



An invitation from Polaris to attend the

Oxford Polaris Digital Academy

Corporations across all industries are seeking to comprehend and define the benefits of digital transformation. These benefits are pervasive; akin to defining the benefits of the telephone two centuries ago, or the Internet in the last century.

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Digital – By the Numbers

With a set of compelling facts and figures, no organisation wants to be left behind. Consider the following:

- It took Barclays 13 years to get to two million customers using internet banking and just 2 months to reach that number for mobile banking;
- 50% of bank branches in Netherlands have been closed over the past 10 years;
- HSBC has announced a plan to eliminate 50,000 jobs, close hundreds of branches and spend \$1B on digital technologies over the next two years;
- Deutsche Bank announced that it plans to spend \$1B over the next 3-5 years to create a “more digital bank”.

The Race for Digital Transformation is On

Every corporate executive is thinking about how to undertake massive programmes that are needed to transform internal processes and enhance interactions with the outside world. With the promise of deeper customer engagement leading to greater “share of wallet”, along with improved operating metrics, there is enormous pressure to embrace digital technology.

As a result, banks of every size around the globe are sprinting to define their vision of becoming a digital enterprise and analyzing the resources needed to make this journey.

Oxford Saïd/Polaris Collaboration

Seeing the need among corporate executives for insight, strategy development, and execution related to digital transformation, Oxford University’s Saïd Business School and Polaris created the Digital Academy, an executive education programme dedicated to supporting these needs.

Announced in March 2015, the programme combines Oxford Saïd’s executive education methodology and their academic depth in digital technology, with Polaris’ deep experience in implementing digital transformation programmes across many clients, geographies, and industries.

Combining academic insights with practical experience provides executives with a unique learning opportunity. Together the two organisations offer Academy participants the learning needed to thrive in the emerging digital economy.

About Oxford Saïd Business School

Oxford University's Saïd Business School blends the best of new and old. It is a vibrant and innovative business school that is deeply embedded in an 800 year old world-class university.

As a community they seek to tackle world-scale problems with cutting-edge programmes that transform individuals, organisations, business practices, and society.

Executive education began in Oxford during the 1960s and has seen participation by senior executives from hundreds of companies and many of the largest multinational organizations across the globe. The school is ranked within the global top 10 of executive education programmes by the Financial Times (May 2015).

The school delivers programmes concentrating in management, leadership, finance, strategy & change, and technology. The CIO Academy, offered in collaboration with Gartner, trains executives how to align IT and business strategies, and manage related leadership challenges.

The faculty that have been selected to participate in the Digital Academy will come from this pool of world-class authorities who can provide perspective and insights from years of academic research that has been combined with practical business application.

About Polaris and Digital Transformation

Polaris is well positioned for the new digital transformation era. The investment in the Digital Enterprise practice offers clients several Centers of Excellence (CoE) that provides them with tightly integrated Digital 360 capabilities.

Over a 25-year history and hundreds of major digital transformation projects done for many of the largest financial institutions in the world, Polaris has the depth of knowledge and breadth of experience to be considered true experts in the field of transformation. With its emphasis on Design Thinking, Polaris are experts at reimagining and reengineering business processes to simplify them and to extend their capabilities.

Oxford Saïd Business School is ranked within the global top 10 of executive education programs by the Financial Times (May 2015).

“This programme is highly innovative and visionary in its design. It will ultimately challenge, inspire and stimulate thinking of the highest order creating fresh ideas. Executives will gain greater self-awareness of their leadership, creating the energy and emotional commitment to drive change”.



Andrew White

Associate Dean for Executive Education
at Oxford Saïd Business School



The Oxford Polaris Digital Academy – A Unique Learning Experience

The Oxford Polaris Digital Academy is an outstanding opportunity to become deeply immersed within the topic of digital transformation. The two-and-a-half-day learning experience combines an academic perspective from the Oxford Saïd faculty, with the industrial experience of the Polaris leadership, along with numerous industry thought leaders who have gone through the process.

The Oxford faculty you will be exposed to are all renowned experts in their field of study. They will provide a sense of perspective to transformation, since much can be learned from prior transformative eras.

