

APAC

# CIO Outlook

MAY - 2020

ISSN 2644-2876

APACCIOOUTLOOK.COM



**DT4IR & Strategy Co Ltd**



*The annual listing of 10 companies that are at the forefront of providing Digital Transformation consulting/services and impacting industries in the APAC region*

# DT4IR & Strategy Co Ltd

## A Truly One-Stop Consultancy

In 2019, approximately 70 percent of all digital transformation (DT) initiatives did not reach their goals. While executives continue to steer ahead with a mindset that a shiny new piece of software can digitally transform their company, in reality, nothing could be further from the truth. “A company interested in being future relevant (Industry 4.0 ready) needs a re-launch or a rebirth and evolve from antiquated thinking and technology tools to become laser-focused on the customer who wants help solving their urgent problems,” believes Lui Sieh, Director, DT4IR & Strategy Company Ltd—a boutique consultancy committed to its customers’ success by supporting their adoption of technology and continuous change through partnership.

Sieh goes on to mention that most enterprises in pursuit of DT lack a strong strategy and 4.0 vision. Besides, they struggle to come to grips with the organizational change management impact that digital technologies impose on the company. This is where DT4IR is moving the needle. The company takes an education consultancy approach and draws on decades of hands-on experience in implementing business changes and projects for enterprises in the APAC region. Having worked closely with organizations with cultural nuances and wide levels of knowledge and sophistication from local to global levels, the DT4IR team was quick to realize that it is in the execution of strategy where success shows. To that end, the company brings in a hands-on approach every step of the way to ensure that technology fits the


client’s circumstances and is aligned with the customer journey in digital transformation.

The education quotient of DT4IR’s services places the company on a different pedestal due to the journey of Sieh, who is an ex-CIO for FTSE 100 and SMEs. “Many business colleagues in the past did not understand tech/IT, which made it difficult for them to buy or invest in the right tech for their business. I took the approach of teaching and coaching my business peers, helping them understand the technology and become an educated buyer of technology and consulting services and products. In essence, I have aimed to promote technology investment for a business purpose, not for the sake of technology,” says Sieh.

Sieh leads his team at DT4IR to help clients attain true agility—a pre-condition for true business transformation outcomes that DT aims for. This is achieved by navigating businesses in redesigning their IT foundations and enabling their corporate IT services in the cloud so that the enterprises can continuously adapt to changing customer preferences and market dynamics. While cloud-based new technology standards and delivery of IT services are gaining steam, Sieh emphasizes the need for cybersecurity as part of the architectural design. “To implement these digital technologies in the business, IT Transformation is required—from a new IT



Lui Sieh,  
Director



Using a golf analogy, we like our clients to see DT4IR as their DT caddy. We are here to be trusted and experienced partner and advisor in their DT journey

operating model down to the new job roles and IT skills are needed to be built and operate the new digital technologies. We advise and develop the new IT 4.0 organization for customers to enable this overall transformation,” he adds. In support of the continuous change through partnership, the company offers specific digital transformation consulting services—business analysis, project management, business process management, project & strategic leadership, change management, and digital strategy development.

What distinguishes DT4IR’s consulting methodology in DT is its focus on two essential aspects. First, the company believes in being an agnostic and expert in the area of digital technologies—the digital side of DT. Secondly, the methodology focuses on the transformation at the people side, ensuring the organization and its people come along for the journey of being a different organization that is future-proofed and ready for success in the Industry 4.0 era.

The uniqueness of DT4IR stems from the broad and deep business, domain, and IT knowledge and customer experiences the team brings to the table. The team comprises consultants/partners from

the customer side who have worked in the trenches to acquire a unique perspective and decades of hands-on experience, enabling clients to embark on a successful DT journey. In doing so, the team leverages tried and true practices that are pragmatic and proven. Despite the rapid changes in the technology world and the speed of business, DT4IR’s team continues to rely on “best practices” that do work. Sieh says, “With our team composition and consulting methodology, we are able to wear many hats as the customer situation requires. We can be a truly one-stop consultancy should the customer need it.”

The prowess of DT4IR can be best explained with a customer success story than involved a Greater China-based shoe manufacturing client with factory operations in Vietnam and Cambodia. The client was in doldrums as it faced a number of failed projects in the wake of failed attempts to improve and modernize their operations. As a result, DT was the only way out of this maze. As a partner and IT advisor, DT4IR worked directly with the COO to educate them on technology, digital transformation, and building relationships and credibility with their team. The DT4IR team acquired a deep

understanding of the client’s 40-year corporate culture, key management people, company working style, corporate governance, which was essential for transferring its expertise to the client and demonstrating the value added. As part of their digital transformation, DT4IR is assisting the client in three major workstreams: ERP/ MRP replacement, factory shop floor insights using AI, and IT transformation. DT4IR has developed a three-year digital and IT strategy that would future proof the shoe manufacturing company.

Scripting similar success stories, DT4IR will continue to develop deeper capabilities in its current geographical coverage, which includes the Greater China Region, particularly Taiwan and Hong Kong and Indochina (Vietnam, Cambodia). Moving ahead, the company will focus on two main industry verticals: Manufacturing and FSI. “In the long term, there’s an opportunity in the Vietnam public sector as the central government in the country is heavily promoting Industry 4.0, digital government and smart cities development as part of their economic development strategy. We aim to support those efforts in the next 12-24 months,” concludes Sieh. **ACO**