

Transforming Enterprise for Digital Reformation

26 July 2018 (Thursday) / SME Corporation Malaysia (SME Corp. Malaysia)

Conference

Business IT Architecture Series (BITAS) Conference, is IASA - An Association for all IT Architects, annual regional conference in Asia.

To be a technology innovation leader and practitioner today, you must scale your role to meet your organization's digital business expectations in the future—and you must act now or risk being left behind. Digital EA empowers businesses to clarify the organizational process, information, and technological elements that make up a successful enterprise in order to establish efficient approaches to connect the IT landscape to the business strategy.

The conference brings together local partners and communities, International and local industry leaders and practitioners to share on the best practices that are required for the success in digital enterprise. This event will explore the **business strategies, competencies, tools, and techniques required for EA Leadership**—and learn how to apply those insights to your own organization's goals and needs.

AGENDA

Time	Venue: SME Corporation Malaysia, Dewan Mahkota
08:15 - 09:00	Conference Registration
09:00 - 09:05	Welcome Address by Mr. Chris Par, President of Iasa Malaysia Chapter and Chief Executive Officer of Borderless Geek
09:05 - 09:30	<p>Official Opening: Enterprise Architecture Leadership for Industry 4.0 <i>Enterprise architecture and technology innovation leaders are key enablers for digital business and are accountable for helping the enterprise balance the risks and benefits of digital business. This session provides insights on how to embark and adopt the Industry 4.0 successfully by developing people competencies.</i></p> <p>Presenter: Mr. Paul Preiss, Chief Executive Office and Founder of the Iasa</p>
09:30 - 10:00	<p>Keynote: Digital Reformation in Malaysia Public Sector <i>Digital transformation enhances the ecosystem which in turn increases the productivity and sustainability of Malaysia. Given the recently-unveiled Budget 2018 and ongoing Public-Sector Digitalization, it is apparent that the Malaysian government has placed an emphasis on digital reformation being the key platform for the nation post 2020. This session provides insights on the current program that will accelerate digital adoption in public sector to promote the growth of the digital economy and provide citizen values.</i></p> <p>Presenter: Pn. Susie Dorai Raj, Perunding ICT, ICT Consulting Division at Malaysian Administrative Modernisation and Management Planning Unit (MAMPU)</p>
10:00 - 10.45	<p>Plenary Panel #1: Developing Digital Competencies for Business and Innovation Leaders <i>Developing digital competencies are the biggest challenge faced for many enterprises who embark toward digital adoption. Enterprises are embracing a new digital business model that places greater emphasis on innovation, creativity, and design to distinguish their products and services. This panel session will discuss on how to develop digital competencies needed of the current teams for leadership's strategic agenda – Lesson learnt from the pioneers of Digital Transformation.</i></p> <p>Moderator: Mr. Aaron Tan Dani, Chairman of Iasa Asia Pacific, Chairman of Singapore Computer Society</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Alan Goon, Executive Partner of Gartner • Mr. Muzaffar Othman, Chief Technology Officer of Permodalan Nasional Berhad (PNB) • Dr. Fazidah Abu Bakar, ICT Consultant of Malaysian Administrative Modernisation and Management Planning Unit (MAMPU)
10:45 - 11.15	Morning Break

