



Deloitte.

## Innovation Playbook

Giving your business the upper-hand  
with digital and analytics tools

**MAKING AN  
IMPACT THAT  
MATTERS**

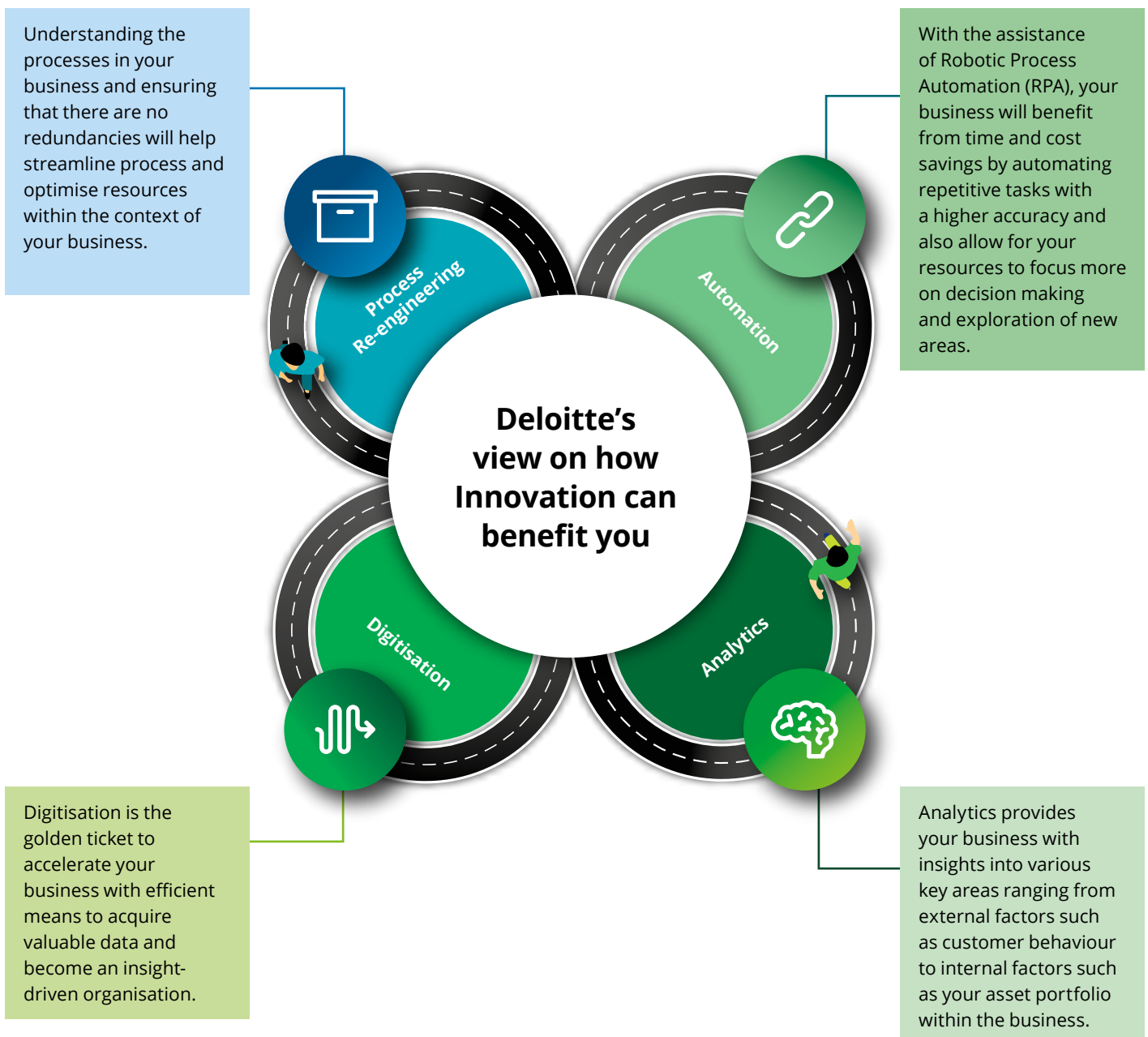
*since 1845*





# An innovative edge

Innovate today to advance your business objectives. We believe that innovation in the form of digitisation, automation and analytics provide your business with data driven insights, and cost and time savings, giving you a competitive edge.

