



**APEX**  
GLOBAL BUSINESS-IT CASE CHALLENGE  
2009

[www.apexcasechallenge.com](http://www.apexcasechallenge.com)

SINGAPORE MANAGEMENT UNIVERSITY



# TABLE OF CONTENTS

- 3 SMU APEX Global
- 4 Sample Business-IT Cases
- 5 Competition Format
- 6 Schedule
- 7 The Host
- 8 The Venue
- 9 Registration
- 10 Corporate Partners
- 11 Leading Sponsor



# SMU APEX GLOBAL



SMU APEX Global is open to undergraduate students. Cases in SMU APEX Global will focus innovative applications of information technology in firms from any business sector.

Envisioning Information Technology as a business enabler, APEX focuses on these areas:

- Is the current IT infrastructure able to meet the growing demands of the organization?
- To what extent should IT assets be centrally controlled?
- How can IT best add value to a company's internal and external clients?

## GOALS

Promote and cultivate better integration of knowledge from business -IT students.

Provide a global platform for advancement of technology-enabled, business transforming ideas from students.

You are given three years to reduce expenses by \$60 million for a bank's Merger & Acquisition. Half of the savings will come from reducing the number of employees whose roles have been duplicated as a result of the merger. The remaining savings will be achieved through the reduction of associated assets such as hardware, software and property. You have many hurdles to overcome, including motivating "soon to be made redundant" staff, finding and keeping the bank's star performers, designing the new organizational structure for the technology group, choosing the target IT platform and performing the infrastructure consolidation.

What is your strategy?



You are hired as a consultant to an Internet marketing services firm with a blue chip client list. The rapidly changing Internet environment demands continuous innovation and an exceptional level of creativity from the Technology Group. The company has set aside substantial resources in developing a creation-friendly physical environment and an IT Design Architecture that is intended to "keep creativity bubbling". The company is ready to embark on a significant expansion in its customer base and the challenge for the management team is to integrate the confederation of country-specific organizations while maintaining the agility and responsiveness of the firm.

What is your strategy?



# COMPETITION FORMAT

Round

1

## Profitability

Teams will be assessed on the profitability of their business IT solutions

Number of Teams: 16



Round

2

## Business Agility

Your solution should comprise how IT accelerates your business's response to **change**

Number of Teams: 8



Round

3

## Business IT Synergy

Ensure business leaders in the organization understand how your IT solutions can achieve competitive advantages and market growth

