

## INDUSTRY OVERVIEW

# WHERE ARE WE NOW?

Trends that will impact Indonesia in the following years:

By 2021, at least 40% of Indonesia GDP will be digitalized, with growth in every industry driven by digitally-enhanced offerings, operations and relationships; by 2021, investors will use platform/ecosystem, data value, and customer engagement metrics as valuation factors for all enterprises.

The Indonesia Digital economy predictions primarily focus on the four pillar technology areas: Cloud, Mobility, Social and Big Data and analytics as well as six innovation accelerators: Augmented and Virtual Reality (AR/VR), Cognitive/AI System, Next-Gen Security, Internet of Things (IoT), 3D Printing and Robotics.

Source (Fintech) Singapore



## WHAT'S IN IT FOR YOU?

### BENEFITS OF ATTENDING

#### LEARNING OPPORTUNITIES

Will expose you to new ways of conducting your business and discover how to be productive



#### NETWORKING WITH PEERS

Collaborate with our pre-qualified attendees. We believe that it is the people you meet that bring the ROI to your time and money



#### DISCOVER NEW VENDORS

Learn more about the current business climate. Discover products and services that can be necessary for your business growth



#### THOUGHT LEADERSHIP - Position yourself as an expert

Develop a reputation as an expert to your peers and clients. And associate with experts in any industry



## WHY YOU SHOULD ATTEND?

Whatever a company's vision for a future, it must include digital transformation in order to grow

- ✓ Everyone expects on-demand
- ✓ Explore the strategic trends and technologies that are driving digital transformation and shaping the future of IT and business.
- ✓ Become a confident leader in your organization, as you benchmark the maturity of your digital transformation vs industry peers.
- ✓ Discover how to ensure digital innovation becomes a key process within your organisation.
- ✓ Hear real transformation stories for a cross-industry perspective to overcoming digital disruption.
- ✓ Address the challenges specific to your industry and discussion streams.

# B2B 3<sup>RD</sup> DIGITAL TRANSFORMATION

Reshape, leverage and enhance business models, operational improvements and customer experience using digital strategy

## STRATEGY MEETING APAC 2019

Grand Hyatt Jakarta, Indonesia  
Tuesday 9<sup>TH</sup> April, 2019



### DIGITAL TRANSFORMATION

#### COVER

#### AGENDA-AT-A-GLANCE ▶

Big Data + Analytics  
AI + Machine Learning  
IoT  
Cloud & Mobile Technologies  
DevOps  
Cybersecurity

#### PAST PARTICIPANTS

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OUR FORMAT



## OUR UNIQUE MEETING FORMAT

### ● Roundtable Discussions

These interactive and informal discussion groups are the hallmark of the meeting. Small exclusive groups of Leaders who face shared challenges and strategic priorities are brought together in 60-minute sessions that enable participants to share ideas and lessons learned. Facilitated by experienced professionals, these sessions provide a valuable dialogue with peers on current challenges and topical issues. Each discussion group has limited numbers which ensures each delegate is given ample opportunity to raise questions and contribute to the discussion.

### ● Personalised Agenda

Each delegate receives a personalised agenda combining industry-leading keynote presentations, topical roundtable discussions, networking and business meetings. You only attend sessions and meetings that fit your challenges and interests, ensuring your time out of the office is focused and well-utilised.

### ● One-to-one Meetings

The most effective and time efficient way to assess potential partners at a strategic level. Compare and update your knowledge of the industry in 25-minutes informative and relaxed business meetings with solution providers of your choice.

### ● Networking

Strategic networking opportunities form a key benefit of participating in the meeting. Our proven format for building and strengthening alliances is underscored by a host of networking programmes, from casual networking activities such as lunches as well as formal networking opportunities that are built into your personalised agenda.

### ● Panel Discussion

Industry-leading professionals share their experiences in high-level strategic case study-based presentation.



