

Panel Discussion | [Digital Transformation] “Innovate or Die”: How Businesses Managed Uncertainty and Maintain Organisational Efficiency



SIMON HAGUE

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Wayne Reuben

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POLL

What is the greatest barrier you face in driving the digitisation of your organisation?

- Lack of funds/budget
- Inability to gain consensus on your approach/priorities?
- Lack of alignment between IT and Marketing?
- Lack of senior management buy-in / sense of urgency?
- All of the above



- **Question 1:** How is digitalisation going to help your organisation drive share/ revenue, and efficiency?
- **Question 2:** What is your current status on implementing Tech to drive digital transformation? Can you share any recent examples/case studies?
- **Question 3:** What are the barriers you encounter during the process of implementation? How did you overcome these?



Wayne's Takeaway: Digitization is no longer an option. You simply have to be in this. Moreover, you need to assess your progress versus your competitors, not versus yourself! If not, you are in danger of being left (far) behind!

Verawat's Takeaway

Simon's Takeaway

Lala's Takeaway



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