

## Distinguished Speakers Series on Big Data and Digital Transformation

# HOW TO SURVIVE THE INDUSTRY 4.0 ERA

OBSERVATIONS FROM AN ACCOUNTANT-  
TURNED DIGITAL TRANSFORMATION LEADER

25 April 2019, Thursday | 11.30am-1.30pm



**Speaker:**

Mr. Vincent Loy,  
Financial Services Leader, Singapore,  
Managing Director, Accenture



**Chairperson:**

Professor Chua Kim Chiu,  
Accounting Department  
NUS Business School

# NUS Business School Journey to the Digitalisation

25 April 2019

Vincent Loy

Success  
Business



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**2 ISSUES ORGANISATIONS FACE ON DIGITALISATION**

**3 WHAT MAKE A SUCCESSFUL DIGITAL TRANSFORMATION**

**4 QUESTIONS & ANSWERS**

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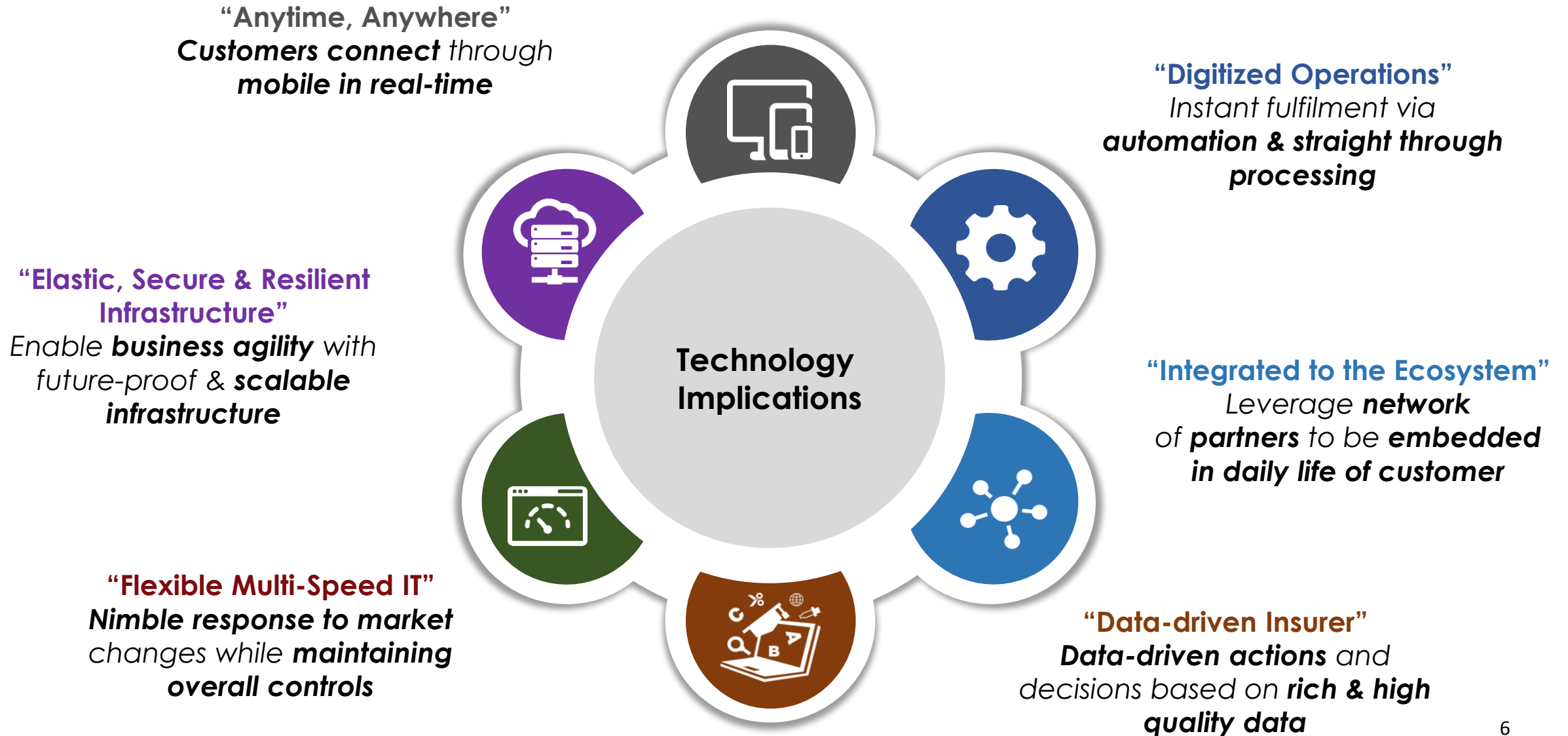
**2 ISSUES ORGANISATIONS FACE IN DIGITALISATION**