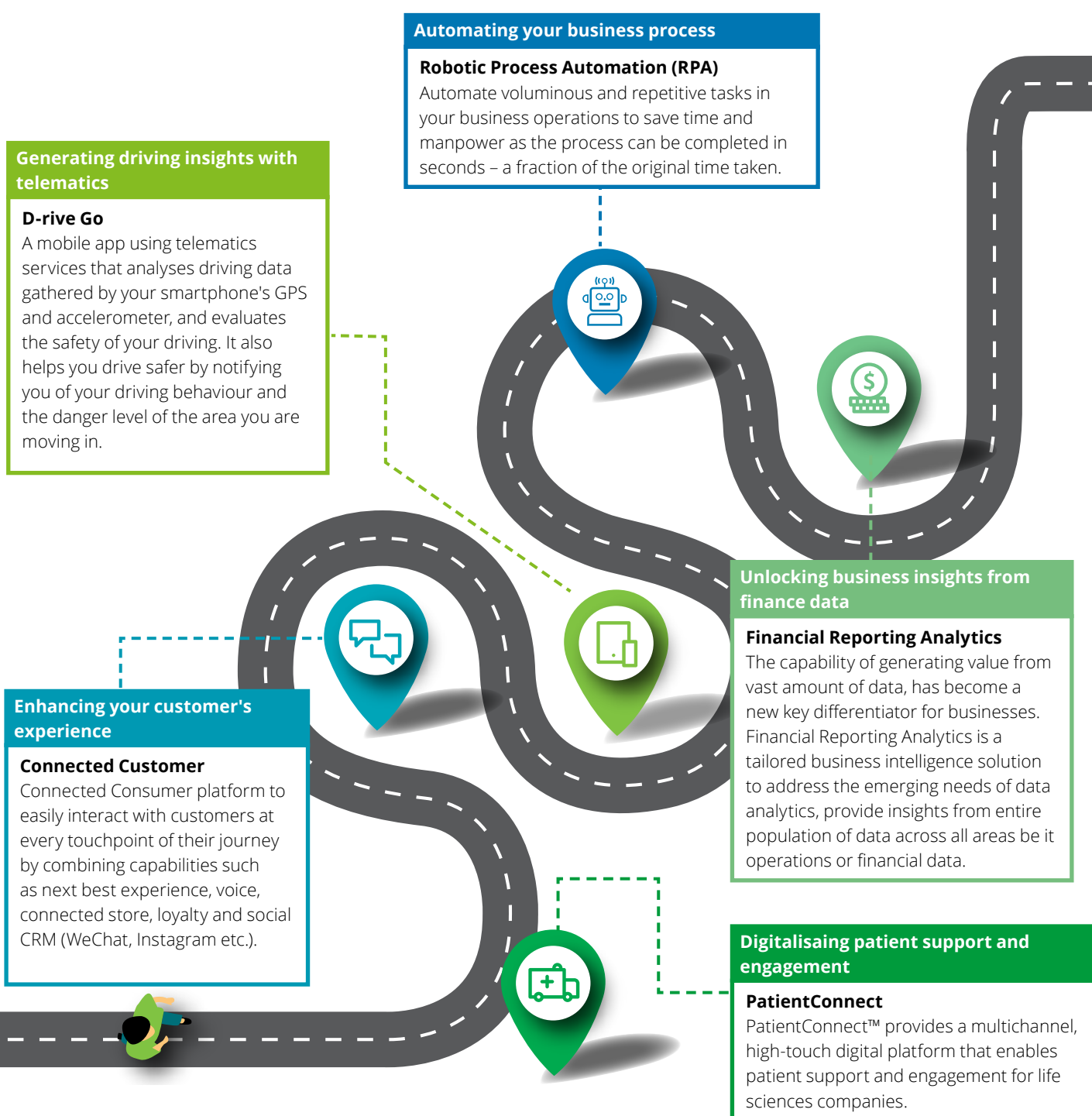


# Your Innovation Journey with Deloitte starts here!



# Growing your Business

Plan, grow and structure your organisation's operations to deliver improved business performance, drive shareholder value and create a competitive, sustainable advantage.



