



# Digital Transformation –

*More than technology makeover*

## CIMB SME Banking

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FORWARD  Together



# Digital Transformation for SMEs

## What is Digital Transformation?

Digital Transformation (DT or DX) is the use of new, fast and frequently changing digital technology to solve problems. It is about transforming processes that were non digital or manual to digital processes.



# Digital Transformation vs. IT Transformation

“IT transformation is a complete overhaul of an organization’s information technology (IT) systems. IT transformation can involve changes to network architecture, hardware, software and how data is stored and accessed.”

## How does IT transformation differ from digital transformation?

- IT transformation is essential to driving a digital transformation, but the latter goes beyond technology makeover. In contrast with IT transformation, DX is centered around the customer-centricity.
- DX is software-empowered and customer-driven
- IT transformation focuses on IT priorities, while digital transformation focuses on customer priorities.
- So the IT upgrades must support the end goal of giving customers the best experience. In a world that is highly commoditized, customer experience is becoming the biggest differentiator.



# Why is it more than a technology makeover?

70% of all DT initiatives do not reach their goals. Of the \$1.3 trillion that was spent on DT in 2018, it was estimated that \$900 billion went to waste.

## Lesson 1

➤ Figure out your business strategy before you invest in anything

## Lesson 2

➤ Design customer experience from the outside-in

## Lesson 3

➤ A shift in organizational structure



# Digital Transformation – myths and misconceptions

➤ Technology is the endgame of DX

➤ Top Management will be the fundamental group for its successful implementation

➤ Digitization is more related to new business models and technologies than to changes in leadership

➤ DX can happen overnight

➤ DX only matters to technology and software companies

➤ DX can wait



# What's stopping Malaysian SMEs from embarking on a DX?



**Lack of Financing**



**Not having the right employee skillset as a major challenge to digitalization**



**Low Access to technology**

# Lessons learnt from the COVID-19 pandemic

➤ **Social is key**

➤ **The cloud is an essential piece of business infrastructure**

➤ **Having an online presence is essential**

➤ **Uptake in e-Payments**

➤ **Look carefully at your supply chain**



# Lessons learnt from the COVID-19 pandemic (cont'd)



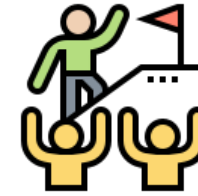
## Money saved in the long-run

Optimizing business technology and operations around digital technology means cost-per-transaction savings *and* increased sales.



## Extension of current system value

Adopting comprehensive platforms like an intelligent workflow solution can extend the capabilities of your enterprise's legacy systems.



## Competitive advantage in sector

Digital transformation is the driver of an optimized customer experience. By continuing to prioritize innovation as a means to be more customer-centric, your enterprise will always be in touch with user needs.



## Increased revenue and reach

Between embracing digital processes and digitization of actual offerings to customers, digital transformation leads to more profit and a wider impact of users.



## Seamless customer experience

The digital transformation of this offering allows all channels to deliver a quick, efficient response across the board.



## Improved company culture and brand perception

Improves the way people work together through the automation of business processes. Greater efficiency leads to accomplishing more and staying focused on productivity.





# Why your DX journey must start today?

**US\$4,179m**

Revenue in the e-Commerce market is projected in 2020

**US\$1,206m**

Market's largest segment is Fashion in 2020

**40.5%**

User penetration in 2020

**51.4%**

User penetration to increase by 2024

**US\$319.08.**

The average revenue per user (ARPU)



# How CIMB help SMEs Digitize their business?



## Digital Retail Package

Relief packages to help SMEs in the service sectors overcome the challenges faced by the Covid-19 pandemic



## SME Partner Solutions

CIMB SME Banking has partnered with various different partners and are offering exclusive discounts to CIMB Customers.



## Webinars

Due to the outbreak of COVID 19, Webinars are conducted to educate and support business to transform their business digitally.



## HALALBIZREADY TM

Allow business to expand into the global Halal economy with banking solutions and partnerships.



## SME Financing

SME Automation and Digitalisation Facility (ADF)



# Other Digital Collaborations – Digital Retail Package (Exabytes/Billplz)

Relief package to enable B2B/B2C and Online Sale for SMEs



1

To help SMEs overcome the challenges faced by the Covid-19 pandemic

2

To acquire new CIMB BizCA/-i customers by positioning CIMB as a bank that enables revenue and profit growth

3

CIMB to help SMEs embark on digital transformation to increase stickiness with the bank's customers

## Exabytes Relief Package

### **Set up an Online Store in 3 Days!**

Exabytes, a leading Cloud and Digital Solution Provider established in 2000, provides an All-In-One Solution to GROW your business Online. Serving over 140k clients worldwide.

