

IDC's DX Summit & Future Enterprise Awards 2022

26 October 2022

Join us in-person at
National Gallery Singapore





Recreate

The Future Enterprise knows the power of harmony. You are savvy about sharing digital-first notes not just company-wide but with partners, even the competition. You **collaborate** on data, insights and applications via anything from edge data to APIs. Together, the shared ecosystems that you and your partners recreate let you better scale your businesses on multiple fronts in the marketplace.



Symphony in a Digital-First Key.

3 future-forward enterprise essentials

Remaster

Whether it is hybrid work models or security and governance, the Future Enterprise is attuned to the business value of technology. You remaster melodies — **newer and better versions** of what you offer in your corporate playbook— while empowering employees with digital-first skillsets to do the same.



Remix

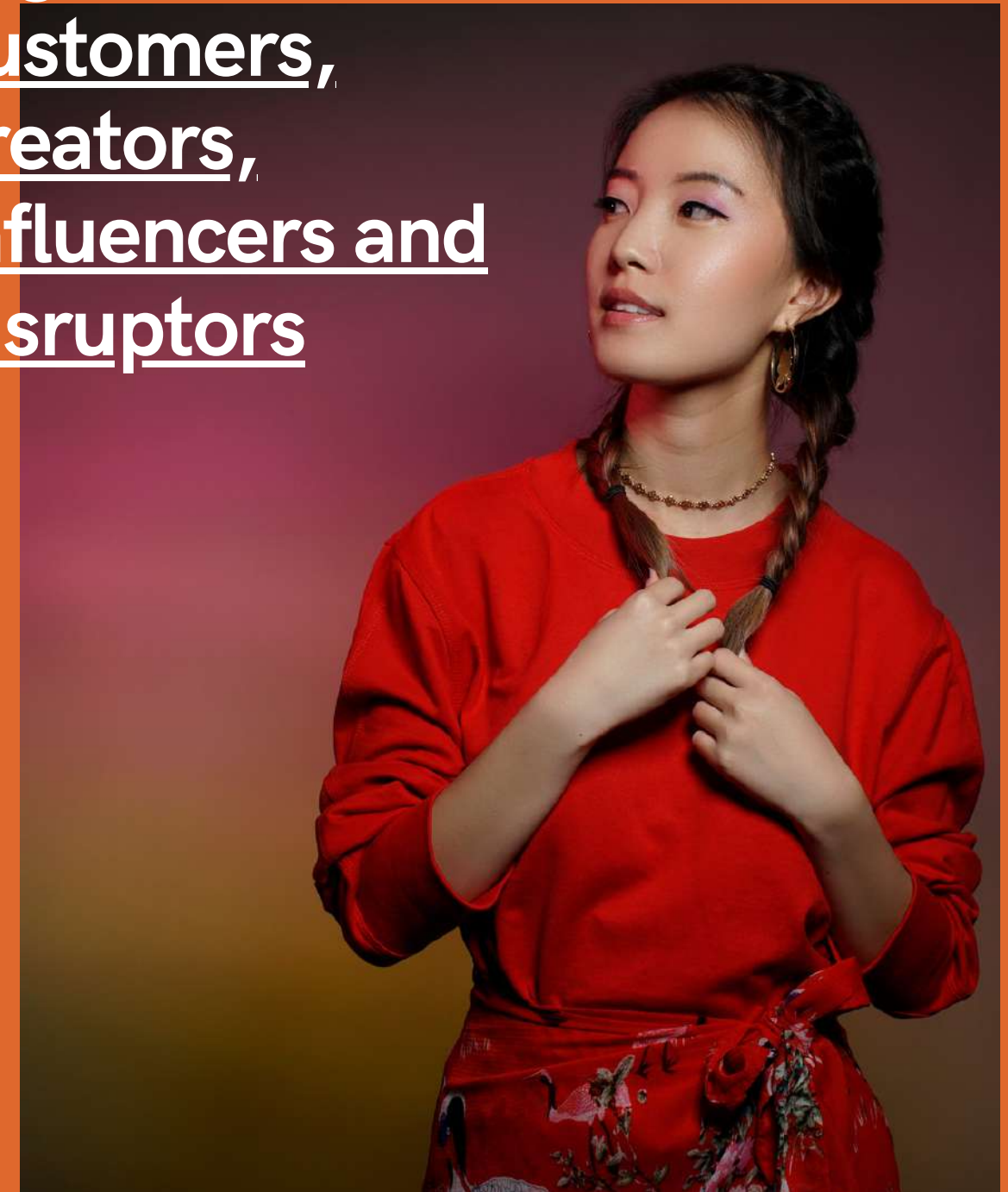
Pick up the beat of customer engagements: Remix the digital tools to bring about **fresh outcomes**. Tap anything from AI interactions to analytics knowhow across multiple touchpoints from chatbots to IG stories. Understand customer motivations and augment their experiences through deep personalization. And while you're at it, let not cyberthreats jar the rhythm: Ensure that you are the brand they trust. Always.



