



**BUSINESS IT ARCHITECTURE
CONFERENCE 2026**

ARCHITECTING THE AI-DRIVEN TRANSFORMATION



**Cititel Mid Valley,
Kuala Lumpur**



11 November 2026 (Wednesday)



AI INNOVATION



BUSINESS IMPACT



FUTURE READY



ARCHITECT COMMUNITY

ORGANISED BY



(Malaysia Chapter)



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ABOUT BITAS

The Business IT Architecture Series (BITAS) is the flagship leadership platform of the IASA Malaysia Chapter, bringing together business executives, C-suite leaders, enterprise architects, technology strategists, digital transformation leaders, AI practitioners, and decision-makers to shape the future of business and technology.

Through a series of executive conferences, leadership roundtables, and hands-on masterclasses, BITAS provides a collaborative platform for thought leadership, knowledge sharing, and practical learning. Participants gain valuable insights from industry experts, real-world case studies, and peer discussions, enabling them to align business strategy, Enterprise Architecture, and emerging technologies to accelerate sustainable business transformation.

The IASA Malaysia Chapter, the organiser of the Business IT Architecture Series (BITAS) Malaysia, is a registered non-profit professional association dedicated to advancing the Business and IT Architecture profession in Malaysia. As part of the global IASA community, it supports a network of approximately 3,000 IASA-certified architects and collaborates with strategic partners, including the Ministry of Science, Technology and Innovation (MOSTI), Malaysia Digital Economy Corporation (MDEC), and the Malaysian National Computer Confederation (MNCC), to develop future-ready architecture professionals and strengthen Malaysia's digital transformation ecosystem.





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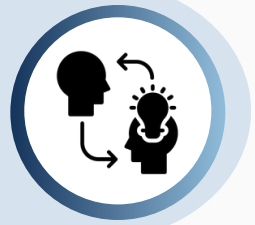


EVENT HIGHLIGHTS

Learn from global thought leaders through real-world AI and enterprise transformation success stories.



Align AI initiatives with business strategy, Enterprise Architecture, and measurable business outcomes.



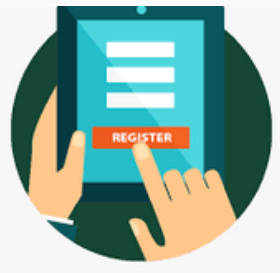
Gain practical frameworks for AI governance, enterprise architecture, and sustainable transformation at scale.



Build future-ready capabilities through expert-led masterclasses and internationally recognised certifications.



Connect with C-suite executives, enterprise architects, and transformation leaders to exchange insights.



BITAS Executive Roundtable registration starts at 8.00am
BITAS Conference registration starts at 10.00am





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EXECUTIVE ROUNDTABLE: Drive AI Maturity for Sustainable Transformation

An exclusive invitation-only roundtable for C-suite executives and transformation leaders to exchange insights on building AI maturity, aligning AI with business strategy, and driving sustainable enterprise transformation through effective governance, architecture, and leadership.

WHO SHOULD ATTEND:

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 organisational strategic direction, innovation, and digital transformation within their organisations.

BITAS CONFERENCE: Architecting the AI-Driven Transformation

The flagship BITAS Conference features international keynote speakers, industry thought leaders, customer case studies, and expert panel discussions that explore how Enterprise Architecture enables successful AI-driven transformation. Gain strategic insights into AI strategy, Business and Enterprise Architecture, AI governance, digital operating models, intelligent enterprises, and proven transformation success stories from leading organisations.

WHO SHOULD ATTEND:

- **C-Level Executives** – CEOs, CIOs, CTOs, CSOs, CDOs, and Transformation Executives.
- **Business & Technology Leaders** – Directors and Heads of Enterprise Architecture, IT, Digital, Innovation, Strategy, and Transformation.
- **Business & Technology Architects** – Enterprise, Business, Solution, Software, Data, Infrastructure, and AI Architects.
- **Technology Professionals** – Project Managers, Developers, Engineers, and Integration Specialists.
- **Business Stakeholders & Sponsors** – Leaders driving strategic transformation and AI initiatives.



