BITAS ASIA CONFERENCE 2018

Transforming Enterprise for Digital Empowerment

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

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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 trough 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