

1 March 2018 | 1830 - 2130  
PETROSAINS Suria KLCC

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# IET TALK EVENT

SPEAKERS PROFILE & ABSTRACT

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# INDUSTRIAL DIGITALISATION

# SAMSURI C EMBI – PETRONAS ICT

Samsuri is currently Enterprise Architect at PETRONAS ICT focusing on Internet of Things (IoT) for group wide architecture.

He has worked in SCADA system design and consultation for gas pipeline and electrical projects for clients in Australia, Malaysia, Saudi and UK.

He has been more than 20 years in telecommunication industry with companies such as Alcatel, Lucent and Acision, designing, developing and deploying software solutions to clients in Asia such as Celcom, China Mobile, BSNL, TOT, StarHub and Excelcomindo.

During his role in Maxis where he had accountability for developing the Machine-to-Machine (M2M) and Internet of Things vision and strategy, definition of new products and propositions, creation and execution of the marketing plan and identifying new business opportunities and commercial innovations to grow revenue. He also developed the 1st M2M Platform in Malaysia.

Samsuri received a Masters Degree in Computer Science from Florida Institute of Technology and Degree in Computer Science from Indiana State University.



## IOT + RASPBERRY PI + ARDUINO = SMALL THINGS, BIG OPPORTUNITIES

"Internet of Things (IoT)-connected devices no longer represent a niche market; rather they've become a mainstream part of our lives both inside and outside the workplace. Gartner predicts that nearly 20 billion IoT-connected devices will be online by 2020"

IoT is not a rocket science! You too can learn to build an IoT device using Raspberry Pi and Arduino.

# DEAN SHAW – MICROSOFT

Dean Shaw joined Microsoft in March 2017 as the regional Industry Solutions Director for Asia-Pacific after 6 and a half years at General Electric's power generation unit where he was the Commercial Director, Asia-Pacific for Power Generation Services. Prior to that he was the Asia Regional Leader, Price Management at Schneider Electric. Dean has extensive experience in the power generation and oil and gas verticals in particular, working on some of the largest power projects in Asia. He holds a Bachelor of Computer Science from Monash University and a Master of Business specialising in Economics.



## UTILISING ANALYTICS TO TRANSFORM BUSINESS MODELS

Industry 4.0 (the next phase of industrial revolution) is changing the way we all think about the future of manufacturing, energy, value chains and more. It's changing how we approach the world around us.

This is a time when unlimited compute power, new connectivity and rich data platforms enable creation of "systems of intelligence". New technology-led capabilities and insights will fundamentally change how businesses are run, how value is created and delivered, how individuals learn, grow and are productive. This is a time when industries will be re-made, new ecosystems will be created.

Microsoft's role in this new era is, quoting our CEO Satya Nadella, "to empower individuals and organizations across every vertical, across every size of business in any part of the world to achieve more and do things that they want to do with their lives and their businesses." That's our identity.

# MUHUNDHAN KAMARAPULLAI – MDEC

Muhundhan Kamarapullai or Muhu comes with 20 years of experience, that spans the domains of technology entrepreneurship / incubation, education, healthcare, technology management and organisational capability development. He's also a trained Project Management Professional, Security Lead Auditor and Professional Marketer.

At Malaysia Digital Economy Corporation (MDEC), he has been tasked to lead a new scope in the digital adoption ecosystem, which spearheads the growth of the domestic landscape, eventually helping more Malaysian businesses embrace digital adoption and innovation. Prior to this, he led the Startup & Entrepreneurship team and introduced several new global initiatives to Malaysia in the areas of big data, internet of things and digital games. He has also headed the effort of building capabilities of local MSC Malaysia companies in supporting their growth within the regional markets.

He mentors in several local and international entrepreneurship programs and speaks in related conferences. A passionate martial artist who has represented his country, he now truly believes in evangelising the digital economy, giving him the purpose to "fight" again, this time in ensuring new economic growth for the nation.

He holds a Master of Science in Corporate Communications and Bachelor of Science in Biotechnology from University Putra Malaysia



## DISRUPTION IN THE E-WORLD

Digital disruption is the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services. Digital disruption is the flip side of digital opportunity which established companies and startups alike, enlist new technologies in the fight to dislodge incumbents, protect entrenched positions, or re-invent entire industries and business activities.

Discussion will be around how can companies embrace digital disruption and opportunities provided by MDEC.



- 1800** REGISTRATION & EXPLORE PETROSAINS SPARKZ AREA
- 1830** SAFETY BRIEFING + WELCOMING REMARKS
- 1835** IOT + RASPBERRY PI + ARDUINO = SMALL THINGS, BIG OPPORTUNITIES!  
SAMSURI C EMBI, IOT ARCHITECT (PETRONAS ICT)
- 1920** BREAK (MAGHRIB PRAYER | REFRESHMENTS | NETWORKING)
- 1945** UTILISING ANALYTICS TO TRANSFORM BUSINESS MODELS  
DEAN SHAW, INDUSTRY SOLUTIONS DIRECTOR (MICROSOFT)
- 2030** DISRUPTION IN THE E-WORLD  
MUHUNDHAN KAMARAPULLAI, DEPUTY DIRECTOR (MDEC)
- 2130** END (REFRESHMENTS | NETWORKING)

# > Industrial Digitalisation



