



APEXGLOBAL
BUSINESS IT CASE CHALLENGE

Global Business IT Case Competition

Rise Above Your Best



26 April - 30 April

2010

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Message from Steering Committee

It has been a few months since the end of the successful APEX Global 2009. The experience was unforgettable; all the tension of case deliberation, the joys of making new friends and networking are still fresh in our memories. In its inaugural year, 16 top universities and business schools from 11 countries came together to Singapore to test their knowledge of solving real-life business scenarios and IT analysis.

APEX Global is not just an ordinary business case competition because it incorporates IT into business case deliberation. Today, business & IT complement each other and APEX Global provides you with the perfect blend of the two together with a great opportunity for networking.

With that said, on behalf of the APEX Global Organizing Committee, we would like to extend a warm invitation to your institution to be part of an enriching and fulfilling experience in this one of a kind business-IT case competition in Asia Pacific.

APEX Global 2010 will be held in Singapore, the no.1 business hub in Southeast Asia. If you are interested in participating or would like to know more about APEX Global, please feel free to contact us at apex@smu.edu.sg and our Steering Committee will be more than happy to answer your queries.

See you in Singapore!

APEX is a fantastic, real life, real time case competition that challenges business and IT students from around the world to put their knowledge to use, while at the same time being able to add to their own international network.

- **Stephanie Hadler,**

APEX Global 2009 Team Coach

Special Consultant - International Relations

Copenhagen Business School, Denmark

About APEX

Background:

APEX Global Business IT Case Challenge is an annual undergraduate business case competition hosted by School of Information Systems, Singapore Management University.

APEX Global has established itself as a global event within a short span of one year. In its inaugural year, 16 undergraduate teams from North America, Europe and Asia came together to compete in this prestigious event.

This fully student-led and student-organized event was first held from 29 April to 2 May 2009, and was assessed by a panel of 22 judges from leading companies such as Microsoft, Citibank, Barclays Capital and McKinsey & Company.

APEX 2010

APEX Global Business IT Case Challenge is a business case competition demanding the synergy of IT and business knowledge in solving real-life business scenarios.

Participants will be given 24 hours for case deliberation, followed by three presentation rounds which will be held over two consecutive days.

In addition, all participants will have the opportunity to interact with management-level executives and faculty members from top universities across the globe during this 5-day event.



SMU has pulled off a very good initiative that I believe will grow to be a premium global business school event that all schools must not give a miss!

- Haresh Khoobchandani,

APEX Global 2009 Judge and Senior Director
Business and Marketing Organisation, Microsoft



Why APEX Global

- Experience a unique business case competition leveraging on IT solutions to solve real-life business scenarios.
- Compete with students from top universities and business schools across the globe.
- Jury panel comprising the best and experienced industry practitioners.
- First of its kind in Asia Pacific.
- Case from current problems of real companies.
- An itinerary with a balance of social networking, sight-seeing and formal activities.
- Explore the diverse culture of Singapore – host of the first F1 night circuit and the first Youth Olympic Games.

About SMU

Singapore Management University (SMU) was founded on 12 January 2000 and has since achieved a high degree of recognition in Singapore and Asia Pacific. Located in the heart of Singapore's civic, cultural and business districts, SMU is equipped with state-of-the-art IT infrastructure and comprises of six schools.

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. The 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 in education and research, as well as from the existing collaboration between the Wharton School and the SMU Lee Kong Chian School of Business.



The location was amazing and the cultural diversity of Singapore an absolute surplus.

- Dietmar Wasem,

APEX Global 2009 Participant,

University of Mannheim

About Singapore

Despite being amongst the 20 smallest countries of the world, Singapore is ranked the most competitive country in Asia - and in No. 5 worldwide. With the most trade-conducive economy and the best city infrastructure in the world in place, this makes Singapore the easiest place to do business in the world. In addition, with plans in place to make broadband available throughout the country, Singapore is definitely Asia's third most "network ready" country. Being the world leader in foreign trade and investment and having the highest integrity government in Asia, Singapore certainly has the best business environment in Asia.

Summary of relevant rankings:

Singapore is the best place in Asia to live, work and play.

(Source: Mercer Human Resource Consulting, 2007)

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

(Source: BERI Report 2008-I (April 2008))

Foreign talent rank Singapore as Asia's best country to work in.

(Source: Singapore Economic Development Board.)

Singapore's Changi Airport was ranked as one of the top 3 airports in the world.

(Source: WORLDAIRPORTAWARDS.COM)



The SMU APEX Global Case Challenge was a fabulous event! Getting to know nice people from all over the world, exploring Singapore, which is a gorgeous and unique city, and working on a realistic and very interesting case! How can any case challenge be better than this? It was a wonderful time, and I'm grateful I could participate at this fantastic event!

