

TAC as an Enabler for Digital Transformation

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SGTech

Agenda



1

Who we are and our transformation journey

2

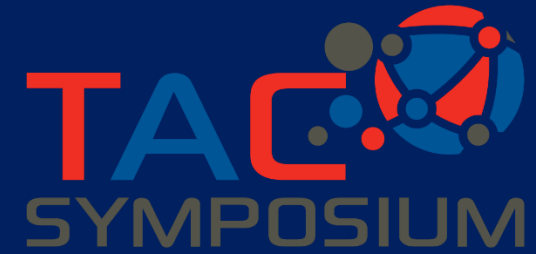
Much ado about definitions:
Digitisation, Digitalisation & Digital Transformation

3

The TAC Advantage

4

Findings from TAC workshop on Digitalisation &
Digital Transformation



Re-imagining Collaborations
for Industry Transformation

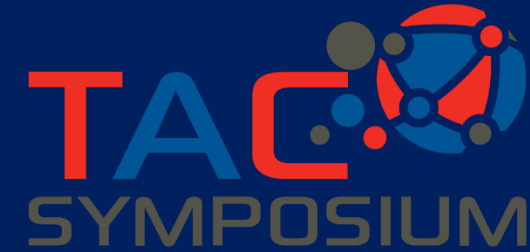
1. Who we are and our transformation journey

