



**Penerapan *Digital Governance*
dalam Transformasi Perusahaan
di Era Disrupsi**

Legacy in Digital Footprint

- Digital footprint and shadows constitute our imprint in the world.
- Digital footprint **ARE** the information we post about us / our companies.

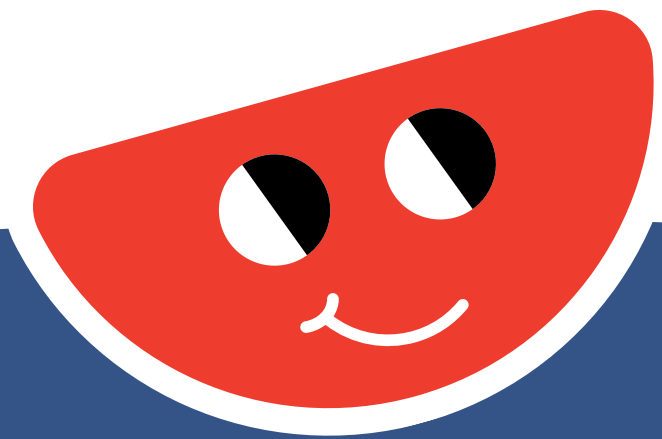
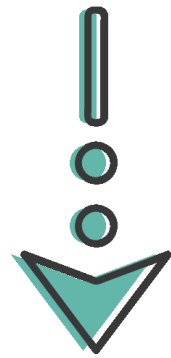


- Digital footprint **ARE** the information we post about us / our companies.
- Digital shadows **ARE** what others upload about us / our companies.
- With the advent of radical and accessible technology, each of us is creating an influential mark forever.
- The fact that we do today will be recorded for eternity.



think before you post!

