

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

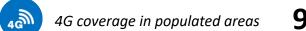
- 8. Facilitating
 Efficient
 Allocation of
 Resources
- 9. Developing Industry Capabilities
- 10. Promoting Secure and Safe Networking

CONNECTIVITY DRIVES OPPORTUNITY



JENDELA PHASE 1

2020 - 2022



96.9%

Mobile broadband speed (mean)

35Mbps



Premises passed with gigabit speed 7.5 mil

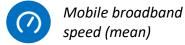


2023 - 2025



Internet coverage in populated areas

100%



100Mbps



Premises passed with gigabit speed

9.0 mil





MCMC DEALS WITH MULTIPLE SOURCES, STAKEHOLDERS AND USE CASES

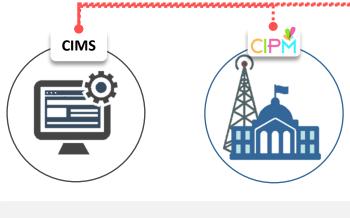
MULTIPLE SOURCES



THE PLATFORM

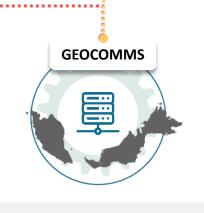
BENEFICIARY

BENEFITS























- Centralise telecommunication data submission
- Operational efficiencies
- Supply of information for decisionmakers
- Growth in communication capabilities and methods

- Coverage check
- Better customer service
- Information Accuracy
- Portray useful data for end user

- · Geo information recordkeeping
- Faster information
- Overview of geo data information
- Enhance activity related to geo location

A CHALLENGING LANDSCAPE AHEAD



INTERNAL CHALLENGES





Uneven data skills, cultures and capabilities



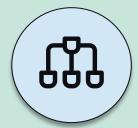
Inadequate or lack
CX tools



Information Accuracy



Lack of data transparency



Decentralized – data siloes, ad-hoc reporting

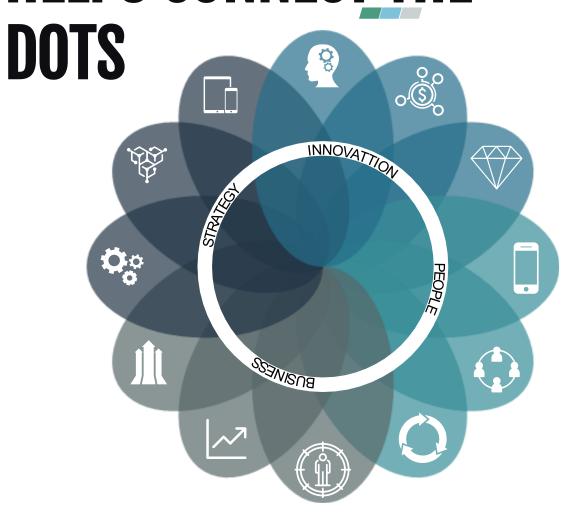


Risk in data security



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

DIGITAL LEADERSHIP HELPS CONNECT THE





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.

