

## Quotes from Digital Transformation Lab Partners

<p><b>Bosch</b>  <a href="http://www.bosch.com.my">www.bosch.com.my</a></p>	<p><i>“At Bosch, we see tremendous potential in the Malaysian market. We applaud MDEC and MIDA for supporting the local industries in their digitalization journey through this Digital Transformation Acceleration Program (DTAP). As an appointed Digital Transformation Lab (DTL), we look forward to working with and supporting the local industries to propel Malaysia further in its digital transformation,” said Simon Song, Managing Director of Bosch Malaysia.</i></p>
<p><b>Digital McKinsey</b>  <a href="https://www.mckinsey.com/">https://www.mckinsey.com/</a></p>	<p><i>“We are delighted to be one of the founding partners of MDEC’s Digital Transformation Acceleration Programme (DTAP). Successful digital reinvention starts with transforming the core of the business: the company’s value proposition as enabled by its people, processes, and technology. The process can start with building new businesses and launching pilots, but to get the full value from digital over time, companies must ultimately change the way they work. Now is the time to deliver on Malaysia’s vision to grow into a global digital hub and we are proud to be part of this journey to help Malaysian companies develop and execute successful digital transformations,” said Nimal Manuel, Managing Partner in Malaysia, McKinsey &amp; Company.</i></p>
<p><b>Deloitte</b>  <a href="http://www.deloitte.com/my/">www.deloitte.com/my/</a></p>	<p><i>“Faced with rapidly evolving tensions between the physical and digital world, and an increasingly complex business environment, companies are now required to make choices faster and iterate on them much more often. DTAP is the right and highly commendable initiative. Deloitte’s role as DTL will be to give our clients the right set of tools to navigate through these blurring boundaries and intersecting ecosystems successfully. Deloitte’s knowledge base and broad experience, seasoned professionals, combined with our ability to collaborate and our commitment to high-quality client service, give us every confidence in supporting Malaysian companies execute their digital transformation and achieve their business goals whilst becoming global players.” said Chew Chiat Lee, SEA Public Sector Lead, Deloitte.</i></p>

<p><b>Rainmaking Innovation</b> <a href="https://www.rainmaking.io/">https://www.rainmaking.io/</a></p>	<p><i>"Having previously partnered with MDEC to support Malaysian corporates with their digital transformation initiatives, Rainmaking is proud and excited to continue to support the growth of the Malaysian economy through DTAP. The rapid pace of development in both technological and business model innovation creates both a threat and an opportunity for Malaysian corporates, and an appropriate, impactful response requires a deep understanding of global startup ecosystems and their impact on Malaysian corporates' existing value chains and customer journeys. Through DTAP, Rainmaking will provide corporates with the same strategic support, pilot sourcing and implementation as we already offer to the likes of Gamuda, CIMB, Malaysia Airlines, Digi, KPJ and IJM in Malaysia," said Samuel Hall, Managing Director ASEAN at Rainmaking Innovation.</i></p>
<p><b>Roland Berger</b> <a href="https://www.rolandberger.com/">https://www.rolandberger.com/</a></p>	<p><i>"There is no alternative to digital transformation. Visionary companies will carve out new strategic options for themselves – those that don't adapt, will fail. The number of digital options open to businesses is growing exponentially, and with no sign of letting up while posing a huge threat to existing competitive positions and is radically shifting companies' chances of winning the game. This leaves a key question for Malaysian corporations – are they properly prepared to face digital disruption? A study by Roland Berger in Europe highlighted that nearly two thirds of the companies consider their digital maturity to range from low to moderate – the awareness to be digital-ready has grown, but many companies are still unclear on how to take the big step from awareness to execution. Programs such as DTAP can help companies on this aspect, and Roland Berger is excited to be a partner of DTAP in contributing to the digital transformation of industry in Malaysia," said Thomas Klotz, Managing Partner, South Asia and Middle East, Roland Berger.</i></p>