Number of Teams: 4



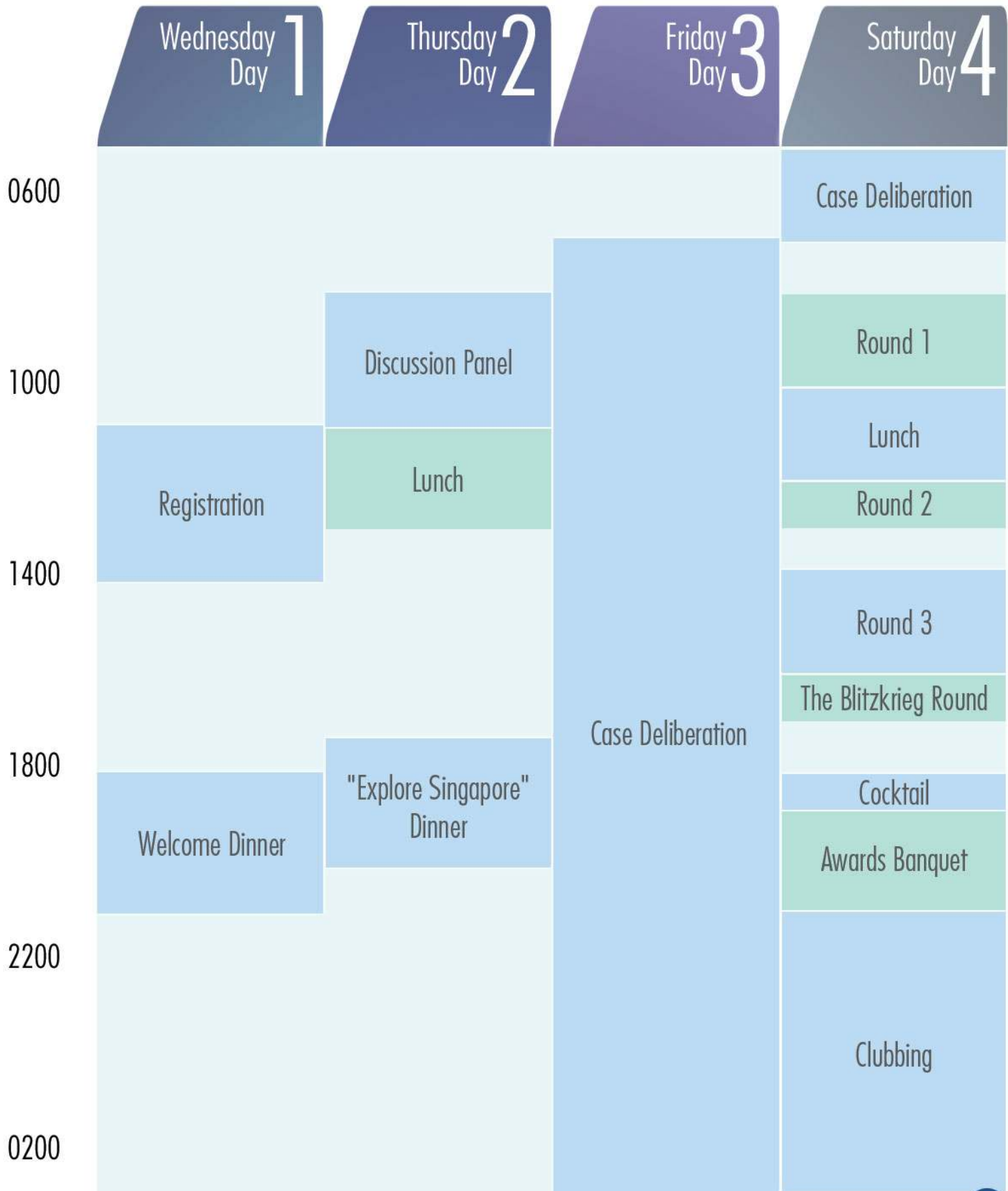
“ an intense **36 hours** for you to rise above all 15 participating universities ”



# VENUE & DATE

29<sup>th</sup> April - 2<sup>nd</sup> May 2009

Singapore Management University, Singapore







SINGAPORE MANAGEMENT UNIVERSITY

School of Information Systems

## THE HOST

The mission of Singapore Management University (SMU) is to generate leading edge research with global impact as well as to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. School of Information Systems (SIS) has been created to extend SMU's mission into the realm of business-focused information technology.

The SIS education and research environment benefits from the strong partnership with Carnegie Mellon, as well as from the existing collaboration between the Wharton School and the SMU Lee Kong Chian School of Business.

A distinctive feature of the SIS Undergraduate programme is the dual emphasis on the technical skills for the design and deployment of business information systems and on the business skills for analysing value, costs and risks of design and deployment alternatives. The programme also has a strong emphasis on IT project management and will provide students with in-depth experiences with the end-to-end process of defining, designing, and deploying solutions.

# THE VENUE



SINGAPORE

## The Best Business Environment in Asia

Singapore consistently ranks among the top global cities in every category. World's Easiest Place To Do Business. World's Best Labour Force. World's Most Globalised Nation. Most Competitive Asian Economy. Best Corporate Governance in Asia. Highest Integrity Government in Asia. Best Worldwide Airport. World's Best Air Transportation. Best Seaport in Asia. And many more similar accolades. Statistics support Singapore's ranking as a global financial powerhouse. World's leading oil and gas trading centre. Fourth in the world for forex trade. Over 7000 multinational companies headquartered here. More than 500 financial institutions. Assets under management quadrupled 2003 – 2006. Broadband for 99% of the population. In the 21st century more than ever, Singapore means business.

