



DIGITAL TRANSFORMATION ACCELERATION PROGRAMME

Programme Guideline

Digital Transformation Acceleration Programme (DTAP)

Dynamic changes are taking place in the world, fuelled by emerging technologies and digital adoption, which is also transforming the business world dramatically. The lifespan of companies is shortening: it is predicted that 75% of S&P500 Index will be replaced by 2027 due to digital disruption¹.

Malaysia's industries are still far from being digitally ready and are facing hurdles, which include the lack of a structured approach, budget limitations, a shortage of digital professionals, as well as the perception that digital transformation is too fast-paced and complex.

To help address such challenges, the Digital Transformation Acceleration Programme (DTAP) has been established to future-proof Malaysian companies and to ensure their competitiveness in an era of increasing global digital disruption.

The programme provides a structured approach for participating companies embarking on their digital transformation journey, and includes support from Digital Transformation Labs.

DTAP is complemented by a matching grant, which is the result of a partnership between MDEC and MIDA. The DTAP Pilot grant has been created to assist companies to tap on the expertise of the Digital Transformation Labs and to address pain points as well as adopt digital technologies to exploit opportunities in the digital arena.

What can it be used for?

DTAP Pilot Grant will provide matching grant (1:1) to implement the digital transformation pilot. This outcome-based matching grant will cater for expenditures incurred for DTAP approved activities, including but not limited to:

- Engagement of Digital Transformation Lab to execute digital transformation activities
- Pilot development for digital transformation activities by adopting emerging technology.

¹ Innosight - Corporate Longevity: Turbulence Ahead for Large Organizations 2016

DTAP will be facilitated and managed by Digital Transformation Labs (DTL), whereby DTL will provide a structured approach, including consultancy and expertise in developing and executing the digital transformation pilot. For the list of our DTL partners, visit www.mdec.my/dtap.

All DTAP Pilots must have clear measurable outcomes verified by DTL. The outcomes should be working towards in achieving one of the areas stated below:

- Increase productivity
- Reduce dependency on foreign labour
- New sources of growth.

The duration for DTAP Pilot will be between 6 to 12 months, depending on the nature of the pilot. Reimbursement of the grant will be given based on the outcomes achieved and will be given up to a maximum of 6 months after the completion of the DTAP Pilot.

Who can apply?

All Malaysian large corporates and mid-tier companies can apply. The business must be keen to embark on digital transformation to future-proof itself.

What is the eligibility criteria?

To be eligible for this DTAP Pilot grant, the business must:

- Incorporated under the Companies Act, 2016;
- Effective equity of the company must be at least 60% owned by Malaysians;
- Minimum revenue of more than RM 20 million;
- Companies from the non-ICT sectors; and
- Not a recipient of, or have previously received, any government funding for the same approved expenses or project.

What are the approved expenditures?

The expenditure eligible for consideration must be directly related to DTAP Pilot activity, including but not limited to as below.

Cost of pre-pilot inception

The cost involved in planning and developing a digital strategy to determine impact and outcomes.

Cost of pilot

The cost involved must be for development or co-creation related work directly attributable to the approved DTAP activity and undertaken within Malaysia.

When and how you can apply?

Applications received by Malaysia Digital Economy Corporation (MDEC) from 9 April 2018 are eligible for consideration. For more information on DTAP, application and guideline, visit www.mdec.my/dtap.