Are you Digital- Ready for Gen Z?

Featuring Annette Lee,
Denise Teo (supercatkei) and
Winston Ng (Finute), hosted by
IDC's Christian Fam

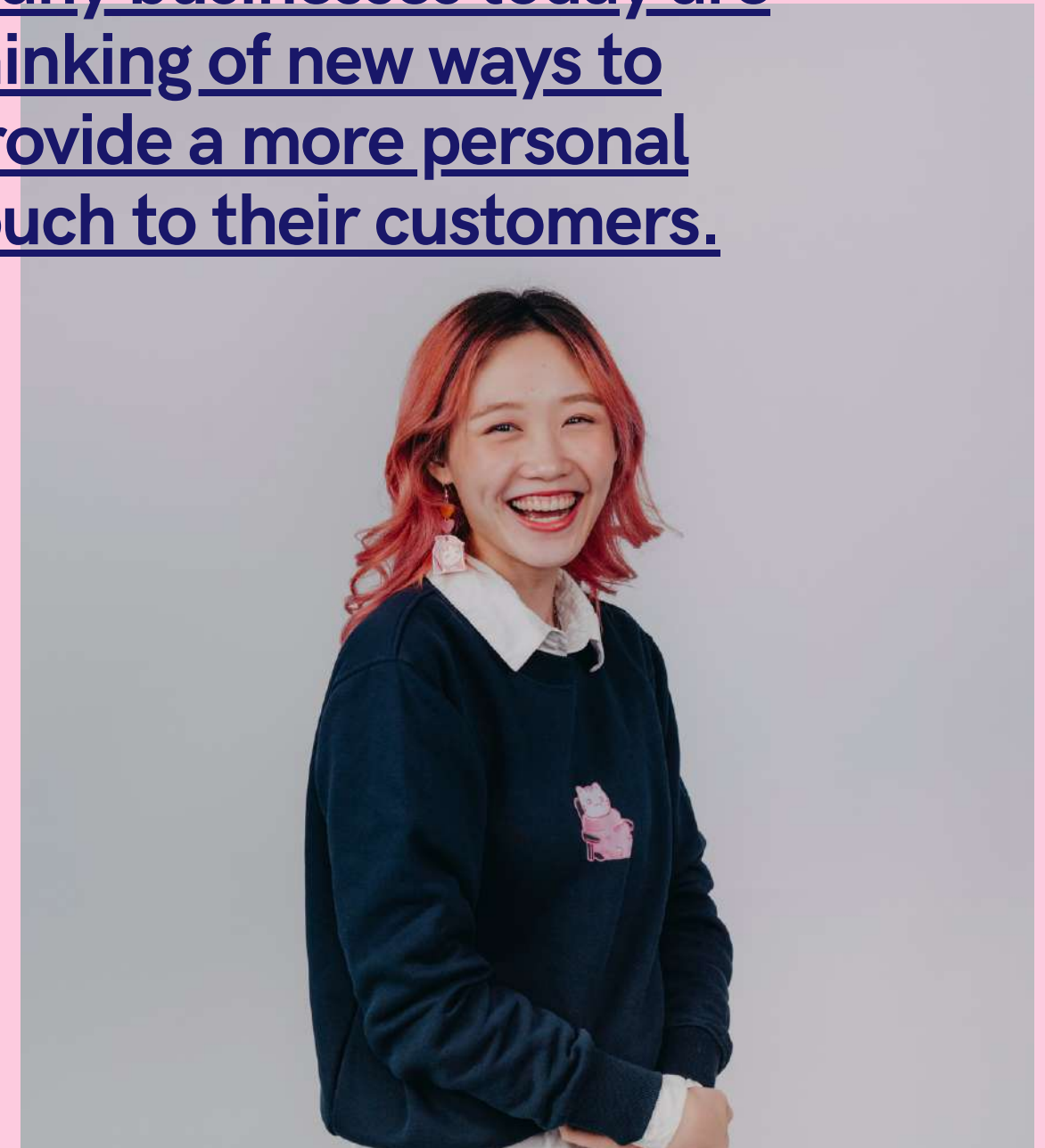
Digital-first
customers,
creators,
influencers and
disruptors



Over 69% of SMBs are investing in ecommerce, contact centers and customer support technologies¹.

¹ IDC Executive Snapshot: State of Digital Commerce in Asia/Pacific Small and Medium-Sized Businesses

Many businesses today are thinking of new ways to provide a more personal touch to their customers.



Prioritize essential capabilities

In-line with the needs of digital generations

These include technology investments in CX applications, security tools, business process automation (BPA), AI, and most importantly employee experience (EX).





A Gen Z perspective on customer experience in the Metaverse



How to build and
scale an online
community?



Building an
ecosystem of
creators,
consumers and
businesses



Are you Digital- Ready for Gen Z?

