

Digital creates ...

Opportunities, risks and new competition: Executing and managing a globally integrated strategy in a digital world.

London, 12 June 2014
 San Francisco, 24 June 2014
 Singapore, 31 July 2014

Hosted and produced by EY
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 David Jensen, Global Digital Advisory Leader, EY

Facilitator – Chris Meyer, CEO, NERVE LLC

Program objectives

<p>A thought exchange - Every participant is a leader, a listener and a contributor of insights and experiences. It is all about a cross-industry, peer-to-peer engagement in an environment that encourages a free exchange of ideas.</p>	<p>An open canvas - Every discussion is active and dynamic. The roundtable will include peers from various industries and functions as well as CEOs of next-generation digital start-ups and other digital leaders.</p>	<p>A new tool box – Through the interactive discussion and fire-starters, participants will leave with leading practices to address shared challenges and drive the digital agenda in their organizations.</p>	<p>An ongoing journey - This global roundtable series is only the beginning of a longer journey, the first conversation in what will be a continuing program and dialogue. Through it, executives will form part of a unique global network that will continue to grow and evolve as its participants shape the future of their digital enterprises, industries and communities.</p>
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Program

Day 1

6:00 p.m.	<p>Pre-session reception and dinner Keynote speaker - TBD</p>
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Day 2

7:00 a.m. – 8:00 a.m.	<p>Breakfast</p>
8:00 a.m. – 8:15 a.m.	<p>Welcome</p>
8:15 a.m. – 9:35 a.m.	<p>Discussion Segment 1: New business models and innovation <i>Led by the facilitator, participants engage in an interactive discussion about new business models that digital is creating, how they are impacting the enterprise, and how organizations are using digital to drive growth and innovation.</i></p> <ul style="list-style-type: none"> ▶ What new business models have emerged in the ever changing digital world? How have these impacted the enterprise? to optimize the management, innovation and measurement of the life cycle of the digital transformation: <ul style="list-style-type: none"> ▶ Strategic vision and decision rights ▶ Roles, people and skills ▶ Processes, collaboration and tools ▶ Decision rights ▶ Innovation

	<ul style="list-style-type: none"> ▶ What are the key success factors in managing the digital enterprise and business model? ▶ What are the components that are coming faster than those that you are ready for? How do you plan for these? ▶ What are some lessons learned when deploying and managing disruptive digital technologies such as social media, mobile, data, the cloud and the Internet of things? <ul style="list-style-type: none"> ▶ Within the organization ▶ With customers ▶ With partners ▶ How do you drive innovation in harmony across investments, strategy and operations? ▶ What are some leading practices in leveraging digital as an integrated part of the enterprise strategy to drive more innovation within the organization? What are some winning approaches? ▶ How big data and analytics changing how businesses make decisions and shifting where and how value gets created?
9:35 a.m. – 9:45 a.m.	Digital Frontiers: Trends and new developments
9:45 a.m. – 12:30 p.m.	<p>Discussion Segment 2: An open forum <i>Two one-hour, small group working sessions that dive into select topics raised by the participants</i></p> <ul style="list-style-type: none"> ▶ Participants will have an opportunity to reflect on the dialogue and suggest topics for in-depth discussion in small groups ▶ The session will include two one-hour discussion forums. At the end of the first forum, each participant will rotate to either a replay of a popular forum or an alternative topic. <p>9:45 a.m. – 10:50 a.m. Forum one 10:50 a.m. – 11:15 a.m. break 11:15 a.m. – 12:20 p.m. Forum two</p>
12:20 p.m. – 1:40 p.m.	<p>Lunch Fire-side chat</p>
1:40 p.m. – 1:50 p.m.	Digital Frontiers: Trends and new developments
1:50 p.m. – 2:55 p.m.	<p>Discussion Segment 3: From risk to value creation <i>In this facilitated discussion, participants openly discuss their approaches for managing enterprise risk, protecting the brand and lessons learned in cyber security.</i></p> <ul style="list-style-type: none"> ▶ Protecting the brand <ul style="list-style-type: none"> ▶ What are the right questions to ask? ▶ Are the current programs reliable in the digital era? ▶ What are key success factors in brand protection across the supply chain? ▶ What is the right governance model for protecting the brand and managing risk in the digital era? ▶ Key success factors in IP and data protection <ul style="list-style-type: none"> ▶ How do you protect against insider threat – balancing access with risk? ▶ Managing enterprise risk - employees, suppliers, stakeholders ▶ IT budget vs. security budget – what is the ROI model? ▶ Lessons learned in cyber security ▶ Managing data as an asset...with proper security and privacy considerations
2:55 p.m. – 3:05 p.m.	Digital Frontiers: Trends and new developments
3:05 p.m. – 3:20 p.m.	Break

<p>3:20 p.m. – 4:50 p.m.</p>	<p>Discussion Segment 4: An enterprise-wide and integrated approach to executing on becoming essentially digital</p> <p><i>As a group, participants discuss their experiences and together develop and validate a digital framework, talking through current challenges and leading practices. Participants will then talk through a winning approach for execution.</i></p> <p>Plenary</p> <ul style="list-style-type: none"> ▶ Introduction and validation of the suggested framework <p>Table discussions</p> <ul style="list-style-type: none"> ▶ What has worked well? ▶ Current obstacles, what would help? What is needed to overcome the obstacles? <p>Plenary – A forward-looking perspective</p> <ul style="list-style-type: none"> ▶ What is a winning approach in operating and managing a complex and fast evolving transformation (long term business goals, stakeholder involvement, clear commitment and ownership from CEO, what needs to change in the traditional business models, etc.)? ▶ What are the key skills which are required from management to successfully lead the enterprise through the digital transformation? ▶ What roles will evolve over the next decade – how do you prepare? How do you manage the change within your organization? ▶ What is the role of 'big insights', not just big data? ▶ Is the level of coordination across the enterprise too much, too little or just right? ▶ How digitally mature is the enterprise and what more needs to be done? ▶ A closing interactive game <p>A conversation with next-generation startup CEOs</p> <ul style="list-style-type: none"> ▶ If you build a company today, to what do you say no, what do you have that you do not need, what do you need that you do not have?
<p>4:50 p.m. – 5:00 p.m.</p>	<p>Closing remarks and summary</p>
<p>5:00 p.m.</p>	<p>Session adjourns</p>