



Digital acceleration should be enabler for sustainable value chain: Doha Bank CEO

Doha Bank hosted an interactive webinar titled "Digital Divergence and Exponential Change" yesterday to discuss various facets of the emerging digital technologies, and influence of new and agile business models on organisations, customers, and the ecosystem. Doha Bank CEO Dr R Seetharaman showcased key developments in Qatar, which include its hydrocarbon segment, airport, investment programme, SME sector development, food security, Investment Law, new property law, and PPP Law.

"While the digital sector obviously has a carbon footprint, when taking into account the efficiency gains and emissions reduction it can enable in other sectors, its overall net impact is positive. Digital solutions with the potential to reduce emissions can be applied. The digital acceleration should be an enabler for sustainable value chain," Seetharaman said. He added: "To adapt to the digital changes, either you need to be quick or dead."



Dr Seetharaman and other speakers during the webinar.

Realignment of resources will happen in the light of technology developments. Digital

platforms are a virtual interface between companies and customers, but also partners

and their own employees." Alaa Ajweh, global account manager, Financial Services Industry at Microsoft, spoke on "Disruptive Technologies & its Impact on Businesses & Society" and how newer technologies and business models will help society cope with the "new normal."

Intellect iSEEC CEO Banesh Prabhu discussed the value proposition of building a digital platform and harnessing it for business growth, while DELL regional technical manager for Gulf, Eyad Baddar gave an outlook the impact of the "speed of change" on the banking and financial institutions across the globe.

Michael Connaughton, head, Analytics & Big Data EMEA at Oracle, delivered an analogy on the power of business intelligence and analytics. Ooredoo director of Strategic Accounts Cyril Anand, Technology Practice partner Shahzeen Baloch and Digital Practice partner Paul A Sommerlin also spoke at the event.