

KERATAN AKHBAR-AKHBAR TEMPATAN
TARIKH: 14 JULAI 2015 (SELASA)

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Percepat salur bantuan

» Shafie mahu peruntukan mangsa gempa disegerakan

Oleh Wan Faizal Ismayatim
dan Mohd Nazllie Zainul
bhnews@bh.com.my

■ Ranau

Jabatan dan agensi kerajaan berkaitan diminta memastikan tiada kere-nah birokrasi dalam penyaluran peruntukan kepada mangsa gempa bumi di Sabah, sekali gus membolehkan bantuan dipercepatkan.

Menteri Kemajuan Luar Bandar dan Wilayah, Datuk Seri Mohd Shafie Apdal, berkata ia penting bagi memastikan mangsa gempa bumi dan banjir lumpur dapat hidup lebih selesa, terutama mereka yang kini terpaksa tinggal dalam khemah berikutan kediaman tidak selamat diduduki.

“Apa yang penting mesti ada penyelarasan oleh pihak ber-

kaitan dan sebolehnya peruntukan diminta secara terus kepada kementerian berkenaan untuk kelulusan segera kerana masalah rakyat mesti diselesaikan dengan cepat,” katanya ketika taklimat gempa bumi Sabah di Taman Kinabalu di sini, semalam.

Peruntuk RM4 juta

Yang turut hadir, Menteri Sains, Teknologi dan Inovasi, Datuk Dr Ewon Ebin serta Pembantu Menteri Perumahan dan Kerajaan Tempatan Sabah merangkap Ahli Dewan Undangan Negeri (ADUN) Kundasang, Datuk Dr Joachim Gunsalam.

Mohd Shafie berkata, kementeriaannya memperuntukan lebih RM4 juta bagi membaik pulih jalan kampung yang rosak akibat gempa bumi, selain penyediaan bekalan air bersih yang terjejas disebabkan banjir lumpur.

Beliau meminta Jabatan Kerja Raya (JKR) mencari kaedah menyediakan rumah transit atau penginapan sementara di bawah Majlis Keselamatan Negara dengan segera kepada mangsa gempa bumi khususnya di Ibu Pejabat



Mohd Shafie bersama Ewon (kiri) ketika **meninjau TABIKA yang rosak** di Kampung Kinasaraban. [FOTO MALAI ROSMAH TUAH/BH]

Polis Daerah (IPD) Ranau.

Beliau juga mencadangkan supaya Taman-Taman Sabah (TTS) menyediakan rumah perlindungan di sepanjang laluan pendakian di Gunung Kinabalu supaya pendaki dapat berlindung daripada runtuh-batu jika berlaku gegaran

pada masa depan.

Sementara itu, Mohd Shafie berkata, pengurusan TTS dan agensi berkaitan perlu memperkasa program kesedaran serta pemahaman dan latihan kepada penduduk di kaki Gunung Kinabalu untuk berdepan bencana itu.



Amaran Angin Kencang Dan Laut Bergelora Sehingga Jumaat

KUALA LUMPUR, 13 Julai (Bernama) -- Angin kencang barat daya yang berlaku di kawasan perairan Phuket dijangka berterusan sehingga Jumaat ini.

Jabatan Meteorologi Malaysia dalam kenyataan hari ini berkata angin kencang dengan kelajuan 40-50 kmsj dengan ombak mencapai ketinggian sehingga 3.5 meter berbahaya kepada bot-bot kecil, rekreasi laut serta sukan laut.

Kejadian ribut petir di perairan Selangor, Negeri Sembilan, Melaka, Johor Barat, Perlis, Kedah dan Pulau Pinang pula dijangka berterusan sehingga lewat pagi ini.

Keadaan itu boleh menyebabkan angin kencang sehingga 50 kmsj dan laut bergelora dengan ombak mencapai ketinggian sehingga 3.5 meter, juga berbahaya kepada bot-bot kecil, menurut kenyataan itu.

-- BERNAMA



Gempa Bumi Kecil Berlaku Di Ranau, Sabah

KUALA LUMPUR, 13 Julai (Bernama) -- Satu gempa bumi kecil berukuran 3.2 pada skala Richter berlaku pada pukul 10.38 malam ini di Ranau Sabah, menurut [Jabatan Meteorologi Malaysia](#).

