



BEYOND THE HYPE

# REALISING TANGIBLE **VALUE** FROM DATA & AI



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# ABOUT ME

- 15+ years' experience in leading enterprise-wide strategy & transformation programs
- Across top-tier consulting firms such as McKinsey
- Large corporates & SMBs across APAC and US including C-Level and Board experience
- MBA with Honors from Haas School of Business, University of California

**Data is a strategic imperative**

**BUT the real magic lies  
in unlocking its value**

**TRANSFORMING  
A STATE-OWNED  
HOSPITALITY  
GROUP IN CHINA**



**DEBUNKED  
THE MYTH  
THAT IT WAS A  
SEASONAL  
BUSINESS**



**REVENUE  
30^% IN 6  
MONTHS**



**WHY DO YOU NEED THE  
DATA? TOO MUCH EFFORT –  
WHAT'S THE POINT?**



**I INSISTED.  
I KNEW I HAD  
TO FIND SOLID  
VALUE OUT OF  
IT**



**The concept of tangible business value hasn't changed**

**Automation  
helps us to turn data  
into insights and then  
business outcomes**



# DATA VISION 2030

“everything, everywhere, all at once, in real time”



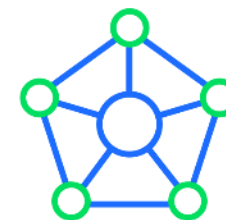
# Why is this change important?



**Enhance efficiencies & stay competitive**



**Meet the digital-first customers' demands of seamless, real-time Interactions**



**Remain customer-focused in an era of unprecedented Innovation**

**Image a workplace in 2030**

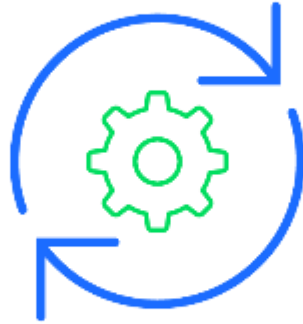
**Data >  
Information >  
Knowledge >  
Decisions >  
Business outcomes.**



# In 2030, you need to...



**Make data easier to  
trust**



**Make data easier to use  
and reuse**



**Make your data easier to  
monetise**

## The 'so what' test

Prioritising the  
**right data use cases**  
is the answer to  
realising value



## TAKEAWAYS

4 common  
roadblocks and how  
to overcome them

1

# Low adoption in new data, analytics and AI capabilities



**Engage P&L owners and impacted process leads early in the validation and planning stage**



**Build an E2E implementation plan not just including tech delivery Milestones but also, business process changes**

2

# Not able to realise the value identified in the business case



**Build a value-driver tree to specify what exact levers the data / AI use case will impact and by how much**



**Follow a rigorous framework to measure value across the ideation, validation, planning, delivery, and tracking stages**



3

# Slow to market with large backlog



**Prioritise, prioritise, prioritise – you can't do everything, for everyone all at once**



**Stop work that isn't going to enable or realise value**

4

# Be seen as a support function not a strategic advisor



**Proactively drive prioritisation, value realisation and business integration**



**Value is the cash/credit for the Chief Data Office to influence at the ExCo table**

# REMEMBER THESE 3 THINGS

WHEN YOU WALK OUT THE DOOR TODAY



# Make the leap to realising tangible value With Data and AI



**Build your confidence with talking about value realisation** – you are the change agent



**Just start!** You don't need to build 5 years vision, **start small, start now** – one data use case to showcase can make the difference



Building a **data-driven culture is crucial** but you can start by finding your coalition of the willing – these advocates from the business are important spokespeople

To continue the  
conversation...  
Connect with me on  
LinkedIn





**THANK YOU**