**For CIMB customers:**

**RM699** per year (Normal price: ~~RM1,399~~)

## Billplz Relief Package

### **Sign up to start receiving online payments within 3 days!**

Ready to sell your products via Facebook, WeChat, WhatsApp or Instagram? There is no need to share your bank account number, just generate and share your own unique link instead!

**For CIMB customers:**

Standard membership **fee waived for 2 months** worth RM 300



# SME Partner of Choice

Start your relationship with CIMB Bank...

...and enjoy a full suite of propositions  
to start your business today!



Payment  
& Collections



Connectivity



Digital Marketing  
& Branding



E-Commerce  
Solutions



Travel  
Insurance

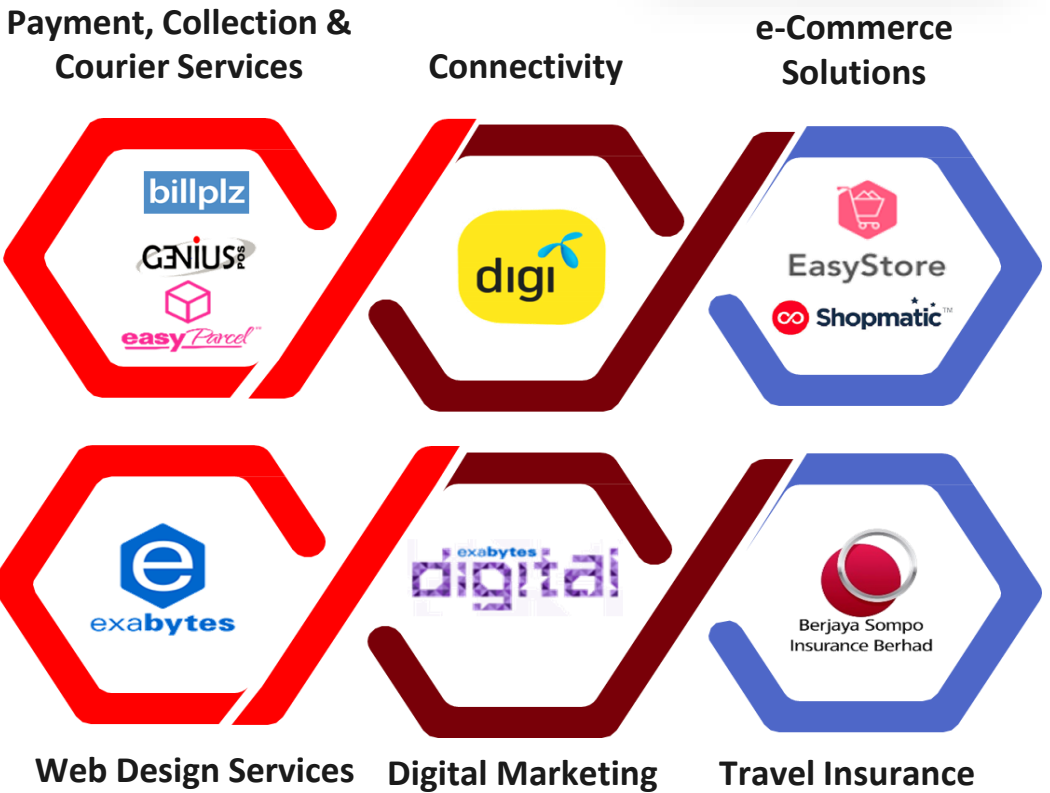


Web Design  
Services

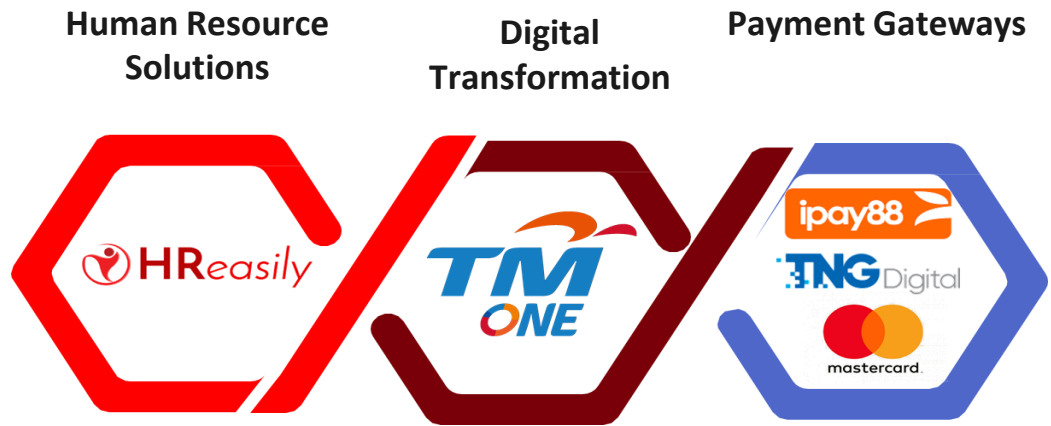


# CIMB SME Partners Solutions

## Current Proposition



## Expanded Proposition



Enhancing SME Partner to provide a wider range of digital solution to digitalize SMEs



