

“Don’t Wait’ – Take a Leap”

28 November 2019, Royale Chulan, The Curve, Kuala Lumpur

Morning Sessions		SUMMIT PROGRAMME
8.15am		Registration
9.30am		Welcoming Address Cheah Kok Hoong , Chairman, OM Setting the Stage Raymond Devadass – Summit Chair
9.45am		<u>Keynote 1: Don't Wait: Take A Leap</u> <i>According to IDC, 85% of enterprise decision-makers say they have a time frame of two years to make significant inroads into digital transformation or they will fall behind their competitors and suffer financially. Companies must now evaluate and assess if their current processes and systems allow them the flexibility to provide a seamless and enhanced digital customer experience. Every company has to undergo a 'digital reinvention' by rethinking its customer relationship management policies and customer experience strategy which can be enhanced mainly by building and growing the business around the customer's needs. "If you do not change direction, you may end up where you are heading."—Lao Tzu</i> Speaker : Alex Koshy , Head of Sales CC/BPO for ASEAN and Korea, Automation Anywhere
10.15am		<u>Plenary 1: Think: Look before you Leap</u> <i>There is a saying “Look before you Leap” which is a key component in decision making to ensure “safe landing” and it’s not a hasty decision which gives a lasting impact in the long run. An organization must take into consideration of the consequences of its actions before taking them. This panel will explore the possible consequences before taking immense action.</i> Moderator: Phil Captain , CEO, Nexdrone Panelists: Khor Jeen Eu , Director,, APAC Shared Services, Black & Decker Asia Pacific (Malaysia) Gagandeep Singh , Managing Director, Swarovski Global Business Services Prof. Dr. Saravanan Muthaiyah - Professor, Faculty of Management, Multimedia University Eric Foo , Vice President,Cloud,Security and Infrastructure Services (CSI) Division,Hitachi Sunway Information Systems
10.55am		<u>Plenary Session 2: Wonder Women : Capturing the Power of Digitalisation</u> <i>According to the report by IMFBlog, 11th Malaysia Plan aims to improve overall female labor participation rate to 59% by 2020 compared to 55% in 2018. Women’s economic empowerment boosts productivity, increases economic diversification and income equality. However, while the need to boost female economic participation is clear, what may be less so is how to go about delivering on that commitment especially in capturing the power of digitalisation.</i> Moderator: Jacinta Vythilingam , Managing Director, Spinmiester Communications Panelists: Dzuleira Abu Bakar , CEO, Malaysian Global Innovation and Creativity Centre (MaGIC) Francesca Chia , Co-founder, GoGet Neeti Mahajan , Managing Director, GSC HSBC (Malaysia)
11.35am		<u>Quick Coffee Break</u>
11.45am		<u>Plenary Session 3: CX vs DX : Where does One End and the Other Begin?</u> <i>Traditionally, the benefits of GBS have been measured primarily in terms of cost and time. The shift is now towards improved process control, process standardization, and process optimization. The impact of this shift is now measured in terms of reduced risk, better compliance, quality and reliability / sustainability. Automation plays a vital role in enabling better controls and enabling service agility, the ability to ramp up or down, depending on enterprise need. Interestingly, customer experience is becoming more important what more with digitization. . These benefits are driven by fairly aggressive improvement targets.</i> Moderator: Jahabar Sadiq , CEO & Editor- The Malaysian Insight Panelists: Kim Chin Kuang , VP of Finance, Global Business Service, JABIL Chiew Sin Kwang , Head of Digital Transformation, Daythree Business Services Dang Tin Wai , Head of Business Development, Cyngus Technologies
12.25pm		<u>Keynote 2: Get Smart: Analytics & Insights</u> <i>Business analytics and insights are a growing opportunity to offer more consultative support to business customers. Promising knowledge services is not just a public relations exercise. Global Business Services activity is moving firmly away from transactional work towards insight-driven knowledge-based offerings, whereby there are obvious challenges in terms of defining services and transitioning to knowledge work.</i> Speaker: Keynote Speaker
12.55pm		Lunch

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Afternoon Sessions		SUMMIT PROGRAMME
2.00pm	<p><u>Plenary Session 4: Butterfly Effect: Digitization and EX</u></p> <p><i>The much talked about digitization and IR4.0 seems to be causing an alarm in the GBS industry especially when it concerns employee experience. Skills expectation by the industry is multi-faceted, highly specialized and niche, therefore the importance of digital literacy is becoming a crucial requirement in the workplace of tomorrow. This session explores the readiness of the industry together with academia in preparing the future workforce with the needed skill sets.</i></p> <p>Moderator: Leigh Howard, Board Member, AustCham ASEAN, Deputy Commissioner to South East Asia, Victoria State Government</p> <p>Panelists: Nancy Cassiere, Director & Business Service Center Head, GSK Business Service Centre Kenneth Ho, Location Leader, Global Shared Services (GBS) Meena Anand, GBS Head of Human Resources, Standard Chartered</p>	
2.40pm	<p>Keynote 3 – Make the Mental Leap</p> <p><i>The world of digital options is leaping forward at an ever-increasing pace. Success in this world requires leadership and organisations to make a more difficult leap – a mental and cultural leap. Leaders have achieved success in the past based on a set of behaviours that have worked well for them. Success in the new frontiers of digital will require that we have to unlearn some of those mind-sets and behaviours. And, we will have to adopt some mind-sets and behaviours for success. George will share his thoughts on these matters with you.</i></p> <p>Speaker: George Aveling, Chief Reimaginer, Elementrix</p>	
3.10pm	<p>Key Note 4: Getting it Right! – The DNA of a New Digital Economy</p> <p><i>In this session we take you on a journey to imagine where the GBS industry will be in the future. Looking beyond current functionalities, we will explore what more the industry be it the BPO or the captive players can do and why it is important to plant those seeds today for future fruition. With the emergence of Verticalization, what are the current and future trends? How best is business value created? What are the service portfolios that needs to be emphasized and how are they tied to articulating value?</i></p> <p>Speaker: Professor Mahendhiran Sanggaran Nair, Chief Executive Officer, Monash Malaysia R&D Sdn Bhd</p>	
3.40pm	<p><u>Plenary Session 5: Conduct: Ethics in the Digital World</u></p> <p><i>Digital technologies such as artificial intelligence and robotics, ‘desperately’ need an institutional framework and system of values to help regulate the industry. This panel will deliberate in the areas of specificity to the analysis of ethics in a digital environment such as cybersecurity; platform-based business models; big data and analytics; cryptocurrencies and distributed ledgers; automation, artificial intelligence and machine learning; and procurement of technology.</i></p> <p>Moderator: Woon Tai Hai, Secretary General, ASOCIO</p> <p>Panelists: Fong Choong Fook, Director, LE Global Services Anthony Raja Devadoss, Managing Director & Business Head, PERSOLKELLY Consulting, Asia Pacific Tze Siang Koay, General Manager, Dell Cyberjaya</p>	
4.20pm	OM Recognition	
4.30pm	Closing Remarks	
5.00pm	Networking & End of session	