NCS TechConnect 2019

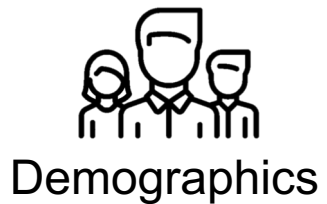# Purpose-driven Digital Transformation

Ng Kuo Pin
Deputy CEO, NCS

Digital transformation creating new value chains and business models

Drivers of disruption

Technology

Globalisation

Demographics

Consumer Behaviours

Mobility

New Value Chains and Business Models

Subscription Model	Google Play Music	NETFLIX	Spotify
Marketplace Model	ebay	Uber	airbnb
On-demand Model	TaskRabbit		
Freemium Model	Dropbox	in	
Access-Over-Ownership Model	CAR2GO	airbnb	
Free Model	f	Google	

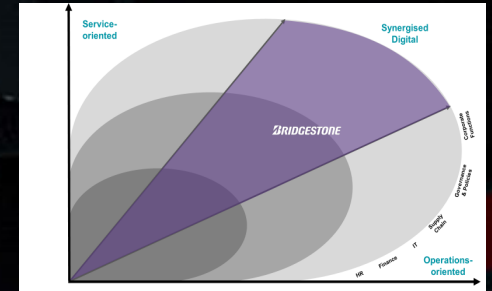Digital Transformation Strategy Framework

Fleet operators boost daily operations with Bridgestone's digital initiatives

BRIDGESTONE | **ncs** making IT happen

Synergised Digital

Digitalise the traditional maintenance of tyres to help operators better manage fleet assets

- **Tirematics** application enables real-time monitoring of tyres using embedded sensors, cloud-based stream analytics and event processing

Increase Tyre Lifespan

Reduce Fuel Consumption

Less Tyre Retreads

Reduce Roadside breakdown

Empower Bridgestone's field workers globally with applications for operational efficiency

Toolbox – conduct tyre audits, capture information and provide consultancy services to Bridgestone customers
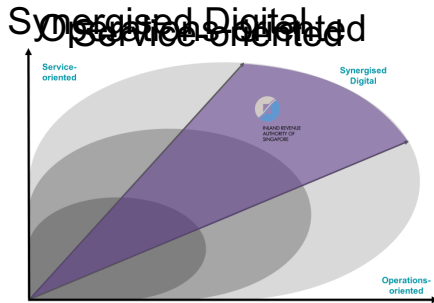
BASYs - Web & mobile based **Retread management platform** which capture the entire tyre retreading process digitally

Transformation to redefine taxpayers' experiences

Early adoption of IT systems
Data Processing

1989 - 1995

- 100% manual check
- Vertical Silos
- Organised by Tax types
- Automation - focused

From Paper-Filing to e-Filing
Pipeline Processing

1995 – 2005

- Exception-based (80:20 rule)
- Integrated tax system
- Organised by function
- Efficiency - focused

Next gen infra & app modernization
Insight-driven, One-stop Taxpayer-centric self-service

2005 – 2013

- Risk-based Processing
- Insight-driven Processing
- Best-of-breed/best practice
- Organised around Taxpayer
- Customer/Staff – focused
- KM & Learning Organisation

Redefining taxpayers' experiences digitally
Innovation and new services

2013 and beyond

- New technology/products resulting in new capabilities
- Improved integration between modules
- Streamlining of system via consolidation and virtualization
- Automated Testing
- Improved Security design

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Focus on people-centric services, providing real-time information and convenience to travellers

Service-oriented

Next Generation ERP System

MyTransport.SG
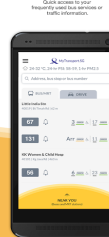
Flexibility in managing traffic congestion

- Global Navigation Satellite System Technology
- Real-time information on On-Board Unit (OBU)
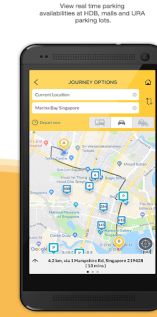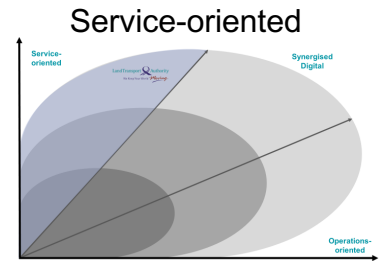- Greater convenience with e-services & additional payment modes

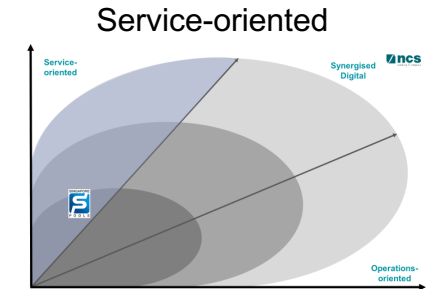**User Experience Design: Feature-oriented to user-centric UX app**

- Evolved app with simplified content & navigation
- Personalised Multi-modal journey planner
- Integration of real-time and live data

Facilitating responsible and legal lottery and sports betting through online identify verification

Source: www.singaporepools.com.sg

Service-oriented

eKYC – electronic Know Your Customer
Redirect account verification service online using mobile phone, giving customers greater convenience
- 70% Chose eKYC over traditional verification

Streamline work processes with electronic documentation
- 12% Dropout rate reduction in verification process

Adopt **pro-typing approach** on technologies like Video Streaming, Facial Recognition and Optical Character Recognition

NCS' digital services to accelerate digital transformation through co-innovation and development

Conduct POCs

Consult — Train — Discover — Scale
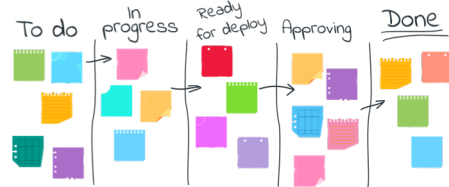
Design Thinking	CODE	CODE-X	Application Development	Application Maintenance
• Re-establishing problem statement, reframe priorities, ideate, users prototype and iterate design through NCS DRIVE workshops	• **Facility** to **train** customers in digital technologies and enable **discovery** • Create awareness of how business models are disrupted by digital technologies	• Digital Lab **facility** for co-innovation & co-development • Cloud-based **POC** Sandbox environments on AWS & MS Azure • Adopt agile practices • Scale for production deployment	• Transform and **scale** up enterprise applications • Agile development, daily scrums	• Continuous innovation and maintain relevance

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SINGTEL GROUP ENTERPRISE   Singtel   ncs   OPTUS