



# DRIVING DIGITAL TRANSFORMATION THROUGH DATA GOVERNANCE AND MONETIZATION

# ABOUT MALAYSIAN COMMUNICATIONS & MULTIMEDIA COMMISSION



**MCMC** is a regulatory agency that regulates :

- Communications and Multimedia Act 1998 (CMA)
- Postal Services Act 2012 (PSA)
- Digital Signature Act 1997 (DSA)

## The 10 National Policy Objectives for Communications & Multimedia Industry in Malaysia

1. Creating a Global Hub

2. Building a Civil Society

3. Nurturing Local Content and Culture

4. Ensuring Long Term Benefits for the End Users

5. Nurturing User Confidence

6. Promote Access and Equity

7. Creating Robust Application Environment

8. Facilitating Efficient Allocation of Resources

9. Developing Industry Capabilities

10. Promoting Secure and Safe Networking

# CONNECTIVITY DRIVES OPPORTUNITY

## JENDELA PHASE 1

2020 - 2022



4G coverage in populated areas

**96.9%**



Mobile broadband speed (mean)

**35Mbps**



Premises passed with gigabit speed

**7.5 mil**

## JENDELA PHASE 2

2023 - 2025



Internet coverage in populated areas

**100%**



Mobile broadband speed (mean)

**100Mbps**

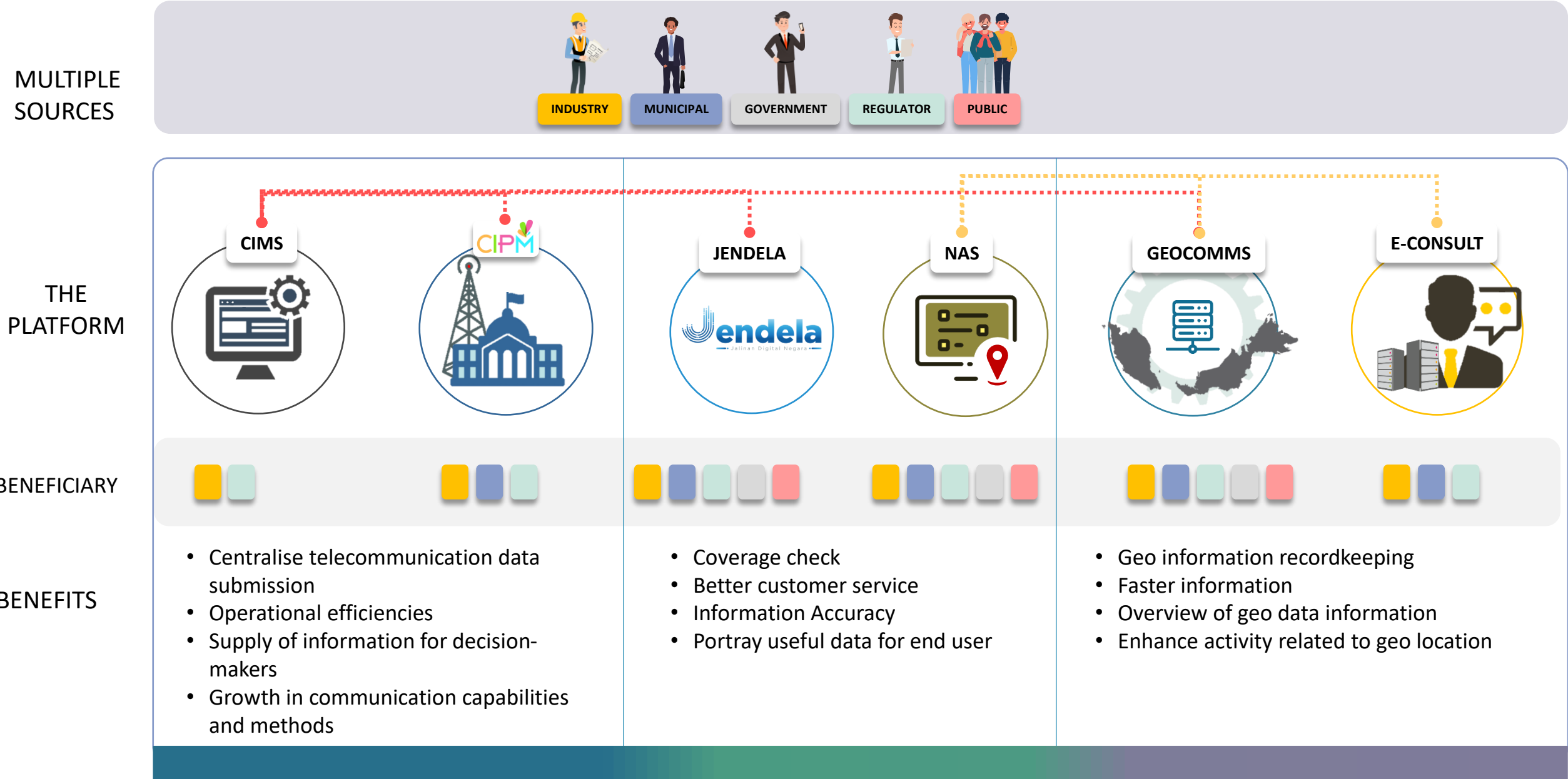


Premises passed with gigabit speed

**9.0 mil**



# MCMC DEALS WITH MULTIPLE SOURCES, STAKEHOLDERS AND USE CASES





# A CHALLENGING LANDSCAPE AHEAD

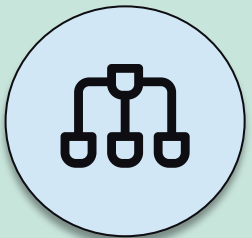