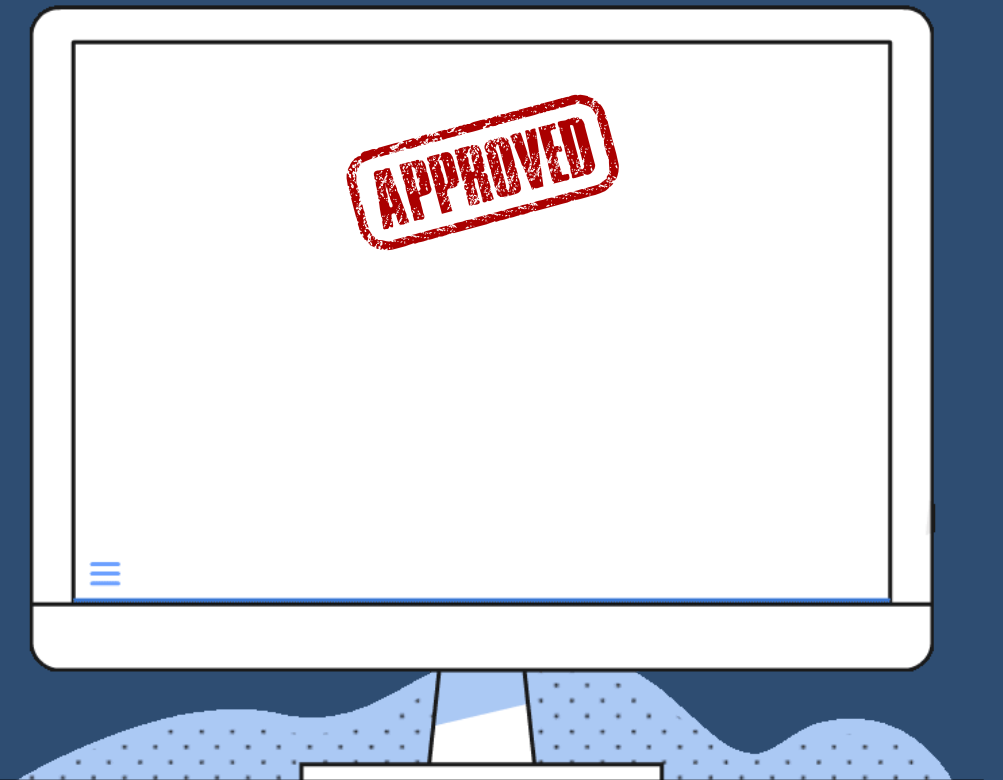
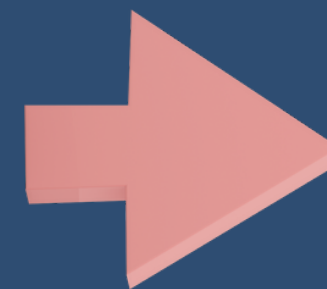
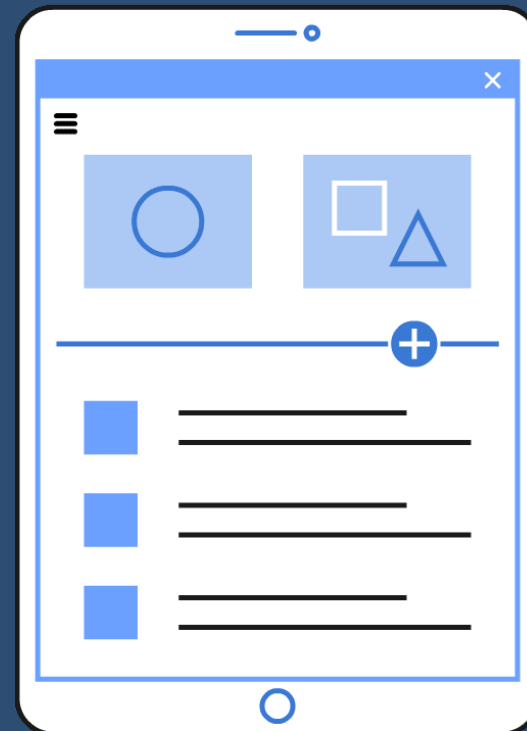
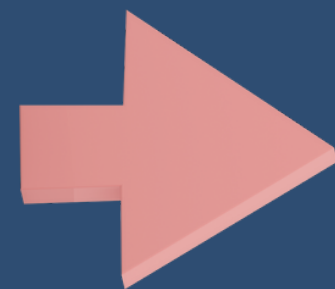
**where exactly does our privacy end
& our legacy begin?
can we have both a private & public life?**



WE NEED DIGITAL GOVERNANCE

Digital Governance IS

a framework for establishing accountability, roles, and decision making authority for an organization's digital presence.



• Digital Strategy

WHO determines the direction for digital?

• Digital Policy

WHO specifies what your organization must & must not do online?

• Digital Standards

WHO decides the nature of your digital portfolio?

3 Elements of Digital Governance

1 Digital Strategy

- The foundation for what the organization hopes to achieve with its online presence
- Digital environment changes so rapidly → Hence, the digital strategy needs to be updated frequently.



2 Digital Policy

- To manage organizational risk includes:
 - Policy documentation → Should be updated regularly.
- Several items will need policies for :
 - Accessibility
 - Advertising
 - Data Privacy
 - Security
 - Website
 - Domain Names
 - Linking
 - Logo & Trademark Usage
 - Social Media



3 Digital Standard

To help protect the quality of the company's digital presence standards of: Analytics, brand design, content, customer support, etc.






Digital Governance Principle:



1. Centralize information about digital initiatives, rather than the initiative themselves.



2. Move from centralized to decentralized governance of digital initiatives as digital maturity grows.




3. Decentralize ideation, but centralize idea evaluation and prioritization.



4. Make sure that KPI's measure the real impact we want to achieve with each initiative.



5. Avoid siloed solutions by ensuring data compatibility, technical consistency & continues integration of new initiative with existing systems.