Faculty that focus on technology will provide an understanding of how these catalysts of transformation are being deployed around the world and across industries. They will provide insights on where these technologies are going and what a well-designed transformation plan needs to consider as the technologies mature.

Faculty specialising in leadership and organisation will provide an understanding of the skills needed to devise and implement the sometimes confusing and always difficult organizational changes needed to fully embrace digital transformation.

Polaris senior executives will provide insights based upon hundreds of case study experiences related to digital and technology transformation. They will describe best and worst practices that are derived from their vantage point of working with many organizations on a wide variety of programmes.

Rounding out the educational experience will be presentations from industry leaders who successfully transformed the organizations they work for.

Throughout the two-and-a-half days you will hear from industry luminaries who will explain their own experience and share their insights to help you better understand how to undergo your own digital transformation. You will hear in their own words the challenges they faced and how they overcame the obstacles they encountered.



Jitin Goyal

CEO and Executive
Director, Polaris Consulting
& Services Ltd

“The Oxford Polaris Digital Academy is truly special because it will bring together the unique combination of the company’s expertise and the business school’s thought leadership. Executives who participate in the Academy will benefit enormously from this amalgamation, and we are very excited about its potential”.

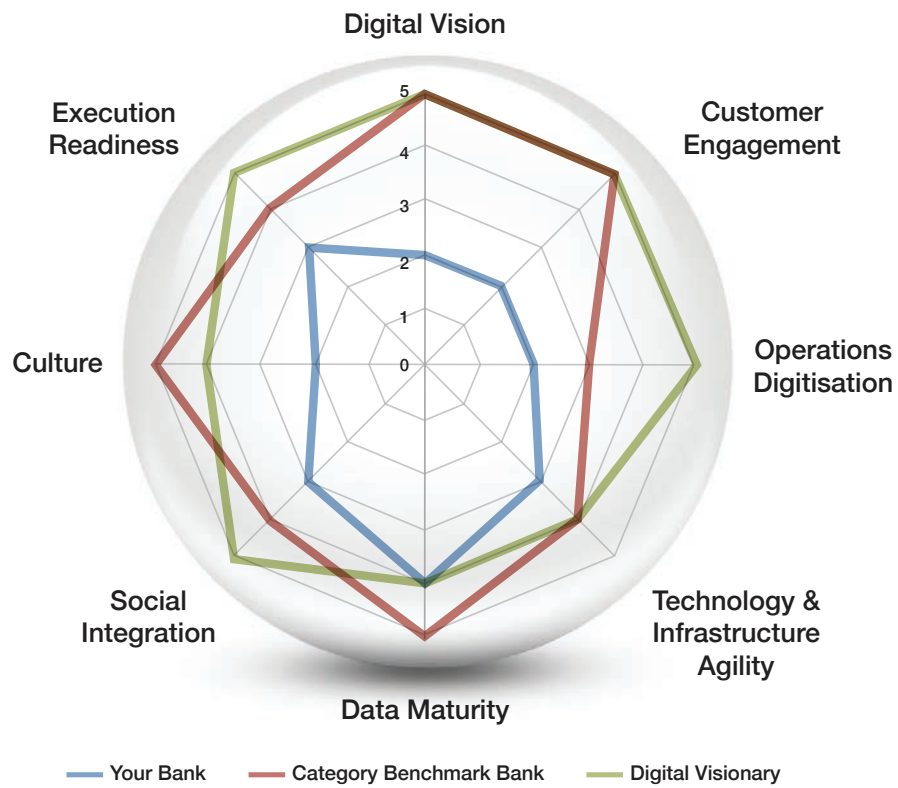


Photo Credit: David Fisher

Your Take-Away: The Digital Maturity Model

As part of each learning module throughout the programme you will use Polaris' Digital Maturity Model, which is based on years of experience in working with financial institutions on transformation programmes.

The model defines a truly digital enterprise and measures your organisation's readiness to become one. Your take-away will be an evaluation that uniquely represents your organisation's digital alignment along 6 critical dimensions. This will enable you to create a consistent approach at all levels of your organisation to your digital roadmap.



