



BITAS ASIA CONFERENCE 2023

18 May 2023 | REKASCAPE, Cyberjaya



Organised by



Official Partner



EVENT HIGHLIGHTS

BITAS Conference 2023

Accelerating Digital Innovation for
Sustainable Development

Malaysia Business Technology Architecture Awards 2022 (Awards Ceremony)

How does Enterprise Architecture contribute to Sustainable Development Goals?

There are many ways that digital innovation can be used to accelerate sustainability efforts. For instance, digital technologies can be used to facilitate the sharing of information and resources, enabling collaboration and collective action to address sustainability challenges. Business sustainability initiatives can benefit from the use of digital enterprise architecture, which can be used to develop capabilities and change behaviour in an organisation.

The 12th Business IT Architecture Series (BITAS) Conference will uncover the enterprise strategies, competencies, tools and techniques for SDG and ESG developments. Participants will learn how to apply these insights to their organisation's objectives. This year, we are back to our physical conferences where we bring together industry thought leaders, EA practitioners and communities from Asia Pacific to exchange best practices for fostering ongoing, cross-functional growth and innovation for the business.



The Business Technology Architect Association



The Business Technology Architect Association

Organiser

IASA Malaysia is the local chapter of the Iasa Global and is part of IASA Asia Pacific's architect's communities. IASA Malaysia is registered under non-profit organization with approximately 2,000 certified architects in Malaysia. In strengthening the local business and technology economy, IASA Malaysia has been working very closely with MDEC and PIKOM since 2008 to develop local talent of enterprise architects. This collaboration has strengthened and put Malaysia on the global map as one of the enterprise architecture center of excellence.

Target Audience

Professionals from Government Agencies and Enterprises, including:

- 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 Project

Attendees

Mode of Conference: Physical attendees and participants
Expected No. of Attendees: 200 delegates from Malaysia from Government Agencies and Enterprises

Objectives

- Showcase organisations' outstanding success stories and business outcomes from successful EA initiatives
- Recognise organisations with excellent EA establishments, practice and culture in driving business transformation and key technology innovation



Malaysia Business Technology Awards 2023

About Malaysia Business Technology Awards 2023

Digital Transformation and Digital Customer Experience have often appeared in strategic agenda of business transformation strategies for many top organisations in recent years. Enterprise Architecture (EA) has become a key enabler for this agenda, supporting a continuous and sustainable digital transformation journey.

The IASA Malaysia Business Technology Architecture Awards recognises organisations which have successfully established EA as a culture in driving business transformation and key technology innovation adoption to fulfil the organisations' strategic objectives.

Objectives:

- Showcase organisations' outstanding success stories and business outcomes from successful EA initiatives
- Recognise organisations with excellent EA establishments, practice and culture in driving business transformation and key technology innovation



The Business Technology Architect Association

BITAS ASIA

AGENDA PROGRAMME



TIME

PROGRAMME

8:00am

Registration

9:00am

Welcome Speech

Khairul Anuar, President of IASA Malaysia Chapter

9:10am

Opening Address by IASA Global

Paul Preiss, CEO and Chairman, IASA Global

9:25am

Award Nominee Presentation 1: Implementation of Enterprise Architecture within PETRONAS Upstream Business

Presenter 1: Arief Budiman Hermani, Senior Manager, Digital and Technology Program, PETRONAS Upstream

Presenter 2: Nurhana Mohd Basri, Manager, Enterprise Architecture, PETRONAS Upstream

9:55am

Morning Tea Break

10:15am

Award Nominee Presentation 2: Improved Customer Experience through Enterprise Architecture

Presenter: Jessica Kho, Head of ICT Policy and Strategic Unit, KPKT

10:45am

Award Nominee Presentation 3: An Initiative to Architect a Safe Environment of Care for Patients, Current and Future Healthcare Provides in an Academic Medical Center