Transforming Enterprise for Digital Reformation

26 July 2018 (Thursday) / SME Corporation Malaysia (SME Corp. Malaysia)

Conference

<p>11:15 - 12:00</p>	<p>Plenary Panel #2: Strategy in Balancing Digital Challenges and Benefits <i>Digitalization is already here and has impacted not only our lifestyle but also the way we work and do business. Despite all the challenges and disruptions that have taken place in the recent years, the benefits of digitalization are far greater than the challenges itself. This panel session will discuss and share on the insight on what works and how the enterprises have managed to overcome digital challenges and come up as Winner in transforming and reforming their organization towards digital.</i></p> <p>Moderator: Mr. Khairul Anuar bin Ramli, Chief Technology Officer of Troy Information Technology Malaysia Sdn Bhd</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Choong Mun Kit, General Manager of APMG International • Mr. Wong Y-Mi, Chief Technology Officer MobilityOne Sdn Bhd 	
<p>12.00 - 12.30</p>	<p>Topic: Driving Cost Savings with Digital EA <i>Wai Leng will talk about how enterprise architects can use EA to help drive growth and innovation, while at the same time identifying opportunities for performance improvement and cost cutting. Wai Leng will share some compelling use cases from the region and the globe.</i></p> <p>Presenter: Ms. Chong Wai Leng, Solutions Architect, Software AG Asia</p>	
<p>12:30 -13:00</p>	<p>Plenary Panel #3: Enterprise Architecture to Tame Digital Tsunami <i>The waves of digital tsunami have taken many enterprises and businesses by surprised. The largest enterprises today are not necessarily those who have the largest physical assets and building premises, but those who can leverage and surf on the digital wave. No one can escape or run away from the impact created by digital tsunami and the good news is that Digital EA is here to tame and cushion the impact of the disruption. This panel session will discuss and share on the insight on how Digital EA adoption can tame the Digital Tsunami.</i></p> <p>Moderator: Mr. Hasan Ganny, Chief Enterprise Architect of ATD Solution</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr. Mohamad Zainuddi bin Mat Taib, ICT Strategic Consultant • Mr. Krishna Ramasamy, Deputy Director Information Technology at Bank Negara Malaysia • Mr. Tan Too Khong, Head of Enterprise Architecture at Hong Leong Berhad 	
<p>13:00-14:00</p>	<p style="text-align: center;">Lunch Break / CIO Lunch CIO Discussion: Enterprise Strategy to drive Digital Agility</p>	
<p>Time</p>	<p style="text-align: center;">Government Track</p>	<p style="text-align: center;">Enterprise Track</p>
<p>14:00 - 14:30</p>	<p>Topic: Global Trend for Digital Reformation in Public Sector <i>Digital reformation is here to stay and many government of the worlds strive to not only transforming but also reforming themselves. In this session, Paul as the CEO of Iasa will share his insight and also his thought on his dealing with many governmental organization on trend and best practices in the area of digital reformation.</i></p> <p>Presenter: Mr. Paul Preiss, Chief Executive Office and Founder of the Iasa</p>	<p>Topic: How to Leapfrog Towards Industry 4.0 with Digital Enterprise Map <i>Today, we are in the era of Industry 4.0 and many enterprises are still figuring out on how to be there. The message is clear that in order for the business to stay, all need to move towards Industry 4.0 whereby everything is about transformation i.e. Thought Leadership Transformation, Customer Journey Transformation, Skillsets Transformation, Information Transformation, Operating Model Transformation and Digital Business Transformation. This session, we will share on how to leapfrog towards Industry 4.0 with Digital Enterprise Map.</i></p> <p>Presenter: Mr. Aaron Tan Dani, Chairman of Iasa Asia Pacific, Chairman of Singapore Computer Society</p>

