



FIRESIDE CHAT with MANNY MACEDA



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WHERE is TRANSFORMATION HEADED?

FOR HOUSEHOLDS, BUSINESSES, & GOVERNMENT?

3 THINGS:

- RISE of DIGITAL
- COVID's IMPACT
- ERA of ESG

DIGITAL TRANSFORMATION in the LAST 5 YEARS:

- NEW CLOUD COMPUTING, TECH: AUTOMATION
- CHANGING BUSINESS MODEL: DIGITAL ECOSYSTEM & PLATFORM PROVIDERS
- CUSTOMER: PERSONALIZATION CENTRICITY & ULTRA-CONVENIENCE

DEGREE of DIGITAL DISRUPTION

- GRADE 1** DIGITAL, BUT NOT YET a STRONG SOURCE of COMPETITIVE ADVANTAGE
- GRADE 2** DIGITAL CAPABILITIES BECOME a MUST to MAINTAIN COMPETITIVE ADVANTAGE
- GRADE 3** SEAMLESS DIGITAL INTERGRATION is CRITICAL

5 KEY LEARNINGS COVID HAS HIGHLIGHTED

1. NO DIGITAL TRANSFORMATION without TECH TRANSFORMATION
2. CHANGING PEOPLE is HARDER than CHANGING TECHNOLOGY
3. SPONSORS are KEY for SUCCESS
4. INNOVATION REQUIRES FREEDOM & RISK-TAKING
5. INCREMENTAL SCALING PAYS OVER 'BIG BANG'

THIS PERIOD DURING COVID HAS SHOWN US HOW

FAST WE CAN MOVE DURING a CRISIS!

WHILE MANY COMPANIES THAT'VE SIGNED UP to BE NET ZERO CARBON by 2030/2050/2060

MOST of US DON'T KNOW HOW to GET THERE!

TOP 10 DIGITAL APPLICATIONS to ACCELERATE SUSTAINABILITY OUTCOMES:

1. IMPROVE DATA PRIVACY & SECURITY
2. OPTIMISE RESOURCES
3. IMPROVE EMPLOYEE WORK QUALITY & SAFETY
4. ENABLE DATA GATHERING & SHARING
5. INCREASE PRODUCT SAFETY CONTROLS
6. REDUCE CARBON EMISSIONS
7. INCREASE ENERGY, WATER, or FUEL EFFICIENCY
8. OPTIMISE PROCESSES
9. ENABLE NEW HYBRID WORKING MODELS
10. CREATE SUPPLY CHAIN TRACEABILITY & TRANSPARENCY

IN THE NEXT 5 YEARS of DIGITAL TRENDS that'll HAVE IMPACT on ASIA:

- CLOUD COMPUTING
- BLOCKCHAIN as an ACTUAL ENABLER
- HIGHER IMPROVEMENT of MACHINE LEARNING & A.I.

HOW SHOULD BUSINESSES approach THIS MOVING FORWARD?

- SPEED MATTERS
- ABLE to SCALE
- HAVE an ACTUAL:
 - STRATEGY
 - BUSINESS MODEL
 - RIGHT ENABLERS
 - ORCHESTRATE MANY THINGS