

## PSPN WEBINAR FOR TECHNOLOGY ADOPTION SERIES 07

<b>Session:</b>	# 07
<b>Date</b>	19 <sup>th</sup> November 2020, Thursday
<b>Topic</b>	<p>TOPIC 1: Tech Journey: Jump or Wait?  TOPIC 2: Digital Transformation: Adopt, Survive and Thrive</p>  <p>The invitation card for the PSPN Webinar Series 07 features a dark blue background with a blue digital circuit pattern. At the top, the title 'Technology Adoption for Professional Services Series 07' is displayed in yellow. Below the title, the panelist 'Datuk Ar. Ezumi Harzani Ismail' (President, Pertubuhan Akitek Malaysia (PAM)) is listed. The moderator 'En. Mohd Khairul Idzham' is listed in the center. The panelist 'Ar. Abu Zarim Abu Bakar' (Deputy President, Pertubuhan Akitek Malaysia – 2019/2021; President, Balai Ikhtisas Malaysia (BIM) -2019/2021) is listed on the right. The event details are: 'TOPIC 1: Tech Journey: Jump or Wait?' and 'TOPIC 2: Digital Transformation : Adopt, Survive and Thrive'. The date is 'Thursday, NOVEMBER 19<sup>th</sup>, 2.00pm – 4.00pm'. The registration link is 'https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPrEcW'. A QR code is also provided. The MPC and PSPN logos are at the bottom.</p>
<b>Panelist</b>	<p><b>Datuk Ar. Ezumi Harzani Ismail</b></p> <p>Datuk Ar. Ezumi Harzani is a Board Member of the Board of Architects Malaysia and the President of Pertubuhan Akitek Malaysia (PAM). He is also a Director of Arkitek MAA Sdn Bhd, one of the larger architecture practices and a winner of various awards including PAM Architecture Awards, CNBC Asia Pacific Property Award, MIP Excellence in Planning Awards and BCI Asia Top 10 Architects Awards. He graduated with Bachelor Degree in Architecture from University of Science Malaysia and Master of Philosophy (Policy Studies) from University of Technology Malaysia. In 2019, he received the Royal Institute of British Architects (RIBA) President's Medal.</p> <p><b>Ar. Abu Zarim Abu Bakar</b></p> <p>He set up AZ Rekaterlier in 1993. Now, over accumulated 30 years of experience in commercial, residential, condominium and institutional development, he has devoted much of his free time at Pertubuhan Akitek Malaysia. Serving at various positions since becoming a council member in 2004. and he is currently PAM Deputy President and President Balai Ikhtisas Malaysia. Ar. Abu Zarim bin Abu Bakar together in collaboration with several other design professionals is now able to offer many years of experience - locally and abroad - in the design and building professions.</p> <p><i>Signatory selaras dengan kerangka teknologi dan bersama-sama dengan Semangatnya</i></p> <p>Nur Haliza Mohamad Hall Manager Delivery Management Office (DMO) Malaysia Productivity Corporation (MPC)</p>