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**4 QUESTIONS & ANSWERS**

## Example of A Typical Organisation Digital Ambition

# Digital ambitions have 6 key implications for technology



# TO SUCCESSFULLY DRIVE DIGITAL TRANSFORMATION, ORGANISATION NEEDS TO BALANCE BETWEEN "BRILLIANT BASICS" AND "CUTTING NEW GROUND" ...

Non-Exhaustive

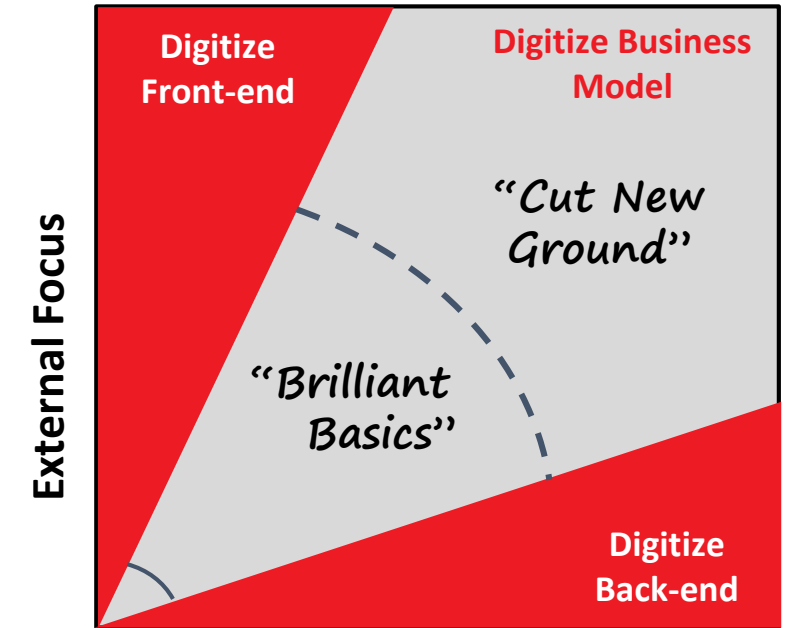


## Brilliant Basics



## Cutting New Ground

Revenues



Internal Focus

Margins

*Business as usual*

### Description

- ✓ Addresses current and known pain-points
- ✓ Ensures parity with the competition
- ✓ Ensures efficiency and mandatory regulatory compliance

- ✓ Prepare for future business models
- ✓ Exists to beat the competition
- ✓ Expands into new segments, geographies and non-banking revenue sources