6. Implement "fit for purpose" mapping system that recognizes value potential & degree of feasibility for each initiatives.



7. Evaluate different scenarios to proactively steward the initiatives toward the full scale impact.



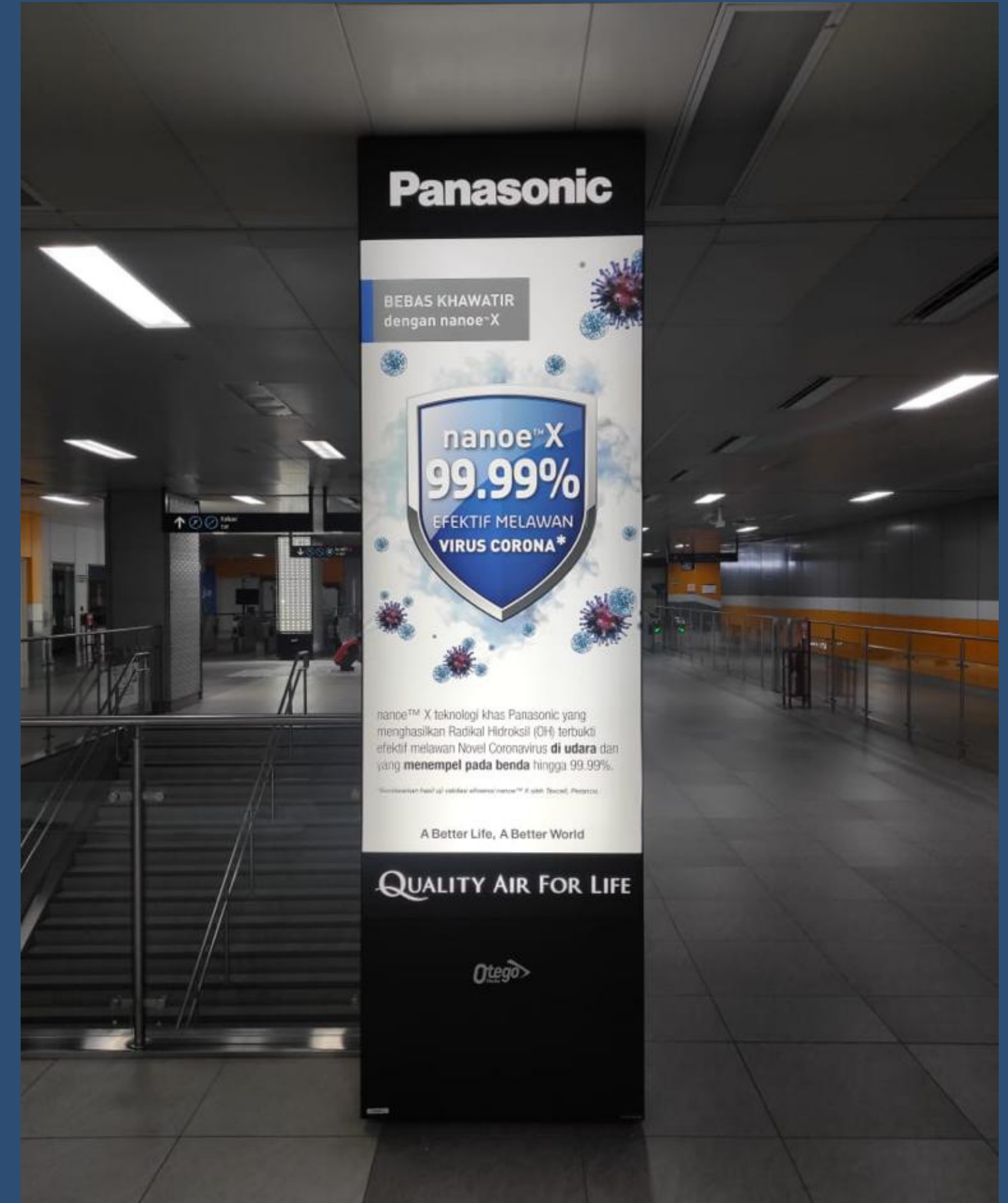
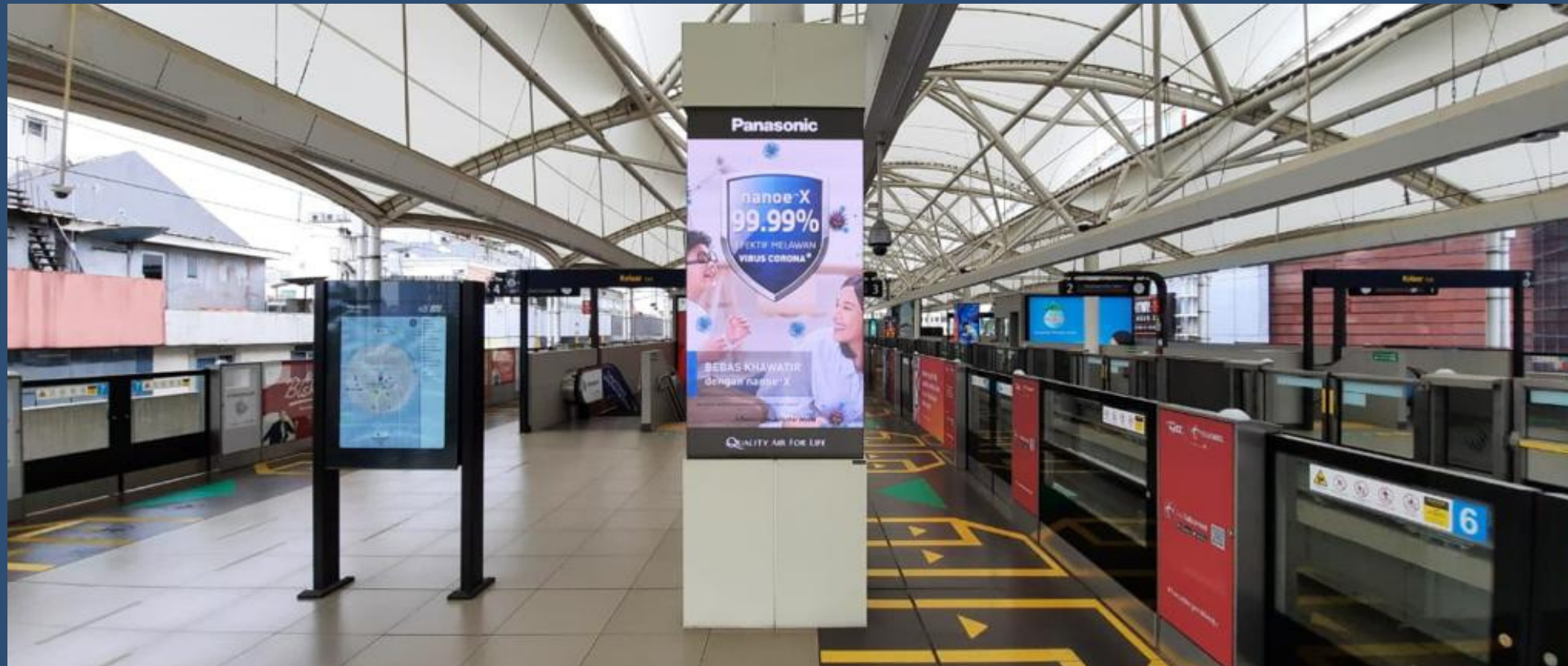
Omnichannel Governance IS

the unification of engagement & communication strategies so that they complement each other (rather than run in parallel)

- **To give the audience what they need.**
- **To orchestrate across multiple touchpoints and aligning content, design, governance & system around the customer journey.**



Panasonic Brand & Promo at MRT Station Jakarta



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