



MATIDOR

Vincent Lam
Co-founder & CEO

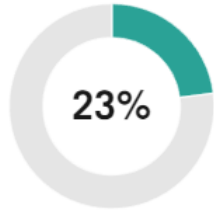
What You Need To Know About Digital Transformation



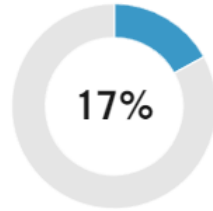
What is Digital Transformation?

- **The process of integrating digital technology into your business**
- **It means different things to different people**
- **It is long and difficult**

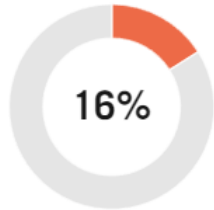
Top reason of digital transformation



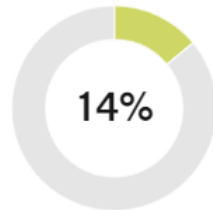
Customer experience



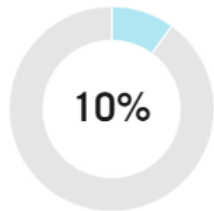
Technology infrastructure



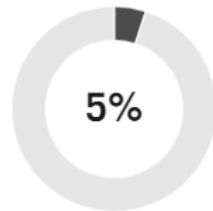
Process efficiency



Data management



Company culture



Employee experience

It is an 1-trillion investment

\$520B

From 2021

\$1250B

To 2026

Growth Rate = 19.1%

Alberta is also spending a lot...

> \$20B

Between 2021 to 2024

- 1. Energy and Environment**
- 2. Transportation and Logistics**
- 3. Financial Services**