Time	Government Track	Enterprise Track
14:30 - 15:00	<p>Topic: Digital Strategies for Public Sector Higher Education Services</p> <p><i>The digital transformation in Malaysia public sector will still be continuing in the coming years but the trend is now shifted slightly towards digital reformation as to focus more in improving and innovating the existing public services delivery to their citizens. This session will share and discuss on the digitalization strategies for digital reformation in Public Sector Higher Education Services.</i></p> <p>Presenter: Professor Madya Dr. Fatimah Sidi, Pengarah, Pusat Pembangunan Maklumat dan Komunikasi (iDEC), Universiti Putra Malaysia</p>	<p>Panel Discussion #1: Customer Driven Digital Transformation</p> <p><i>Digital Transformation changes the way a business interacts with its customers and how they provide their customers with a consistent experience whenever and wherever they need it. This panel will explore the factors that influence a business' decision to implement a digital transformation strategy and how organizations cited customer experience and customer satisfaction as their leading influences.</i></p> <p>Moderator: Ms. Alecia Heng, Business Architect, ATD Solution</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Mr. Herries E, APAC Customer Facing Solution Architect, Global IT – APAC Business Applications, Cargill Holdings (M) Sdn Bhd • Mr. Lawson Law Sen Yu, Solution Architect, IASA Committee
15:00 - 15:30	<p>Topic: Architecting Citizen Journey Mapping for Effective Government</p> <p><i>Every government of the world are striking to provide better and more integrated services to their citizen. The recent introduction of Digital Thinking process has transform on how public-sector delivery services should provide conveniences to their citizen by delivering government online services that are integrated and effective. This session will share the insight on what Malaysia government has done recently in architecting citizen journey mapping to achieve effective government.</i></p> <p>Presenter: Dr. Siti Istianah Mahdzur, Director of Malaysian Administrative Modernisation and Management Planning Unit (MAMPU)</p>	<p>Panel Discussion #2: Digital Business Reformation, What, Why & How?</p> <p><i>Today, many enterprises have gone through the computerisation era in the last 30 years and they no longer want more IT, they want business results from their IT investment. To transform an enterprise, we need to transform everything from the leadership, strategy, business and IT all the way to the people transformation. This session will share the insight on What, Why & How an enterprise today can embark on the reformation towards digital business.</i></p> <p>Moderator: Mr. Chris Par, President of Iasa Malaysia Chapter and Chief Executive Officer of Borderless Geek</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Alan Cheah, Chief Executive Officer of GoCar Mobility Sdn Bhd • Mr. Lai Kar Jun, Chief Executive Officer of MUV Marketplace Sdn Bhd • Mr. Dan Then Ikh Choo, Chief Executive Officer of WSAMall Asia • Mr. Liang Yong Soon, Technical Director at Persys Technologies Bhd
15:30 – 15:50	Afternoon Break	

Time	Government Track	Enterprise Track
15:50 – 16:25	<p>Panel Discussion #1: How to Deliver Citizen-Centric Government Services</p> <p><i>Delivering services to citizens is at the ultimate goal of what most government agencies today. The integrated and effective government services are highly critical in shaping trust in and perceptions of the public services. Citizens today expect more transparent, accessible, and responsive services from the government and those expectations are rising. Thanks to the digitalization wave. This session will share the insight on what Malaysia government has done recently in rearchitecting the services to be citizen-centric focus.</i></p> <p>Moderator: Mr. Jack Lim, Director of Gartner</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Dr. Fazilah binti Shaik Allaudin, Timbalan Pengarah Kanan, Kementerian Kesihatan Malaysia (KKM) • Pn. Dirayana Kamarudin, Principal Assistant Secretary, Information Management Division, Ministry of Health Malaysia (MOH) 	<p>Topic: Digital Transformation for SMEs</p> <p><i>In this digital era, a lot of businesses are facing similar challenges in sustaining their businesses especially for traditional SMEs. Despite the costs of business are increasing, the businesses couldn't seem to be able to increase their market share nor gain more customers and yet they have to deal with price war in the red ocean. How to turn the red ocean into a blue ocean? How to manage your scarce resources to achieve your intended business objectives? That's crucial and the key is the approach the business chose in digital transformation.</i></p> <p>Presenter: Mr. Chris Par, President of Iasa Malaysia Chapter and Chief Executive Officer of Borderless Geek</p>
16:25 - 17:00	<p>Panel Discussion #2: Malaysian Government Enterprise Architecture Roadmap to Achieve Digital Reformation</p> <p><i>Malaysia has embarked on Government Wide EA implementation since 2015 and it is here to stay with the expansion plan to cover the entire ministries and agencies. This session will share the insightful of EA implementation experience in the last three (3) years and sharing of lessons learnt so that we can be successful as the nation strives towards digital reformation.</i></p> <p>Moderator: Mr. Paul Preiss, Chief Executive Office and Founder of the Iasa</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Pn. Azlinda binti Mohd Jan, Assistant Director, Pusat Bank Data Negara & Innovasi, ICU JPM • En. Mohd Fikri Hafifi bin Yusof Penolong Setiausaha Kementerian Kerja Raya (KKR) • Pn. Nurul Afzan binti Idris, Penolong Pengarah, Ministry of Natural Resources and Environment (NRE) 	<p>Panel Discussion #3: Implementing an Effective Emerging Technology Strategy for New Digital Businesses</p> <p><i>Businesses that have honed their craft in emerging technology such as big data, AI, IoT, technologies have become industry game changers. Banking, retail and healthcare are the top adopters of the enterprise technology solutions who have transformed their customer experience through personalized product recommendation and customized consumer content because of their data-focused foundation. This panel explores the relevant tools and successful techniques for implementing an effective data strategy across businesses of different maturity levels.</i></p> <p>Moderator: Mr. Morgan Rasan, Programme Director of IASA APAC, Secretary of Singapore Computer Society EA-SIG</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Mr. Monir Azzouzi, Head of Employee Experience of Maxis Berhad • Mr. Cheah Kok Hoong, Group Chief Executive Officer & Director for Hitachi Sunway Information Systems, Advisor of The National ICT Association of Malaysia (PIKOM)
17:00	END of Conference	