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PROGRAMME

TIME

BITAS EXECUTIVE ROUNDTABLE 2026

8:00am

Registration (Breakfast will be served)

8:30am

**Discussion Topic:
Drive AI Maturity for Sustainable Transformation**

BITAS Conference 2026: Architecting the AI-Driven Transformation

10.00am

Registration

10:30am

Welcome Address from IASA Malaysia Chapter

10:50am

**Keynote 1: The Architect's Imperative: Making AI Work
for the Enterprise**

AI is no longer a future consideration, it is a present organisational reality. Yet across Malaysia enterprises, the gap between AI investment and AI value continues to widen. Pilots proliferate and budgets grow, but transformation remains elusive. The reason is not technology. It is architecture.

Speaker: Aaron Tan Dani, Chairman of IASA Pacific / President of Singapore Computer Society Enterprise Architecture Chapter



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PROGRAMME

11:30am

Topic 1: Architecting the AI-Driven Enterprise: Connecting Efficiency, Resilience and Control

PETRONAS' digital journey has progressed from building foundational capabilities to unlocking tangible enterprise value and preparing for an increasingly AI-driven future. This session shares how Enterprise Architecture helps connect that transformation across three interdependent priorities: efficiency, resilience and control. Drawing on PDSB's journey in portfolio simplification, outcome-based delivery and integrated frontier capabilities across AI, data and architecture, it explores how EA can make dependencies and trade-offs visible, guide better-connected decisions and enable responsible innovation at scale. The session offers practical lessons on evolving EA beyond technology governance into a strategic capability for architecting an adaptable, trusted and AI-driven enterprise.

***Presenter: Muhamad Nasri Jamaluddin, General Manager,
Enterprise Architecture, Upstream Digital Technology of
PETRONAS***

12:00pm

Topic 2: Architecting Business Transformation for AI Adoption

In this session, Alecia Heng will share how Business Architecture can guide organisations in aligning business strategy, value streams, and organisational capabilities to support successful AI adoption. Through practical insights and real-world perspectives, participants will learn how to structure transformation initiatives that are agile, customer-centric, and value-driven.

Participants will gain a clearer understanding of how to connect strategy to execution, align organisational structures with AI goals, and orchestrate transformation initiatives that deliver sustainable business value.

***Presenter: Alecia Heng, Vice President of IASA Malaysia
Chapter / Chief Business Architect of ATD Solution***



PROGRAMME

12.30pm – 1.50pm

Lunch Break & Networking

2.00pm

Panel Discussion 1: “Is Enterprise Architecture Ready for Autonomous AI?”

Theme: Governance, accountability, and control in intelligent enterprises

As AI systems move from advisory roles to autonomous decision-making, organisations must confront new architectural questions. Who governs intelligent agents? How do we maintain traceability, accountability, and compliance when machines make operational decisions?

This panel explores how Enterprise Architecture frameworks must evolve to support AI-enabled workflows while preserving governance discipline, risk management, and strategic alignment.

2.40pm

Topic 3: From AI Governance to Agentic Intelligence: Building Future-Proof Enterprises with SAP LeanIX

This session explores how SAP LeanIX, through its AI Agent Hub and Intelligent Architecture Guidance, enables organisations to achieve enterprise-scale discovery, governance, and strategic value from agentic AI. As AI adoption accelerates, organisations require greater visibility, structure, and control to manage increasingly complex, autonomous systems. By leveraging Enterprise Architecture as a foundation, SAP LeanIX supports organisations in identifying, governing, and aligning AI-driven initiatives, allowing them to scale agentic AI with clarity, consistency, and business impact.

Presenter: Philip von Meyenburg, Regional Solution Leader, APAC – SAP LeanIX



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PROGRAMME

3.10pm

Panel Discussion 2: “Innovation and Organisational Alignment — Can Organisations Achieve Both?”

Theme: Speed, scalability, and sustainable growth

In the race to adopt AI, automation, and new digital platforms, organisations often prioritise speed to stay competitive. However, rapid innovation without organisational alignment can result in fragmented initiatives, duplicated efforts, and limited long-term impact. This panel explores how organisations can foster innovation while ensuring initiatives remain aligned with business strategy and organisational priorities. Industry leaders will share perspectives on balancing experimentation with coordination, enabling teams to innovate quickly while building capabilities that are scalable, integrated, and strategically driven.

3.50pm – 5.00pm

Tea Break & Networking





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Organised by:



Sponsored by:



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