About SGTech

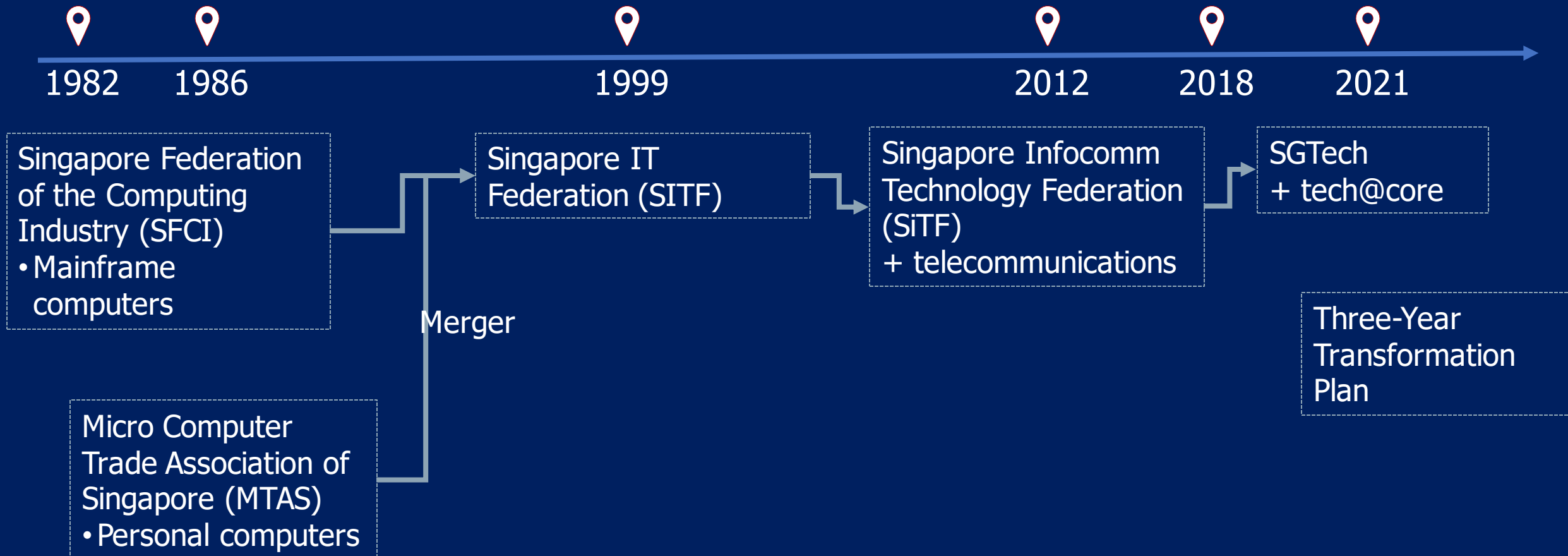


SGTech, celebrating its 40th anniversary in 2022, is the leading **trade association for Singapore's tech industry**. Representing nearly 1,000 member companies ranging from top multinational corporations, large local enterprises, vibrant small and medium-sized enterprises, and innovative startups, it is the **largest community in Singapore** where **companies converge to advocate for change** and drive what enables **tech innovation** and accelerates **tech adoption** to spur greater **sustainability** in the sector.

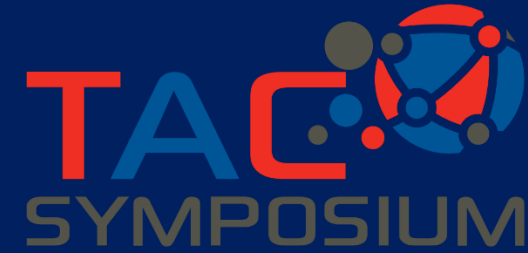
Our continuous transformation



Re-imagining Collaborations
for Industry Transformation



SGTech 3 Year transformation plan (2021)



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for Industry Transformation

Two Strategic
Thrusts

Position Singapore as a global node for digital data, based on trust

To lead the tech sector to take collective action and be part of the solution to Singapore's, and global Sustainability

Underpinned
by

Talent for Tech

Supporting

Vision

A thriving ecosystem powering Singapore as a world-class tech hub.

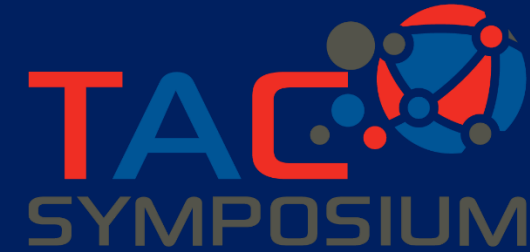
Mission

To catalyse the leading ecosystem in Singapore which powers tech adoption and where tech innovation thrives.

2. Much ado about definitions: Digitisation, Digitalisation & Digital Transformation

2. Much ado about definitions...

The 3Ds: Digitisation, Digitalisation & Digital Transformation



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3 different definitions reflecting the stage of digital maturity:

1. Digitisation

- The process of changing analog to digital form, allows for data to be processed and transmitted.
- E.g. Converting paper documents into digital files on a computer.



2. Digitalisation

- Use of digital technologies and digitised data to impact how work gets done.
- Transforms the way customers and companies engage and interact.
- E.g. Customer Relationship Management (CRM)



3. Digital Transformation

- Profound and accelerating transformation of business activities, processes and business model.
- Involves a whole of organisation transformation which involves strategy, skills and solutions.
- E.g. AirBnB , Uber , Netflix , Spotify



SGTech Internal Transformation: Tackling the 3Ds



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3S

Strategy:

- Current state / Future state
- Why now?
- Needs basis
- Revenue streams

Solve:

Why, What, How?

Skills:

Who, What, How?



COMMUNICATION



4Ps

People

Process

Product

Profitability

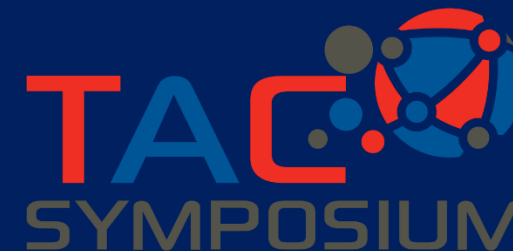
3. The TAC Advantage

The TAC Advantage

1. Around 350 – 400 TACs in Singapore, easily with members numbering around 100,000 companies
2. Led by leaders of respective industries
3. Industry rallies behind their TACs, grounds-up initiatives created by industry for industry