*"Any company will benefit on this strategy meeting, does not necessarily an IT company but any company that are forward thinking and willing to try and invest in this new technologies that are taking shipped right now, so I would say its really quite broad across different industries."*  
- Senior Vice President - CIO, Maynilad Water Services, Inc.

*"I really like the roundtable because it gives all of us a chance to listen to different perspective on both customers and solution providers, so for us to understand where each of us are in different faces of digital transformation journey. It's a great time to really learn from one another."*  
- Regional Director SE Asia, MapR Data Technologies



## CONTRIBUTORS TO THE AGENDA



### Edwin Sugianto

Chief Operating Officer  
AXA General Insurance



### Ramadhanny Herlambang

Chief Technology Officer of Technology Business  
Sinarmas Land



### Andeka Putra

Chief Information Officer  
Blue Bird Group



### Fredrich Lo

Chief Information Officer  
BSA Logistics



### Kristiono Setyadi

Chief Technology Officer  
The Jakarta Post



### Steven Djohan

Vice President of Program and Tech- Indonesia  
Lazada eLogistics



### Roni Irawan

AVP, Head of Digital Distribution  
Sun Life Financial Indonesia



### Faisal Yahya

AVP, Head of IT  
PT IBS Insurance Broking Service



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TRACKS	BIG DATA + ANALYTICS	AI + MACHINE LEARNING	IoT	CLOUD & MOBILE TECHNOLOGIES	DEVOPS	CYBERSECURITY
08:00-08:30	REGISTRATION & BREAKFAST NETWORKING					
08:30-09:00	WELCOME SPEECH & KEYNOTE PRESENTATION					
09:00-10:00	Accelerating business growth through understanding of Customer Value Proposition  Edwin Sugianto, AXA General Insurance	How are innovations using AI and deep machine learning to drive revenue and reduce cost  Roni Irawan, Sun Life Financial Indonesia	Hardening and security of block chains and IoT systems  Facilitator to be Announced	Automation at the cloud scale and how it transforms businesses to a whole new level  Kristiono Setyadi, The Jakarta Post	Re-imagine the Developer Experience (DX) with DevOps  Facilitator to be Announced	The shift in Cyber Attack Vectors and the end of Reactive Strategy  Faisal Yahya, PT IBS Insurance Broking Service
10:00-10:05	MORNING BREAK					
10:05-10:30	1-1 MEETINGS / NETWORKING					
10:30-10:35	BREAK					
10:35-11:00	1-1 MEETINGS / NETWORKING					
11:00-12:00	Enabling business model changes through data driven insights  Confirmed for Sponsor	How machine learning & AI play a pivotal role in the rapid and automated process of turning massive amount of data to cognitive intelligence  Confirmed for Sponsor	Adopting IoT to improve operations and automation  Confirmed for Sponsor	Cloud: The future interplay in enabling innovations  Confirmed for Sponsor	Using DevOps metrics to drive executive decisions, organizational change and engineering transformation  Confirmed for Sponsor	AI and Machine Learning in detecting threats in cybersecurity space: Hindrance/Beneficial?  Confirmed for Sponsor
12:00-12:05	BREAK					
12:05-12:30	1-1 MEETINGS / NETWORKING					
12:30-12:35	BREAK					
12:35-13:00	1-1 MEETINGS / NETWORKING					
13:00-14:00	LUNCH					