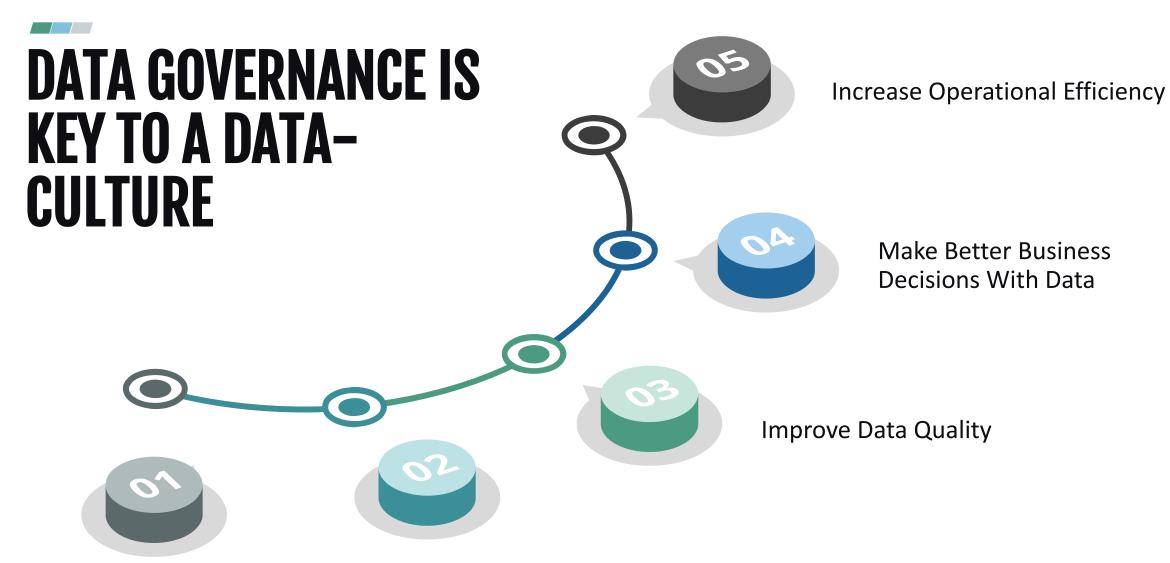
Clearly outline what to expect

 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





Meet Regulatory Requirements

Discover Opportunities

ORGANISATIONAL VALUE INCREASES WITH **GREATER DATA-DRIVEN CAPABILITIES**



- Data source is infrequent
- Data with errors

Lack Data for Analytic Projects

- Organization is utilizing data in uncoordinated manner
- No process sharing but data driven culture initiates in enterprise

Isolated Data

Projects

Secure, Reliable **Data Repository**

- Database system lacks well managed governance system
- Foundational system to report data and operating activities

- Data operating team focusing on analytics of business users to extract information as per requirement
- Exploration required to achieve a level of expertise

Governed Self-Service Access

- Deploying technology designed specifically to business problems
- High functional data science team to govern data

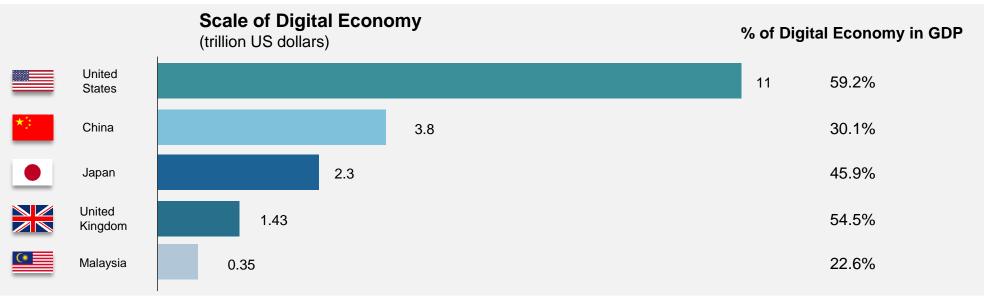
Scientific Hub for Data Insights

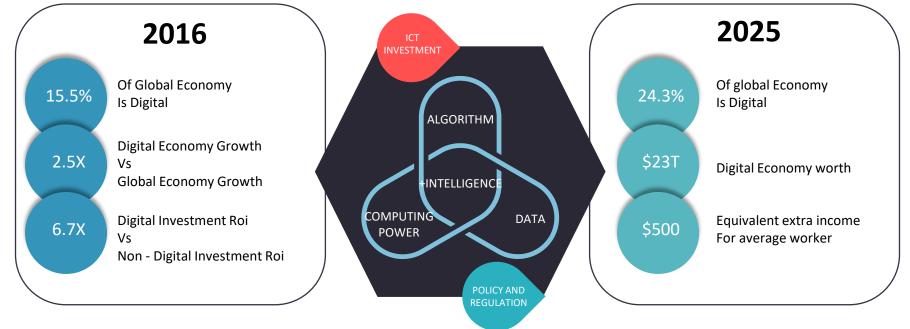
- Organization is capable to procure data driven insights integrated in process for actionable results
- Integrating data insights to draft business policies and process

Insight Driven Culture

DATA-DRIVEN TO THRIVE IN THE DIGITAL ECONOMY

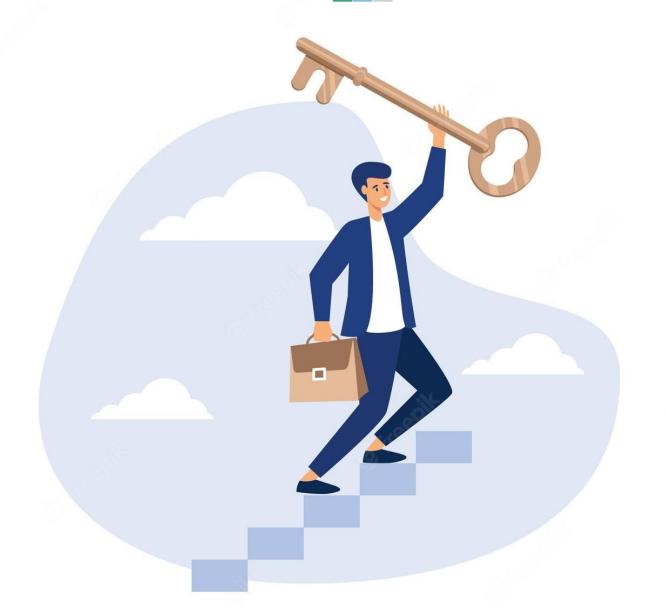






KEY TAKEAWAYS





Data Owners must not omit Data Governance

Practice Digital Leadership to overcome barriers in adopting new technologies

Data Competency drives
Digital Economy success



