LBR LBO ENTERPRISE SUMMIT 2015 in partnership with Leapset

LBR LBO Enterprise Summit 2015

SRI LANKA - TECHNOLOGY DRIVES DISRUPTION
EMBRACE OR FACE EXTINCTION

08.45 AM to 06.00 PM, Tuesday 14th July 2015 Oak Room, Cinnamon Grand, Colombo, Sri Lanka

"The reason why it is so difficult for existing firms to capitalize on disruptive innovations is that their processes and their business models are designed for the existing business actually make them bad at competing for the disruption."

Clayton Christensen

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Disruption – New Source of Value and Competitive Advantage

Disruption is not new to civilization. Since the dawn of civilization, human beings have experienced disruptions of both natural and anthropogenic origin. Natural history and the history of human civilization provide abundant examples of disruption: geological, ecological, social, political, and technological.

Disruptions in social, political and economic orders have helped civilization move forward. Agricultural, technological, and economic innovations have pulled humanity out of the "Malthusian Trap," and hundreds of millions of people out of abject poverty.

During the final quarter of 20th century the term "disruption" began to dominate conversations on corporate strategy. Every other new start-up looked towards developing new technologies to disrupt existing businesses. The traditional city-cab businesses were told that they were sitting ducks and would soon fall victim to disruptive technologies developed by competitors emerging from unforeseen and unexpected domains. "Disrupt, or be Disrupted" became not just a venerated corporate slogan but a strategy for survival.

Disruption could often be destructive, but managed well disruption could be a rich source of new value in business. Today, "business disruption" is no longer considered to be a fleeting trend, but the "new normal".

The digital technology that exploded during the last twenty years brought in a new era in human civilization. The advent of digital technology has accelerated the pace of technological disruptions exponentially. Termed "Digital Renaissance" by Carly Fiorina, a Presidential hopeful and former Chief of HP, this explosion swept the world, crossing physical boundaries, empowering people, and bringing new lease to a host of industries.

The social, political, and economic fabric of society has been altered dramatically in less than two decades. The technology - powered disruption coupled with the forces of globalization has played a catalytic and accelerating role in bringing unprecedented new value to customers, community, and shareholders.

The power of technological disruption has been most visible and impactful in the economic behavior of people. The way people share information vital to their economic behavior and the way they buy and consume are fast changing. The way enterprises manage their supply chain and value chain, engage stakeholders and create value has been undergoing radical changes.

Technology has facilitated the emergence of new business models, which offer greater value than the existing ones. Some corporates fell victim to technological disruption while others thrived. Those who thrived were the ones who built new value propositions and business models to delight customers and other stakeholders.

Digitally mature companies such as Google and Amazon as well as recent entrants such as Airbnb and Uber, build new business on ubiquitous digital technology platforms. They have used digital technology to challenge traditional industries. They brought new value to convenience, "enriched user experience," and economy.

What is interesting to note is that these companies didn't necessarily invent new technologies. They leveraged existing technology to build new business models. The undeniable reality is that at any given time your company is most likely either disrupting other companies or being disrupted by competitors you may have never seen before.

Technology has brought new dimensions to human connectivity, subjected political structures to severe stress, and altered the center of power by decreased information asymmetry. The digital age has obliterated the scripted, one-way flow of information that existed during the past era, which had the message propagating power concentrated among a few.

The challenge Sri Lanka's industry faces today is how best to protect itself from disruptions that could threaten its economic future, how to build new business models to move the whole economy up in the value chain, escape from the middle-income trap, and propel itself to the level of a high-income economy.

The 2015 edition of LBR LBO ENTERPRISE SUMMIT is dedicated to understanding how technology is impacting the consumer, business, and economy in an unprecedented manner, and how enterprises should embrace and also respond to technology driven, globalized and rapidly evolving business disruption.