Presenter 1: Dr. Juhaida Binti Daud, Medical Officer, USM HEALTH CAMPUS

Presenter 2: Zamilah Binti Hussin, Information Technology, USM HEALTH CAMPUS

BITAS ASIA

AGENDA PROGRAMME



TIME

PROGRAMME

11:15am

Speech by Guest of Honour

YB Tuan Ahmad Fahmi bin Mohamed Fadzil, Minister of Communications and Multimedia of Malaysia

11:25am

Awards Presentation Ceremony

11.45am

Topic: Cyberjaya The Global Technology Hub, Your Preferred Investment Destination in South East Asia 15

Presenter: Auni Alias, Head of Investor Promotion & Relations, Cyberview Sdn Bhd

12.00pm

Lunch Break

1.30pm

Welcome Address

1.40pm

Opening Keynote: Accelerate Digital Innovation for Sustainable Development

Presenter: Aaron Tan, Chairman & Co-founder, IASA Asia Pacific

2.10pm

Keynote: Enterprise Architecture as the foundation for a Sustainable Architecture

Presenter: Ts. Dr. Siti Istianah Mahdzur, Public Sector ICT Expert in ICT Strategic Management, ICT Consultation Division, MAMPU

BITAS ASIA AGENDA PROGRAMME



TIME

PROGRAMME

2.40pm

Panel Discussion 1 : Empowering Organisational Capabilities for Business Transformation

PANELIST

1. Mr Krishna K. Ramasamy, Group Chief Operations Officer, Silver Lining Systems
2. Mr Mohammad Malekmakan, Senior Enterprise Architect for Digital Sustainability, PETRONAS Digital
3. Mr Calvin Yau, IT Strategy and Enterprise Architecture, CelcomDigi

Moderator: Aaron Tan, Chairman & Co-founder, IASA Asia Pacific

3:30pm

Afternoon Break

4:00pm

Localise the SDGs Initiatives Using The Enterprise Architecture (EA) Approach

Presenter: Hasan Ganny Hanif Francis, Chief Enterprise Architect, ATD Solution

4.30pm

Fireside Chat: Corporate Strategies for Driving Sustainability Development Goals

Presenter 1: Jowynne Khor, Program Director, IASA APAC
Presenter 2: Wan Dazriq, Chief Executive Officer, Ethis

5:00pm

End of Programme

AWARD NOMINEE PRESENTATION

Award Nominee Presentation 1



Arief Budiman Hermani
Senior Manager, Digital and
Technology Program
PETRONAS Upstream



Nurhana Mohd Basri
Manager, Enterprise
Architecture
PETRONAS Upstream

Award Nominee Presentation 2

**Improved Customer Experience through Enterprise
Architecture**



Jessica Kho
Head of ICT Policy & Strategic Unit
KPKT

Award Nominee Presentation 3

**An Initiative to Architect a Safe Environment of Care for Patients,
Current and Future Healthcare Provides in an Academic Medical Center**



Dr. Juhaida Binti Daud
Medical Officer
USM



Zamilah Binti Hussin
Information Technology
USM

FEATURED SPEAKERS



**YB Tuan Ahmad Fahmi bin
Mohamed Fadzil**
Minister of Communications and
Multimedia of Malaysia



Paul Preiss
CEO and Chairman
IASA Global



Aaron Tan
Chairman & Co-founder
IASA Asia Pacific



Khairul Anuar
President
of IASA Malaysia Chapter



Auni Alias
Head of Investor Promotion &
Relations,
Cyberview Sdn Bhd



**Ts. Dr. Siti
Istianah Mahdzur**
Public Sector ICT Expert in ICT
Strategic Management, MAMPU



Krishna K. Ramasamy
Group Chief Operations Officer,
Silver Lining Systems



Mohammad Malekmakan
Senior Enterprise Architect
for Digital Sustainability,
PETRONAS Digital



Calvin Yau
IT Strategy &
Enterprise Architecture
CelcomDigi



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



Jowynne Khor
Program Director,
IASA APAC



Wan Dazriq
Chief Executive Officer,
Ethis



Alecia Heng
Vice-President
IASA Asia Pacific



Siw Chin Kok
Treasurer
IASA Malaysia Chapter

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For clarification, please contact the IASA Malaysia Chapter at
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