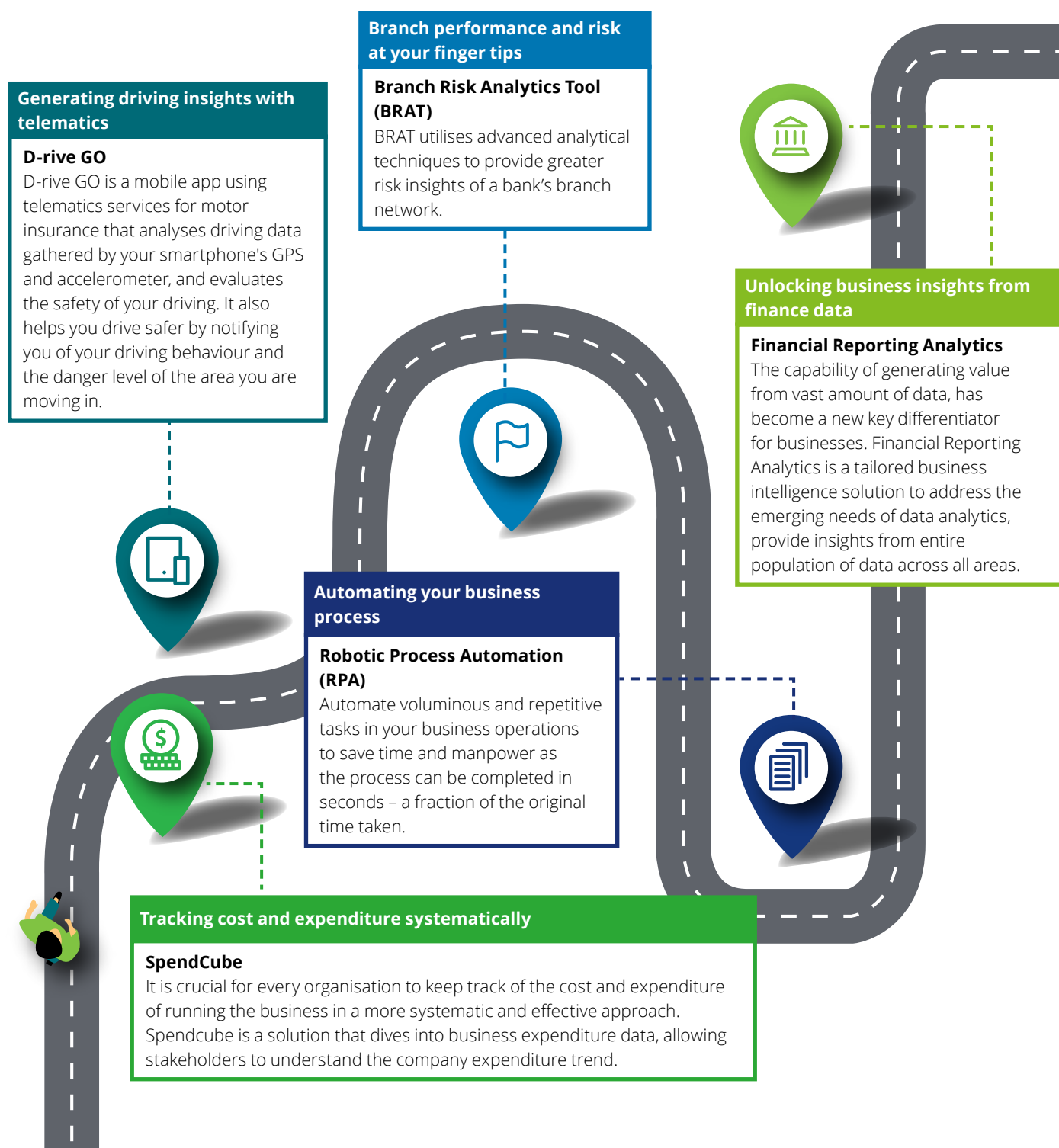
# Managing Risks

Managing a business in this current volatile, uncertain, complex and ambiguous environment comes with various types of risk, with the potential to destroy a business. Our solutions support us in enabling your business to mitigate risks strategically.



