

Digital Experience for Customers and Stakeholders

IFRS Advisory Council
September 2019

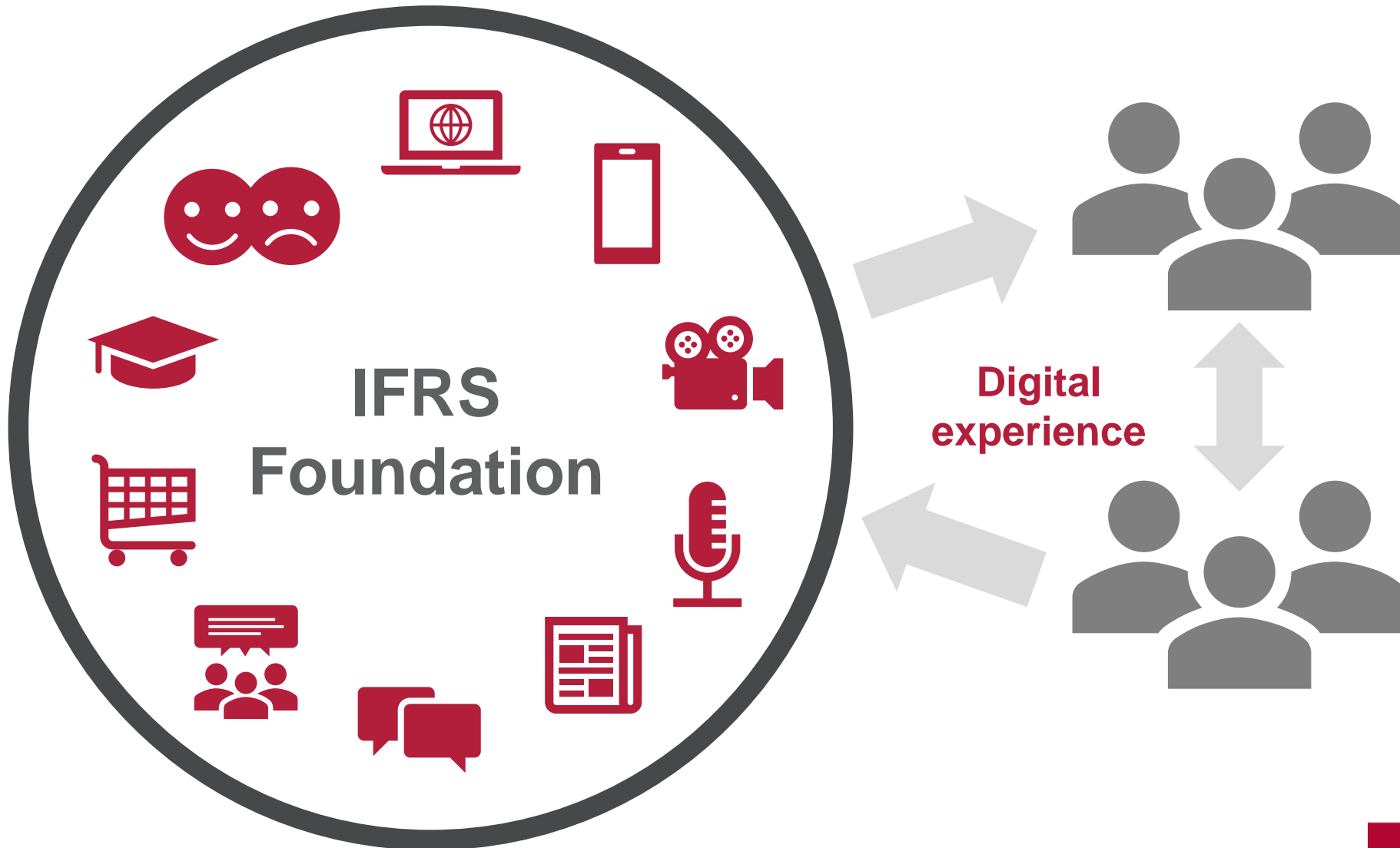
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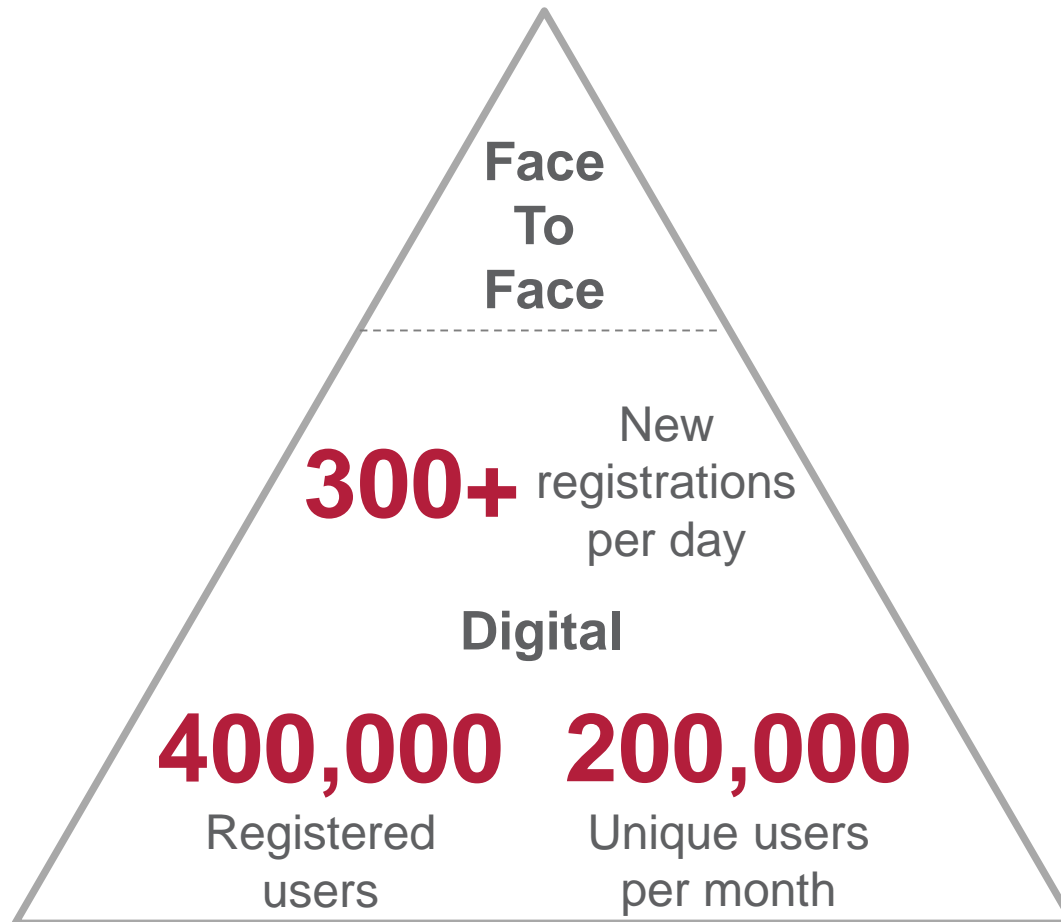
Purpose of this session