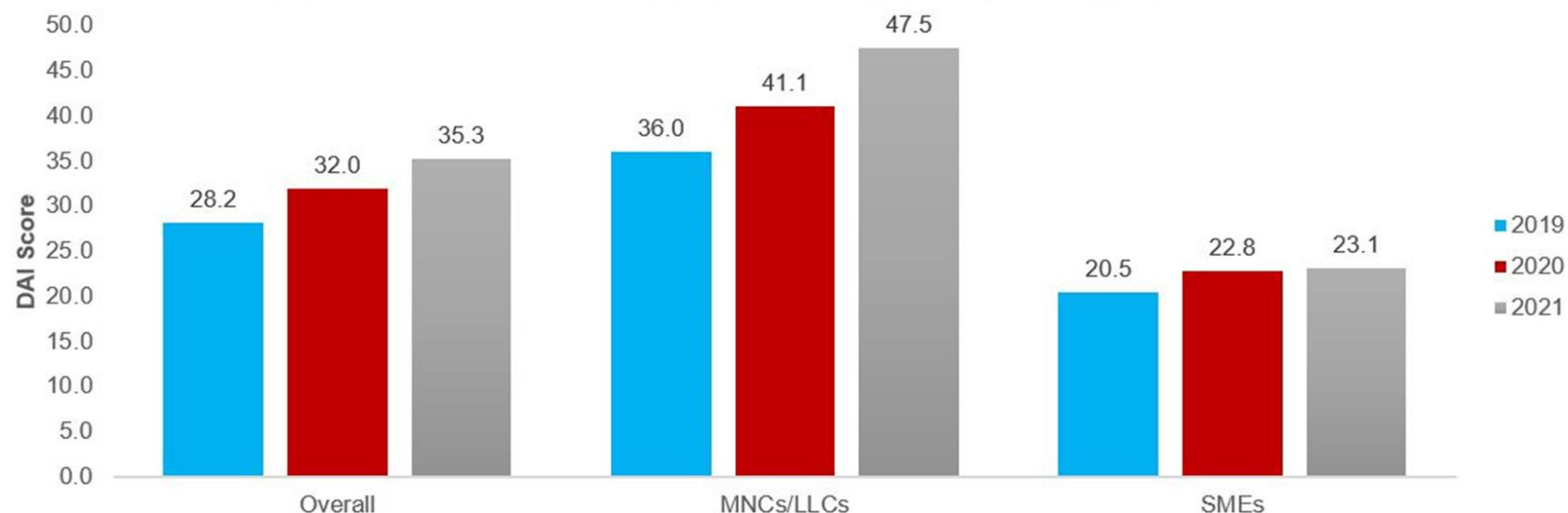


Despite efforts to digitalise our SMEs, Digital maturity of SMEs is still low



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Digital Acceleration Index (DAI) Scores by Enterprise Type, 2019 - 2021



Base: DAI Survey respondents from 23 ITM sectors

Source: IMDA Digital Acceleration Index (DAI) Survey 2019 - 2021

Tech@Core definition by SGTech: Tech is at the heart of the organisation's core business, improving the way they operate, even though they do not provide tech or related services to other organisations.