### Customers & Markets

Targets existing segments more effectively

Targets new and under-leveraged areas

### Trends & Metrics

Leverages mature technologies

Uses latest cutting-edge digital models & solutions

### White Space

Targets areas of familiarity & current strength

Targets untapped / under-penetrated market spaces

### Differentiators

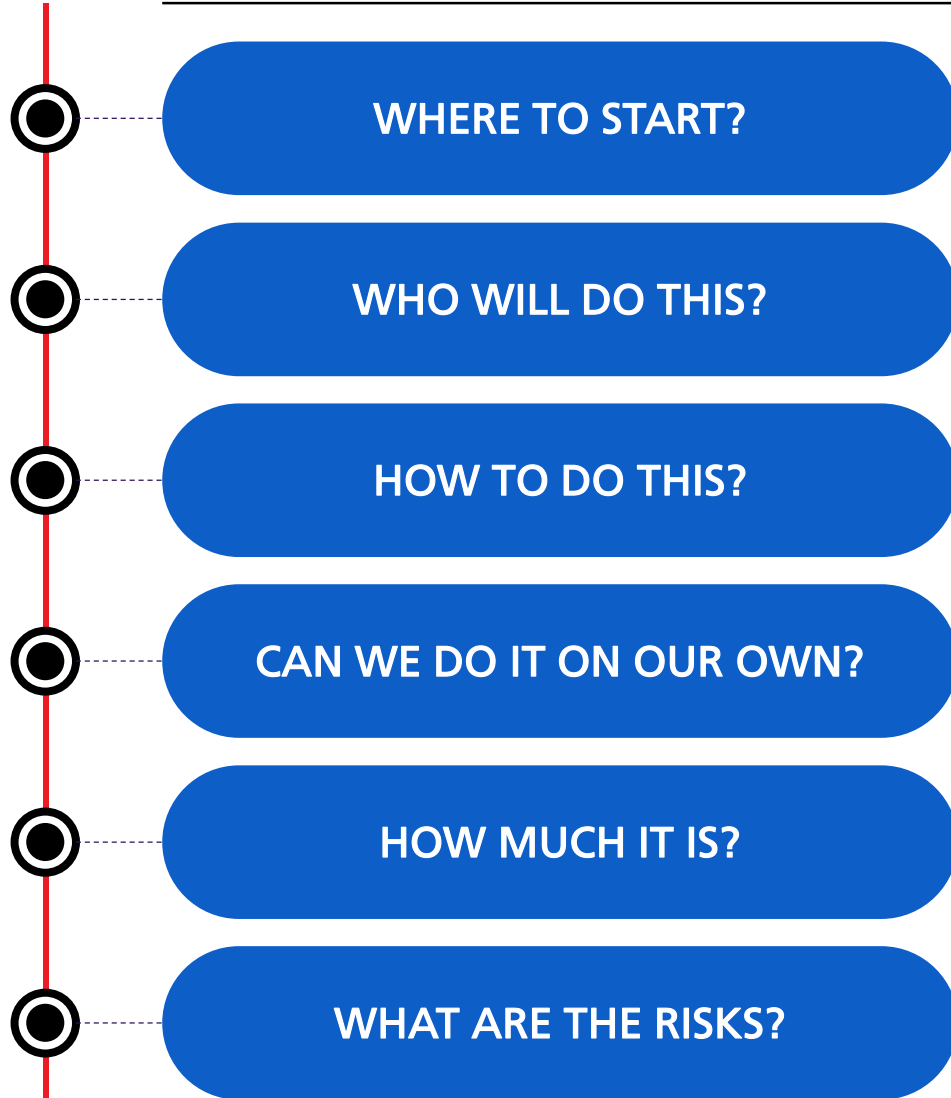
Parity / short-lived differentiation from competitors

Sustained advantage that is difficult to emulate

# ISSUES ORGANISATIONS FACE IN DIGITALISATION

## KEY QUESTIONS TO ASK

### KEY ISSUES



Business or IT? Back office or Front office? Where in IT to start?

Internal or External? Who in internal? What level? Who is responsible? Who has the experience?

Big bang or incremental?

Transformation vs BAU? New skills vs existing skills?

Where do I spent with so many demands from other places?

What if it doesn't work? What are the unknown?