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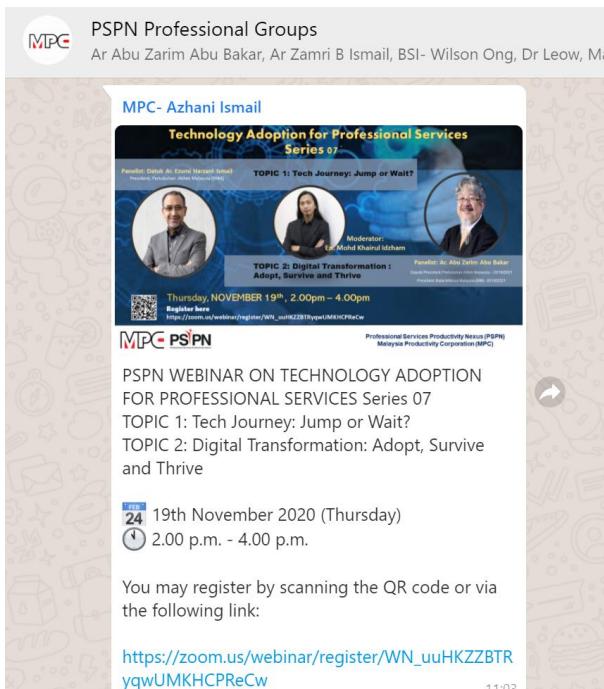
<b>Synopsis</b>	<p><b>Topic 1: Tech Journey: Jump or Wait?</b></p> <p>The tech journey is moving fast, businesses are in dilemma to jump or to wait for the next trip. Some businesses are caught in bad tech investments where the technology became obsolete before they get the return of their investment. This led to an inferior equilibrium due to inefficient adoption process. Conventional business tools prevail in many situations due to the convenience of conventional way in doing things and also the flexibility for not doing it, cause inferiority in technological adoption. Today, the motivations for technological adoption arise mostly from the cost-benefit perspective and compliance for business survival. In Architecture services, jumping onto the tech train is no longer an option, but the question is when?</p> <p><b>Topic 2: Digital Transformation: Adopt, Survive and Thrive</b></p> <p>Digital Disruption began very early on, long before the coming of the COVID 19 Pandemic. Only until recently, the economic effects on the way we work is greatly felt. So can be done? The answers to this is few.</p> <p>a. pretend nothing happened and hope for the best and that everything will return to the old normal, or  b. Adopt, Survive and Thrive with Digital Transformation, the new Norm.</p> <p>The choice entirely up to each individual, company or practice. Wrong choice could prove disastrous.</p>
<b>Webinar Team Management</b>	<p>Program Coordinator : Nicole Ong  MPC Rep : Azhani / Halisa  Speaker : Datuk Ar. Ezumi Harzani Ismail  Ar. Abu Zarim Abu Bakar  Moderator : En. Mohd Khairul Idzham  Poster Design &amp; Blasting : Nicole Ong  Report Writing : Nicole Ong</p>
<b>Participation</b>	<p>Various participation from local ranging from private and government sector</p> <p>Registered : 137 Nos  Attended : 88 Nos</p>

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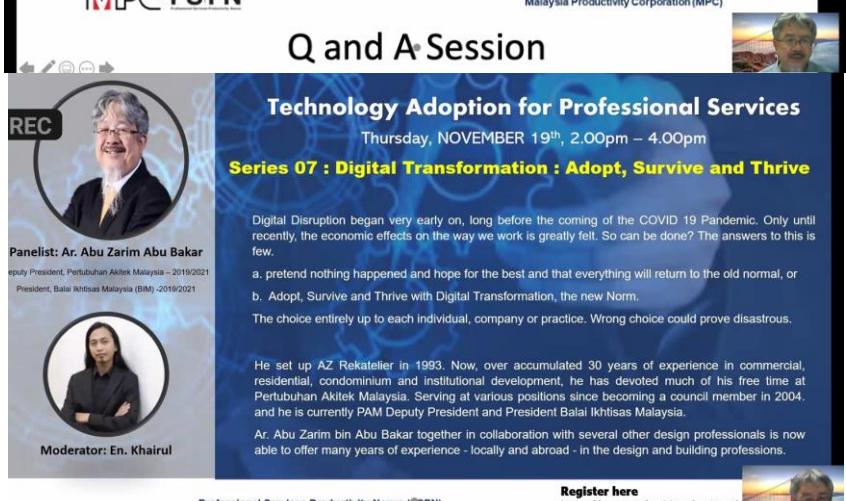
User Name (Original Name)	Email	Registration Approval	Join Time	Leave Time	Time in Session	Country/R
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JING WEI POH	salee.jingwei@gmail.com	Nov 17, 20	Approved	Nov 19, 20	Nov 19, 20	9 Malaysia
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Embung Mohamad	embong5863@uitm.edu.my	Nov 17, 20	Approved	Nov 19, 20	Nov 19, 20	18 Malaysia
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SA Lee	siewanglee@gmail.com	Nov 19, 20	Approved	Nov 19, 20	Nov 19, 20	17 Malaysia
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How Han Ze	hanzehow@gmail.com	Nov 19, 20	Approved	Nov 19, 20	Nov 19, 20	49 Malaysia
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D t	David.teoh@gmail.com	Nov 19, 20	Approved	Nov 19, 20	Nov 19, 20	49 Malaysia
Richard T	richard020714401@gmail.com	Nov 10, 20	Approved	Nov 10, 20	Nov 10, 20	10 Malaysia

