

IS5002 Digital Transformation

Individual Assignment - Case Study 1

How DBS Bank Pursued a Digital Business Strategy

This case study constitutes 20% of your entire module assessment. Please answer all the questions below. Your answer should be in a word document file format with no more than 15 pages in length. It should be writing in Times New Roman in font 14 with a letter page size (1 inch margin on all four sides). You will be graded based on the depth of answers. Discussing in general terms may not give you the best grade.

Q1 (8%) In the DBS case, we learned the strategies DBS implemented during the digital transformation (e.g. cultivating the leadership, developing agile and scalable operation etc.) Propose 4 other strategies that an organization could consider in order to succeed in the digital transformation project? Justify your answers. (Note that you can refer and learn from other successful digital transformation cases and please cite the case in your answer)

Q2 (7%) Employees of most businesses (e.g. banks, manufacture, logistic) are less active (i.e. responsive) when it comes to the automation of the business (due to the fear of losing job), as a CIO of your company how do you address this challenge or what strategy would you implement to overcome this challenge?

Q3 (5%) Mr. Steven is the CEO of telecommunication firm. He is interested in initiating a digital transformation project for his firm. What are the pre-conditions that the CIO should consider for successful digital transformation (e.g. define clear vision, analyze areas for improvement)?