



Digital Transformation Award Winners for Australia and New Zealand Announced

MEDIA RELEASE

IDC Digital Transformation (DX) Award Winners Announced for Australia and New Zealand

Sydney, 5 September 2019 – IDC has announced this year’s winners in the Digital Transformation (DX) Awards for Australia and New Zealand. The Awards recognise the achievements of organisations that have successfully digitised one or multiple areas of their business through the application of digital and disruptive technologies.

Artificial Intelligence (AI) Law startup, McCarthyFinch were the big winners on the night, going home with 3 of the 6 awards: CEO Nick Whitehouse as DX Leader of the Year, Talent Accelerator, and the overall award for Digital Disruptor of the Year. Other winners included Sportsbet, Nestlé Australia and Domino’s Pizza who all distinguished themselves for their discernible and measurable excellence in their digital transformation (DX) initiatives across the five DX masteries and significant efforts to transform or disrupt the market.

Tehmasp Parekh, Chief Operating Officer of IDC Asia Pacific, commended the winners and finalists for their outstanding work. “There is clearly an increasing adoption of third platform technologies and innovation accelerators as enterprises race to transform for the future. The winning projects mirror this trend with inclusion of AI, blockchain and analytics to achieve operational efficiency and customer satisfaction. These organisations are successfully thriving with a digitally-native culture, using insights at scale, and deliver new models of customer engagements, all of which are enabled by an intelligent, empowered and agile workforce to evolve into the Future Enterprise.”

Figure 1

2019 IDC Digital Transformation Awards Winners Australia and New Zealand



McCarthyFinch

Digital Disruptor



Sportsbet

Information Visionary



McCarthyFinch

Talent Accelerator



Domino's Pizza

Omni Experience Innovator



**Nick Whitehouse
McCarthyFinch**

DX Leader



Nestlé Australia

Operating Model Master

#IDCDXa

For more information, visit www.idcdxawards.com

The 2019 winners are:

- **McCarthyFinch**

- 2019 Digital Disruptor for Australia and New Zealand

- 2019 Talent Accelerator for Australia and New Zealand

- 2019 DX Leader for Australia and New Zealand - Nick Whitehouse, CEO and Co-founder, McCarthyFinch

- **New Pizza Chef with Augmented Reality by Domino's Pizza** named as 2019 Omni Experience Innovator for Australia and New Zealand
- **10Zing - Real Time Personalisation at Scale by Sportsbet** named as 2019 Omni Experience Innovator for Australia and New Zealand

[Refer below for winner bios and images]

IDC's DX Awards follows a two-phased approach to determine the country and regional finalists and winners. Each nomination is evaluated by a local and regional IDC analyst against a standard assessment framework based on IDC's DX taxonomy.

The winners will now go on to represent Australia and New Zealand in the regional awards, where they will be benchmarked against other winners in the same category to ultimately determine the region's best of the best.

The regional awarding ceremony will take place during IDC's Digital Transformation Summit in Singapore happening on 23-24th of October 2019 at the Raffles City Convention Centre, Singapore. For more information on the awards and judging criteria, please visit the IDC DX awards website www.idcdxawards.com

IDC defines Digital Transformation (DX) as the approach where organisations drive changes in their business models and business ecosystems by leveraging digital technologies (e.g. Cloud, Mobile, Big Data/Analytics, Social and IoT) and competencies. Business ecosystems are comprised of customers, partners, competitors and the business itself, along with its business and regulatory environment. To learn more about IDC's Asia/Pacific Digital Transformation Strategies and research, visit [HERE](#)

For media inquiries, contact Yvonne Gill ygill@idc.com

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About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group ([IDG](#)), the world's leading media, data and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](#).

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Winners Bio's and photo's

McCarthyFinch - Digital Disruptor and Talent Accelerator

McCarthyFinch was launched as a joint venture between law firm MinterEllisonRuddWatts and tech VC, Goat Ventures, to explore the impacts of Artificial Intelligence (AI) on the legal industry.

The team of leading PhDs, legal engineers, and award-winning lawyers built a legal AI platform, Author, to read, write and reason like a lawyer. These tools are helping industry leaders reimagine their businesses, create superior technical oversight, speed through tactical and operational decision making and deliver unrivaled transactional efficiency.

The idea of AI lawyers is controversial and law remains a highly regulated area of practice. AI is going to disrupt the industry so the role of a lawyer is going to change, McCarthyFinch are addressing this head on. They have introduced the role of Legal Engineer, which helps to bridge the gap between the worlds of law, technology and design.

They have introduced a talent development programme and are working with Universities, interning students and mentoring programmes, with the aim of creating the largest legal engineering talent pool in the world in the next 2 years.

