IEEE Madras Section
IEEE Computer Society, Madras Chapter
IEEE Communications Society, Madras Chapter
IEEE Robotics and Automation Society, Madras Chapter
IEEE Technology and Engineering Management Society, Madras Chapter
and
Computer Society of India, Chennai Chapter

Cordially invite you to a presentation on

"Digitalization Trends in Enterprises"
by

Mr. Pon Manivannan
Principal Technology Leader
L&T Technology Services, Chennai

on Thursday, 6th Apr 2017 at 6.00 p.m.

at

Seminar Hall, Alumni Center
Anna University, Chennai - 600 025
(Situated opposite to Ladies Hostel, Anna University Campus)

Programme: 6.00 p.m. – Tea & Fellowship :: 6.30 p.m. – Presentation :: 7.45 p.m. – Dinner

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About the presentation: At Macroeconomic level, the economic, demographic, lifecycle & social trends are challenges in sustaining the overall global GDP growth. This puts a lot of pressure on the companies to compete globally, given technology advancement, cost of the technology access going down, increasingly shifting behaviour of the consumers using more of social media, mobile, analytics, cloud and security (SMACS). Innovative small technology players are entering and disrupting large players in the traditional business. Increasing maturity of ICT with IoT and other advanced technologies needs to be leveraged to be sustainable global player in an innovative and competitive environment. Digitalization is not an option but a way to improve the overall business performance. Consumers are sharing information implicitly and explicitly through various channels of communications which companies have to listen and respond to with agility and velocity. Digital company's market cap is better than analogue companies. Business model innovation is being continuously getting disrupted by start-ups and big companies have to work with all stake holders towards realizing the goal. Skill development, acquisition and retention are major challenges to be addressed by companies if they have to adopt digitalization significantly.

About the Speaker: Mr. Pon Manivannan, Principal Technology Leader, L&T Technology Services, Chennai has over thirty years' experience in the IT/ITES/product engineering sector. He has significant global product development experience in aerospace, automotive, consumer electronic, telecom, multimedia and networking domain. Currently, he heads the Technology Solution and Innovation Center at L&T Technology Services to build innovation culture and develop strategy, roadmap, build solution in new technology areas in collaboration with institutions, research labs, drive knowledge management system, reuse framework, community of practice, technical learning, IP/Patent desk etc., Additionally, he heads the CSR function. In the previous role, he was the head of the Automotive & Aerospace business at L&T Technology Services. He has served in various organizations like Infotech Enterprises Limited (Now Cyient), TRIANZ Consulting P Ltd as Director (Embedded Practice) and in HCL Technologies and CSIR (Govt of India). He has published several research papers in the national and international journals/conferences. He is one of the most sought after speaker at various institutions and forums on different technology topics. Mr. Pon Manivannan is an alumnus of Anna University; he has done the Post Graduate Management Program at IIM Calcutta and also has a MBA from Madras University. More about him at http://in.linkedin.com/in/gbponmanivannan

To facilitate logistics, please pre-register at https://goo.gl/forms/IzgBXPj0LlrReMLz1