

# Portfolio Digital Transformation 2022 program

## Program

## Registration

### Section I.: Be there or be square - Digitalisation's business benefits

Digitalisation is a cross-industry trend. The harsh truth is that if you do not take steps in time, you might easily be at a competitive disadvantage. Digitalising and automating corporate inner processes and turning them paperless, digital service and customer acquisition, improving financial and accounting procedures can result in the long-term enhancement of corporate profit margins. But digitalisation does not end when purchasing a system or software; the success rate depends on organisational integration, selection and optimisation of tools. Top executive managers help us answer these complex questions.

#### 08:40 - 08:45 Welcome speech

Speaker:

**Zoltán Bán**, CEO, Net Média (Portfolio Group)

#### 08:45 - 09:05 Digitalisation trends in the world and in Hungary

Speakers:

**Gergely Bacsó**, vezérigazgató, Allianz Hungária Biztosító

**Chris Smith**, Partner, McKinsey & Company

#### 09:05 - 09:25 Pressure or Possibility - End or Means? Practical questions of digitalization in the business procedure of companies.

Speaker:

**László Varga**, Director of Business Development, DMS One Hu

## **09:25 - 09:40 Presentation**

Speaker:

**Balázs Németh**, Chief Innovation Officer, K&H Group

## **09:40 - 10:30 Cross-sector digitalisation - How can businesses benefit?**

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Group)

Conversation participants:

**Gábor Gonda**, vezérigazgató, T-Systems Magyarország

**Péter Ratatics**, COO, MOL

**Dávid Tibor**, elnök, Masterplast Nyrt.

**Zsolt Veres**, Country General Manager, Schneider Electric Hungária Ltd.

## **10:30 - 10:50 Coffee break & Networking**

### **Section II.: AI and robots, finance, document handling - Digitalisation of background processes**

Digitalisation is not only about fancy mobile apps and nicely designed online platforms: from large companies to SMEs, there is considerable potential in optimising inner processes, the digitalisation of documents, contracts, and invoicing tasks. The number of working hours saved by day, reducing the incidence of errors, and improving workforce efficiency can quickly generate business benefits by implementing the right tools and digital processes.

## **10:50 - 11:05 Energy 4.0**

Speaker:

**Balázs Hajós**, Sales Director, Schneider Electric

## **11:05 - 11:20 Real values of automation - beyond ROI**

Speaker:

**Károly Poór**, CEO, Member of the Board, Dataxo Group Zrt.

## **11:20 - 11:35 DMS - Let's manage everything in its place!**

Speaker:

**Dalma Piskóti**, Account manager, DMS consultant, DMS One Zrt.

## **11:35 - 11:50 Are we there yet? - the digital journey for Hungarian companies**

Speaker:

**Tamás Frisch**, Head of Consulting (A&PS), Hewlett Packard Enterprise

## **11:50 - 11:55 Presentation**

Speaker:

**Péter Kiss**, Leading expert, DMS One Zrt.

## **11:55 - 12:50 Increasing efficiency and digitalisation with modern technologies - What to look out for?**

Moderator: **Péter Kiss**, Leading expert, DMS One Zrt.

Conversation participants:

**Levente Czimbalmos**, projekt szakmai vezető, Magyar Kereskedelmi és Iparkamara, Modern Vállalkozások Programja

**Balázs Hajós**, Sales Director, Schneider Electric

**Attila Kezdődy**, Customer Insights Tribe Lead, Foundation, MKB Bank

**Zoltán Kulifai**, IoT Solution Sales Manager, Vodafone Hungary

**Dr. habil. Zsolt Roland, Ph.D. Szabó**, HAS awarded researcher, associate professor, Széchenyi István University

**Zoltán Szoleczki**, automatizációért felelős vezető, OTP Bank

## **12:50 - 13:30 Lunch break & Networking**

### **Section III.: Digital sales and services in the digital world**

Digitalisation rewrites customers' expectations radically. Nowadays, a traditional manufacturing company, a real estate development company, or a jeweller cannot afford not to enter the virtual space. After this very first step, the key to success is in the details: how do we reach customers, what digital marketing tools should we use and what tools exist for automation on the customers' side?

How will our customers be content? How not to lose them? How can we do digitalisation 'right' on the clients' side? We look for the answer to these questions in this session.

## **13:30 - 13:45 MOL on the MOVE: how does a loyalty program drive a large scale digital transformation?**

Speaker:

**István Mag**, Head of Digital Factory, MOL Group

**13:45 - 14:00 When can your data assets be valuable and how can you manage them most effectively?**

Speaker:

**Norbert Németh**, Sales Director, Grape Solutions

**14:00 - 14:10 Presentation**

Speaker:

**Béla Bodnár**, CEO, Shiwaforce

**14:10 - 15:05 End-to-end digital customer service and agile operations - How will my customers be satisfied in the 21st century?**

Moderator: **Dániel Dojcsák**, Marketing Communications Director, Shiwaforce

Conversation participants:

**Bence Hoffmann**, Deputy CEO, Shiwaforce

**Zoltán Polgár**, IT Governance Director, Magyar Posta Zrt. (Hungarian Post Ltd.)

**András Szegedin**, Digital Funnel Area Lead, Telekom Hungary

**László Tátrai**, CIO, SPAR Hungary

**15:05 - 15:25 Coffee break & Networking**

## **Section IV.: Digitalisation in practice - Case studies and solutions**

After developing the digitalisation strategy, the background processes, and the digitalisation steps on the customer side, the most important task is implementing the plans. We do not just talk; we show concrete examples. Our last session offers you case studies and solutions that help you put digitalisation into practice.

**15:25 - 15:40 House Of Cards collapses, or how should we defend proactively against the supply chain attacks?**

Speaker:

**Péter Sipos**, Sales Representative, Inter-Computer-Informatika Zrt.

**15:40 - 15:55 Organisational culture and digital transformation - "People before tech!"**

Speaker:

**dr. Júlia Füredi**, Founder and Product Developer, Sparq tech

**15:55 - 16:15 The pitfalls of digital economy - From a lawyer's perspective**

Speaker:

**Dr. Dániel Endre Nagy**, Senior lawyer, Kinstellar

**16:15 - 16:30 Digitalisation solutions for a future-proof company**

Speaker:

**Dániel Bözöri**, Digital Solutions Presales CoE, T-Systems Hungary