Digital transformation is a long journey

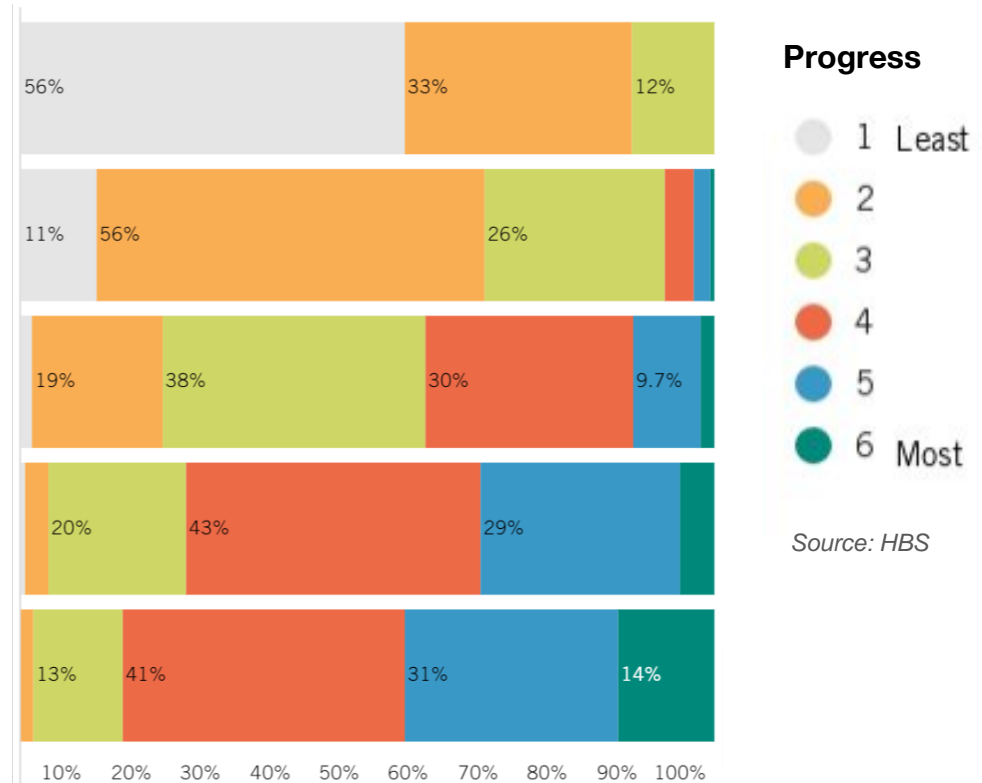
Have not started

Less than 1 year

1-5 years

6-10 years

More than 10 years



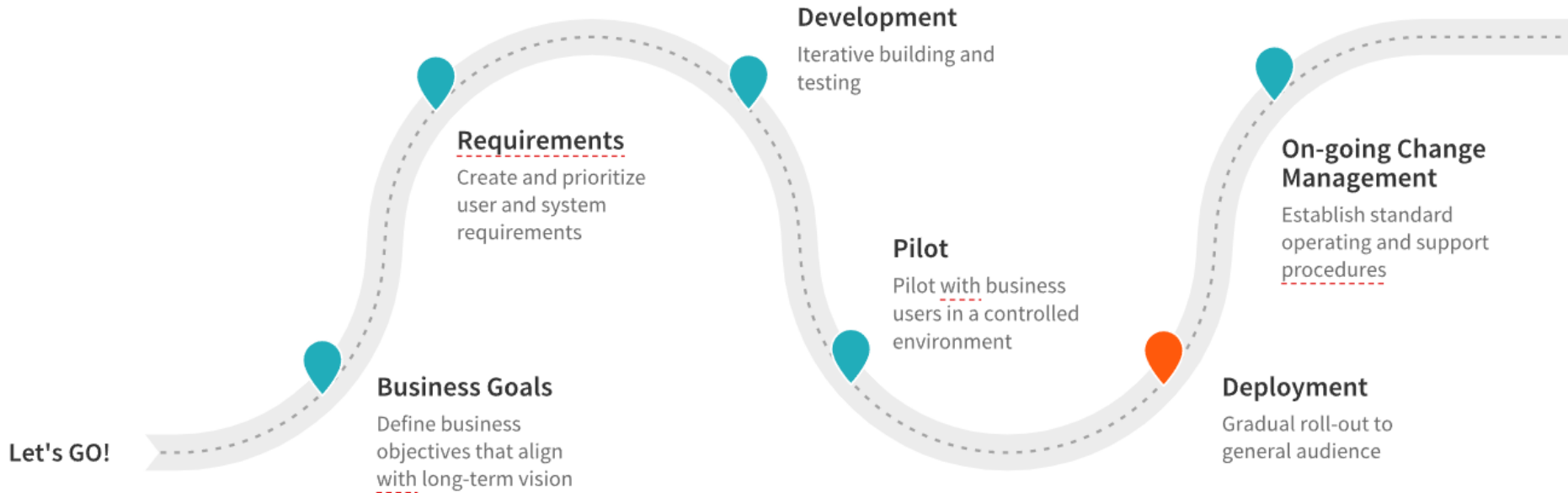
Digital transformation is about survival

- **Competitive pressure**
- **Supply chain disruptions**
- **Time to market pressures**
- **Changing customer expectations**
- **Remote workforce**

Digital transformation: Build vs. buy

- **Cost?**
- **Control?**
- **Connectivity?**
- **Maintenance?**

A on-going journey



Avoid these mistakes

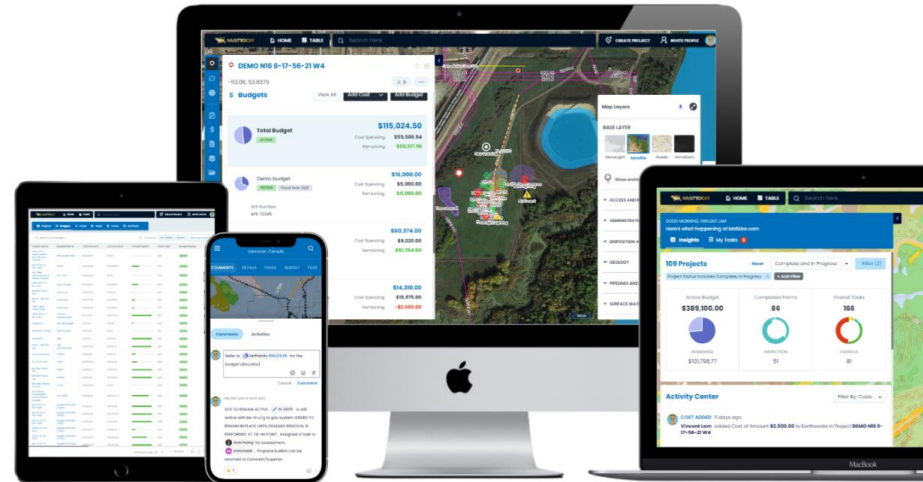
- **Too many “nice-to-haves”**
- **Building a “faster horse”**
- **Jack-of-all-trades overdose**
- **One-time project**



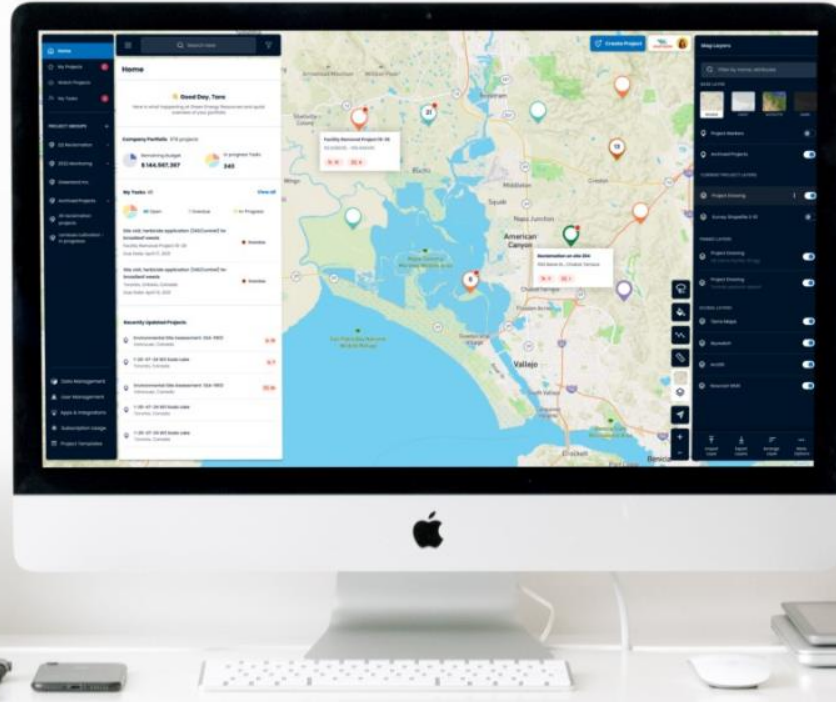
There is no easy way to keep track of environmental activities, costs and maps across multiple locations

Matidor.com: Project management meets GIS

1. Intuitive
2. Geospatial
3. Collaborative



Demo



Takeaways

- **Difficult but necessary**
- **Plan for long haul**
- **Iterate and measure**





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<https://matidor.com>

Thank you!

