

TRACK: Forensic Accounting
SESSION #: FA#7
DATE: Tuesday April 20, 2010
TIME: 11:25am-12:40pm
SESSION TITLE: "Using Advanced Data Mining Techniques to Uncover Fraud, Waste and Abuse"
SPEAKER(S): David E. Sems, CPA, CITP, CFF – Founder
ORGANIZATION: Sems & Associates, Ltd.

ABSTRACT: "Using Advanced Data Mining Techniques to Uncover Fraud, Waste and Abuse"

When companies are faced with investigations or disputes they often need to rely on a key source of information to make decisions- the electronically stored data that resides on their accounting and transactional systems. However, this data can be in multiple locations, extremely large and in varied formats making it difficult for effective and efficient review. Learn some of the latest techniques in computer forensic and transactional data analytics. This course can help you better find "needle in the haystack". Learn how you can apply new techniques including fuzzy string matching, link analysis, text mining, trend analysis, self-organizing maps and cluster analysis, to help your clients discover patterns and anomalies in huge sets of disparate data.

Although technology alone cannot guarantee fraud won't occur, security against these types of crimes cannot be assured without technology. Hear war stories from the field about frauds around the globe and right next door. Learn how you can prevent or detect these incidents within your organization. The typical fraud is detected by accident or tip – implementing a proactive approach can help mitigate the fraud before it becomes big. Small businesses and large are impacted each day by embezzlers, fraudsters and cons, don't be a victim, find out the tools and techniques to prevent these schemes – many which are low or no cost.

- Learn the foundational principles of data & databases.
- Learn about the fraud schemes and prevention techniques.
- Learn how to work with data.
- Learn the best ways to make your project a success.
- Learn how to use powerful tools.

Hear the same tips and techniques provided to various organizations including, the Federal Bureau of Investigation, Association of Certified Fraud Examiners, American

Institute of CPAs, University of Notre Dame and the American Institute of Information Management.

SPEAKER BIO(S): David is the founder of Sems & Associates. He has more than 15 years of experience, including 11 years at Ernst & Young where he was Americas Leader of Forensic Analytics. He uniquely combines Forensic Accounting, Computer Forensics and Data Mining to help clients uncover the “needles in the haystacks”.