Nick Whitehouse, CEO and Co-founder, McCarthyFinch – DX Leader

Figure 2



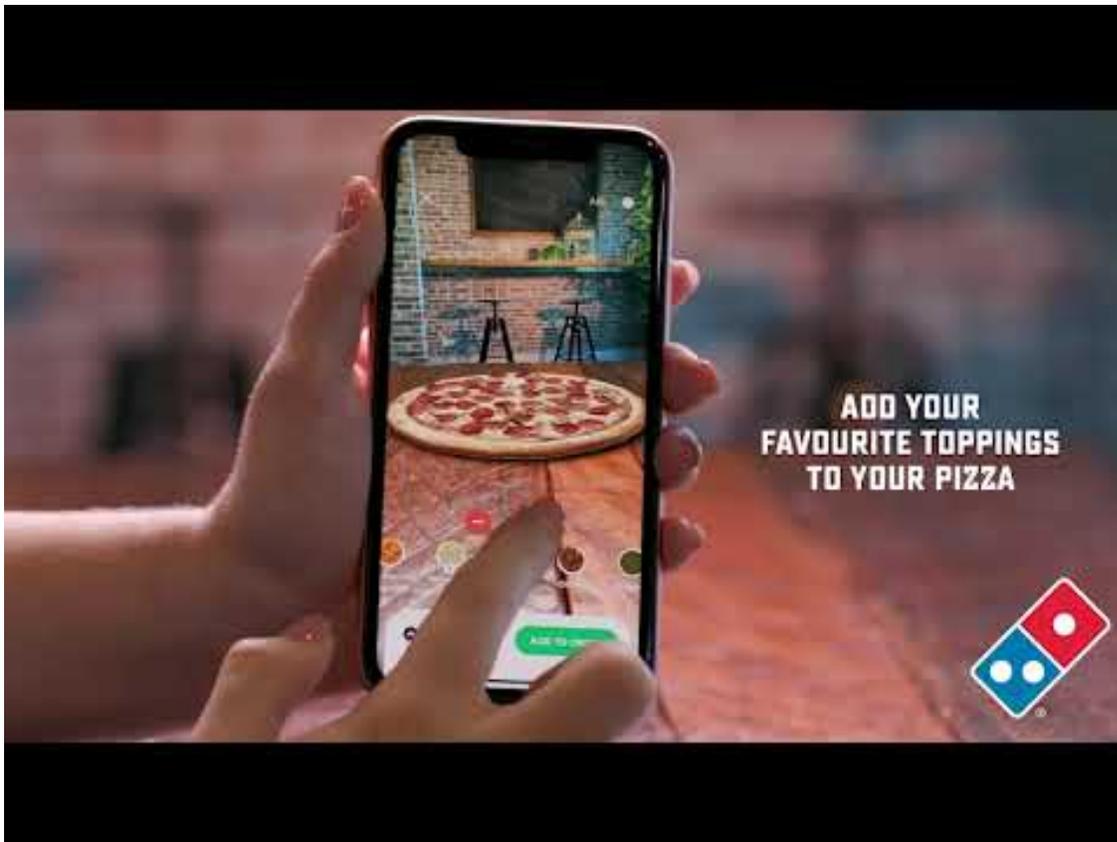
As the co-founder and CEO, Nick constantly pushes the boundaries of innovation and is very good at pulling together support from stakeholders that don't normally work together. He has a very hands on approach and he has a crystal clear vision which he articulates to both decision makers and DX teams.

Law is not something that shifts easily so it is a real achievement to be seen as a DX leader in the use of technologies, like AI, that will have a significant impact on the shape of the workplace and workers.

Nick is a great advocate of DX not just in the legal industry but for the New Zealand digital economy itself. He has won numerous awards and is not only recognized in NZ but also by global digital leaders by becoming the first New Zealand business to make it as a finalist in TechCrunch San Francisco's Startup BattleField, and coming 6th out of 1000 global startups. He is also the global winner of Talents Most Disruptive Leader Award, as judged by Sir Richard Branson and Steve Wozniak and the APAC winner of Talents Best Leader Award, Judged by Sir Richard Branson and Steve Wozniak. Wherever he goes Nick is a huge advocate for DX and the outcomes that can be achieved.

New Pizza Chef with Augmented Reality by Domino's Pizza

Figure 3



In a world first for the QSR (Quick Service Restaurant) industry, Domino's New Pizza Chef uses Augmented Reality technology to allow customers to create their favourite pizza and experience

it in their own space on their mobile device. They can choose from all of Domino's toppings to create billions of possible combinations and see what the pizza would look like in real-life.

