

plier that shares its dedication to the highest quality standards.

'Business Transformation' seminar held



INFOLINE LLC the leading IT & IT Enabled Service provider in Oman organised a Seminar on Business Transformation with Connected Innovation at Holiday Muscat on Tuesday. The speakers for this seminar were Prof Mohanbir Sawhney and Jaya Vaidhyanathan.

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 Vaidhyanathan 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.

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.

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.