

## **Annex B**

### ***Factsheet on Surbana Jurong Digitalisation Journey***

#### **Leveraging Research and Innovation for Growth – Surbana Jurong’s Journey**

To better manage rising business complexities, Surbana Jurong embarked on its digital journey in 2016 with the aim of improving productivity, attracting talents and building capabilities.

At the onset, the group opted for a people-centric approach, focusing on generating ideas and solutions which would help its clients realise their vision and solve challenges. These solutions must also bring about measurable return on investments and quantifiable benefits to clients.

An Innovation Programme Office was set up in the same year to drive research and innovation initiatives. The team’s priority then was to create an environment of innovation by motivating people to embrace and initiate new ideas.

In 2017, the Digital Management Office was established to accelerate the development and deployment of digital tools such as End to End Building Information Modelling (BIM), AR/VR, drone capabilities, among others. This effort was aimed at spearheading the adoption of the Integrated Digital Delivery process as well as to support the Singapore Industry Transformation Map for the Construction industry. Notably, Surbana Jurong is a frontrunner in the development of digital facilities management using BIM technology.

Recognising the importance of foreseeing further disruptions and taking the lead in creating a pipeline of solutions for the future, in July 2018, Surbana Jurong and Nanyang Technological University (NTU) launched the SJ-NTU Corporate Lab with the mission to develop innovative and next generation solutions in digitalisation, sustainability, and future of the industry, and to translate research into practical solutions relevant to real life challenges. In addition, outcomes of such research, development and innovations are shared with industry players, including overseas groups who visit Surbana Jurong to learn about our innovation journey.

In July 2019, Surbana Jurong signed an MOU with The Agency for Science, Technology and Research (A\*STAR) to co-develop digital solutions for the planning, design and maintenance of smart cities, with a focus on commercialisation. This partnership will see Surbana Jurong incorporating into its service offerings, technologies commercialised by A\*STAR’s SME and startup licensees. The upcoming Surbana Jurong Campus will also serve as a test-bed for new technologies in partnership with A\*STAR, SMEs and startups.