



The **Business IT Architecture Conference** is the flagship event of the **Singapore Computer Society's Enterprise Architecture (EA) Chapter**, dedicated to bridging the gap between business and technology. This premier gathering brings together thought leaders, practitioners, and decision-makers to explore emerging trends, share best practices, and address the challenges of aligning IT capabilities with business objectives.

Featuring a **leadership roundtable** and an **insightful conference**, the event takes a holistic approach to EA, equipping professionals and organisations with the strategies needed to navigate digital transformation effectively. Through dynamic discussions and collaborative exchanges, attendees gain valuable insights to drive innovation, enhance operations, and achieve sustainable business growth in an ever-evolving digital landscape.

Event Details:

Date: 22 May 2025, Thursday

Registration for the Leadership Roundtable starts from 9.00am.

Registration for Business IT Architecture Conference starts from 1.30pm

Venue: One Farrer Hotel, 1 Farrer Park Station Road, Level 5 (Meeting Room)

Dresscode: Business Casual

Event Highlights:

- **Leadership Roundtable** – Senior leaders and architecture professionals in a high-level roundtable discussion on how organisations can strategically leverage AI to achieve business objectives.
- **Conference Track** – Dive into curated sessions covering the latest trends, tools, and frameworks in Enterprise Architecture. Learn how to close the gap between strategy and execution through best practices from industry pioneers and expert practitioners.
- **Networking & Collaboration** – Connect with fellow architects, business leaders, and industry experts in a dynamic environment designed for partnership exploration and expand your network.



1. LEADERSHIP ROUNDTABLE

Discussion Topic: *Navigating AI-Driven Business Transformation with Enterprise Architecture Approach*

Time: 9.30am to 12.00pm (Registration starts at 9.00am)

As AI technologies rapidly reshape business models, customer expectations, and operational processes, organisations must rethink how they architect for agility, scalability and innovation. This roundtable discussion brings together senior executives, enterprise architects, and digital leaders to explore how Enterprise Architecture (EA) can serve as the strategic bridge between AI adoption and sustainable business value.

Target Audience: C-level executives such as CEO, CIO, CTO, COO, CDO, CINO, Digital Transformation Leaders and Business decision-makers who play key roles in shaping the organisational strategic direction, innovation, and digital transformation within their organisations.

2. BUSINESS IT ARCHITECTURE CONFERENCE 2025

Discussion Topic: *Aligning Enterprise Architecture with Business Outcomes*

Time: 1.30pm to 5.00pm (Registration starts at 1.00pm)

In today's fast-paced digital landscape, this conference delves into how Enterprise Architecture practices can effectively align with strategic business goals by bridging the gap between vision and execution. Through the sharing of industry experts, attendees will explore proven approaches and learn how to position Enterprise Architecture as a catalyst for innovation, operational excellence, and sustainable growth across the organisation.

Target Audience: • C-level Executives/Directors/Head of IT, EA, Business & Innovation • Enterprise IT Architects • Information/Data Architect, Data Scientist • Business Architect • Infrastructure/Technology Architect • Software/Application Architect • Information Managers • Technical Consultants • Director or Vice President of Business Units • PMO or Project Managers • Project Leaders • Software Developers/ System/Network/ Cloud/Datacenter Engineers • Head of LOB (Line of Business) • Integration Specialists • Business Stakeholders who sponsor and initiate IT projects.



Organised by:



The **SCS Enterprise Architecture (EA) Chapter** serves as a hub for professionals passionate about advancing the practice of Enterprise Architecture in Singapore and beyond. The chapter focuses on fostering knowledge exchange, professional development, and the adoption of best practices in EA to drive organisational transformation and alignment between business and IT. Through workshops, seminars, and collaborative events, the chapter provides a platform for practitioners to discuss emerging trends, innovative frameworks, and the strategic application of EA in various industries. By cultivating a community of enterprise architects and thought leaders, the SCS EA Chapter aims to elevate the profession and contribute to building agile, future-ready organisations.

Supported by:



The **iasa** is a non-profitable and preeminent knowledge-based association focused on Business Technology profession. It is run by volunteering innovation leaders and architects from various organisations around the world to improve the quality of Enterprise Architecture by advocating and delivering standards, services, vendor-agnostic education and accreditation programs that optimise the development of Digital Enterprise Architecture. To date, we have a network of approximately 30,000 business leaders and enterprise architects and 3,500 members located in over APAC countries. IASA is also a strategic partner of Singapore Computer Society to advocate competency development, specialized training and best practices in solution architecture, business architecture, information architecture, infrastructure architecture and software architecture.

For clarification, please contact SCS EA Chapter: Ili Aw at ILI.AW@scs.org.sg or IASA Asia Pacific: Audrey Loke at audrey.loke@iasa-apac.org.