## INTERNAL CHALLENGES



Uneven data skills,  
cultures and capabilities



Inadequate or lack  
CX tools

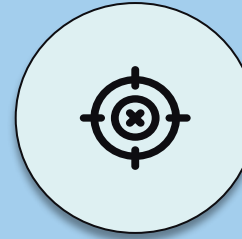


Decentralized – data  
siloes, ad-hoc reporting



Risk in  
data security

## EXTERNAL CHALLENGES



Information Accuracy

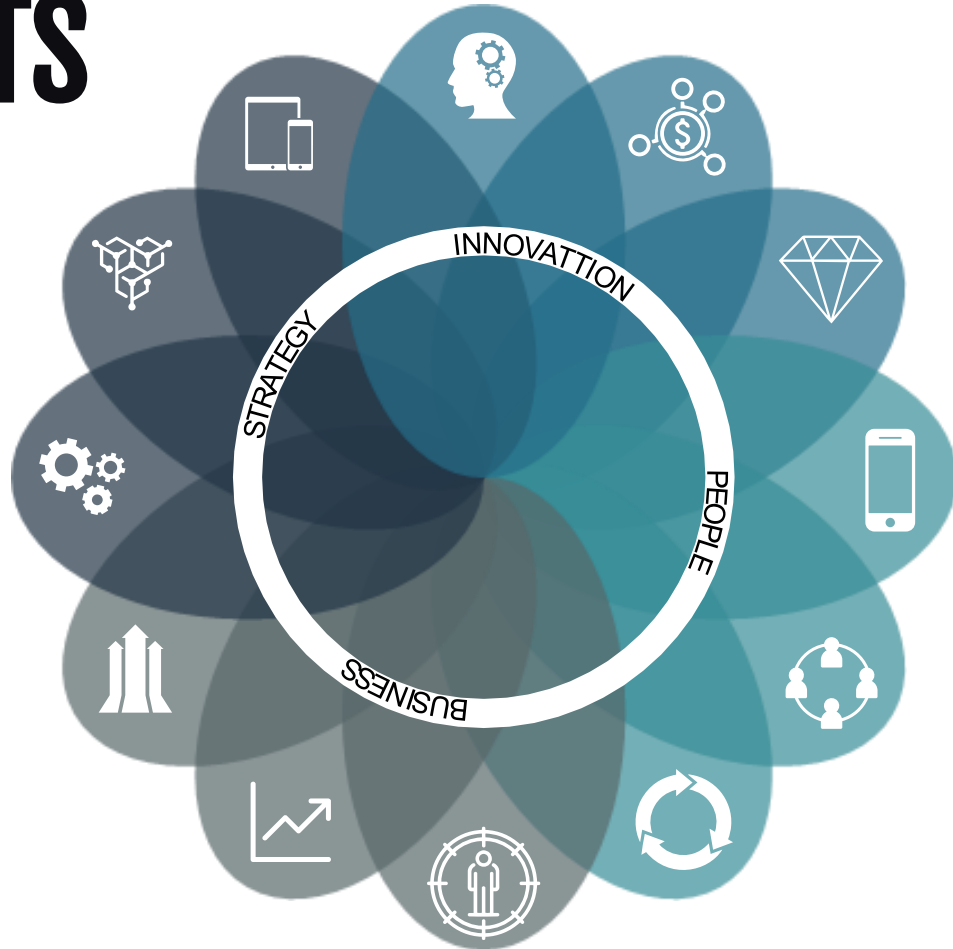


Lack of data  
transparency



Complexity of data i.e. velocity,  
volume, variety due to  
technology evolution

# DIGITAL LEADERSHIP HELPS CONNECT THE DOTS



	Company Vision
	Business Model
	Value Proposition
	Digital Workplace
	Learning Culture
	Firestarter Engagement
	Customer Centric
	Market Disruption
	Digital Process
	Thought Leadership
	Emerging Technology
	Omni-Channel

# BRING OTHERS ALONG THE JOURNEY BY OVERCOMING RESISTANCE

Cast vision for the people to understand why the new technology is vital



- Make employee to see how the technologies able to improve their jobs and live better.
- They will appreciate and willing to adapt when they can appreciate the result

Designate champions within the teams and empower to help each other



- Form a group of employee and turn them into experts in adapting the technology
- They will then pass the knowledge to the rest of their department

Create a workplace of change