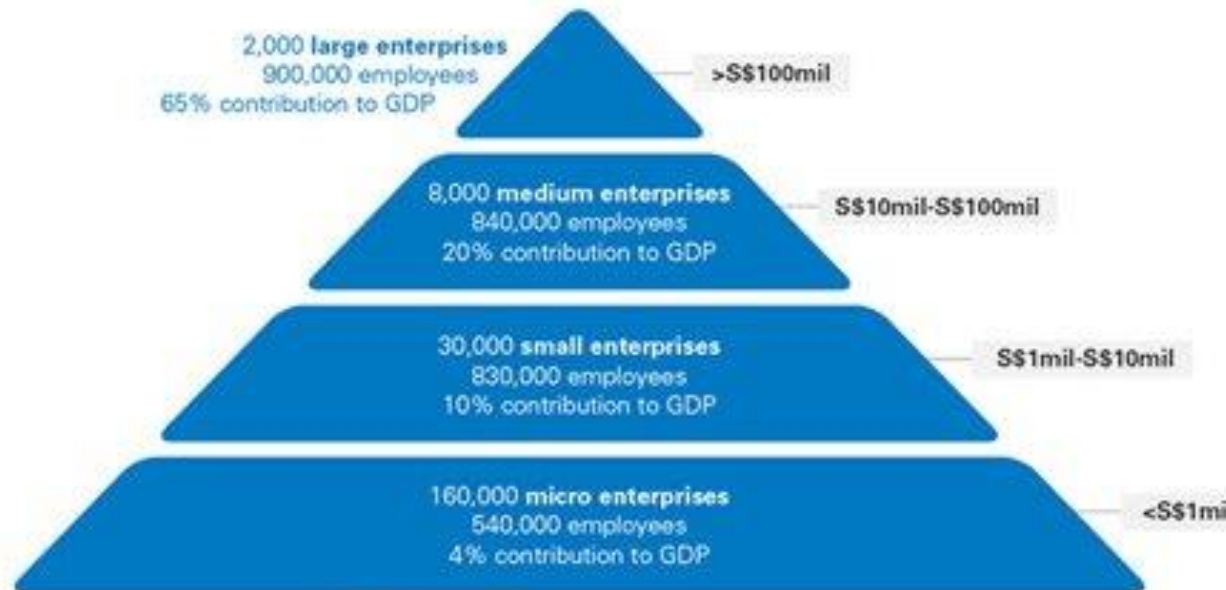
Very large number of SMEs to be reached and assisted to digitalise... How do we do this?



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SINGAPORE'S ENTERPRISE LANDSCAPE

Enterprise
Singapore

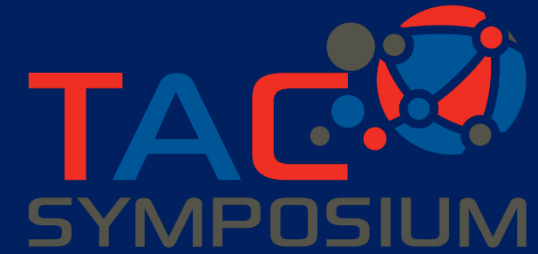


~200,000 enterprises

~500,000 enterprises

4. Findings from the TAC Workshop

4. What TAC members need:



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The building blocks of a Modern Digital Business

We know that these are fundamental building blocks required to become a modern digital business because we've spent over 28 years partnering with organizations to evolve their digital capabilities.



Frictionless
Operating
Model



Platform
Strategy



Experience
Design &
Product
Capability



Intelligence
Driven Decision
Making



Engineering
Culture,
Delivery
Mindset

4. What TAC members need:



Intelligence Driven Decision Making

New insights that unlock sources of value, new products and better decision making.

- Data Discoverability
- Data Quality
- Data Insights
- Data Actionability
- Data Governance

Takeaways

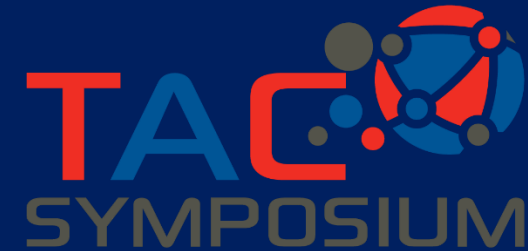
- Making sense of all our data
- Need for more current data analytics capabilities (how to get over legacy systems)
- Need to integrate data-silos and automate decision making
- How to protect our data and be compliant to PDPA



Engineering Culture, Delivery Mindset

Architecture and practices capable of dealing with smaller workloads and more frequent change

- Tech Practices
- Legacy Environments
- Access to Talent
- Work Size
- Organisational Design
- Innovation