## Economic Performance

Singapore is ranked No.2 worldwide as the city with the best investment potential for 14 consecutive years.

## Competitiveness & Business Environment

Singapore is ranked the most competitive country in Asia - and is No. 5 worldwide

Singapore is rated to have the best business environment in Asia Pacific and is No. 3 worldwide.

Singapore is Asia's 3rd most "network ready" country.



# REGISTRATION

## ELIGIBILITY AND APPLICATION

1. A team of 3 undergraduate students of which at least 1 should be from IT/Computer Science/Computer Engineering.
2. Each team member must be in his/her senior years of undergraduate studies.
3. Universities must have a minimum of 1 team coach.

Application is on a first come first serve basis. The following is the fee structure for SMU APEX Global 2009:

Team Fee: \$2,000 SGD per team\* Accepted team will be required to pay a \$500 SGD non-refundable deposit fee that is due 1 week from the date of acceptance.

Coach Fees: \$300 SGD (per person)\*\*

Registration will begin on March 2, 2009 at 10:00AM GMT +8 and will close on March 13, 2009 at 11:00PM GMT +8.

## PRIZES

\$6,500 USD worth of prizes to be won  
International internship opportunities



\*This fee includes all accommodation, meals, and transportation for organized events from 29 April to 2 May, 2009.

\*\*This fee does not include accommodation for the coaches and observers. Coaches have the choice of booking their accommodations through a SMU APEX Global representative.

Note:

We reserve the right to withdraw a team's acceptance into SMU APEX Global if the deposit is not sent to us by the stated deadline. Such a team will be placed on the waiting list.

Please contact Darren Toh at [apex@smu.edu.sg](mailto:apex@smu.edu.sg) for accommodation and other administrative details

# CORPORATE PARTNERS



## Leading Sponsor



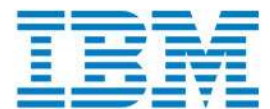
## Sponsors



## Supporting Organisations



## Judges





Vestas installed its first wind turbine in 1979 and has since played an active role in the fast-moving wind power industry. From being a pioneer in the industry with a staff of approximately 60 in 1987, we are today a global, market-leading group with over 15,000 people employed. We are the leading producer of high technological wind power solutions. Our core business includes development, manufacturing, sales, marketing and maintenance of wind power systems that use wind energy to produce electricity.

With a 23 per cent market share, Vestas is the world's leading supplier of modern energy solutions. We have installed more than 35,000 wind turbines in 63 countries on five continents. And we install an average of one wind turbine every four hours, twenty-four hours a day. In fact, our wind turbines generate more than 60 million MWh of energy a year – or enough electricity to supply millions of households.