- Encourage “try and fail” atmosphere
- Non-technical employees often tend to be more resilient for new ideas and changes

Establish new routines and ensure followed by others



- Changes is always the hardest challenges
- Ensure new routines are followed firmly until it shows value in the good changes process



# BE THE LIGHTHOUSE OF SUCCESSFUL CHANGE AND ADOPTION

*“A doctor wouldn’t perform a surgical procedure without telling the patient why they need to have surgery, what to expect during surgery, and how to care for themselves afterwards”*

## Walk a mile in their shoes

- Show empathy and assure the employees know the changes is happening to everyone-including you

## Provide clear objectives why the change is happening and the benefits.

- Employee would be more inclined to feel positive about making the change when they get to understand better of the improved process and organization business goals.

## Answer the question “What’s in it for me?”

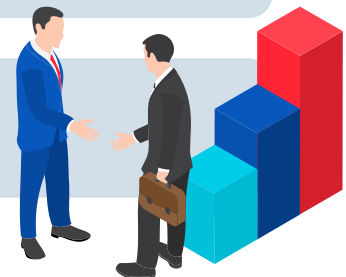
- Ensure that your workforce knows how the tools support them to get their jobs done effectively, efficiently, anytime and anywhere.

## Clearly outline what to expect

- Provide timely awareness before the change with what to expect and any steps required to make the change