<b>Questions</b>	<b>Interaction with Participant</b>
	<p>There were 2 questions ask by participants during the session. However due to the time limitation, panelist only able to answer 2 questions live in webinar.</p> <p><b>Details of Question:</b></p> <ol style="list-style-type: none"> <li>How do one deal with legal ownership/copyright issues of design information and data, e.g. shared Revit model?</li> <li>With BIM becoming more commonplace, how would young Architects (Just Passed Part 3 Exam) adopt BIM due to the initial cost investment (in addition to AutoCAD / Computer Hardware) as it is not cheap, is there a platform by PAM / LAM to help in this instance?</li> </ol>
<b>Area of Improvement</b>	<p><b>Good practices of this webinar:</b></p> <ol style="list-style-type: none"> <li>Webinar evaluation via google form link, with sharing presenter slide by email after participants complete the evaluation.</li> </ol> <p>Below are the good practices for the webinar:</p> <ul style="list-style-type: none"> <li>Use a clear and concise title for the webinar.</li> <li>Provide a clear agenda and objectives.</li> <li>Use a professional and engaging presentation style.</li> <li>Encourage audience participation through Q&amp;A sessions.</li> <li>Provide clear and concise answers to audience questions.</li> <li>Use visual aids such as slides, images, and videos to support the presentation.</li> <li>Use a clear and concise title for the webinar.</li> <li>Provide a clear agenda and objectives.</li> <li>Use a professional and engaging presentation style.</li> <li>Encourage audience participation through Q&amp;A sessions.</li> <li>Provide clear and concise answers to audience questions.</li> <li>Use visual aids such as slides, images, and videos to support the presentation.</li> </ul>

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	<p><b><i>Area of improvement of this webinar:</i></b></p> <ol style="list-style-type: none"> <li>1. To prepare a backdrop to promote MPC PSPN before the session.</li> <li>2. Play a background music while waiting to START.</li> <li>3. Start the webinar session with MPC introduction video.</li> </ol>
<b>Blasting</b>	<p><b>Blasting through email</b></p> <p>RE: MPC :PSPN WEBINAR on Technology Adoption For Professional Services - S...</p> <p> Nicole Ong    To: ○harrazhasbullah@gmail.com; ○syahmikhairi20@gmail.com; ○amirradzi@mida.gov.my; ○ainilyana29@gmail.com; ○yoghaaveeran29@gmail.com; +141 others    Cc: ○Azhani Ismail; ○Nor Halisa Mohamad Halil'</p> <p>Tue 8:00 PM</p> <p>Dear sir,</p> <p>You are cordially invited to join <b>MPC PSPN Technology Adoption For Professional Services Series 07</b></p> <p></p> <p><b>Blasting through whatsapp</b></p> <p></p>

