Digital Transformation: How To Get Started Right Away

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Disruptor or Disrupted:
Only 7 steps
Step 1: Securing The C-Suite’s Commitment

- 40%
- 14%
- 10%
- 8%
Changing roles in the Digital Age

CFO
CIO
CMO
COO
Step 2: Setting Digital Vision & Strategy

technology is commoditised, strategy matters
Look beyond your industry for breakthrough ideas
Step 3: Acquiring Digital Capabilities
Find your place in the digital ecosystem

The Case study of Gilbert+Tobin
Digital by default

Allianz

Accelerating Think Forward

ING

Step 4: Communication
Step 5: Gain traction with lighthouse projects
5 dimensions of Digital Transformation

- Marketing and Distribution
- Product and Services
- Supply Chains
- Ecosystems
- Processes
Leverage on-demand, low-cost digital technologies from other disruptors
Step 6: Addressing the Talent Gap

Get the right people on the bus
People want to work for digital leaders

Learning should be a lifelong experience
Step 7: Adopting a new Operating Model
3 values of a Digital Culture:

agility, collaboration, appetite for risk
Teams are assembled based on customer journeys, products, services
Just 7 steps

Start now