Digital Maturity Model

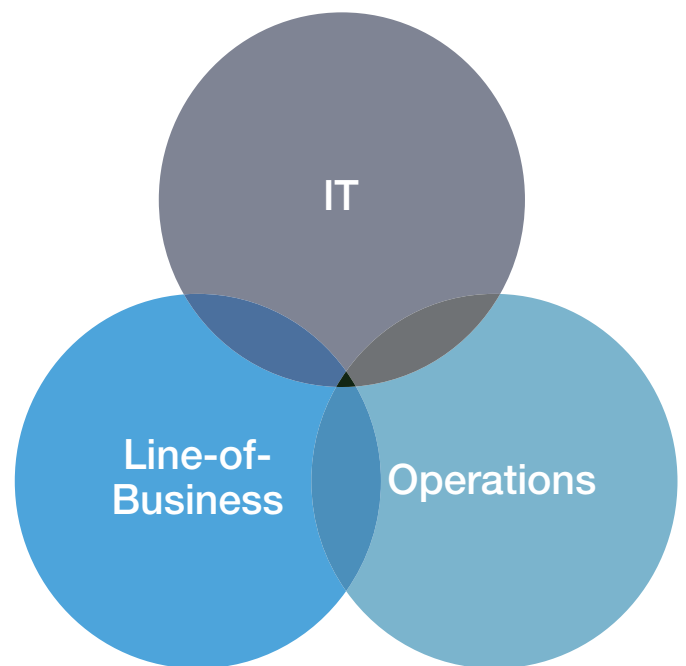


Peer-to-Peer Learning - Oxford's Unique Approach

With Oxford's peer-to-peer learning methodology, each participant is vitally important to the overall learning experience. The Digital Academy will have 3-5 operating executives from 3-5 organizations. The small group of no more than 30 individuals will ensure an intimate and intensive learning experience.

Each participating organization will be required to have representatives from their IT organization, operations and line-of-business. These three organizations must develop a common understanding of their challenges, a common vision of their future, and an agreement on the road map for the journey to a digital enterprise.

Our goal is to combine people who share similar challenges so that they are able to learn the most from each other. To ensure that all participants are learning from each other, only executive level participants will be invited. Although this is defined differently in each organization, we seek to combine people in positions that we deem as equivalent in their level of responsibility and scope of authority.



Oxford – The Ultimate Learning Environment

The Digital Academy will be held in the beautiful and historic city of Oxford that has been teaching the world's greatest minds for the past 800 years.

Seminars and breakout sessions will be conducted in Oxford Saïd's new Thatcher Business Education Centre. The building is a state-of-the-art education facility with all of the tools needed for effective training and an enjoyable experience.

Become Inspired with the Oxford Experience

Your Oxford experience will be magical and memorable. You will be inspired by the tradition and history you will learn about and participate in.

As part of your two-and-a-half days at Oxford, each evening you will be treated to an enjoyable and relaxing college/university event. The opening dinner will be held in one of the campus' world-renowned University dining rooms, immortalized in many movies. On day two, you'll be hosted at the Oxford Union where the group will participate in a public debate, a university tradition that has been going on for over 250 years.

Accommodation & Transportation

For your convenience we will make arrangements for you at a luxury hotel located in central Oxford. You will be near Oxford Saïd's campus, within a short walk to the evening venues. When you register for the programme you will also register for your hotel accommodations.

Oxford is located less than one-hour drive from Heathrow Airport and can be accessed through car hire, or by coach. There are frequent trains from London's Paddington Station that drop passengers within steps of Oxford Saïd's campus.

Transportation fees associated with traveling to/from the Oxford campus will be handled separately by each attendee.

Next Steps

We welcome your participation in the Oxford Polaris Digital Academy. To make arrangements to attend one of the scheduled training programmes, please contact your Polaris account executive. If you'd prefer, you can also contact Beth Malloch, Polaris programme manager, who is leading the development of the programme.



Photo Credit: David Fisher



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