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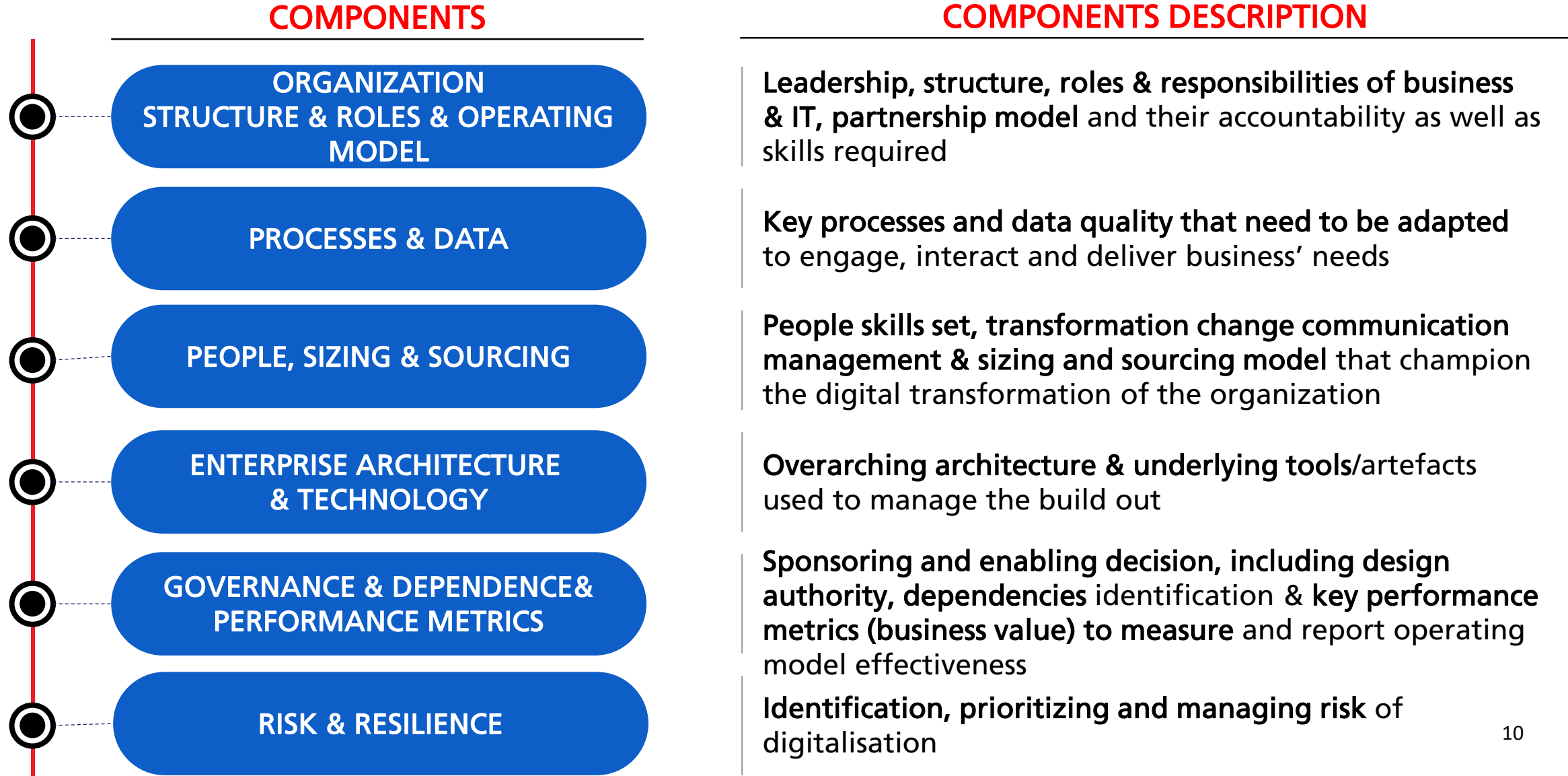
**3 WHAT MAKE A SUCCESSFUL DIGITAL TRANSFORMATION**

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## WHAT MAKES A SUCCESSFUL DIGITALISATION

### A FULLY DEFINED OPERATING MODEL IS ANCHORED ACROSS 6 KEY COMPONENTS



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# CONCLUSION

## KEY INGREDIENTS FOR DIGITALISATION



1

**CUSTOMER EXPERIENCE  
THROUGH DESIGN  
THINKING**



2

**DATA DRIVEN**



3

**MODULAR,  
REUSEABLE  
ARCHITECTURE**



4

**LIQUID WORKFORCE**



5

**INSPIRING LEADERSHIP  
& COLLABORATION**



6

**CENTRE OF  
ECOSYSTEM**