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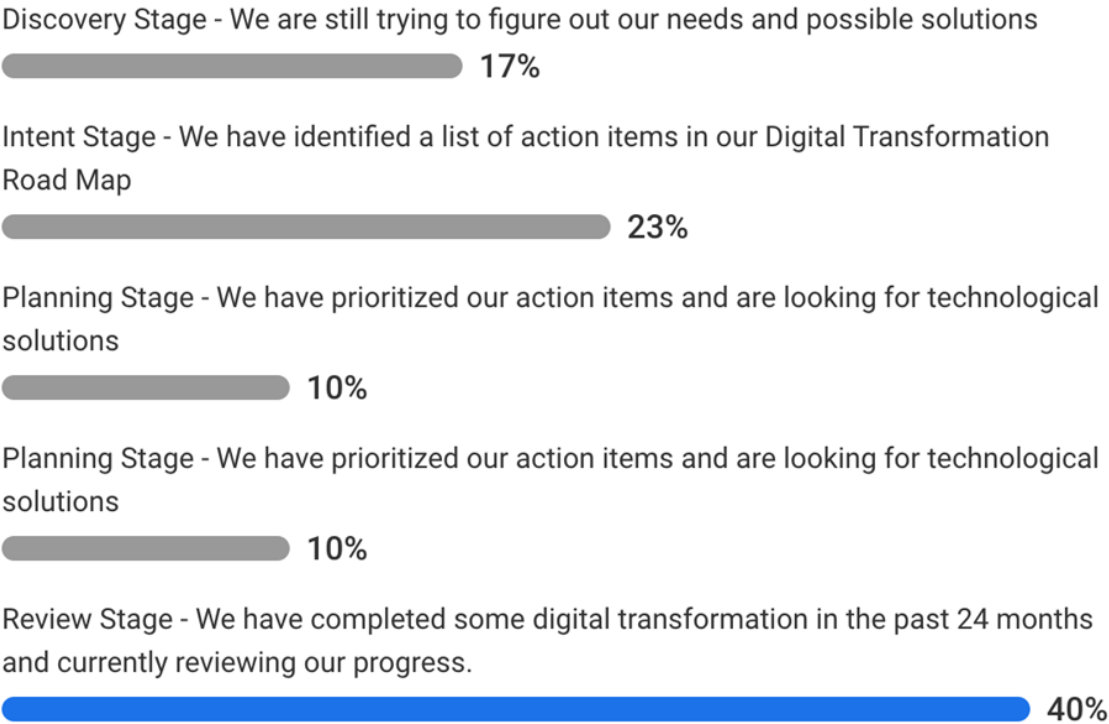
Takeaways

- Lack of talent, inability to retain talent
- Need short term and medium term fix for talent access
- Moving away from an incentives mindset. Need to look at How can tech drive value for the business

