



and



Innovation Partner



Present

Live Virtual Keynote

# The Story and Lessons from DBS World Class Digital Transformation

Discover how to: transform your technology architecture, become customer obsessed and create a startup culture.

Thursday, July 15, 2021

| 02:00 pm - 03:30 pm (PAK)

| 01:00 pm - 02:30 pm (UAE)

### Global Strategy Pioneer



### ROBIN SPECULAND

Robin Speculand, author of Excellence in Execution, was given inside access to one of the world's great transformation stories: DBS Bank. DBS has been awarded the World's Best Bank for the past three years. Under the stewardship of CEO Piyush Gupta, the bank transformed digitally by focusing on three principles: Become Digital to the Core, Embed Ourselves in the Customer Journey and Culture by Design. Based on Robin Speculand's new book World's Best Bank: A Strategic Guide to Digital Transformation, this session promises to help you avoid the most common pitfalls of digital transformation. Robin is a pioneer and expert in strategy and digital implementation. He is CEO of Bridges Business Consultancy Int and co-founder of the Strategy Implementation Institute and the Ticking Clock Guys.

### The Session Chair



### SHAHZAD SHAHID

Shahzad Shahid is the CEO of TPS, a leading FinTech services company. His career spans across 15 years in the payments industry, working closely with banks, telecoms and payment processors across South Asia, Middle East and Africa. Shahzad believes that the customer is the key driver of change and customer convenience is going to rapidly bring paradigm shift in the way the banks operate today. He holds in-depth knowledge about current and future market trends in FinTech including payments, cards, digital banking, mobile convergence, mobile money, branchless banking, e-commerce and remittances.

## WORLD'S BEST BANK

### A Strategic Guide to Digital Transformation

This informative, engaging and exclusive keynote shares how DBS Bank transformed from a traditional bank to the world's best by leveraging digitalization and provides you with hard-won insights, proven practices and relevant anecdotes.



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Under the stewardship of CEO Piyush Gupta, DBS Bank adopted "Making Banking Joyful" as its digitalization strategy in 2014. In their group meeting that year, leaders discussed how nobody wakes up in the morning wanting to do banking. An opportunity was born! By leveraging technology, DBS could make banking invisible to its customers. Making Banking Joyful became a passion that in advertently turned in to a rallying call for a banking industry revolution.

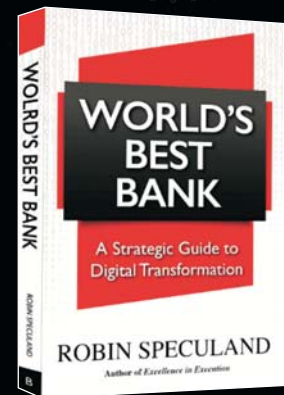
**The bank digital transformation focused on three strategic principles, as this keynote accentuates:**

1. Become Digital to the Core
2. Embed Ourselves in the Customer Journey
3. Culture by Design and Think Like a Start-Up

**Specifically, you will discover how DBS Bank:**

- Aligned its digital purpose in a way that inspired everyone.
- Adopted the term "GANDALF" to transform its technology architecture.
- Engaged employees from the start and encouraged innovation through hackathons.
- Put customer journeys at the core of everything the bank does.
- Transformed to a totally data-driven organization.
- Became the first bank in the world to launch an ecosystem platform.
- Adopted agile, DevOps, design thinking, AI, ML and other digital tools.

Woven throughout the keynote are intriguing lessons, best practices and stories stemming from Robin Speculand's three years of research and interviews for his new book *World's Best Bank: A Strategic Guide to Digital Transformation*.



*Digital transformation impacts every part of your business, yet fewer than one in five organizations completes it successfully.*

**BONUS:**

*The first 20 registrations will receive a signed hardcover copy of 'World's Best Bank' to further expand their knowledge as a gift.*

*"Many leaders around the world are working through the challenge of how to digitally transform their organization.*

*In Robin's new book he shares how DBS completely transformed every part of the organization and shows how all the different moving parts required for digitalization come together. I recommend reading this book for any leader involved in digital transformation to not only avoid common mistakes but also adopt best practices."*



**Rita McGrath**

- No. 5 in Thinkers 50 in 2019
- Associate Professor, Columbia Business School
- Bestselling Author of *Seeing Around Corners*

*"World's Best Bank skillfully narrates the transformation of DBS from a local bank to becoming the world's very best. With enjoyable page-turning style, this book takes you on a journey of hard-won insights and proven best practices to transform your organization from traditional to digitally driven. If you are-or want to become-a leader in digital transformation, you can clear the hurdles and avoid the pitfalls by applying Robin Speculand's real-world experience and advice."*



**Ron Kaufman**

- NY Times Best-Selling Author
- Global Customer Service Thought Leader

**YOUR INVITE INCLUDES**



Access to the live 2-hour keynote by Robin Speculand



Realtime polls and advance Q&A with Robin Speculand



eCertificate for adding value to your professional career



Executive summary with the presentation slides



Video on Demand access for 30 days on the event platform

To apply for free invite, please visit [www.terrabilizgroup.com/DBSTransformation](http://www.terrabilizgroup.com/DBSTransformation)  
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