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TRACKS	BIG DATA + ANALYTICS	AI + MACHINE LEARNING	IoT	CLOUD & MOBILE TECHNOLOGIES	DEVOPS	CYBERSECURITY
14:00-14:30	KEYNOTE PRESENTATION <a href="#">Mastercard</a>					
14:30-15:30	Building the next-gen business intelligence and data science strategy <a href="#">Confirmed for Sponsor</a>	Grasping the rise of chatbots to provide standardised and efficient customer service <a href="#">Confirmed for Sponsor</a>	Describing how cutting-edge consumer, commercial and industrial organizations are designing security into transformational IoT-based applications <a href="#">Confirmed for Sponsor</a>	Securing the mobile enterprise <a href="#">Confirmed for Sponsor</a>	Overcoming the scale-up challenge of enterprise DevOps adoption <a href="#">Confirmed for Sponsor</a>	Breach resilience: Winning back customer trust after a data breach <a href="#">Confirmed for Sponsor</a>
15:30-15:35	AFTERNOON BREAK					
15:35-16:00	1-1 MEETINGS / NETWORKING					
16:00-17:00	How big corporation can get the most from big data <a href="#">Steven Djohan, Lazada eLogistics</a>	Maximising business value through each "Intelligent Automation" process <b>Title TBC</b> <a href="#">Fredrich Lo, BSA Logistics</a>	Implementing sustainable and cost effective IoT infrastructure solution for Smart City <a href="#">Ramadhanny Herlambang, Sinarmas Land</a>	How does transformation change your business cloud computing and IT infrastructure needs? <a href="#">Facilitator to be Announced</a>	Modeling and measuring real-world DevOps ROI <a href="#">Facilitator to be Announced</a>	Cybersecurity Skills Shortage: How organization tackle it? <a href="#">Facilitator to be Announced</a>
17:00-17:30	CLOSING SPEECH & PANEL DISCUSSION					
17:30-18:30	DRINKS & CONVERSATION					

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## BIG DATA + ANALYTICS



### Edwin Sugianto

Chief Operating Officer  
AXA General Insurance

09:00-10:00

#### Accelerating business growth through understanding of Customer Value Proposition

- ▶ The importance of being customer centric organization as a competitive advantage
- ▶ Becoming a company of choice through relevant proposition and service, which is attainable by deep understanding of customer value proposition
- ▶ The role of big data analytics in creating and enhancing customer value proposition
- ▶ The needs for data scientist and data lake / data warehouse towards a comprehensive data analytics



### Confirmed for Sponsor

11:00-12:00

#### Enabling business model changes through data driven insights



### Confirmed for Sponsor

14:30-15:30

#### Building the next-gen business intelligence and data science strategy



### Steven Djohan

Vice President of Program and Tech-Indonesia  
Lazada eLogistics

16:00-17:00

#### How big corporation can get the most from big data

- ▶ How to get the right insight from oceans of data
- ▶ Optimizing query performance
- ▶ Building data security
- ▶ Knowledge and talent scarce

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## AI + MACHINE LEARNING



### Roni Irawan

AVP, Head of Digital Distribution  
Sun Life Financial Indonesia

09:00-10:00

How are innovations using AI and deep machine learning to drive revenue and reduce cost

- ▶ How will AI and IOT change the world
- ▶ How ready industry for the AI and IOT transformation
- ▶ How is company practical in using AI or machine learning?



### Confirmed for Sponsor

11:00-12:00

How machine learning & AI play a pivotal role in the rapid and automated process of turning massive amount of data to cognitive intelligence



### Confirmed for Sponsor

14:30-15:30

Grasping the rise of chatbots to provide standardised and efficient customer service



### Fredrich Lo

Chief Information Officer  
BSA Logistics

16:00-17:00

Maximising business value through "Intelligent Automation" process **Title TBC**

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## IoT



### Facilitator to be Announced

09:00-10:00 / Hardening and security of block chains and IoT systems



### Confirmed for Sponsor

11:00-12:00 / Adopting IoT to improve operations and automation



### Confirmed for Sponsor

14:30-15:30 / Describing how cutting-edge consumer, commercial and industrial organizations are designing security into transformational IoT-based applications



### Ramadhanny Herlambang

Chief Technology Officer of Technology Business  
Sinarmas Land

16:00-17:00 / Implementing sustainable and cost effective IoT infrastructure solution for Smart City

- ▶ Availability of end to end solution provider
- ▶ Selecting the right IoT devices: To replace or to complement?
- ▶ The cost of network/communication infrastructure to support IoT
- ▶ Integration and processing of IoT information stream to Big Data Platform
- ▶ The lifetime of IoT solution before the next Technology refresh