Summit Sessions

1. Business Leaders Round Table- Business Model Disruption is Here, Are you Ready?
2. Leadership Competencies for Disruptive Innovation
3. The Power of Customer Centric Disruptive Innovation
4. Understanding and Enhancing Customer Experience Using Digital
5. Building Disruptive Business Models: Opportunities & Challenges

Summit Keynote Speakers

As in the past, over 25 international, regional and local speakers from leading MNCs and local companies will take the stage.

LBR LBO Enterprise Summit : Exploring New Enterprise Frontiers

LBR LBO Enterprise Summit, hosted by Lanka Business Online (LBO), is the premier conference in Sri Lanka dedicated to discussing new frontiers in enterprise leadership and management and application of enterprise solutions. Each year some of the best brains in the region and country take the stage to enlighten an audience of over 250 corporate executives with their experience and expertise.

The leading local companies whose executives have taken part in LBR LBO events include: Hayleys, John Keells; Hemas, Aitken Spence, MAS; LOLC; Softlogic; Brandix; Hirdaramani, Dialog; SLT; Ethsalat, Colombo Dockyard; JL Morrison, CBL; DSI, WSO2; Sunshine Holdings, Ceylon Brewery/ Carsons and many others.

The international organizations which are represented at the LBR LBO events include: 3M, Google, Microsoft, IBM, ORACLE, SAP, EON Hewlett, Fonterra, Unilever, MT, AIA, Virtusa, A C Nielsen, JWT, LMRB, Fontana, HSBC, IMF and Standard Chartered among others.

Time	Sessions
07.30 - 08.45	Pre-conference - Breakfast & Registration
08.45 - 09.00	Opening

09.00 - 10.15

Session 01

Business Leaders Round Table - Business Model Disruption is Here, Are you Ready?

Business model disruption is not just what will happen in a distant future or what will happen distant markets.

It's happening right here, right now.

Technology is accelerating disruption as never before.

The "shared economy" is challenging the long established business model of the hospitality industry. Disintermediation by technology is threatening the business model of the travel agents. Mobile phone based money transfer services are challenging the business model of the banks. Social media is empowering retailers by promoting online sales. Social media is being used to share stories from traditional media. Mass media advertising is fast loosing its ability to control the message, and consumers no longer trust carefully crafted commercial messages. Political messages travel faster on mobile apps than through political rallies. Patients challenge the prescriptions of medical professionals. All these developments are business model innovations, which leverage emerging digital technology.

The session on **"Business Leaders Round Table - Business Model Disruption is Here, Are you Ready?"** will focus on:

- Why is disruptive innovationnecessary to propel the country beyond middle-income?
- How ready is Sri Lanka's industry to face the challenges of digitally powered business models?
- What can we learn from industries, which have transformed themselves through disruptive innovation?
- Which industries are vulnerable and which industries are ripe for disruption?
- What are the opportunities for positive disruptions in our traditional businesses and public services - primary commodities, energy, education, health, airport manufacturing and hospitality?

Session Chair	Guest Panelists		
Shyam Sathasivam Director Sunshine Holdings PLC	**Linda Speldewinde** Founder and Managing Director ADD International Design Campus & Sri Lanka Design Festival	**Ajit Gunewardene** Deputy Chairman John Keells Holdings PLC	**Ashroff Omar** Chairman Brandix
	Aravinda Perera Managing Director Sampath Bank	**Muhunthan Canagey** Chief Executive Officer ICTA	**Mani Kulasooriya,** Co-founder and Chief Executive Leapset

10.15 - 10.30

10.30 - 11.45

Session 02

Leadership Competencies for Disruptive Innovation

Traditionally, Sri Lankan businesses are performance oriented. We as a culture promote achieving performance targets from the early days of our lives, starting from Grade Five Scholarship exams. The willingness, courage and ambition to challenge status quo are not valued by society and not induced through education and professional training. Widely practiced rote learning blunts creativity.The entrepreneurial classes are less valued than professionals.