26 October 2022
11:10AM - 11:35AM (GMT+8)

Catch this session live at
DX Summit 2022

National Gallery Singapore
Supreme Court Terrace



The Art of Technology from 3 Perspectives

Featuring National Gallery Singapore's Kevin Lim, Hafiz Karim (The Next Most Famous Artist) and Hattern Land Limited's Lionel Chok, hosted by IDC's Daniel-Zoe Jimenez



What do Artists, Technologists and Art Institutions have in common?

They understand the importance of experimenting with technology to drive digital-first customer experience.

In this panel, we will look at the creation of phygital experiences in the art scene, and the application of immersive experience in physical and digital spaces.



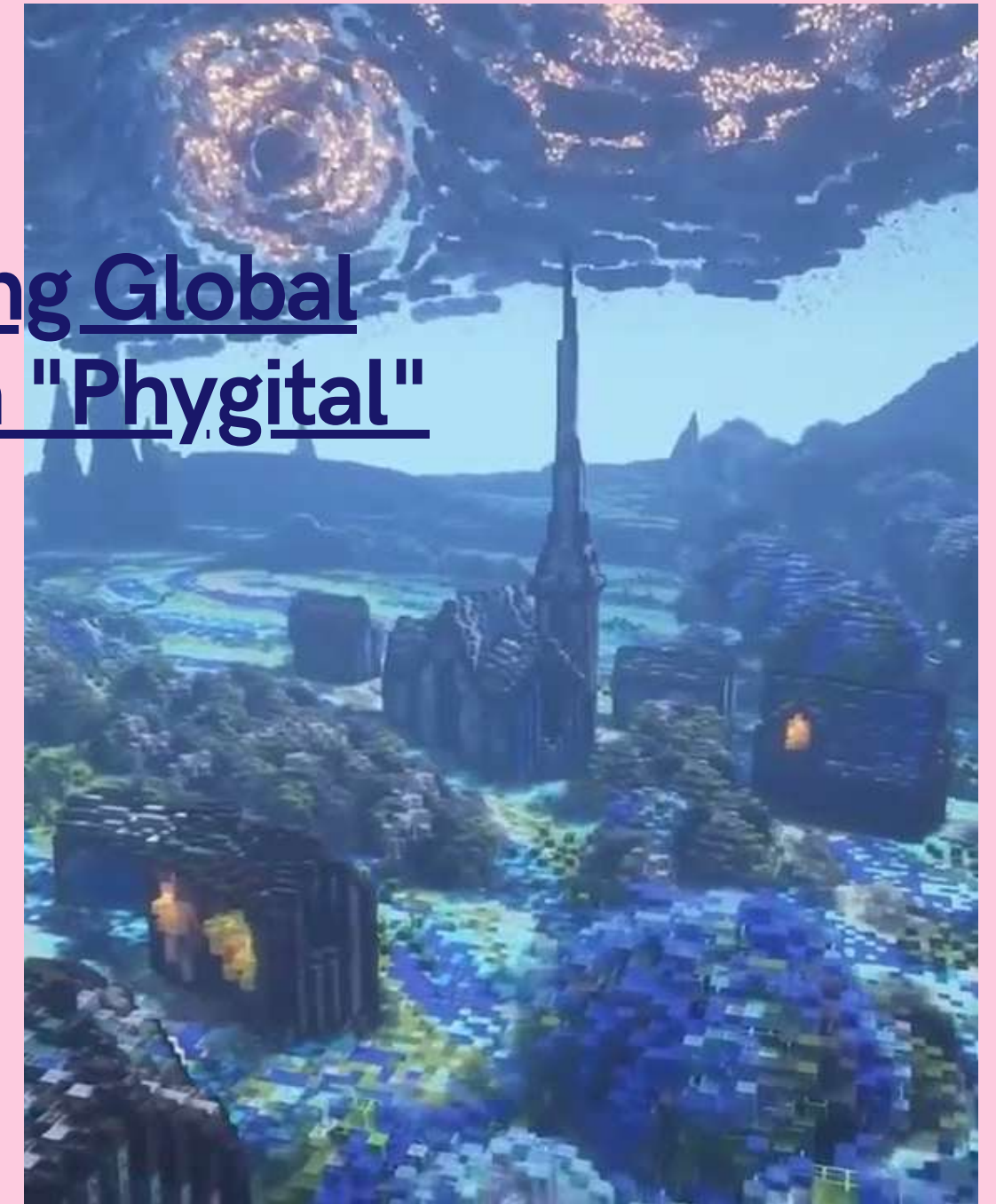
Reimagining Spaces

Synergizing digital technology and art to create new experiences

NFT uses in the Metaverse

Preparing for a future where Internet is 3-dimensional and its challenges

Going Global
with "Phygital"



The Art of Technology from 3 Perspectives

26 October 2022

3:40PM - 4:05PM (GMT+8)

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