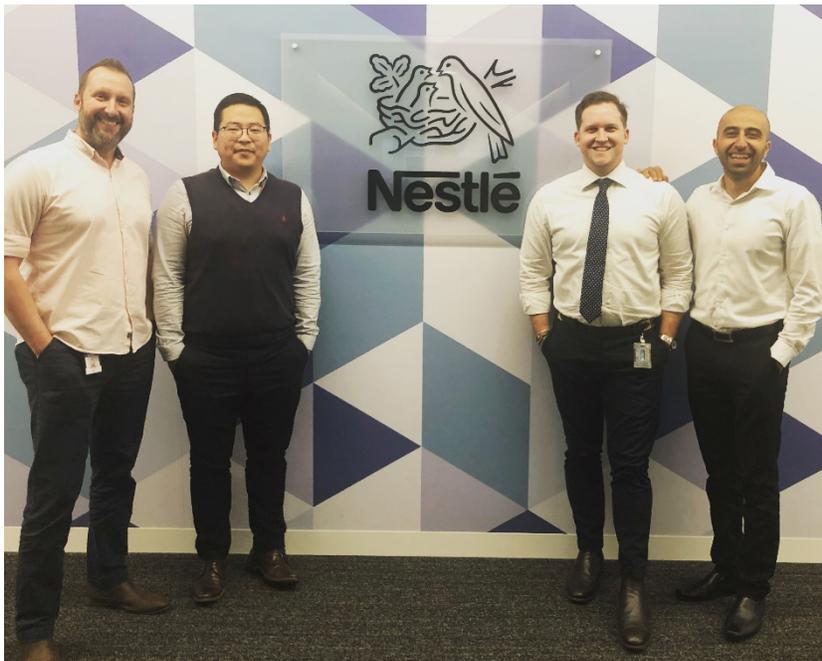
Developed using the Unity cross-platform game engine - an engine more associated with gaming than mobile retail – New Pizza Chef with Augmented Reality offers a high quality of realism in its images as well as incorporating gamification elements like funny characters, stickers and pop up's to further engage customers.

The AR innovation is just one in a swathe of digital technology investments Domino's has made in its bid to better engage customers. Other capabilities in recent years include Liza Pizza Tracker, OnTime Cooking, its GPS Driver Tracker technology and its artificial intelligence-powered delivery robot, DRU.

The judges felt this was a great example of AR as marketing initiative in a very competitive market.

Chain of Origin by Nestlé Australia - Operating Model Master

Figure 4



Chain of Origin is Nestlé's answer to complete supply chain transparency, from crop to cup and with technology at its heart. In collaboration with Amazon's Managed Block chain, they have set up a Hyperledger Fabric network and invited partners to collaborate with their supply chain transparency efforts. This will allow customers and supply chain partners to track their products on the blockchain from the farm all the way through to consumption.

The aim is to set an industry benchmark for transparency in the supply chain, and meet growing customer demand for provenance visibility, and Chain of Origin is a solution that will meet growing demands from customers to understand more about where the products they are consuming come from.

Part of the success of this initiative is added independent data to consumers and industry professionals to build digital trust into the model. The judges felt that this was a very clever marketing campaign. It is clever language, because it doesn't mention blockchain, a term that many consumers don't understand. This is a model that is about full transparency for not only the supply chain partners but also end customers and it is this emphasis that makes it stand out from their competitors.

10Zing - Real Time Personalisation at Scale by Sportsbet - Omni Experience Innovator

Figure 5



Sportsbet is an Australian internet betting and entertainment website that has been established for over 15 years. They are no stranger to digital transformation, being an online digital native. At the core of their vision for DX is the customer and this has led to it becoming an information visionary, to create real time personalisation at scale through the 10Zing project.

This transformation initiative has shifted their betting applications from a 1-size fits all to a personalised, easier to use experience for their customers, creating real time personalisation at scale. Taking raw customer data from source systems, it is processed, analysed and modelled to ultimately send relevant and timely decisions to the channels that directly serve the customer.

Beyond information transformation, which Sportsbet have been recognised for tonight, the organisation emphasizes the role of its strong digital culture and focus on people to create and deliver brilliant digital experiences for its customers. Talent plays an enormous role and Sportsbet's focus on talent acquisition has included data scientists and across multiple disciplines and their approach and vision has proven attractive to the best talent, who would normally be secured by much larger organisations.

The judges felt this was a superb example of using DX to increase customer participation, experience and loyalty and Sportsbet's approach to continuous improvement will see them continue to be seen as an information visionary

About IDC

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