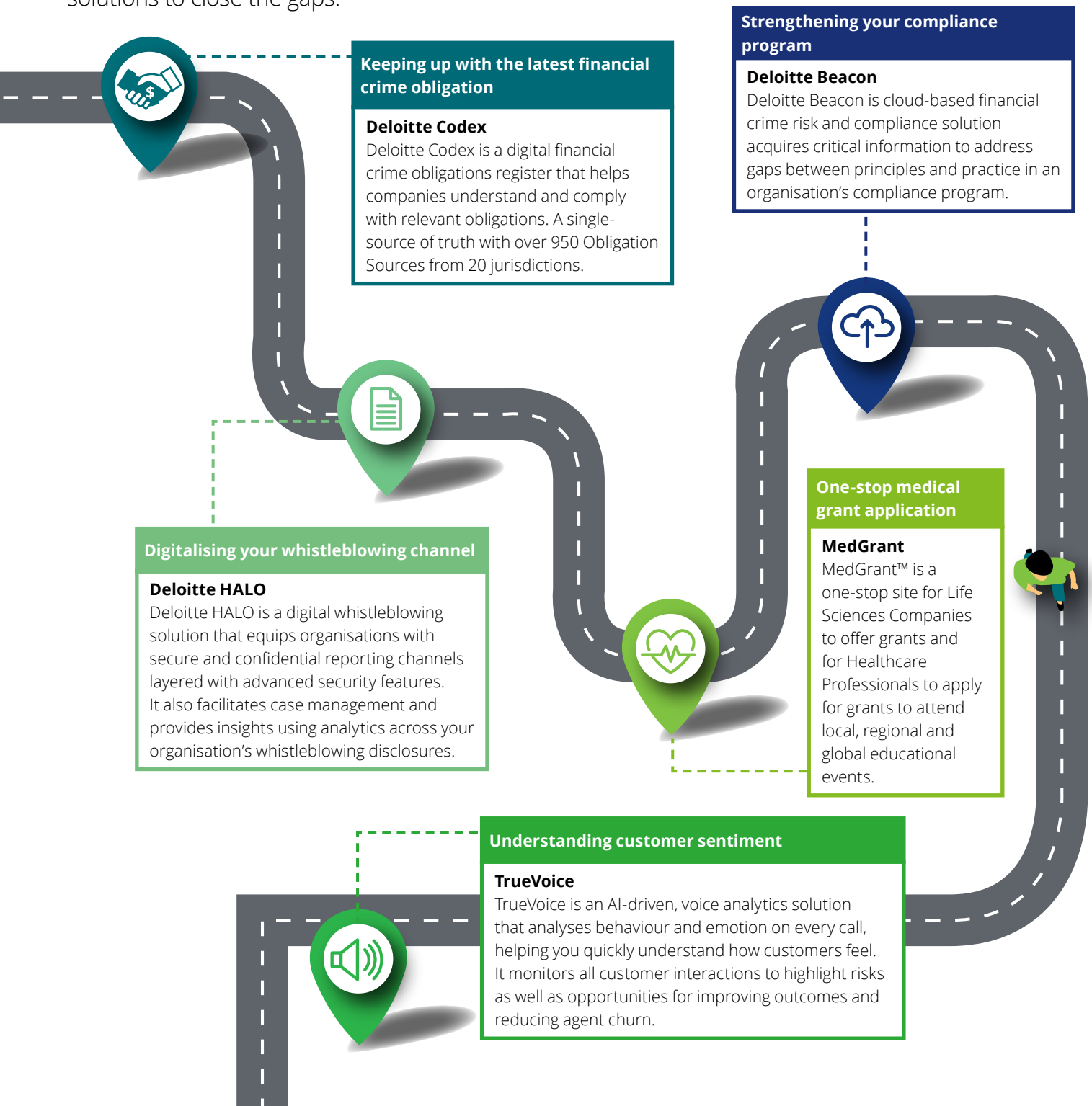
# Maximising Performance

In an increasingly competitive marketplace, organisations must seek new ways to reinvent their operations and modernise how their employees work. To establish high-performance processes, it is often necessary to implement new technologies, streamline management and embrace innovation to increase effectiveness.