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	<h3>Blasting through Facebook</h3> <div style="border: 1px solid #ccc; padding: 10px;">  <p><b>Zarim Abu Bakar</b> November 17 at 4:55 AM · <a href="#">...</a></p> <p>Register and Join this webinar. Thanks. PSPN WEBINAR ON TECHNOLOGY ADOPTION FOR PROFESSIONAL SERVICES Series 07 TOPIC 1: Tech Journey: Jump or Wait? TOPIC 2: Digital Transformation: Adopt, Survive and Thrive... <a href="#">See More</a></p> <p><b>Technology Adoption for Professional Services Series 07</b></p> <p>Panelist: Datuk Ar. Ezumi Harzani Bin Ismail TOPIC 1: Tech Journey: Jump or Wait? President, Pertubuhan Akitek Malaysia (HAM)</p> <p>Moderator: En. Mohd Khairul Idzham</p> <p>TOPIC 2: Digital Transformation : Adopt, Survive and Thrive Panelist: Ar. Abu Zarim Abu Bakar Deputy President, Pertubuhan Ahli Mamat - 2019/2021 President, Balai Iktisas Malaysia (BIM) - 2018/2021</p> <p>Thursday, NOVEMBER 19<sup>th</sup>, 2.00pm – 4.00pm Register here <a href="https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPrEcw">https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPrEcw</a></p> <p><b>MPC PSPN</b> Professional Services Productivity Nexus (PSPN) Malaysia Productivity Corporation (MPC)</p> <p>4 Comments 6 Shares</p> <p><a href="#">Like</a> <a href="#">Share</a></p> </div>
<b>Event on the Board</b>	<p>Webinar start at 2.00 p.m. and ended 4.23 p.m. with 100 min presentation and 15 min Q&amp;A.</p> <div style="border: 1px solid #ccc; padding: 10px;">  <p><b>Technology Adoption for Professional Services Series 07</b></p> <p>Panelist: Datuk Ar. Ezumi Harzani Bin Ismail TOPIC 1: Tech Journey: Jump or Wait? President, Pertubuhan Akitek Malaysia (HAM)</p> <p>Moderator: En. Mohd Khairul Idzham</p> <p>TOPIC 2: Digital Transformation : Adopt, Survive and Thrive Panelist: Ar. Abu Zarim Abu Bakar Deputy President, Pertubuhan Ahli Mamat - 2019/2021 President, Balai Iktisas Malaysia (BIM) - 2018/2021</p> <p>Thursday, NOVEMBER 19<sup>th</sup>, 2.00pm – 4.00pm Register here <a href="https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPrEcw">https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPrEcw</a></p> <p><b>MPC PSPN</b> Professional Services Productivity Nexus (PSPN) Malaysia Productivity Corporation (MPC)</p> <p><b>Q and A Session</b></p>  <p><b>Technology Adoption for Professional Services Series 07 : Digital Transformation : Adopt, Survive and Thrive</b></p> <p>Thursday, NOVEMBER 19<sup>th</sup>, 2.00pm – 4.00pm</p> <p>Digital Disruption began very early on, long before the coming of the COVID 19 Pandemic. Only until recently, the economic effects on the way we work is greatly felt. So can be done? The answers to this is few.</p> <p>a. pretend nothing happened and hope for the best and that everything will return to the old normal, or b. Adopt, Survive and Thrive with Digital Transformation, the new Norm.</p> <p>The choice entirely up to each individual, company or practice. Wrong choice could prove disastrous.</p> <p>He set up AZ Rekateer in 1993. Now, over accumulated 30 years of experience in commercial, residential, condominium and institutional development, he has devoted much of his free time at Pertubuhan Akitek Malaysia. Serving at various positions since becoming a council member in 2004, and he is currently PAM Deputy President and President Balai Iktisas Malaysia.</p> <p>Ar. Abu Zarim bin Abu Bakar together in collaboration with several other design professionals is now able to offer many years of experience - locally and abroad - in the design and building professions.</p> <p><b>Register here</b> <a href="https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPrEcw">https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPrEcw</a></p> </div>

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**BIM UTILISATION IN Arkitek MAA ACCORDING TO PHASE OF WORKS**  
(Based on volume of works produced in 2018)

PROJECT STAGES	BIM	CAD	MANUAL
1. Schematic Design	35%	55%	10%
2. Design Development	65%	35%	0%
3. Tender Documentation	40%	60%	0%
4. Contract Management & Administration	15%	80%	5%
5. Final Completion	15%	85%	0%

