



April 2007

## Main Event

### The Advent of the Chief Innovative Officer

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*A celebration of the senior information executive's role in innovation at the enterprise.*

#### Teng Fang Yih CIO Asia

A remarkable revolution has been underway since the turn of the century, almost unnoticed behind the noise of web business, 11, protracted economicThe I in CIO has transformed in meaning. In 1998, the I meant strictly Information: the CIO's charge was primarily the management of his organisation's information systems and other computing resources, and every part thereof, from infrastructure to application delivery; and his fundamental goals were to align IT to the business. The CIO's job specs were just a larger and glorified version of an MIS manager or IT director's portfolio.

Today, the scope of I has broadened and taken on a whole new identity. Having achieved operational efficiencies through either sheer grit and hard work or outsourcing prowess, the CIO and his division are now conceiving and driving business initiatives through IT that not only help their enterprise meet business objectives, but also set new growth targets. Now, their roles are strategic, not operational; they do not merely support, but drive enterprise-wide projects. Now, the I stands for Innovation.

The CIO Awards & Conference 2007 show, held at Raffles Hotel on 23 March, was a salute to the CIOs who, by their mercurial thought leadership and decisive action, have achieved stellar results along the bottom lines, and top-line growth margins of their respective enterprises. It was also a celebration of the apotheosis of the CIO to the ranks of Alexander Graham Bell and Henry Ford—that of an inventor and business revolutionary, an innovator.

At the event, *CIO Asia* hosted more than 150 IT and business leaders from both the private and public sectors in Asia, and presented the *CIO Awards* to the CIOs (chief innovation officers in name and/or in function) of the top five organisations judged to have transformed their business, markets, industry and national, regional, the global economy through the innovative use of technology.

The conference was devoted to frank discussions about the changing role of the CIO and his IT division, and how they can be at the centre and be the drivers of policies, programmes, frameworks or even cultures that foster and tap the genius and opportunity that reside within their organisations to deliver the surest path to business growth—innovation.

#### Show and Tell

The star-studded line-up of speakers included the following. Puni Rajah, vice president, research, The Governance Board, who tackled the subject of the Governance Paradox, dealing with the diametrically opposed delivery imperatives for requirements that support innovation and enforce compliance. Waleed Hanafi, SVP—CIO, Global Refund Group, who talked about the conclusions his more-than-20 years as both a business and technology leader have led him to on the idea of innovation and what it means to CIOs. (His presentation script is available online at [whanafi.blogspot.com/2007/03/cio-asia-conference-and-awards-2007.html](http://whanafi.blogspot.com/2007/03/cio-asia-conference-and-awards-2007.html).)

Thomas Jakob, CEO of first platinum sponsor T-Systems South Asia, who shared keen insights on the various steps successful enterprises have taken to survive, regenerate business, innovate and reinvent themselves to thrive in a changing global market.

International SOS's CTO Todd Schofield and group GM of assistance services Mark Crawford, who did a show-and-tell detailing their CIO Award-winning initiative, Project Magellan, and how its success can largely be attributed to close collaboration between its business and IT stakeholders.

Nicole Nortman, director of customer relations at second Platinum Sponsor Macquarie Telecom, who delved into the risks and dangers of operating in the current world of global global business, and how innovation is not only a competitive advantage but really also a survival tool.

Clive Roberts, director of marketing for IBM Global Financing Asia-Pacific, who spoke on the dollars and cents of investing in technology that can build innovative environments. Terence Chan, president of lunch sponsor MicroStrategy, who stressed the importance of business intelligence in the innovation process.

During the Breakouts: Andrew Namboka, chief technologist, Asia-Pacific for sponsor Nokia Enterprise Solutions, spoke on the value of and paths towards a secure environment for business innovation across mobile platforms; and, Alex Cameron, consulting enterprise architect and EDS Fellow of sponsor EDS Asia-Pacific, dwelled on the connection between customer value and innovation.

#### A Panel of Innovators

Other highlights included the CIO Awards 2007 ceremony and the panel discussion at the end. This saw the CIO Award winners of the year and other main speakers of the day engaging one another as well as the audience on subjects ranging from the fundamentals of business-IT alignment and risk management to tactical deployments of staff and strategic approaches to financing innovation.

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