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## CLOUD & MOBILE TECHNOLOGIES



### Kristiono Setyadi

Chief Technology Officer  
The Jakarta Post

09:00-10:00

Automation at the cloud scale and how it transforms businesses to a whole new level

- ▶ Embracing automation to increase efficiency and reducing a lot of costs
- ▶ How to use and how to not use the automation on the cloud
- ▶ The ultimate future of business using automation on the cloud



### Confirmed for Sponsor

11:00-12:00

Cloud: The future interplay in enabling innovations



### Confirmed for Sponsor

14:30-15:30

Securing the mobile enterprise



### Facilitator to be Announced

16:00-17:00

How does transformation change your business cloud computing and IT infrastructure needs?



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## DEVOPS



### Facilitator to be Announced

09:00-10:00

Re-imagine the Developer Experience (DX) with DevOps



### Confirmed for Sponsor

11:00-12:00

Using DevOps metrics to drive executive decisions, organizational change and engineering transformation



### Confirmed for Sponsor

14:30-15:30

Overcoming the scale-up challenge of enterprise DevOps adoption



### Facilitator to be Announced

16:00-17:00

Modeling and measuring real-world DevOps ROI

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## CYBERSECURITY



### Faisal Yahya

AVP, Head of IT  
PT IBS Insurance Broking Service

09:00-10:00

#### The shift in Cyber Attack Vectors and the end of Reactive Strategy

- ▶ The dark side of emerging technology and Digital Transformation
- ▶ How are Cyber Attack Vectors shifting on 2019?
- ▶ The CyberSecurity in 2019: a Risk-Based approach
- ▶ How can a proactive strategy answer the 'equilibrium-like' of protection, detection, and response?



### Confirmed for Sponsor

11:00-12:00

#### AI and Machine Learning in detecting threats in cybersecurity space: Hindrance/Beneficial?



### Confirmed for Sponsor

14:30-15:30

#### Breach resilience: Winning back customer trust after a data breach



### Facilitator to be Announced

16:00-17:00

#### Cybersecurity Skills Shortage: How organization tackle it?

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## APRIL 2018 PARTICIPANTS

**Arka Solusi Indonesia** - Director  
**Blue Bird Group** - Director  
**Cigna Insurance** - Head of Digital Innovation and IT Transformation  
**Cigna Insurance** - Head of IT  
**Ciputra Life** - Head of IT  
**Dominos Pizza Indonesia** - Head of Technology  
**Edelman** - Head of Business Intelligence and Analytics  
**Indonesian Agency for Creative Economy** - Director for ICT Infrastructure  
**Indosat Mega Media PT** - Director Technology and Operations  
**Indosat Ooredoo** - Group Head Digital Strategy and Investments  
**Jakarta Provincial Government** - Head of Jakarta Smart City  
**Kalla Automotive** - ICT Head  
**Kanmo Retail Group** - Group Head of Digital and Analytic  
**Kawan Lama** - Head of Digital Marketing  
**LAZADA** - Co-CEO  
**Lilin Bangsa Intercultural School** - Head of IT Department  
**Malaysia Tourism Promotion Board** - Director Deputy General  
**Malaysia Tourism Promotion Board** - Director Of Advertising  
**Maybank Indonesia** - Card System Head  
**Maynilad Water Services Inc** - Senior Vice President-CIO  
**Mobil Laku Indonesia** - Chief Executive Officer  
**MPM Group** - Head of Telematics  
**Novartis** - Country IT Head  
**Pancaran Darat Transport** - Deputy Business Development  
**Pancaran Group** - Business Development VP  
**Panin Dai-ichi Life** - Head IT  
**Panin Dai-ichi Life** - Business Solution Head  
**Parrish and Company** - Chief Operating Officer  
**Parrish and Company** - Chief Executive Officer  
**PayPro** - Chief Growth Officer  
**PORSCHE** - Managing Director  
**Prelo** - President  
**Promogo** - Chief Operating Officer  
**PT AIA Financial Indonesia** - Digital Application Head  
**PT Angkasa Pura Kargo** - President Director  
**PT Angkasa Pura Kargo** - Vice President - IT  
**PT Bank Danamon Indonesia TBK** - Vice President  
**PT Bank Negara Indonesia Tbk** - Vice President, Strategy Planning  
**PT Bank Negara Indonesia Tbk** - Vice President, Digital Banking Project  
**PT Bank OCBC NISP Tbk** - Executive Vice President Technology  
**PT Bank Tabungan Pensiunan Nasional Tbk** - Senior Vice President - Treasury Head  
**PT Capital Life Indonesia** - Business Director

