



(14th Edition)

BUSINESS IT ARCHITECTURE SERIES (BITAS) CONFERENCE 2025

Architecting the AI Success

27
August

8:30 am
5:00 pm

Amari
Kuala Lumpur

Organised by:



The Business Technology Architect Association

(IASA Malaysia Chapter)

Sponsored by:



Bizzdesign

Supported by:



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FORWARD
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.

Organiser: IASA Malaysia Chapter



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.

EVENT HIGHLIGHTS



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.



Executive Leadership Roundtable

Senior leaders and architecture professionals in a high-level roundtable discussion on how organisations can strategically leverage AI to achieve business objectives.



Networking & Collaboration

Connect with fellow architects, business leaders, and industry experts in a dynamic environment designed for partnership exploration and expand your network.



Executive Leadership Roundtable: 9:00am - 12:00pm

(Registration - 8.30am)

BITAS Conference: 1:00pm - 5:00pm *(Registration - 12.00pm)*



EXECUTIVE LEADERSHIP ROUNDTABLE

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

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.



BITAS CONFERENCE

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:** 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.

Executive Leadership Roundtable

TIME

PROGRAMME

8:30am

Registration (Breakfast will be served)

9:00am

Discussion Topic:

Navigating AI-Driven Business Transformation with Enterprise Architecture Approach

This discussion will address the challenges 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.

Key Points:

- Shift AI from a cost centre to a growth enabler by prioritising value-driven initiatives.
- 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.

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12:00pm

Executives Lunch & Networking Session

Conference

TIME

PROGRAMME

12:00pm

Registration (Lunch will be served)

1:20pm

Welcome Address

Siew Chin Kok, Treasurer, IASA Malaysia Chapter

1:40pm

Opening Keynote: Realistic AI: Beyond the Hype Cycle

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.

Speaker:

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

2:10pm

Panel Discussion #1: Bridging the AI Expectation Gap

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 adoption, such as resource allocation, timelines, and ROI measurement, providing practical insights for overcoming these hurdles.

Moderator: Ts. Faizal Poad, Executive Committee, IASA Malaysia Chapter

Panelist:

1. M Yusri M Yusof, Manager - Architecture Specialist, Upstream Enterprise Architecture, PETRONAS
2. Fazilah Rabu, Head of Group Information Technology, Felda Investment Corporation
3. Mohd Hanapi bin Bisri, Head of Group IT, Petra Energy Berhad

TIME

PROGRAMME

2:55pm

Topic #1: How to Enhance EA Outcomes with Guided and Scalable Architecture

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, the speaker will share 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.

Speaker:

Ash Thiru, EA Evangelist / BDR, Bizzdesign

3:25pm

Tea Break

3:45pm

Topic #2: Realizing Business Outcomes with AI: The Enterprise Architecture Advantage

AI offers immense potential, but many organisations struggle to turn AI investments into real business value. This session highlights how Enterprise Architecture (EA) enables successful AI adoption by aligning technology with strategic goals, ensuring scalability, and promoting cross-functional integration. Discover how EA provides the structure and clarity needed to drive measurable, outcome-focused AI initiatives across the enterprise.

Speaker:

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

TIME

PROGRAMME

4:15pm

Panel Discussion #2:

From Skills to Impact: Empowering People for AI Success

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.

Moderator: Jowynne Khor, Programme Director, IASA APAC

Panelist:

1. Muaz Nazim, GM Enterprise Architecture, Ingress Corporation Berhad
2. Alex Tan, Group Chief Information Officer, Yinson Holdings Berhad
3. Ts. Dr. Zainab Binti Ajab Mohideen, Senior Lecturer, School of Computer Sciences, Universiti Sains Malaysia

5:00pm

Closing Address

Guest Speakers



Aaron Tan Dani
Chairman & Co-founder
IASA Asia Pacific



Siew Chin Kok
Treasurer
IASA Malaysia Chapter



Ash Thiru
EA Evangelist / BDR
Bizzdesign



Hasan Ganny
Chief Enterprise Architect
ATD Solution



Ts. Faizal Poad
Executive Committee
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Programme Director
IASA APAC



Muaz Nazim
GM Enterprise Architecture
Ingress Corporation Berhad



Alex Tan
Group Chief Information Officer
Yinson Holdings Berhad



Ts. Dr. Zainab Binti Ajab Mohideen
Senior Lecturer
School of Computer Sciences
Universiti Sains Malaysia