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The Digital Transformation Journey of Olam International Culminating in Technology and Business Service Offerings – What Next?

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Abstract:

Olam International (from now on referred to as Olam), publicly listed in the Singapore stock exchange, is one of the world's largest food and agri-business firms, catering to more than 20,000 industrial customers globally. The firm incorporated in 1989, started with digitization and digitalization and then proceeded towards digital transformation with digital initiatives picking up steam from 2014/15 onwards. For Olam, the core business model comes first; technology and digital initiatives were used as enablers for achieving the strategic objectives of the firm. Olam Technology and Business Services, an in-house function, played a key role in navigating the firm through the digital transformation journey. Following the re-structuring of the firm in 2022, Olam Technology and Business Services was re-christened as Mindsprint, with the strategic intent of developing Mindsprint as a Profit Center. Capitalizing on the experience and insights gained by providing services to Olam operating groups, Mindsprint started offering a host of digital solutions including digital transformation services and business process services to third party businesses. Will Mindsprint succeed with its new business model and establish a unique identity of its own?



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