- 1. What we want:** Your advice, to help shape the roadmap for our future digital experience.
- 2. Why we want it:** You represent a collection of our most important stakeholder groups. Your opinion is hugely valued.
- 3. Why now:** We are undertaking a multi-year, digital transformation programme. Digital experience is a central component of the programme.

What do we mean by Digital Experience?



Why is digital experience important?



Challenges

- Relevance

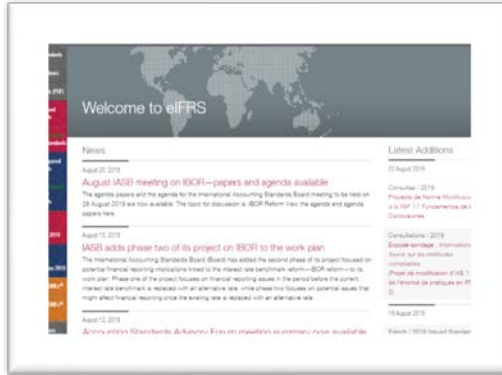
Opportunities

- Brand and reputation
- Transactional >> digital relationships
- Scalability
- High-quality data

= Higher quality standards

= Consistent implementation and application

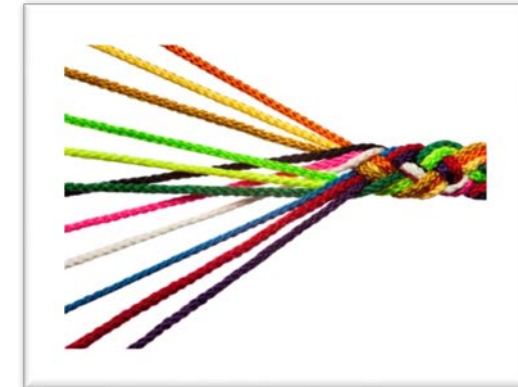
How our digital experience might evolve



Future of eIFRS?



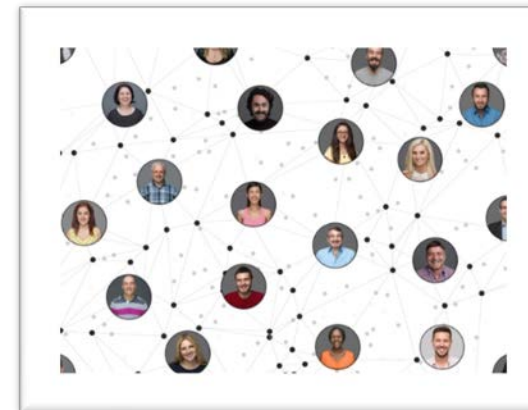
Enhanced focus on digital content?



Smart / unified content presentation?



More granular feedback / data insights?



Communities?

Questions to ponder

- 1. How should our current digital experience evolve?** What is good, and where could it be improved? What developments should we prioritise over the next three years?
- 2. Who can we learn from?** Your own organisations? Our peers? Other examples of good digital experience that may be relevant to the IFRS Foundation?