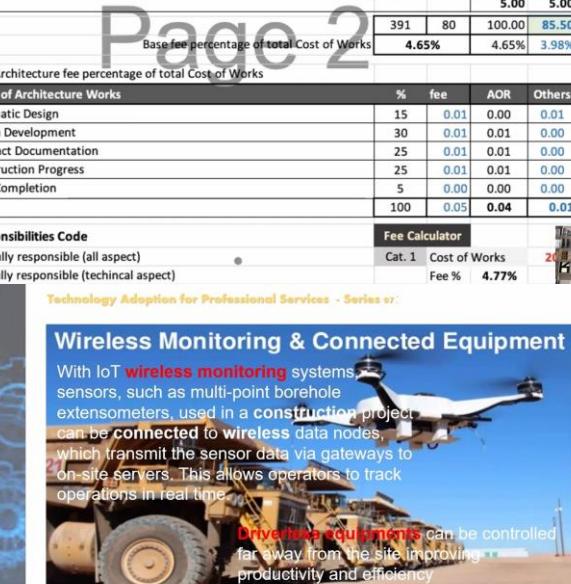


**Technology Adoption for Professional Services - Series 07:**

**Wireless Monitoring & Connected Equipment**

With IoT **wireless monitoring** systems, sensors, such as multi-point borehole extensometers, used in a construction project can be connected to wireless data nodes, which transmit the sensor data via gateways to on-site servers. This allows operators to track operations in real time.

**Driverless equipments** can be controlled far away from the site improving productivity and efficiency

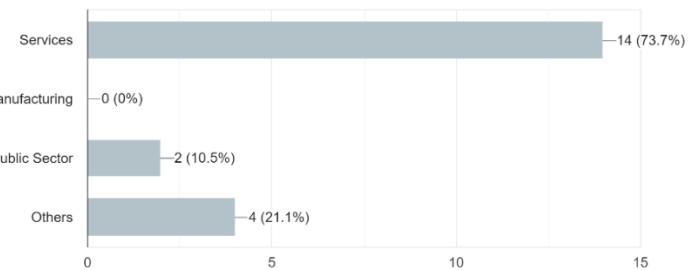
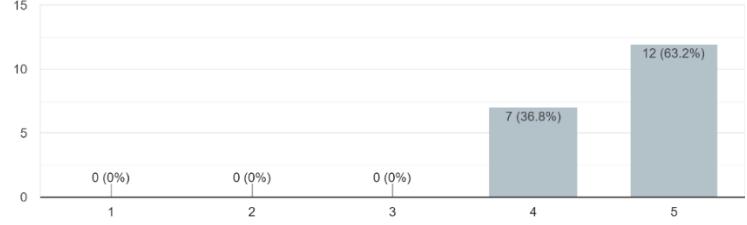
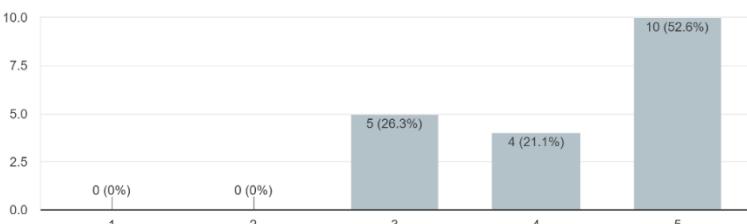


