



BUSINESS IT ARCHITECTURE SERIES CONFERENCE

(13th Edition)

29 October 2024

9:00am - 5:00pm

RekaScape, Cyberjaya

**Organized by:
IASA Malaysia Chapter**



The Business Technology Architect Association

BITAS Conference

The BITAS Conference is the premier annual event dedicated to bridging the gap between business, technology, and people. It brings together visionary business leaders, IT professionals, strategists, and innovators to explore cutting-edge trends, tackle emerging challenges, and share best practices for aligning technology with business objectives.

This conference offers a vibrant, collaborative environment designed for professionals who want to stay ahead in today's fast-paced, tech-driven landscape. Attendees will dive deep into the transformative power of enterprise architecture (EA), learning how to harness it as a strategic tool to drive Malaysia's digital evolution and secure long-term success in a digital-first world.

Organizer: IASA Malaysia Chapter



The Business Technology Architect Association

Iasa Malaysia Chapter is registered under non-profit organization and is an association focused on defining and supporting professional duties with approximately 2,500 Iasa certified architects. We have taken a significant step forward in growth and expansion, establishing the first chapter in northern region of Malaysia.

To further strengthen the local digital business landscape, Iasa Malaysia Chapter is partnering with the Ministry of Science, Technology, and Innovation (MOSTI), Multimedia Development Corporation (MDeC), and the Malaysian National Computer Confederation (MNCC) to cultivate skilled Business and IT architects. This collaboration has bolstered Malaysia's ICT ecosystem, enhancing its global competitiveness and developing high-quality human capital for the industry.

Sponsored by:



Supported by:

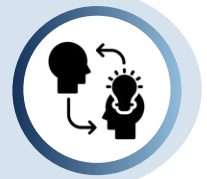


EVENT HIGHLIGHTS

Gain exclusive insights from thought leaders as they share their strategic visions, leadership philosophies, and firsthand experiences in navigating complex business landscapes.



Explore innovation, technology trends, and actionable strategies applicable across various industries.



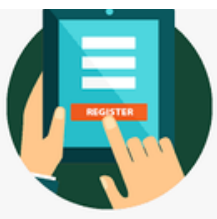
Understand the importance of adaptability and discover practical approaches to staying ahead in an ever-evolving business environment.



Equip yourself and your team with the skills needed for the future of work. Relooking into upskilling, reskilling, and cultivating a learning mindset for professional growth.



Connect with a diverse group of professionals and build relationships that transcend industry boundaries and enhance your professional network.



BITAS Executive Forum registration starts at 8.30am

BITAS Conference registration starts at 12.00pm

EXECUTIVE FORUM

Exploring Adaptive Strategies - Navigating Disruptions for Long-Term Organizational Resilience

In this executive forum, leaders will delve into the intricacies of organizational resilience by examining adaptive strategies that enable companies to thrive amidst disruptions. The discussion will focus on identifying key challenges, sharing successful resilience models, and exploring innovative approaches to build long-term organizational resilience. Participants will exchange insights on fostering a culture of adaptability, leveraging technology, and aligning strategic goals with resilience initiatives. The goal is to cultivate a collective understanding of resilient leadership and actionable takeaways for sustained success in an ever-changing business landscape.

TARGET AUDIENCE

C-level executives such as CEO, CIO, CTO, COO, CDO, CINO, CSO, Transformation Leaders, and Business decision-makers who play key roles in shaping the organizational strategic direction, innovation, and digital transformation within their organizations.



BITAS CONFERENCE

Architecting Digital Frontiers with Strategic Enterprise Architecture

The 13th edition of BITAS Conference will delve into cutting-edge methodologies, best practices, and case studies that showcase the pivotal role of enterprise architecture in shaping and optimizing digital ecosystems. Esteemed speakers and industry experts will share insights on aligning business objectives with technological innovation, fostering agility, and creating sustainable digital strategies.

TARGET AUDIENCE

- **C-level Executives:** CEOs, CIOs, CTOs and senior leaders driving business and IT strategy.
- **Directors/Heads of EA, IT, Innovation, and Transformation:** Decision-makers leading tech-driven change.
- **Enterprise, Business, Solution, Information, Infrastructure and Software Architects:** Professionals aligning IT and business goals.
- **Project Managers, Developers, Engineers, and Integration Specialists:** Professionals overseeing strategic business and IT projects.
- **Business Stakeholders and IT Sponsors:** Leaders championing or funding IT initiatives.

CONFERENCE PROGRAMME

TIME

PROGRAMME

BITAS Executive Forum 2024

9:00am

Registration (Breakfast will be served)

9:30am

Discussion Topic:

Exploring Adaptive Strategies - Navigating Disruptions for Long-Term Organisational Resilience

The discussion will focus on identifying key challenges, sharing successful resilience models, and exploring innovative approaches to build long-term organisational resilience. Participants will exchange insights on fostering a culture of adaptability, leveraging technology, and aligning strategic goals with resilience initiatives. The goal is to cultivate a collective understanding of resilient leadership and actionable takeaways for sustained success in an ever-changing business landscape

11:30am

Executives Lunch & Networking Session

BITAS Conference 2024: Architecting Digital Frontiers with Strategic Enterprise Architecture

12:00pm

Registration (Lunch will be served)

CONFERENCE PROGRAMME

TIME

PROGRAMME

1:00pm

Welcome Address

Speaker:

Khairul Anuar, President, IASA Malaysia Chapter

1:10pm

Opening Keynote: Charting Malaysia's Digital Future - Accelerating Innovation and Inclusive Growth

Malaysia has accelerated its digital transformation journey with a significant leap forward. This keynote explores how the government initiative aims to propel the nation towards a digital future. We'll delve into the role in accelerating digitalization across sectors, fostering innovation, and ensuring inclusive growth for all organizations in Malaysia. Discover the exciting roadmap for Malaysia's digital revolution, navigating challenges and opportunities to unlock its full potential.

