

Fact Sheet

EMBARGOED TILL AFTER DELIVERY OF MOS' OPENING SPEECH
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DIGITAL ACCELERATION INDEX

Background

To help companies understand where they are in their digital transformation journey and provide actionable insights, IMDA has partnered the Boston Consulting Group (“**BCG**”) to develop the Digital Acceleration Index. The DAI enables companies interested to evaluate and assess their digital strengths and weaknesses to have a better understanding of their state of digitalisation across multiple aspects of the business. This will allow them to develop their digitalisation strategies and plans in a more targeted manner. Companies will also be able to assess their digitalisation improvements over a multi-year period with future DAI surveys.

DAI Key Building Blocks

DAI analyses companies’ digital maturity across six key building blocks:

1. **Business strategy driven by digital:** An organisation’s vision, ambition level, priorities & alignment, and digital roadmap
2. **Digitise the core:** The degree of digital maturity along the core value chain from customer offer and go-to-market, to operations, and to support functions
3. **New digital growth:** The development of new digital products and services, pilots and venture capital and incubator programs
4. **Changing ways of working:** An organisation’s digital culture and governance as well as its people improvement policies and training opportunities
5. **Leveraging the power of data and technology:** The management of data – from strategy to governance, from digital platforms to artificial intelligence, and the future-readiness of the world-class technology function, plus Develop Ops, cybersecurity and internet of things

6. **Integrating ecosystems:** Orchestration of digital-related partnerships and how joint value is created from it, e.g., by complementing digital offerings

Broadly, through the DAI, companies can better understand their DAI maturity stages:

- a) **Digital Starter:** The company has not yet defined a plan to adopt digital technologies in a coherent effort. Business functions and IT sometimes collaborate on digital topics in an ad hoc manner, however the projects are designed and executed independently without greater collaboration.
- b) **Digital Literate:** Management recognises the need for digital investment and a roadmap is designed for improvement. Processes are in the early phases of digitisation. However, as business units, functions, and regions execute digital initiatives, they do so in functional silos rather than as planned collaborative efforts across the organisation.
- c) **Digital Performer:** Overall, the organization has a strong digital mind-set and a clear path defined for digital. Key digital capabilities like talent, data platform or a future ready technology function were build up and enabler the digital transformation. Several key digital initiatives were successful, have created tangible value and are being commercialised. New digital businesses and services were launched as well.
- d) **Digital Leader:** Digital is embedded throughout the entire company, including in innovation, research & development, value proposition, technology adoption, and operations. The organisation outperforms its peers in key digital metrics, and digital is seen as an essential and primary driver of the company's value.

Companies participating in the DAI will receive a report on how they perform across the key parameters of digital maturity, and how they compare with peers in the same sector who have also used the diagnostic tool.

Over 2,000 companies of all sizes, across multiple sectors, participated in the first DAI in 2019. The next DAI will be conducted from January 2020, and companies

interested in participating may register their interests at,

<https://form.gov.sg/5d9c5ac64073c8001282cc7c>.

Annex A

Quotes from Industry

LUM CHANG BUILDING CONTRACTORS PTE LTD

“We recognise that digitisation is the current metric of growth and development; and IMDA’s Digital Acceleration Index (DAI) has provided us with an insight into our digital maturity and a benchmark of our rank in the industry. Leveraging on this, Lum Chang is able to identify areas where existing gaps need improvement to enable us to fine tune our overarching digital roadmap for more impactful transformation.” – Rintu Chakravarthy, General Manager, Projects

SHALOM INTERNATIONAL MOVERS PTE LTD

“We had a good sense of where we were in the digitalization journey. The DAI helped to validate some of our strengths and weaknesses and affirms our efforts in doing more with AI and data analytics are steps in the right direction.” Gideon Lam, CEO Shalom International Movers

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore’s digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore’s ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore’s data protection regime through the Personal Data Protection Commission. For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

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