Kenyataan jabatan itu menyebut, pusat gempa itu terletak di 6.1 darjah utara dan 116.7 darjah timur, kira-kira 327km di barat laut Tarakan, Indonesia dan 11km di utara Ranau.

Gegaran juga dirasai di Ranau.

Jabatan itu akan mengeluarkan maklumat tambahan mengenai gempa ini.

-- BERNAMA



Planetarium Negara Ditutup Lima Hari Bermula Khamis Sempena Aidilfitri

KUALA LUMPUR, 13 Julai (Bernama) -- Planetarium Negara akan ditutup sementara selama lima hari mulai Khamis ini.

Agensi Angkasa Negara (ANGKASA) dalam kenyataan hari ini berkata penutupan sementara itu adalah bersempena sambutan Aidilfitri.

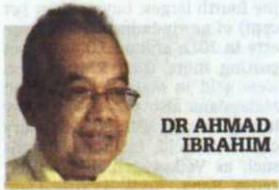
Planetarium Negara akan kembali beroperasi seperti biasa pada 21 Julai (Selasa), demikian menurut kenyataan itu di sini.

-- BERNAMA

Big data a big deal in business

RIGHT STRATEGY:

It allows for better decision-making and marketing



DR AHMAD
IBRAHIM

THERE is no doubt the world is growing more competitive. Nations and businesses compete. But, the criteria for competitiveness have changed. Notwithstanding, marketing remains a critical success factor.

In the past, only big companies with financial muscle enjoyed better market access through investment in strategic marketing. Smaller businesses often had difficulty allocating enough resources to

support marketing. Marketing was not cheap. It is different these days. With the Internet and e-commerce, there are less expensive tools to reach out to targeted customers. The Internet technology has, in a way, empowered smaller companies to compete.

The difference, instead, lies in how best one can follow changes in the market place. Businesses that are good at predicting constantly changing consumer preferences and always-evolving technologies in the market have an edge over competitors. The same applies to institutions and even governments. Those that can read and analyse the massive amount of information out there will be the ones developing the right strategies to move their agenda. And with the Internet and other supporting networks, many avenues are available to collect the information we need.

Add to that the proactive surveys and measurements undertaken by various parties, and we have to deal with increasingly complex dimensions of information. We need to constantly deal with what is

termed "big data" in decision-making. This is what big-data analytics is all about.

We have to accept the fact that the skills to analyse big data are increasingly important in today's world. What exactly is big-data analytics? In simple terms, it is the process of examining large data sets to uncover hidden patterns, unknown correlations, market trends, customer preferences and other useful business information. Such data could include Internet data, social media content, social network activity reports, customer emails and survey responses, mobile-phone call detail records and machine data captured by sensors connected to the "Internet of Things". Many such data cannot be tapped by conventional business intelligence.

The findings from data analytics allow for better marketing and business decisions. They can lead to many business benefits, including new income opportunities, better customer service, improved operational efficiency and advantages over rival organisations. Big data can be analysed with com-

monly used software tools, such as data mining, analysis of texts and statistical analysis. But, semi-structured and unstructured data may not fit well in traditional data warehouses. Furthermore, data warehouses may not be able to handle the processing demands posed by sets of big data that need to be updated frequently or continually. For example, real-time data on the performance of mobile applications, or oil and gas pipelines. As a result, many have turned to a newer class of technologies.

Admittedly, there are potential difficulties for organisations dealing with big-data analytics. These include a lack of internal analytics skills and the high cost of hiring experienced professionals. The amount of information typically involved can cause data-management headaches, including issues of data quality and consistency.

There is no doubt that the growth of big data will present challenges as well as opportunities for organisations in the coming years. With growing data volumes, it is essential that real-time informa-

tion of use to the business can be extracted and analysed. Competitors that use data to deliver better insights to decision-makers stand a better chance of thriving in the difficult economy. The aim is to be able to use real-time data for real-time decision-making to become a real-time business.

There are now companies that collect and analyse data for better decision-making by clients. In the oil palm plantation business, one start-up company uses the Unmanned Aviation Vehicle to collect and analyse data on fertiliser runoff to help companies save on costs through a more precise mechanism for fertiliser application. A project to develop a reliable early-warning system for disaster risk reduction is also looking to big-data analytics for support.

The list is growing. Dealing with big data is set to assume more prominence in the coming years. The message is: "Ignore big data at your peril."

The writer is a fellow at Academy of Sciences Malaysia and Universiti Malaya adjunct professor