**10** Partners  
**6** Solutions  
**1** Bank



# Exabytes and Billplz Webinar

Hosted by

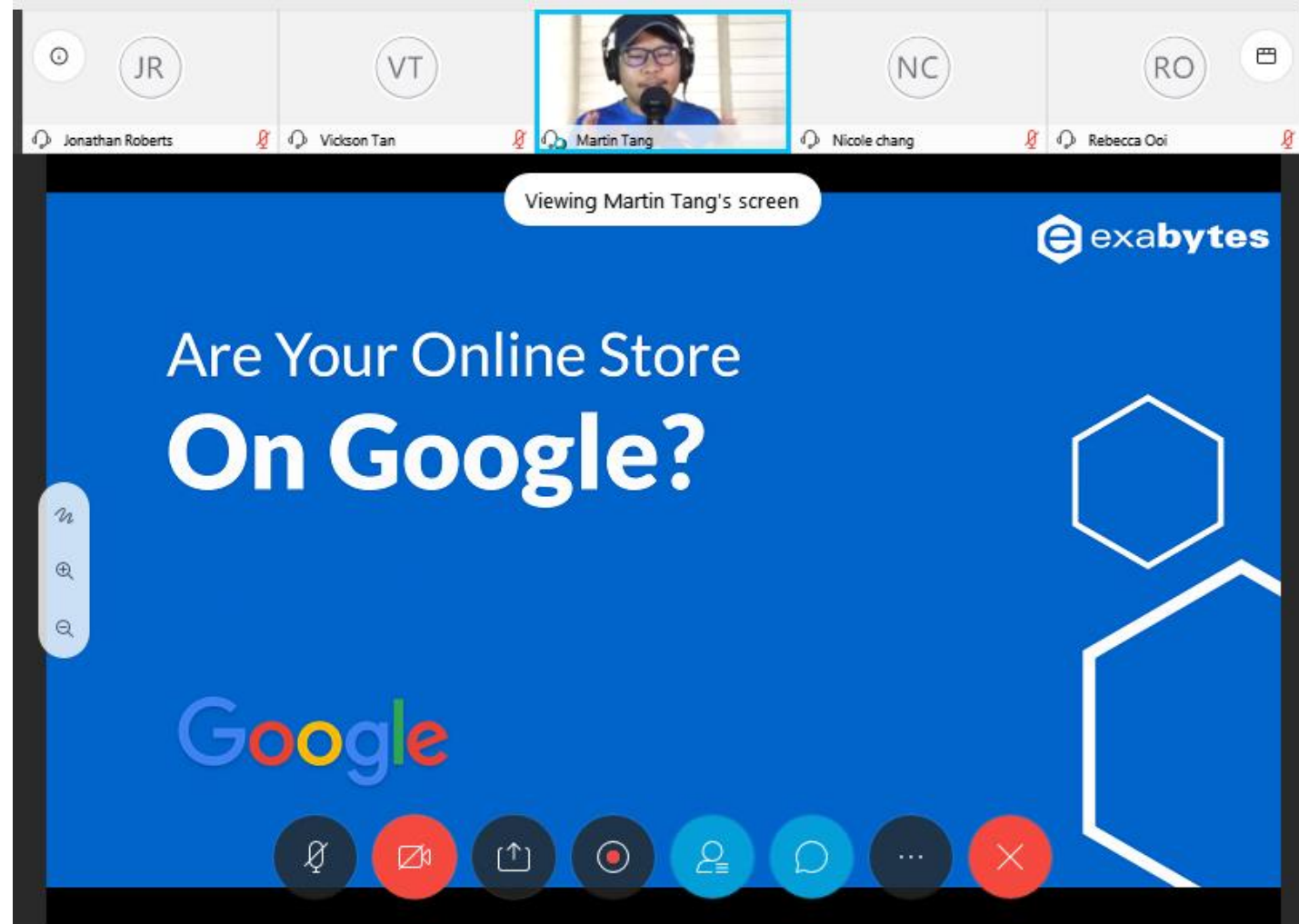


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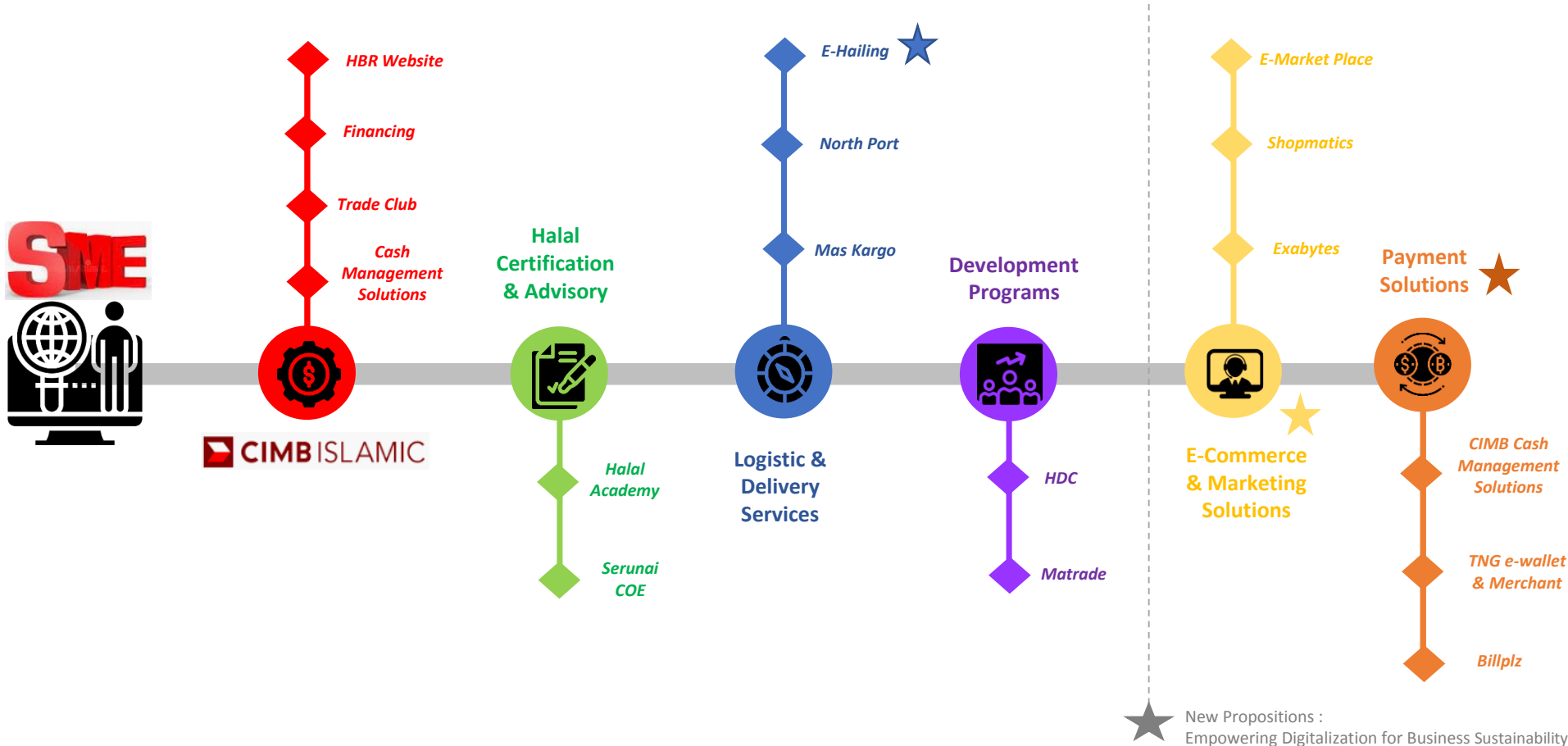


## Webinar Objectives

- Educate SME customers on the benefits of e-commerce and digital marketing with Exabytes
- Educating SME customers on how to set up an online payment and the benefits of using online payments with Billplz
  - **Completely free of charge!**



# CIMB SME Experience with Halal Biz Ready Ecosystem



- ❖ CIMB ecosystem providing access to the different enablers for businesses that want to access the Global Halal Economy
- ❖ Providing a comprehensive suite of solutions for all types of businesses from SMEs to be Halal Ready
- ❖ Offering exposure and brand awareness activities for these businesses post-certification via its own and partner platforms online, events, tradeshows and sponsored activities



# Automation & Digitalization Facility (ADF)

Coming up soon



## Financing Amount

BNM allocation: RM300 million  
Bank max amount: RM500,000



## Financing Rate

4.00% p.a. Inclusive g'tee fees



## Availability Period

Until 31 December 2020



## Financing Type

Term loan / Term Financing-i  
only



## Financing Tenure

Term loan of up to 10 years



## Guarantee Provider

80% guaranteed by CGC  
(Credit Guarantee Corporation)





# Contact / Support

## WE'RE HERE TO HELP!

We are friendly and available to chat. Reach out to us anytime and we'll happily answer your questions.



**SME Banking – Business Development Team**



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