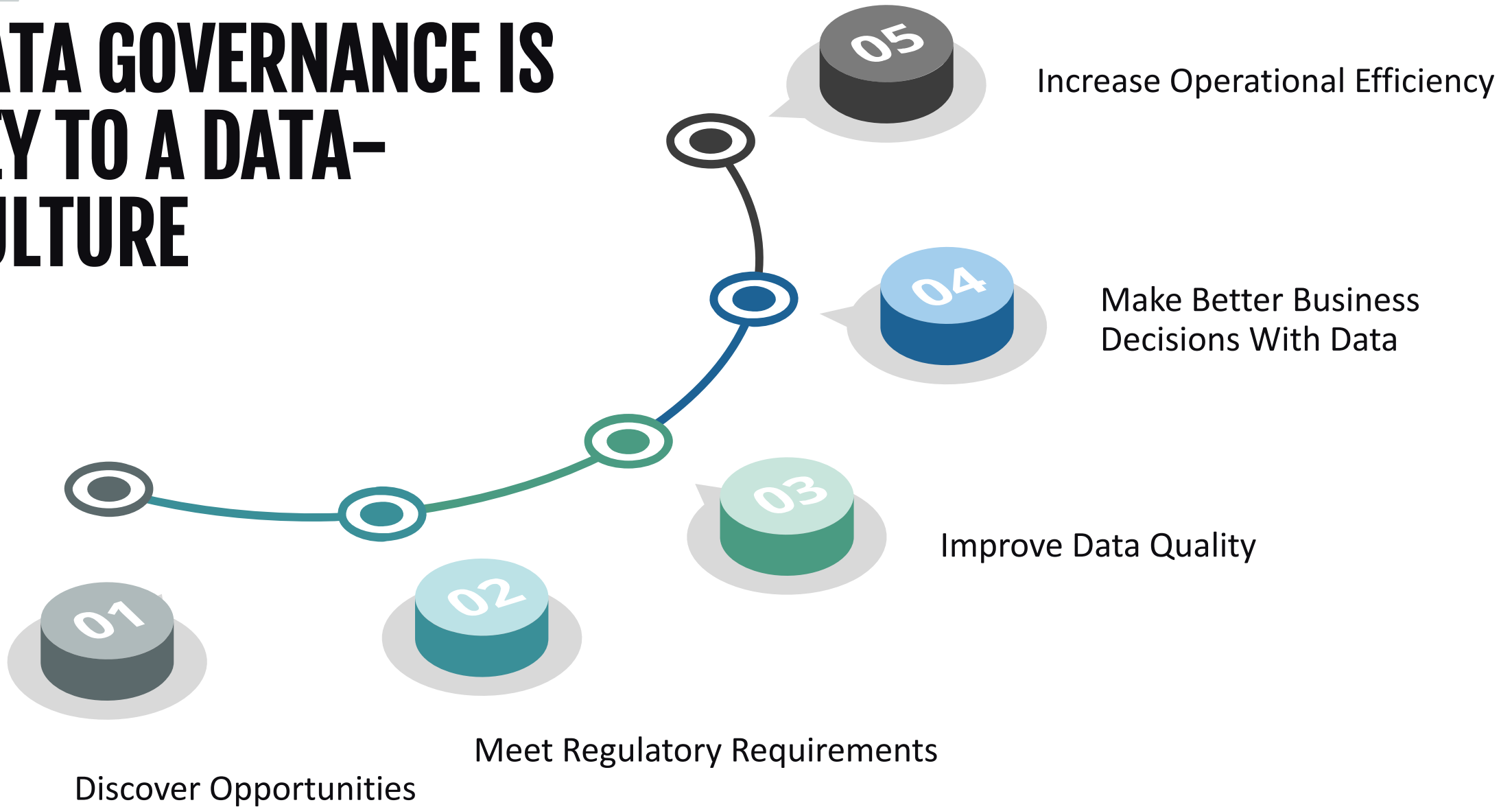
## Connect them with self-help resources

- Equip your workforce with learning resources to empower them to use the technology once it’s available
- i.e. Guides, SOPs, Webinars or other guided learning



