



Digital Transformation: How To Get Started Right Away

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- Entrepreneur





Disruptor or
Disrupted:

Only 7 steps

Step 1: Securing The C-Suite's Commitment



40 %



14 %



10%



8%



CFO

Changing roles in the Digital Age



CIO



CMO

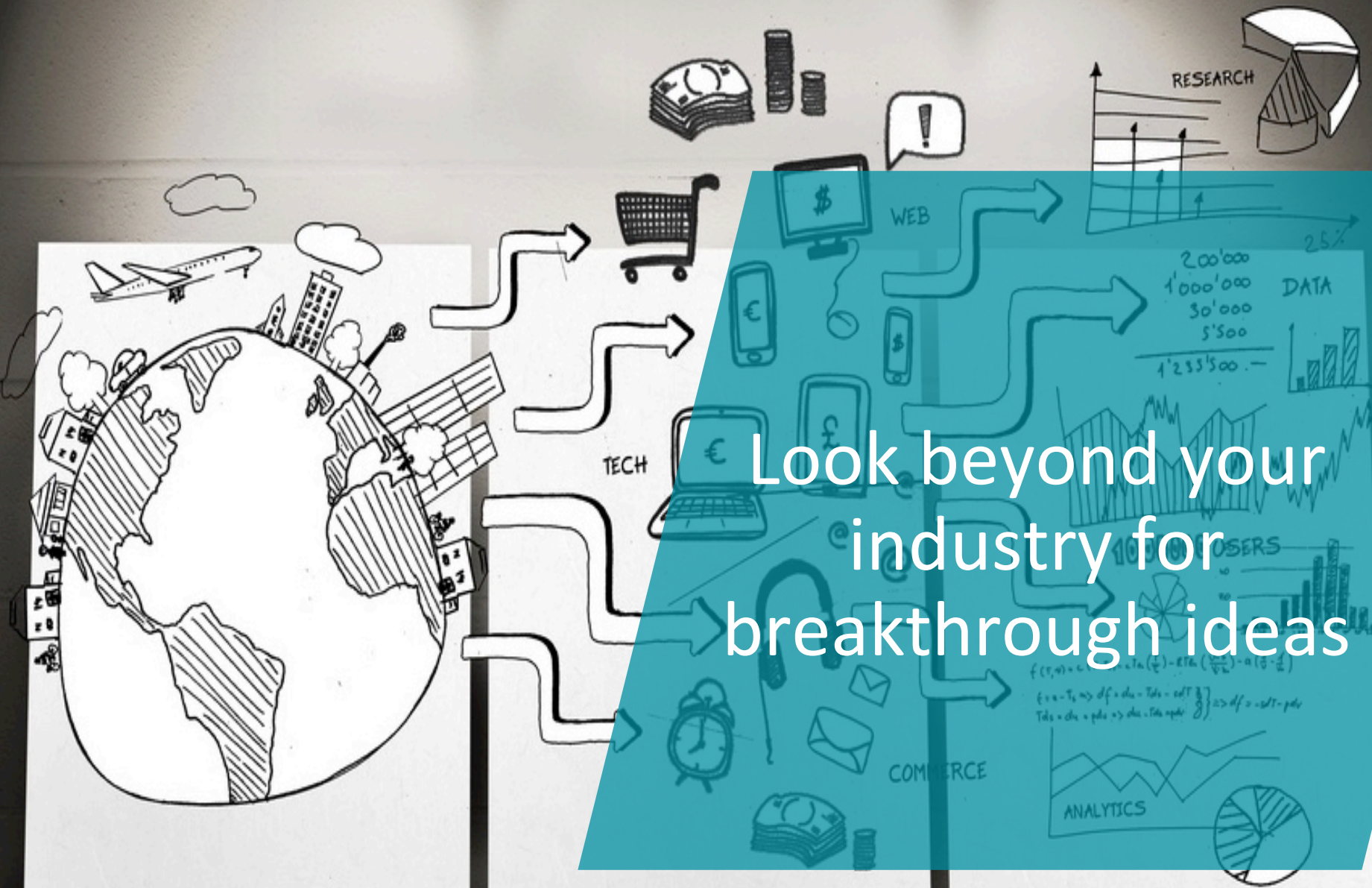


COO

A vibrant night cityscape with a blue and red light beam effect. The background shows a dense urban environment with illuminated buildings and a complex network of roads and bridges. A prominent blue light beam originates from the left side of the frame and extends towards the center, while a red light beam originates from the top right and extends towards the center. The overall atmosphere is futuristic and high-tech.

Step 2: Setting Digital Vision & Strategy

technology is
commoditised,
strategy matters





Step 3: Acquiring Digital Capabilities



Find your place in the
digital ecosystem

The Case study of
Gilbert+Tobin

Accelerating Think Forward
ING

Digital by default
Allianz

Step 4: Communication

A scenic photograph of a white lighthouse with a black lantern room, situated on a rocky cliff. To the left of the lighthouse is a two-story house with a red roof and green trim. The foreground shows the rugged, rocky terrain of the cliff, with some sparse vegetation. The background features a blue sky with scattered white clouds and a glimpse of the ocean. A semi-transparent teal triangle is overlaid on the right side of the image, containing the text.

Step 5: Gain traction with lighthouse projects

5 dimensions of Digital Transformation





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

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