* Please note: this agenda is subject to change.

2 Exclusive Workshops on 27 July 2018 (9.00am to 5.30pm) / Venue: ATD Training Centre

Workshop 1: Digital Business Transformation: Best Practices and Case Studies

Enterprise Architecture (EA) has brought changes into the fundamental structure of an organization's business information systems and technology for delivering a business-driven approach, creating new opportunities for growth, performance and competitive advantages for business. The Digital Enterprise Architecture is introduced to enable agile business change and innovation in today's digital era. It allows Enterprise Architects to play the key roles as the technology strategies in driving innovations and as the enterprise trouble-shooters to track any changes impacted by Digital Transformation. This is realized through the creation of the Enterprise Digital Map.

Key takeaways:

- Best practices which help IT leaders and business stakeholders formulate digital strategies
- Learn how to implement a Digital EA using Enterprise Digital Map Transformation process
- Recommended tools to use for Enterprise Architecture
- Case studies on enterprise which have adopted successful

Target Audience:

- Stakeholders for IT projects or initiatives that include both IT and Business teams
- Software / Business / Information / Infrastructure Architects
- Business Analysts
- System Analysts or Consultants
- Project Management Managers

Training conducted by: Mr. Lyndon D'Oliveiro, Principal Architect, ATD Learning

Workshop 2: Customer Journey Mapping for Businesses

To transform the customer experience, we have to rethink the both digital and physical touchpoint and interaction with our organisation. Customer journey mapping provides an opportunity for business architect and customer experience (CX) professionals to design customer experience consciously from an outside-in perspective with the focus of orchestrating and integrating touchpoints across journey. Customers see one organization rather than a collection of dis-joined products, services, interactions, and touchpoints. Build collaboration capabilities to orchestrate and integrate touchpoints to create the WHOLE experience.

Key takeaways:

- Gain insight of customer experience challenges in the digital era and how to overcome them.
- Understand the core concepts of customer centricity and service re-design principle.
- Learn the various techniques to visualise the customer journey map.
- Identify areas of improvement through gap analysis methods that focuses on customers' perspective.

Target Audience:

- Customer Service / Customer Facing team
- Service Designer / Business Analyst
- Customer Experience (UI/UX) Designer
- Business Process Analyst / System Analyst
- Product / Service Development Professional
- Enterprise Architect (Business, Information & Solution)

Training conducted by: Mr. Ian Goh, Executive Trainer, ATD Learning