

Infoline hosts key seminar on business transformation

MUSCAT: Infoline, the leading IT and IT enabled service provider in Oman, recently organised a seminar on Business Transformation with Connected Innovation at Holiday Muscat. Prof. Mohanbir Sawhney and Jaya Vaidhyathan were the keynote speakers, says a press release.

Prof. Sawhney is a globally recognised scholar, teacher, consultant and speaker in strategic marketing, innovation and new media. He advises and speaks to Global 2000 firms and governments worldwide and has been widely recognised as a thought leader. *Business Week* named him as one of the 25 most influential people in E-Business.

Jaya Vaidhyathan is a much sought after speaker in national and international forums across Europe, US, China, India and Australia and has been recognised with numerous awards. Through this seminar, the speakers covered aspects of business innovation right from understanding the basic concepts of strategy and managerial environment.

Prof Mohanbir Sawhney began with his presentation and research on twelve vectors of introducing business transformation and innovation. Few of these vectors introduced by Sawhney included customer satisfaction, business ecosystem, presence, competition, channel innovation, supply chain etc. The core of the discussion was to focus on vectors and their catalyst role to maximise business value and returns to shareholders. Key emphasis was on early adoption of innovation in business life cycle to outsmart



competition. Talks on innovation also focused on rebranding and recreating products and services even at the cost of phasing out existing service lines.

Prof Sawhney explained above concept by using real time business case studies on clients operating in technology, government, fast moving consumer goods and global coffee chain operator. Coffee chain case study was discussed with participants. The key take away from the case study was to improve and provide an overall experience rather than only serving coffee to customers. Business strategy of the coffee chain is based on one of the vectors discussed during the seminar i.e. presence. As a result of successfully implementing the presence vector this coffee chain outlets are available in more than 100 countries worldwide.

Sawhney also shared an innovation incubator in which real time data could be fed to arrive at business specific value added requirements to serve customers.

He also briefed the attendees on how companies today can get themselves ready and organised

for innovation through the different innovation archetypes that have been observed in various successful companies.

The second speaker Jaya Vaidhyathan initiated the discussion on business risk and social media and as a service tool for reaching out to customers served by business. Key focus was on banking and financial industry which is a closely monitored and highly regulated industry. More than 122 different regulations are introduced by regulatory bodies in UK alone every week. Failure to comply can lead to law suits and penalties in millions of dollars.

"Social media is no longer a tool for personal engagement but a necessity due to explosion in smart phone technology and platforms. Since social media has emerged on business radar only couple of years back, its true potential is yet to be explored.

"Communication channels are becoming more and more informal and social media provide a user friendly platform to share experiences with a large target audience in shortest interval of time," she said.