**Technology Adoption for Professional Services - Series 07:**



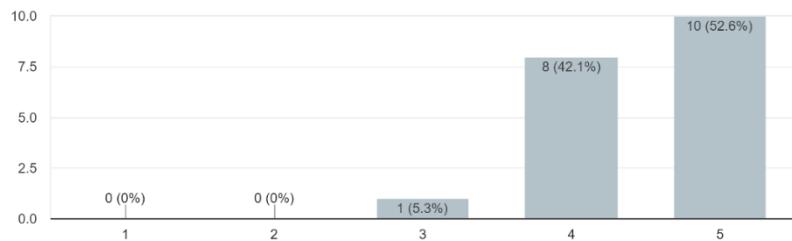


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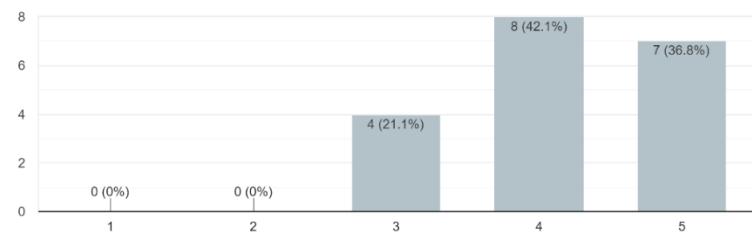
Evaluation Report	Background																		
	<p><b>Sector</b> 19 responses</p>  <table border="1"> <thead> <tr> <th>Sector</th> <th>Responses</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Services</td> <td>14</td> <td>73.7%</td> </tr> <tr> <td>Manufacturing</td> <td>0</td> <td>0%</td> </tr> <tr> <td>Public Sector</td> <td>2</td> <td>10.5%</td> </tr> <tr> <td>Others</td> <td>4</td> <td>21.1%</td> </tr> </tbody> </table>	Sector	Responses	Percentage	Services	14	73.7%	Manufacturing	0	0%	Public Sector	2	10.5%	Others	4	21.1%			
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	<p><b>MPC Services</b></p> <p><b>1. Registration process.</b> 19 responses</p>  <table border="1"> <thead> <tr> <th>Rating</th> <th>Responses</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0</td> <td>0%</td> </tr> <tr> <td>3</td> <td>0</td> <td>0%</td> </tr> <tr> <td>4</td> <td>7</td> <td>36.8%</td> </tr> <tr> <td>5</td> <td>12</td> <td>63.2%</td> </tr> </tbody> </table>	Rating	Responses	Percentage	1	0	0%	2	0	0%	3	0	0%	4	7	36.8%	5	12	63.2%
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	<p><b>2. Suitability of time</b> 19 responses</p>  <table border="1"> <thead> <tr> <th>Rating</th> <th>Responses</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0</td> <td>0%</td> </tr> <tr> <td>3</td> <td>5</td> <td>26.3%</td> </tr> <tr> <td>4</td> <td>4</td> <td>21.1%</td> </tr> <tr> <td>5</td> <td>10</td> <td>52.6%</td> </tr> </tbody> </table>	Rating	Responses	Percentage	1	0	0%	2	0	0%	3	5	26.3%	4	4	21.1%	5	10	52.6%
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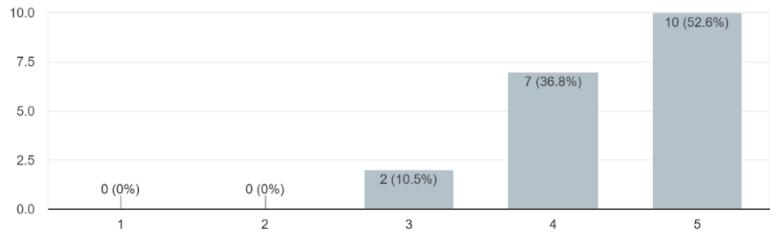
4. Virtual platform  
19 responses