**PT Capital Life Indonesia** - President  
**PT Chubb Life Insurance** - Associate Vice President - IT  
**PT Citilink Indonesia** - Vice President - Information Technology  
**PT Commonwealth Bank** - Senior Vice President - Digital Business Head  
**PT Dafam Hotel Management** - Director  
**PT Dennys Boga Indonesia** - Director  
**PT Dennys Boga Indonesia** - Finance Director  
**PT Dennys Boga Indonesia** - Senior Marketing Manager  
**PT Global Digital Lestari (TokoWahab.com)** - Chief Executive Officer  
**PT Go Online Destinations** - Head of IT Development  
**PT Halo Group Indo (HelloBeauty)** - Founder & CEO  
**PT Indo Tambangraya Megah Tbk** - IT Dept. Head - Database & System Administrator  
**PT Indo Tambangraya Megah Tbk** - Head IT  
**PT Indomining** - President / Director  
**PT Inter Pan Pasifik** - Chief Executive Officer  
**PT Invy Kreasitama Indonesia** - Chief Technology Officer (CTO)  
**PT Lippo General Insurance Tbk** - Digital Development Head  
**PT Mandiri Finance Indonesia** - Director  
**PT Megasari Makmur c/o Godrej Indonesia** - Innovation Head  
**PT Megasari Makmur c/o Godrej Indonesia** - Category Head  
**PT Metropolitan Televisindo** - Procurement Department Head  
**PT Metropolitan Televisindo** - Head of IT Department  
**PT MNC Land Tbk** - Head IT  
**PT Multi Makmur Abadi** - Purchasing Director  
**PT Multistrada Arah Sarana** - Corporate Planning Div Head  
**PT OCBC Sekuritas Indonesia** - Head of IT  
**PT Pancaran Darat Transport** - Sec. Head IT-Network Infrastructure  
**PT Paramount Enterprise International** - Chief Corporate Technology Officer  
**PT Priber Indonesia** - Business Development Director  
**PT Smartfren Telecom** - Vice President, Head of VAS  
**PT Vale Indonesia** - Head of treasury and investor relations  
**PT Vivamas Adipratama** - Head of IT  
**PT. Grahabuana Cikarang** - General Manager  
**PT. Grahabuana Cikarang** - Head IT  
**PT. Jababeka TBK** - Director  
**RajaMobil.com** - Chief Technology Officer  
**Sanofi Indonesia** - IT Country Head  
**Seoulganic** - Chief Executive Officer  
**SIS Group of Schools** - Director of Business Development and Legal  
**SIS Group of Schools** - Chief Operating Officer  
**Situmorang.com** - CEO/ Former Head of Strategic Product Marketing Communication & PMO  
**Smartfren Telecom** - Head of IoT and Digital advertising  
**Tauzia Hotel Management** - Head of Digital  
**Tauzia Hotel Management** - Digital Coordinator  
**The Jakarta Post** - Chief Technology Officer



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## HOTEL & TRAVEL



## VENUE

Grand Hyatt Jakarta, Indonesia  
JI MH Thamrin Kav 28-30 Jakarta,  
10350 Indonesia

Tel: +62 21 29921234

## DELEGATE FEE

**USD 250**

PER DELEGATE

For group rates, please contact

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For **Sponsorship Opportunities**,

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