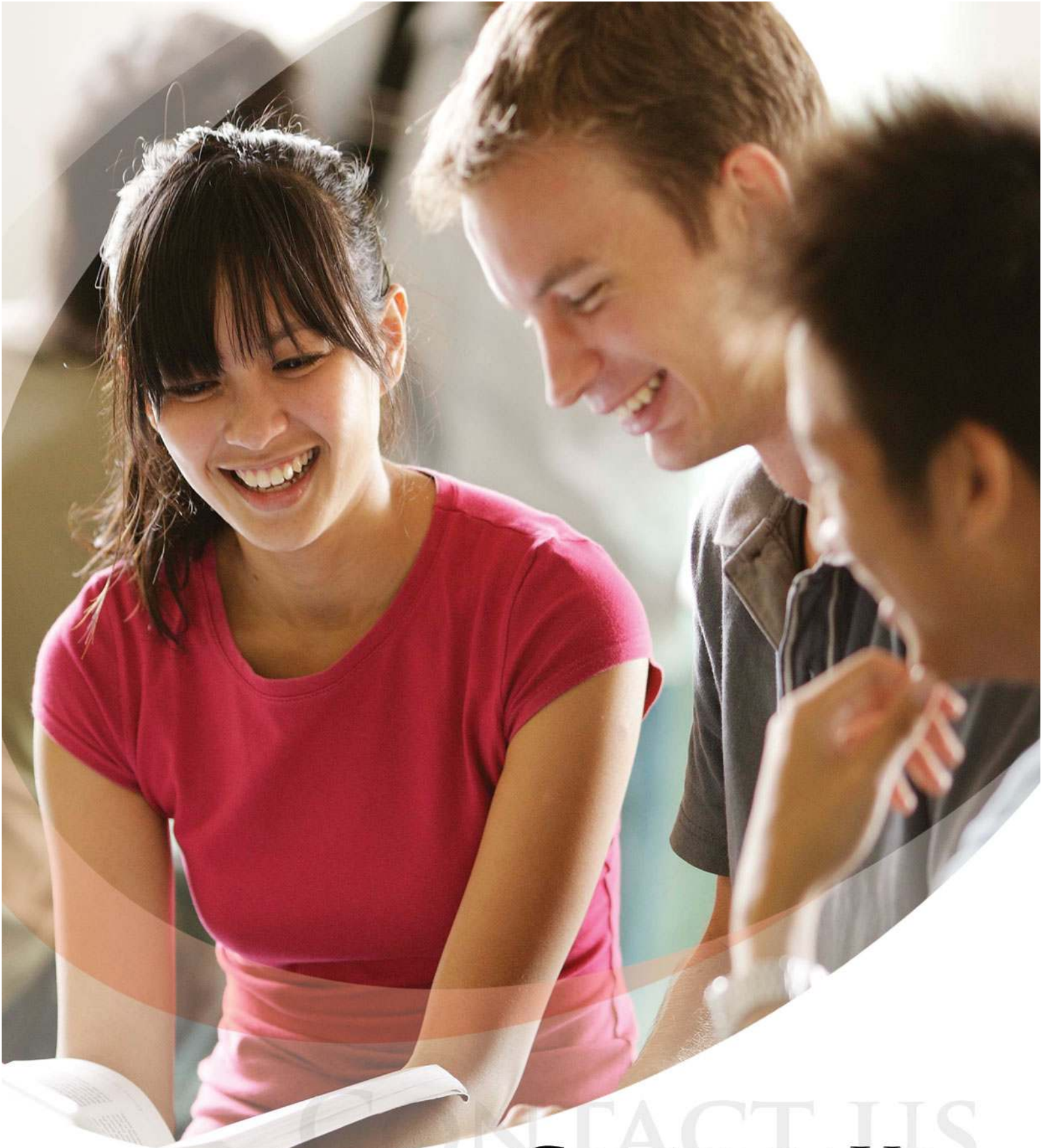
Wind power is a competitive, predictable and clean energy resource. It has a fast ramp-up and offers the energy independence demanded by some of the world's largest and fastest growing economies. This is why Vestas calls wind power Modern Energy.

Group IT is Vestas' global IT function enabling Vestas business value creation by providing world-class IT solutions to the Vestas organisation.

## Group IT Value Contribution

- We enable the execution of Vestas strategy and create real business value for the Business Units who are our customers & stakeholders
- We proactively adjust to match the dynamic challenges of the business
- We deliver global, cost-efficient solutions, and provide users globally with local and centralised support
- We protect Vestas' electronic assets against loss or unauthorised access
- We develop the competences of our employees to enable them to add further value to the overall Vestas business





## CONTACT US

For more information:

[apex@smu.edu.sg](mailto:apex@smu.edu.sg)

<http://www.apexcasechallenge.com>