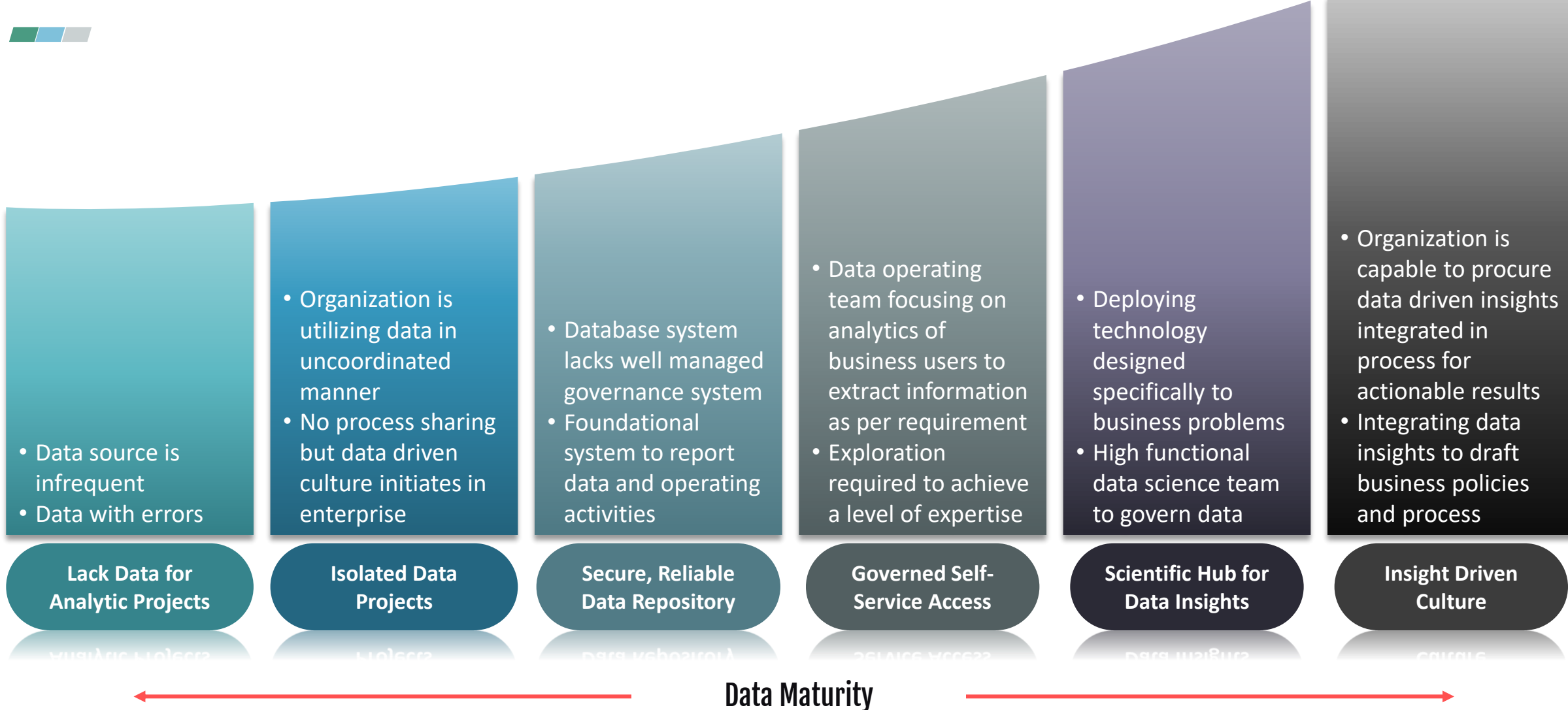


# DATA GOVERNANCE IS KEY TO A DATA- CULTURE



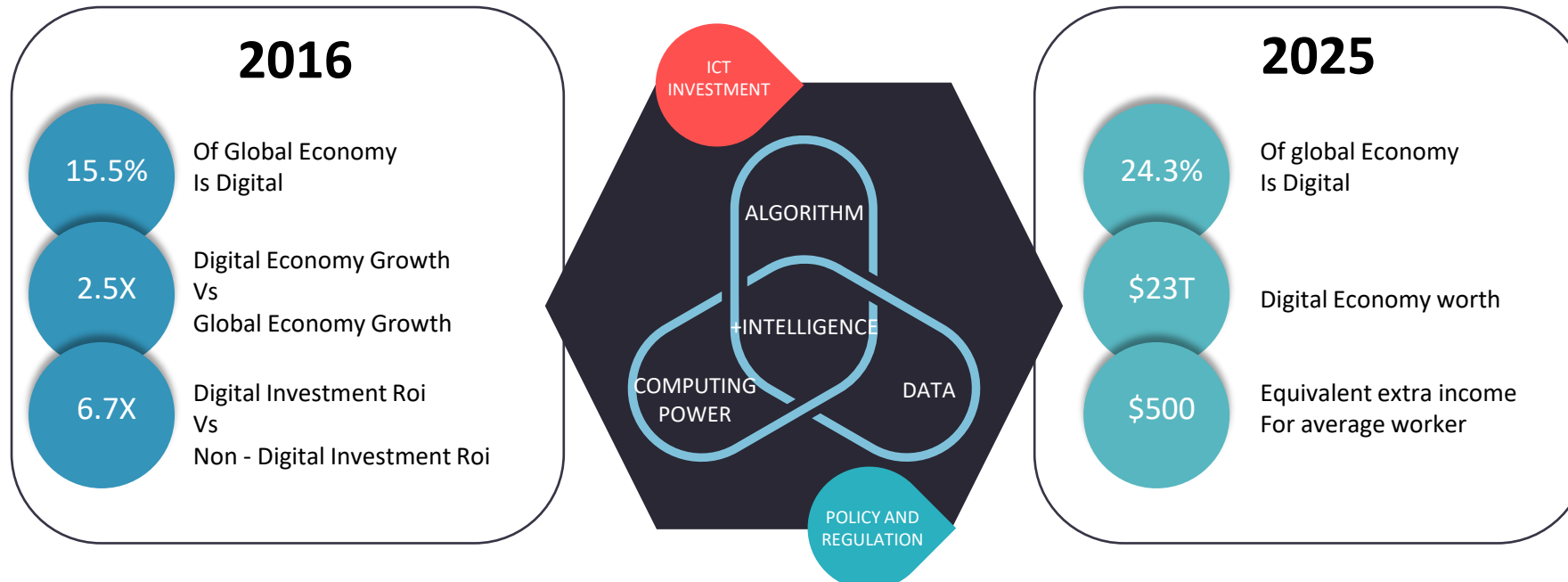
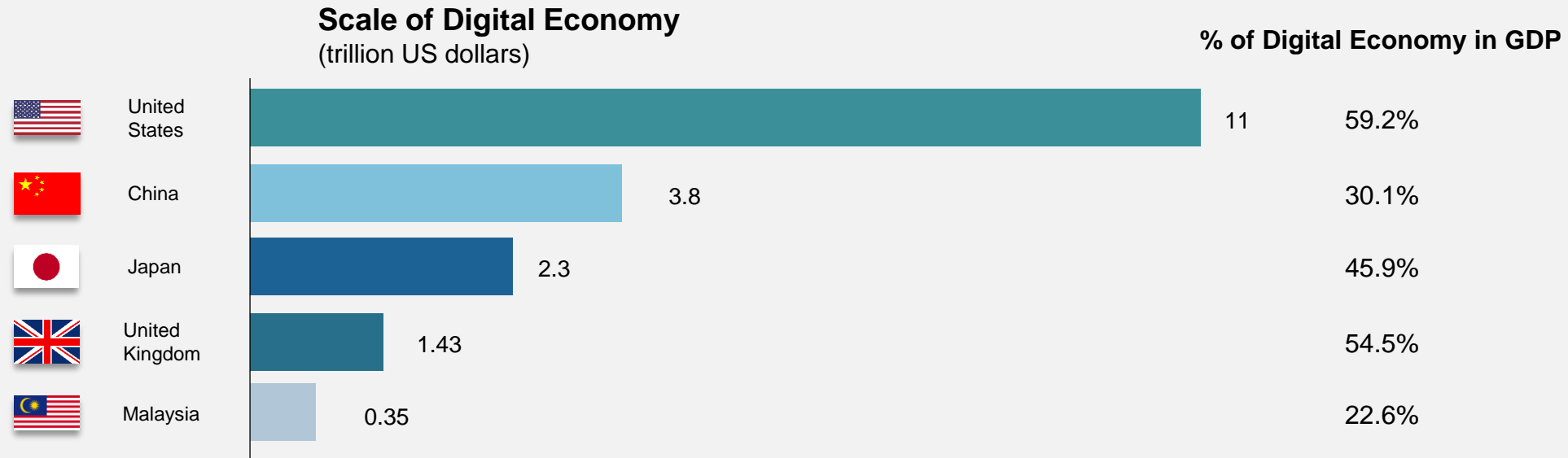
# ORGANISATIONAL VALUE INCREASES WITH GREATER DATA-DRIVEN CAPABILITIES

Data-Driven Capabilities



Data Maturity

# DATA-DRIVEN TO THRIVE IN THE DIGITAL ECONOMY



# KEY TAKEAWAYS



Data Owners must not omit Data Governance

Practice Digital Leadership to overcome barriers in adopting new technologies

Data Competency drives Digital Economy success



# THANK YOU