1. To what extent the objective(s) of attending the program has/ have been met?  
19 responses

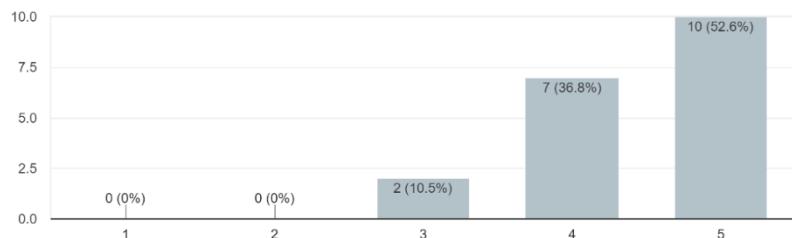


2. Has the program enriched your knowledge in the subject matter?  
19 responses

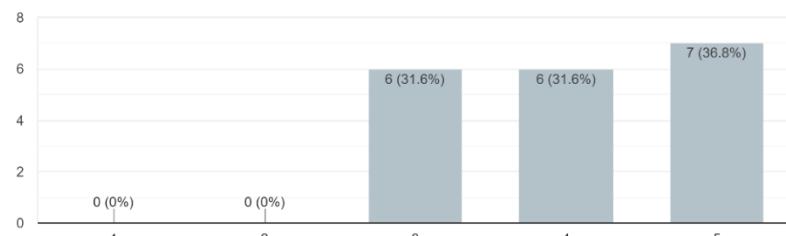
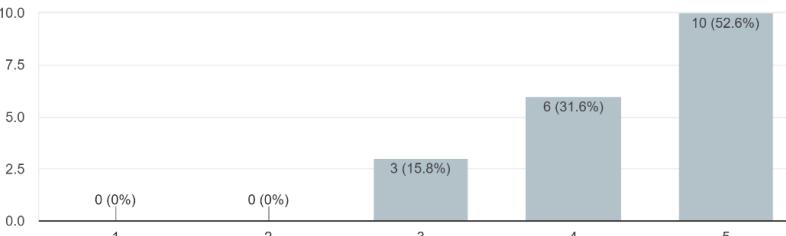


### PROGRAM CONTENT

3. Is the program contents useful and relevant to your business/work?  
19 responses



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	<p>4. Will it help you to be more effective in your work? 19 responses</p>  <table border="1"> <thead> <tr> <th>Rating</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0</td> <td>0%</td> </tr> <tr> <td>3</td> <td>6</td> <td>31.6%</td> </tr> <tr> <td>4</td> <td>6</td> <td>31.6%</td> </tr> <tr> <td>5</td> <td>7</td> <td>36.8%</td> </tr> </tbody> </table> <p>5. This program is suitable to be recommended to others. 19 responses</p>  <table border="1"> <thead> <tr> <th>Rating</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0</td> <td>0%</td> </tr> <tr> <td>3</td> <td>3</td> <td>15.8%</td> </tr> <tr> <td>4</td> <td>6</td> <td>31.6%</td> </tr> <tr> <td>5</td> <td>10</td> <td>52.6%</td> </tr> </tbody> </table>	Rating	Count	Percentage	1	0	0%	2	0	0%	3	6	31.6%	4	6	31.6%	5	7	36.8%	Rating	Count	Percentage	1	0	0%	2	0	0%	3	3	15.8%	4	6	31.6%	5	10	52.6%
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4	6	31.6%																																			
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<b>Event Link</b>	<ol style="list-style-type: none"> <li>1. Registration Link  <a href="https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPReCw">https://zoom.us/webinar/register/WN_uuHKZZBTRyqwUMKHCPReCw</a>   </li> <li>2. Video Link  <a href="https://www.dropbox.com/s/m4y0c4y4b2bakep/PSPN%20Technology%20Adoption%20for%20Professional%20Services%20Series%2007%20PART%20one%20%2094667694012.mp4?dl=0">https://www.dropbox.com/s/m4y0c4y4b2bakep/PSPN%20Technology%20Adoption%20for%20Professional%20Services%20Series%2007%20PART%20one%20%2094667694012.mp4?dl=0</a>  <a href="https://www.dropbox.com/s/ulavz54yxt30lp/PSPN%20Technology%20Adoption%20for%20Professional%20Services%20Series%2007%20PART%20TWO%2094667694012.mp4?dl=0">https://www.dropbox.com/s/ulavz54yxt30lp/PSPN%20Technology%20Adoption%20for%20Professional%20Services%20Series%2007%20PART%20TWO%2094667694012.mp4?dl=0</a></li> <li>3. Evaluation Form Link  <a href="https://docs.google.com/forms/d/e/1FAIpQLSdrgoWtan2bkARZ6FHkkgLTKsFsz1rqd-d2qX6CWj6FTExdA/viewform">https://docs.google.com/forms/d/e/1FAIpQLSdrgoWtan2bkARZ6FHkkgLTKsFsz1rqd-d2qX6CWj6FTExdA/viewform</a></li> </ol>																																				

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