Speaker:

YBrs. Ts. Dr. Siti Istianah binti Mahdzur, Digital Consultant & Director of Govtech Seamless Digital Service, Jabatan Digital Negara

1:40pm

Topic #1: Enterprise Architecture as the Cornerstone for Digital Enterprise Transformation

This presentation delves into the pivotal role of EA in navigating the complexities of digital transformation, highlighting its critical importance in maintaining coherence between an organization's goals and its technological capabilities. Aaron will share insights on the necessity of EA in crafting a cohesive, agile, and future-ready digital enterprise, demonstrating how strategic planning, robust governance, and effective change management are essential for driving innovation and sustaining competitive advantage in a rapidly evolving digital landscape.

Speaker:

Aaron Tan Dani, Chairman & Co-Founder, IASA Asia Pacific

CONFERENCE PROGRAMME

TIME

PROGRAMME

2:20pm

Panel Discussion #1:

Building a Future-Proof Enterprise Architecture for the Digital Era

This dynamic panel discussion will explore the critical intersection of strategic enterprise architecture (EA) and the ever-evolving landscape of digital evolution. Our esteemed panellists, with proven expertise in both EA implementation and emerging technologies, will delve into how organizations can break down silos and embrace innovation to thrive in the digital age.

Moderator:

Chan Weng Tatt, Executive Committee, IASA Malaysia Chapter

Panelist:

1. Mohd Saiful Nizam, Lead Information and Application Architecture, Technology & Architecture, Tenaga Nasional Berhad
2. M Hadi Hamzah, Manager (Architecture Assurance), Upstream, Petronas
3. Anson Lee, Director, Group Application Architect, DKSH

3:00pm

Topic #2: Supercharge Your Team's Enterprise Architecture Maturity With Assisted Architecture

Enterprise architecture is the game changer in transformation – it enables your organization to successfully adopt emerging tech, execute cloud transformation and application modernization initiatives, and more. While the promise of enterprise architecture is clear, the reality often differs. True success in enterprise architecture depends on having a highly mature team. This session explores the quickest route to achieving a high level of maturity via empowering your teams to use an Assisted Architecture approach. Increase productivity and standardization in design work. Make complex simple.

Speaker:

Simon Bobbit, Global Pre-Sales Director, Bizzdesign

3:30pm

Tea Break

CONFERENCE PROGRAMME

TIME

PROGRAMME

3:45pm

Panel Discussion #2:

The Future of Work: How Digital Transformation is Reshaping Jobs and Skills

The rapid rise of automation, artificial intelligence, and other digital technologies is fundamentally changing the landscape of work. Let's explore the impact of digital transformation on the workforce, emphasizing not just job losses but also the exciting new opportunities and evolving skillsets required for success in the digital age.

Moderator:

Khairul Anuar, President, IASA Malaysia Chapter

Panelist:

- Calvin Yau, IT Strategy, CelcomDigi
- Diong Wei Liam, Head of Architecture Transformation Consulting, TM One
- Norashikin Abd Majid, Senior Manager, Enterprise Architecture Management Section, Suruhanjaya Syarikat Malaysia

4:30pm

Topic #3: Strategic Enterprise Architecture for Digital Transformation: Ensuring Organizational Competency for Success

As Malaysia continues to push forward with digital transformation, organizations must recognize the critical role Enterprise Architecture (EA) plays in aligning technology with business strategies. This session will explore why adopting EA is essential for organizations aiming to thrive in a digital economy and how equipping teams with the right skills and competencies is crucial for success.

Speaker:

Hasan Ganny bin Hanif Francis, Chief Enterprise Architect, ATD Solution

5:00pm

Closing Address

Speaker:

Alecia Heng, Vice President, IASA Malaysia Chapter



BUSINESS IT ARCHITECTURE SERIES



YBrs. Dr. Siti Istianah binti Mahdzur
Digital Consultant & Director of Govtech
Seamless Digital Service
Jabatan Digital Negara



Aaron Tan Dani
Chairman & Co-founder
IASA Asia Pacific



Khairul Anuar
President
IASA Malaysia Chapter



Alecia Heng
Vice President
IASA Malaysia Chapter



Simon Bobbit
Global Pre-Sales Director
Bizzdesign



Hasan Ganny bin Hanif Francis
Chief Enterprise Architect
ATD Solution



Chan Weng Tatt
Executive Committee
IASA Malaysia Chapter



Mohd Saiful Nizam
Lead Information and Application
Architecture, Technology &
Architecture, Tenaga Nasional Berhad



Anson Lee
Director, Group Application Architect
DKSH



M Hadi Hamzah
Manager (Architecture Assurance)
Upstream Petronas



Calvin Yau
IT Strategy
CelcomDigi



Norashikin Abd Majid
Senior Manager
Enterprise Architecture Management Section
Suruhanjaya Syarikat Malaysia



Diong Wei Liam
Head of Architecture Transformation Consulting
TM One

LIST OF SPEAKERS