting highlights in the period 1996 to 2000 included working for 6 months on the Sydney 2000 summer Olympic Games. Sydney 2000 required one of the largest, most complex information technology infrastructures ever built to manage and distribute Games information to the world during the 17 days of the Olympic Games.

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<sup>1</sup> Now Business Objects

**Key Achievements**

- Using Crystal Reports, MS Access and other developmental tools to investigate and report on data integrity issues across specified Results Systems databases (SQL 2000, DB2).
- Set up and document runtime production programs to be processed in accordance with the operating plans of Sports Entry and the Olympic News Services.
- 80% of the role involved Crystal Report development, writing SQL queries, data modelling and database design and development in MS Access/ SQL Server.
- 20% of the role involved researching the needs of end users and senior management.

**D and R Henderson** ([www.drhenderson.com.au](http://www.drhenderson.com.au))**Consultant – Crystal Reports / Seagate Info**

(October 1999 – June 2000, November 2000 – December 2000)

This is a major Australian-based timber manufacturer whose product is the basis for many 'Ikea' brand furniture products throughout the world.

**Key Achievements**

- Implemented an enterprise – level decision support tool to run off BAAN / ERP and MS SQL Server data warehouse.

See the Visible website for further details of Garry's consulting history over a 25 year period.