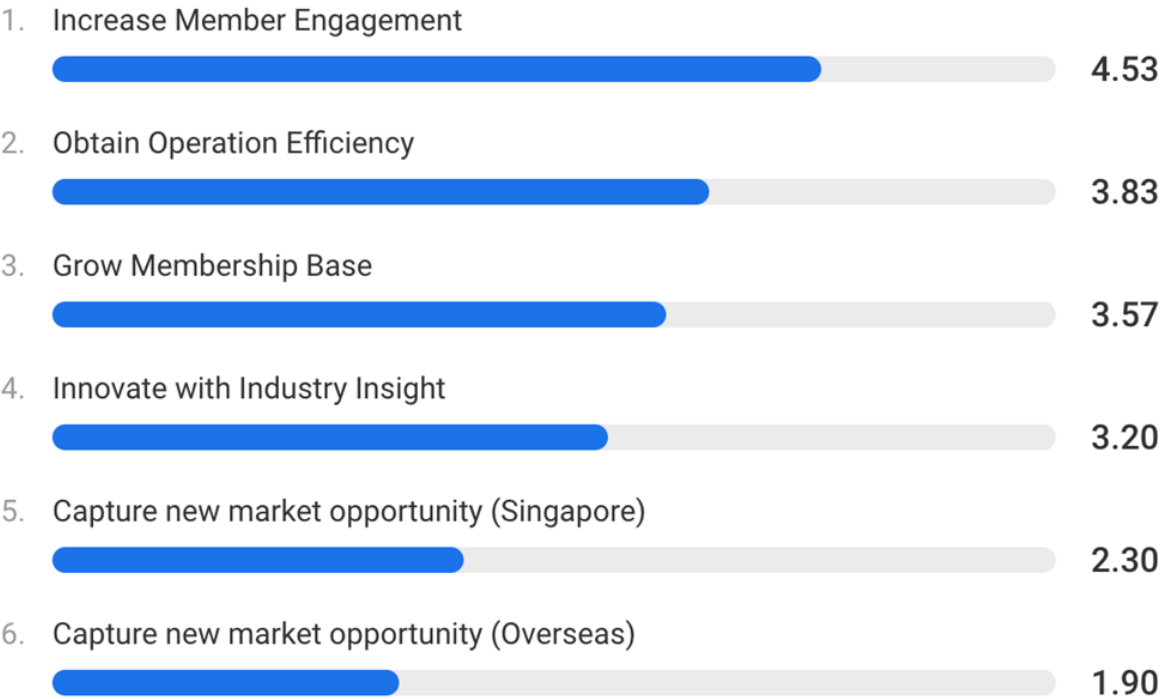
4. What areas do TACs as organisations need to upgrade



Where are you at with regards to your TAC digital transformation journey?



Rank by importance (high to low), the objectives you would like to achieve for your TAC's digital transformation