- Klaus Schnaithmann,
APEX Global 2009 Participant
University of Mannheim, Germany

Event Schedule

Apart from the event highlight — the main case competition with 24 hours of case deliberation, APEX Global 2010 also consists of 5 days' worth of formal, social events and business networking activities tailored to leave a mark in our participants and corporate partners' memories.

26 April, Monday

Team Registration
Welcome Dinner
Social Pubbing

27 April, Tuesday

Competition Briefing
Business IT Leaders' Forum Discussion
SMU Campus & Explore Singapore Tour

28 April, Wednesday

24 Hour Case Deliberation
Team Coaches Dinner

29 April, Thursday

Judges Briefing & Networking Session
Presentations Round 1 & 2

30 April, Friday

Presentations Finals
Gala Awards Banquet



Competition Format

A real-life business case will be presented to participating teams who will be given 24 hours to develop an innovative business recommendation and prepare a set of slides to be presented over 3 rounds:

Round 1 – Business Aspects of Recommendation

Teams will be assessed on the business aspects of their recommendations:

- Innovation
- Business Process Design
- Role of IT in Business (Aligning IT with Business Goals)
- Return on Investment
- Information Architecture

Round 2 – IT Aspects of Recommendation

Teams will be evaluated on the IT aspects of their recommendations:

- IT Architecture
- IT Infrastructure
- IT Agility
- New Components Requirement

Round 3 – Final Round & Lightning Round

A change in the scenario will be introduced and teams will be evaluated on the adaptability of their business-IT recommendations. There will also be a rapid-fire Q & A session after the teams' presentations.

*More specific details of the competition format and judging criteria to be furnished closer to the date of the competition

Registration

Eligibility:

1. A team of 3 undergraduates of which at least 1 must be majoring in either:
 - Information Management / Management Information Systems,
 - Business Information Technology, or
 - IT/Computer Science.
2. Every member in the team must be in his/her senior years of undergraduate studies.
3. Each team must be accompanied by a minimum of 1 team coach.

Application process:

1. Registration is now open and will close on 30 November 2009 at 11:00PM GMT+8.
2. Application is on a selective basis.
3. Team Fee:
 - a. \$ 1,600 SGD per team*
 - b. Accepted team will be required to pay a \$500 SGD non-refundable deposit fee that is due 1 week from the date of acceptance.
4. Coach fee:
 - a. \$200 SGD (per person)**

* This fee includes all accommodation, meals, and transportation for the whole event from 26 April to 30 April, 2010.

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

















Note: We reserve the right to withdraw a team's acceptance into SMU APEX Global if the deposit is not sent to us three weeks after application submission. Such a team will be placed on a waiting list.

It's an unforgettable experience. I learned a lot and made many new , long lasting friends!

- Prapapan Rungruangwuddikrai,

APEX Global 2009 Participant
Chulalongkorn University, Thailand

Past Participants 2009

Champion	 Copenhagen Business School	Denmark
1st Runner-up	 Simon Fraser University	Canada
2nd Runner-up	 University of Mannheim	Germany
Finalist	 The University of Hong Kong	Hong Kong
	 Aarhus University, Aarhus School of Business	Denmark
	 Ateneo de Manila University	Philippines
	 Chulalongkorn University	Thailand
	 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
	 Singapore Management University	Singapore
	 Universiti Kuala Lumpur, Malaysian Institute of Information Technology	Malaysia





Past Partners Jury Panel 2009

Torben Bonde	CIO & Senior VP	Vestas
Niels Nielsen	Senior Specialist	Vestas
Morten Duus	Manager IT Operations, Project Management	Vestas
Jurgen Wirth	Director SAP CC – ASP	Vestas
Simon Dale	Senior VP	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 SEA & 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	Accenture
Adam Spencer	Head Solution Delivery	Standard Chartered
Robin James	Director IT Production, S.E Asia	Barclays Capital Services Ltd
Haresh Khoobchandani	Senior Director	Microsoft Singapore

Leading Sponsors 2009:



Contact Us

Enquiries

If you are interested in contributing to APEX Global 2010 as a corporate partner, please contact the APEX Global Steering Committee at apex@smu.edu.sg.

Subscribe to Newsletter

If you wish to stay updated with latest news from APEX Global as preparations for APEX Global 2010 is ongoing, subscribe to the APEX Global newsletter at news@apexcasechallenge.com.

APEX Global Website

Visit www.apexcasechallenge.com for more details with photos and videos of our previous events.

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