PROGRAMME

Leadership Roundtable	
Navigating AI-Driven Business Transformation with Enterprise Architecture Approach	
9:00am - 9:30am	Registration
9:30am - 11:30am (2 hours)	<p>This discussion will address the challenge of aligning AI initiatives with tangible business outcomes. Executives will explore strategies to integrate AI with broader organisational goals, ensuring technology investments drive real business value. The session will provide insights on setting realistic expectations, defining clear ROI, and establishing achievable timelines—turning AI from a speculative concept into a strategic asset for sustainable growth.</p> <p>Key Points:</p> <ul style="list-style-type: none"> How EA enables business transformation and strategic alignment. The role of Business Architecture in aligning AI initiatives into core business functions. Bridge the AI expectation gap to ensure practical, actionable outcomes. Avoid common pitfalls by setting achievable expectations for AI adoption. Shift AI from a cost centre to a growth enabler by prioritising value-driven initiatives.
11:30am - 1:00pm	Lunch Break/End of Session



PROGRAMME

Business IT Architecture Conference 2025	
1.30pm – 2.00pm	Registration
2.00pm – 2.20pm (20 mins)	<p style="text-align: center;">[Welcome Address & Keynote]</p> <p style="text-align: center;">Realistic AI: Beyond the Hype Cycle</p> <p>This keynote will address Gartner's trend on misaligned expectations for AI and highlight the critical role of EA in successful implementation. It will explore how organisations must first establish a strong EA foundation to effectively integrate AI, ensuring strategic alignment, innovation, efficiency, and long-term value creation. The session will also cover key trends, challenges, and opportunities for organisations looking to leverage AI to transform their business models and operations.</p> <p>Emcee: Peter Tan, Principal Enterprise Architect, Synapxe Presenter: Aaron Tan Dani, President of Enterprise Architecture Chapter, Singapore Computer Society</p>
2.20pm – 2.40pm (20 mins)	<p style="text-align: center;">Topic #1: Build a Future-Ready EA Practice with Assisted Architecture</p> <p>Enterprise architecture (EA) today is all about driving faster, more impactful business outcomes. To do this, EA teams must spend less time on manual tasks and more time collaborating with business stakeholders - co-creating targeted outcomes, and uncovering the gaps and constraints that could stand in the way of success. In this session, Thomas Berlivet, SVP Sales & GM APAC, Bizzdesign, shares how Bizzdesign's Assisted Enterprise & Solution Architecture approach is transforming the way enterprise architecture is done. Discover how pre-built solutions and templates, powered by best practices, can simplify your work and accelerate value delivery through automation and guided execution.</p> <p>Speaker: Thomas Berlivet, SVP Asia Pacific, Bizzdesign</p>
2.40pm – 3.10pm (30 mins)	<p style="text-align: center;">Panel Discussion #1: Bridging the AI Expectations Gap</p> <p>This panel will bring together thought leaders in digital transformation to discuss effective strategies for aligning expectations with reality in AI initiatives. The conversation will focus on setting realistic goals, managing stakeholder expectations, and delivering tangible business value. Panellists will explore how to integrate AI into business processes, ensuring it supports growth and operational efficiency. They will also address the common challenges of AI</p>



	<p>adoption, such as resource allocation, timelines, and ROI measurement, providing practical insights for overcoming these hurdles.</p> <p>Moderator: Timothy, Director of Professional Development, Agile & AI Project Management Institute (PMI) Singapore</p> <p>Panellist:</p> <ol style="list-style-type: none"> 1. Newson Ng, Principal Program Manager, Microsoft (Industry & AI adoption) 2. Stanley Tsang, Distinguished Engineer and Senior Director (Special Projects), Cybersecurity Agency of Singapore (CSA) 3. Thomas Berlivet, SVP Asia Pacific, Bizzdesign
<p>3.10pm – 3.30pm (20 mins)</p>	<p>Tea Break</p>
<p>3.30pm – 4.00pm (30 mins)</p>	<p style="text-align: center;">Panel Discussion #2: Empowering Employees for the AI Revolution</p> <p>This panel will focus on the essential skills and talent required for organisations to successfully navigate AI-driven transformation. The discussion will explore strategies for upskilling and reskilling employees, fostering a culture of innovation, and building cross-functional teams to drive AI initiatives. Panelists will share insights on how businesses can prepare their workforce for the evolving digital landscape, ensuring that employees are equipped with the skills needed to deliver measurable value through AI.</p> <p>Moderator: Eunice Boh, Deputy Director, Central Provident Fund Board (CPF)</p> <p>Panellist:</p> <ol style="list-style-type: none"> 1. Dr. Kwong Yuk Wah, Vice President (Digital Transformation) & Chief Digital Officer, Singapore Institute of Technology 2. Dr. Chong Yoke Sin, Member Board of Directors, Great Eastern 3. Alecia Heng, Chief Business Architect, ATD Solution
<p>4.00pm – 4.20pm</p>	<p style="text-align: center;">Topic #2: NTUC AI Transformation Blueprint through Company Training Committee (CTC) and Grant</p> <p>This session introduces the NTUC AI Transformation Blueprint as a strategic framework to help companies adopt AI responsibly and effectively. Through the support of the Company Training Committee (CTC) initiative and CTC Grant, organisations can co-develop transformation roadmaps and workforce upskilling plans that align business objectives with emerging AI capabilities. Participants will learn how to leverage the blueprint and funding support to drive AI adoption, improve productivity, and future-proof their workforce.</p>



	<i>Speaker: Reyes Leo, Assistant Director & Lead Consultant, Industry Training and Transformation Department, National Trades Union Congress (NTUC)</i>
4.20pm	Closing/End of Programme

* This programme is subject to change.