# Establishing Good Governance

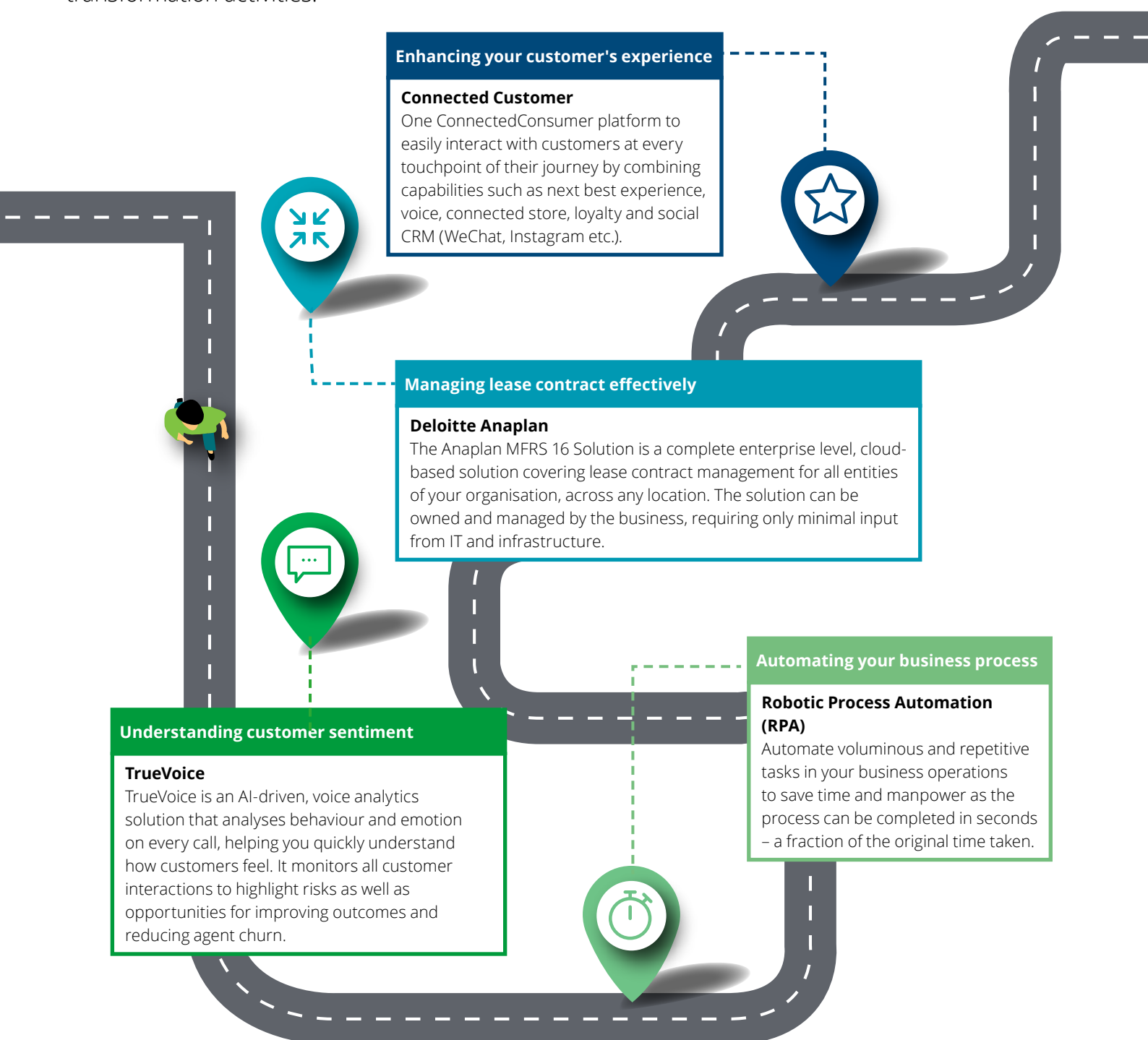
Today's businesses face increasing stakeholder expectations and public scrutiny. Here at Deloitte, we help you understand your responsibilities and assess the effectiveness of your organisation's governance processes. We benchmark against best practices and work with you to develop solutions to close the gaps.











