

Global Business IT Case Competition

Rise Above Your Best

## Media Release

Friday, 22 May 2009

### Danish Team Crowned APEX Global 2009 Champions

Team from Copenhagen Business School wins inaugural Business-IT Case Competition in South-East Asia



Left to right: **Torben Bonde** (CIO, Vestas), Champions **Christian Øhrgaard**, **Theis Malmberg**, **Stephan Brostrøm**, **Steven Miller** (Dean, School of Information Systems, SMU)

The Singapore Management University (SMU) hosted the inaugural **APEX Global Business-IT Case Challenge** on April 29 to May 2. Organized by SMU students, APEX Global 2009 – an international undergraduate Business-IT case competition - is the first of its kind to be held in South-East Asia with an emphasis on both business and IT domains.

The competition featured 16 teams from universities from 11 countries across Asia, Europe and North America, all of which came to Singapore to battle it out for the inaugural championship. The entire event boasted 4 days of social events and business networking activities in addition to the main case competition which included a 24 hour case deliberation followed by 4 rounds of presentations.

A team comprising 1 business and 2 IT students from Copenhagen Business School, Denmark won the champion's trophy. Following closely behind was 1<sup>st</sup> Runner-up Simon Fraser University, Canada while the University of Mannheim from Germany clinched third place. In addition to winning attractive prizes, the winners also forged new friendships with participants and professors from other universities.

#### True real-life IT case

This year's case was a real-life scenario featuring the world's largest wind energy provider **Vestas** which was seeking a strategy to handle the unpredictable yet rapid growth in the current market

conditions while containing the costs of globally delivering corporate IT services. Teams played the role of consultants engaged by Vestas to present their recommendation to the CIO within 24 hours of case deliberation.

Most teams found the case challenging and unique. The case was focused on several issues such as IT governance, change management and IT agility. Andrew Clements, a participant from Simon Fraser University said, "APEX 2009 was a challenging, engaging, fun event that truly pitted ourselves against some of the world's top students, in a true IT case problem and further challenged us in selling our solution to the CIO directly."

After watching the team presentations, Vestas CIO Torben Bonde stated that Vestas would consider implementing the "golden nuggets" from solutions suggested by teams during their presentations.

Bonde together with 3 other Vestas executive managers flew over to Singapore from Denmark to attend the four day event and were among this year's 22 judges who included executives from industry leaders such as Accenture, McKinsey and Microsoft. Vestas was also the leading sponsor of this year's competition, along with Infocomm Development Authority (IDA), Singapore Computer Society (SCS) and Netagon.

### **Emphasis on business and IT**

The ability to effectively integrate the two complementary ways of understanding and problem solving in both business and IT domains had been emphasized throughout the event. All 16 teams took part in a panel discussion preceding the case deliberation to discuss current issues such as corporate management of IT in the current economic environment.

Also present at the panel discussion were industry practitioners with varying roles such as CIOs, consultants, technology providers and professors to share their opinions on upcoming trends as more CIOs move toward business and IT alignment over the next few years.

"The combination of IT and business in a case competition is fantastic and APEX has found just the right combination" said Stephanie Hadler, the team coach from Copenhagen Business School. "You can't have one without the other, but IT somehow often gets under-rated."

### **Memorable experience**

The student committee which spearheaded the inaugural edition of the competition won praises from participants, team coaches, and sponsors for their dedication and professionalism in ensuring the success of the event which left an ever-lasting experience for participants.

"It was really a pleasure being a participant - you really felt like everything was taken care of and that you could focus on the more important things - exploring Singapore, meeting new people, having fun and preparing and making a good presentation." said Christian Ohrgaard, a member of the winning team from Copenhagen Business School.

"It was surely an experience for life."

Klaus Schnaithmann from the University of Mannheim, Germany was thrilled with the APEX experience too, "The SMU APEX Global Case Challenge was a fabulous event! We got to know nice people from all over the world, explore Singapore, which is a gorgeous and unique city, and work on a realistic and very interesting case!"

"How can any case challenge get better than this? It was a wonderful time, and I'm grateful I could participate at this fantastic event!"

#### **APEX Global 2009 Participating Universities**

- **Aarhus University**, Aarhus School of Business, Denmark
- **Ateneo de Manila University**, Philippines
- **Chulalongkorn University**, Thailand
- **Copenhagen Business School**, Denmark (Champions)
- **Fudan University**, China
- **Hong Kong University of Science and Technology**, Hong Kong
- **Indiana University**, Kelley School of Business, United States
- **Kwantlen Polytechnic University**, Canada
- **Mahidol University**, Thailand
- **Nanyang Technological University**, Singapore
- **Sabanci University**, Turkey
- **Simon Fraser University**, Canada (1<sup>st</sup> Runner-up)
- **Singapore Management University**, Singapore
- **The University of Hong Kong**, Hong Kong (Finalist)
- **Universiti Kuala Lumpur**, Malaysian Institute of Information Technology, Malaysia
- **University of Mannheim**, Germany (2<sup>nd</sup> Runner-up)

#### **APEX Global 2009 Jury Panel**

- **Torben Bonde** - Chief Information Officer & Senior Vice President, Group IT, Vestas
- **Niels Nielsen** - Senior Specialist, CIO's Office, Group IT, Vestas
- **Morten Duus** - Manager IT Operations, Project Management, Group IT, Vestas
- **Jurgen Wirth** - Director SAP CC – ASP, Group IT, Vestas
- **Simon Dale** - Senior Vice President, Business User Organization, SAP Asia Pacific Japan
- **Frank Koo** - Managing Director, Oracle Corporation Singapore
- **Deep Singhania** - Country Manager and Head, Singapore, Tata Consultancy Services
- **Jack Chiam** - Chief Information Officer, MediaCorp Pte Ltd. Singapore
- **Nariman Karimi** - Chief Information Officer, DHL Express Asia Pacific
- **Wong Ann Chai** - Managing Director Head, Group Planning, DBS Bank
- **Foong Sew Bun** - IBM Singapore CTO, IBM Software Group (ASEAN)
- **Keni Muto** - Associate Principle, McKinsey & Company
- **Eric Sandosham** - Head of South-East Asia & Singapore Decision Management, Citibank N.A.
- **Andreas Schaffer** - Principal, Monitor Group Singapore
- **Mark Tham** - Senior Manager, Accenture
- **Foong Swee Hoon** - Divisional Vice President IT Services, Singapore Airlines
- **Ng Kuo Pin** - Executive Partner, Communications and High Tech Operating Group, Accenture
- **Adam Spencer** - Head Solution Delivery, Customer Experience, Consumer Banking Technology, Standard Chartered
- **Robin James** - Director IT Production, S.E Asia, Barclays Capital Services Ltd
- **Haresh Khoobchandani** - Senior Director, Business and Marketing Organisation, Microsoft

### **About APEX Global Business IT Case Challenge**

APEX Global, Singapore's inaugural undergraduate business IT case competition, is a student-led initiative spearheaded by undergraduates from School of Information Systems at Singapore Management University (SMU). This competition differentiates itself from others by featuring live cases that require teams to think and analyze in the domains of Business and IT. Participants are also required to engage in business process reengineering and explore the strategic use of IT to create the highest leverage for the company.

### **Be Part of APEX 2010**

If you are interested in contributing to APEX 2010 as a participant or corporate partner, please contact the APEX Global Steering Committee at [contact@apexcasechallenge.com](mailto:contact@apexcasechallenge.com).

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