Against this backdrop, enterprises face the daunting task of promoting and nurturing disruption-oriented cultures.

The session on **"Leadership Competencies for Disruptive Innovation"** will address:

- What are the challenges Sri Lankan enterprises face today in aligning their talent with industry and organizational transformation objectives?
- How do we encourage a disruption-oriented culture? How do we alienate people's fear of challenging status quo and moving beyond their comfort zones?
- What are the social and cultural inhibitors?What factors - cultural, educational, economic etc. - induce "Organizational Inertia"?
- How do we develop organizational capabilities to deliver on the promise of "Disruption Dividend"?
- What is the executive leadership's challenge, and what are the challenges of rank and file?
- How do you strike the right balance between achieving today's performance targets and getting ready for tomorrow's challenges?
- What is the cost of not making disruption a priority?

Keynote Speaker	Session Chair	Guest Panelists	
Udena Wickremesooriya Board Director Brandix	**Deepal Soonyaarachchi** Commissioner/Chairman Sri Lanka Inventors Commission	**Ramesh Shanmuganathan** Executive VP / CEO John Keells Holdings PLC	**Shanil Fernando** Managing Director Sri Lanka Mind Tree Engineering Leapset
		Nanda Fernando CEO / Sampath Bank	

11.45 - 01.00

Session 03

The Power of Customer Centric Disruptive Innovation

Disruptive innovation is not about staying giants, or creating things for academic and intellectual/pleasure. Disruptive innovation is about creating new value for stakeholders.

In today's competitive world, the robustness of value propositions is determined by their relevance to the customer's needs, and ability to offer a point of difference to the customer. The ability to create value propositions that are relevant to customers and differentiate from competitors is what everything hinges on. Value propositions are replicable in the medium to long term. Hence, the ability to create value propositions and corresponding business models is increasing.

Thus, the journey of disruptive innovation should begin with the customer, because no innovation will survive in the marketplace unless it provides value to the customer.

The traditional organization characterized by highly structured processes, functional depth, and the isolation of the customer and consumer perspectives in a single function is fell to be too slow, too expensive, and too ineffective for today's consumers and markets. In this context, enterprises need to transform themselves into consumer-focused enterprises.

The session on **"The Power of Customer Centric Disruptive Innovation"** will focus on:

- Why is customer-centricity the best corporate philosophy against the dangers of becoming irrelevant and obsolete?
- What are the challenges organizations face in transforming from a product-centric to a customer-centric, consumer-focused enterprise?
- How can enterprises develop"sense-making" capabilities to connect dots in the environment to gain insights and identify opportunities?
- How do you isolate "signals" from noise in the market place?
- What are the dangers of expecting customers to articulate their own latent wants?
- How can market insights be translated into commercial realities through appropriate organizational processes?

Keynote Speakers	Session Chair	Guest Panelists	
Tim V. Stagg Technical Director 3M Asia	**Ruwandhu Peiris** Managing Director, Sri Lanka Virtusa	**Roshan de Silva** Marketing Director Fonterra Brands	**Irfan Ahmed** Director Consumer Insight and Innovation MAS Bodyline
Nathan Sivagananathan Chief Growth Officer MAS Holdings Member MAS Apparel Board		**Niranka Perera** Chief Executive Officer Artiya Solutions	

01.00 - 01.45

02.00 - 03.45

Session 04

Understanding and Enhancing Customer Experience Using Digital

Sri Lankan consumers are becoming increasingly wired and tech-savvy.

They avatad embracing digital technology - cloud, mobile and social - for social interactions, entertainment, education, commerce, knowledge and information sharing and news. Social media is now considered to have been a decisive factor in the outcome of the last presidential election. Thus, digital offers an array of opportunities to enhancesand enrich social, political, cultural and economic behavior.

Today, over 1Million Sri Lankans are regular internet users. Over 2 million are connected through Social Media. There are over 20 million mobile connections and the mobile broadband is universally available. Smartphone ownership is over 4 million and counting.Over the Top (OTT) applications are replacing traditional text and voice usage. Over 1,000 Sri Lankan properties are listed on Airbnb.