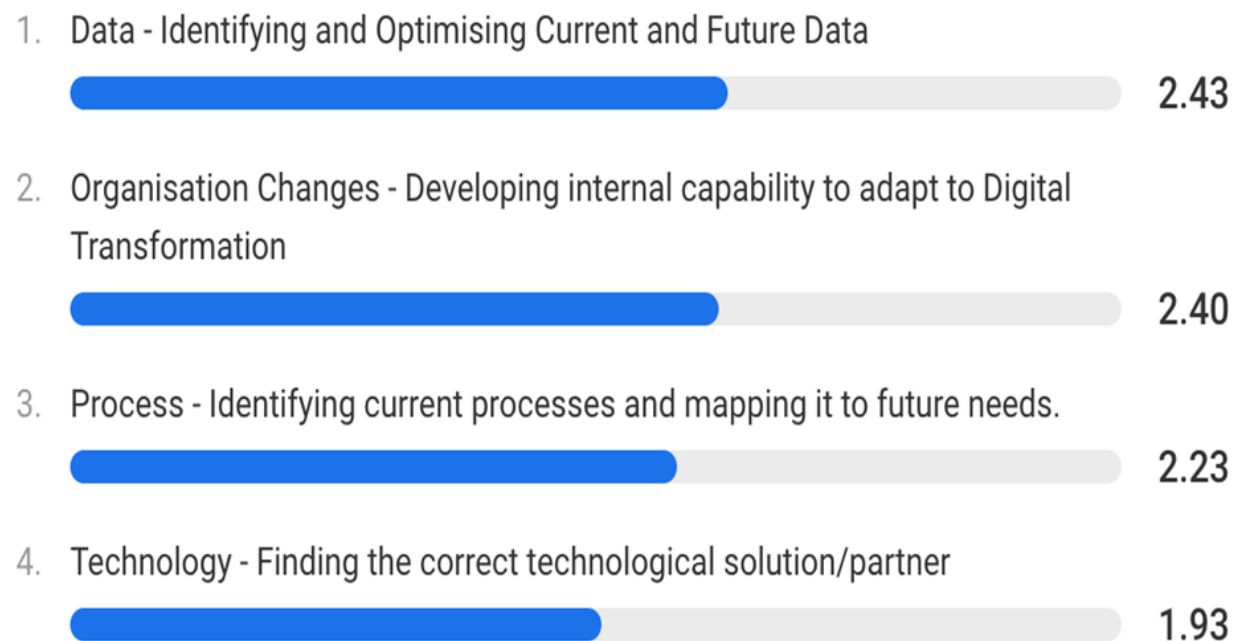


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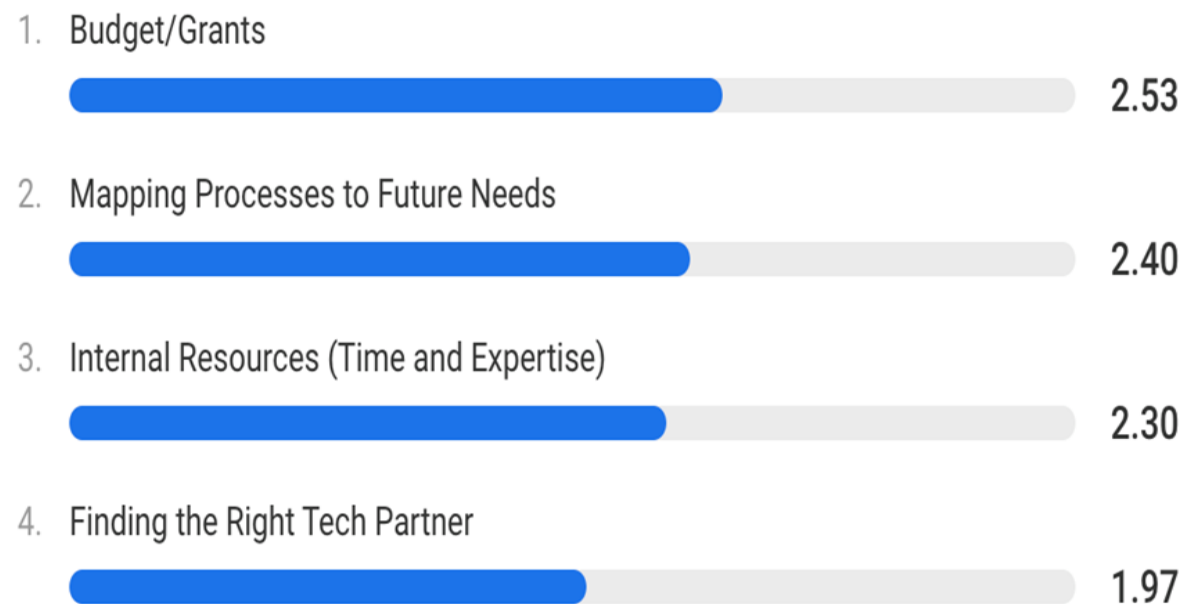


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Rank in order of importance which digital transformation areas are most difficult for your TAC?