# Capitalising on Digital and Tech Innovation

Digital technology has changed the face of business, making innovation a key organisational capability. Our professionals help clients resolve their information and technology challenges by identifying potential disruptors, developing strategies to address disruption and executing business transformation activities.



# Industry Specific Tools and Services

We understand that each industry requires a bespoke set of tools catered to the needs of the businesses within the respective industries. Here is a compilation of our most prominent tools and services that we believe will help you shine within your industry.

Industry	Innovation tool	Key outcomes and benefits
 <b>Customer Servicing</b>	<b>TrueVoice</b>	Analyses behaviour and emotion on every call, helping you quickly understand how customers feel.
 <b>Financial Services</b>	<b>Deloitte Codex</b>	Digital financial crime obligations register.
 <b>Insurance / Logistics</b>	<b>D-rive GO</b>	A mobile app with tel ematics services that analyses driving data gathered on smartphone and evaluates the safety of driver's behaviour.
 <b>Life Sciences</b>	<b>MedGrant</b>	Platform to match healthcare professionals with life sciences companies for sponsorship to third party.
	<b>PatientConnect</b>	A multi-channel patient engagement solution that provides consistent high-touch patient interactions across channels for MedDevices and Pharma.
 <b>Retail</b>	<b>ConnectedConsumer</b>	Connect with customers digitally at every touchpoint.
 <b>All industries</b>	<b>Branch Risk Analytics Tool (BRAT)</b>	Gain insights on branch performance using a data-driven approach that allows for unbiased analysis of branch performance and risk management.
	<b>Deloitte Anaplan</b>	IFRS16 Reporting tool for leasing entities with customisable and robust modelling.
	<b>Deloitte Beacon</b>	Gap and risk assessment platform for financial crime.
	<b>Deloitte Halo</b>	Digital whistleblowing platform to analyse whistleblowing disclosures.
	<b>Financial Reporting Analytics</b>	Analyse revenue, payroll, inventory analysis, loan analysis.
	<b>Robotic Process Automation (RPA)</b>	Automate voluminous and repetitive tasks to save time and costs while reducing human error.
	<b>SpendCube</b>	Track company expenditure behavior and changes.

# Introducing your Deloitte team



**Justin Ong**  
Malaysia Innovation Leader



**Su Je Hui**  
Malaysia Innovation Team

## Innovation Industry Leaders



**Mak Wai Kit**  
Audit & Assurance  
Innovation Leader



**Oo Yang Ping**  
Financial Advisory  
Innovation Leader



**Shahariz Abdul Aziz**  
Risk Advisory  
Innovation Leader



**Senthuran Elalingam**  
Tax Innovation Leader



**Chee Wei Han**  
Consulting  
Innovation Leader



Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more.

Deloitte Asia Pacific Limited is a company limited by guarantee and a member firm of DTTL. Members of Deloitte Asia Pacific Limited and their related entities, each of which are separate and independent legal entities, provide services from more than 100 cities across the region, including Auckland, Bangkok, Beijing, Hanoi, Hong Kong, Jakarta, Kuala Lumpur, Manila, Melbourne, Osaka, Seoul, Shanghai, Singapore, Sydney, Taipei and Tokyo.

#### **About Deloitte Malaysia**

In Malaysia, services are provided by Deloitte PLT (LLP0010145-LCA) (AF0080), a limited liability partnership established under Malaysian law, and its affiliates.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms or their related entities (collectively, the “Deloitte organization”) is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser.

No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.