However, the rate at which businesses are embracing digital to engage customers is much slower. Consumers are adopting peer-to-peer commercialisation than enterprises are building and leveraging digital infrastructure to connect with consumers. Businesses are not fully exploiting opportunities to gain greater understanding of customers and develop digital tools to deepen and broaden customer engagement.

The session on **"Understanding and Enhancing Customer Experience Using Digital"** will focus on:

- What are the salient features of the fast evolving digital consumer landscape in Sri Lanka?
- What tools are available to understand the digital behavior of consumers and draw insights?
- How do we develop digital strategies to enhance customer experience, customer acquisition and models?
- How do we realign enterprise technology resources and business models to more effectively engage digital customers at every touch point in the customer experience lifecycle?
- What are the examples of world-class practices in enhancing customer experience using digital?
- What is the road map to developing enhanced and enriched customer experience?

Keynote Speakers	Session Chair	Guest Panelists	
Shwyamba Abeykoon Chief Executive Officer WOW.lkrs	**Manju Fernando** CEO/Director Avenia	**Udana Wickramasinghe** Director ICT Sri Lanka Tourism	**Rohan Jayaweera** COO Artiya Solutions Frm Country Consultant/Google
Romesh David President, Transportation Group John Keells Holdings PLC		**Jim O'Connor** Senior VP Go To Market Leapset	
Khurram Jamali Performance Lead LCS South Asia Emerging Markets Google			

03.30 - 03.45

03.45 - 05.45

Session 05

Building Disruptive Business Models: Opportunities & Challenges

Clayton M Christensen/Kim B. Clark Professor of Business Administration at Harvard Business Schoolobserves that companies have two basic options when they seek to build new growth markets.

They can try to take an existing market from an entrenched competitor with sustaining innovations. Or, they can try to take on a competitor with disruptive innovations that either create new markets. Research overwhelmingly suggests that companies should seek out growth based on disruption. However, established companies have historically struggled when trying to create new markets. Success seems fleeting and unpredictable.

Vincenzo Morabito (Associate Professor of Organization and Information Systems at Bocconi University) in his landmark scholarship, Trends and Challenges in Digital Business Innovation, noted that the structuring of business models and their adaptability to various marketing conditions and competitiveness are fundamental to the search of new competitive advantages and sustaining existing competitive advantages. Innovation in business models is thus vital for the longevity and growth of an enterprise.

The session on **"Building Disruptive Business Models: Opportunities & Challenges"** discusses how two companiesone a digital start up and the other an established old business, leveraged digital technology to develop disruptive models for greater customer value and positive business results.

The session will also focus on:

1. What is a disruptive business model?
2. What are the challenges ahead? How is it different to product and service innovation?
3. What are the recent trends in business innovation?
4. What are the challenges that need to be addressed when designing, developing and deploying new business models?
5. What are the opportunities for building models to enrich the lives of those at the bottom of the pyramid?

Moderator	Panelists Chair	Guest Panelists	
Mani Kulasooriya Cofounder and Chief Executive Leapset	**Rohan Jayaweera** COO Artiya Solutions Frm Country Consultant Google	**Shahani Markus** Founder, CEO Emojot, Co-founder, CTO / Auxenta Co-founder & CEO Capaxus	**Warner H. Siebert** Co-Founder & CEO BuyTable Co-Founder Branded Evolution
Brian Beach President and Senior VP Strategic Investment Sysco Ventures		**Dumindra Ratnayaka** Chairman/ Senior Consultant Martin & George	

05.45 - 07.00 Networking Reception

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Inquiries

Lakshaman Bandaranayake
lbo@sri-lanka.lk
+94 71 176 0167
+94 72 776 0167

Lanka Business Online
summit@lbo.lk

Registration

www.lbo.lk

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