Rank in importance the support you need in digital transformation initiatives



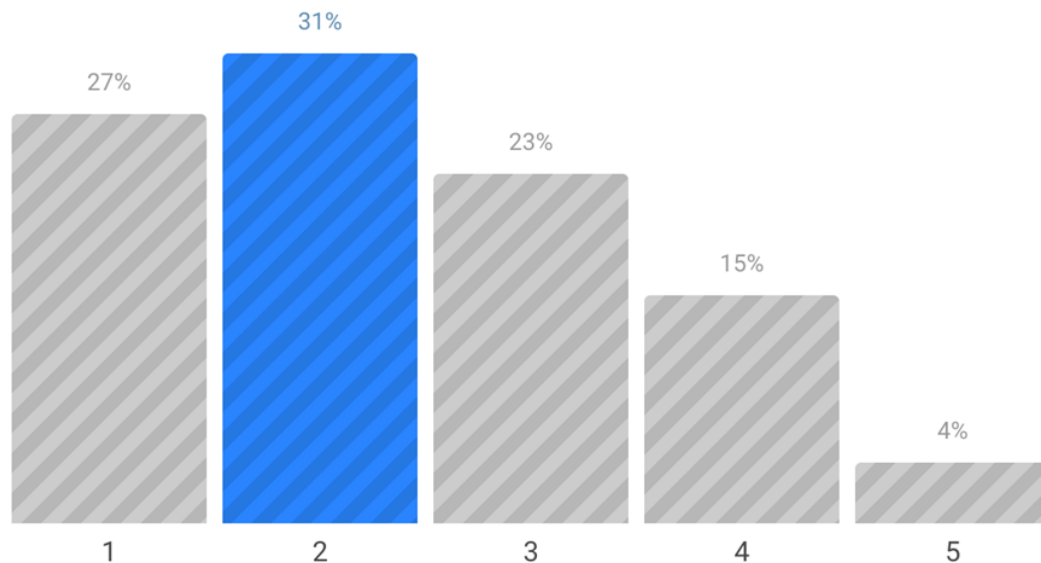
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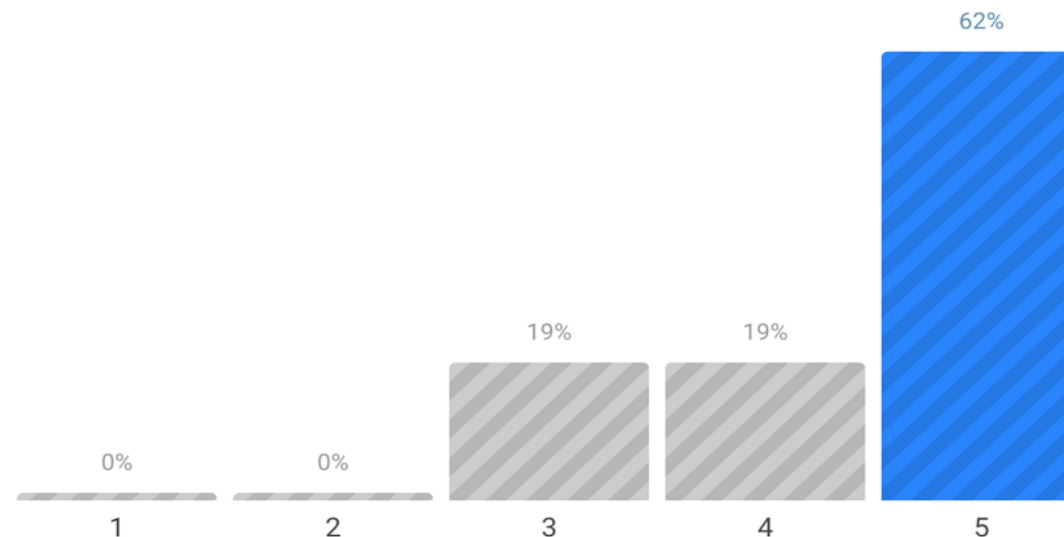
Rate how satisfied you are with your current tool in the area of DATA GATHERING & INSIGHTS using a scale of 1-5 (5 being most satisfied and 1 being least satisfied)

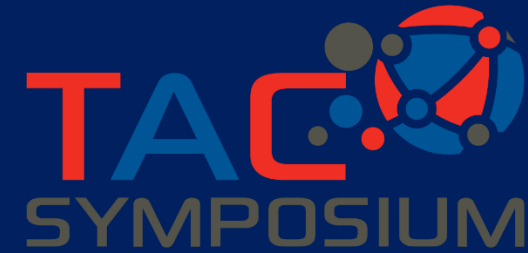
Score: 2.4 ★



Rate how important is it for your Technology Partner to understand your operational needs and provide CONSULTATIVE SUPPORT (5 being very important and 1 being not important)

Score: 4.4 ★





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**Look out for more details on how your TAC can digitally
upgrade with the new programme :
Digi-TAC**

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TAC
SYMPOSIUM
24 MARCH 2022

Thank You