

Digital Transformation - Impacts on the Business

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

The emergence of digital technologies, like artificial intelligence, machine learning, blockchain, and the Internet of Things, as well as platform business models and the rise of Internet giants, is changing the dynamics of competition across industries, and uncovering unprecedented opportunities and threats for your business. You know you need to transform, but you are unsure about how to move forward...

Helping attendees identify new usage of the 'digital technologies' and new behaviours of stakeholders induced by the digital technology evolutions. The content of this course also allows them to determine impacts and benefits of the digitalization process for different entities of their enterprise as well as its impacts on the IT.

Audience

CxO, Business Strategists, Enterprise Architects, Business Architects, System Architects, Business Analysts, System Analysts

Outline

Introduction

- Evolution of the Information Systems and Digital Technology
- Essential actors of the Web Marketing : the special case of Google
- The Digital Revolution,
- From the traditional Web to Web 2,
- The Web 3 or the Semantic Web
- Democratisation of the Smartphones : Current Functionalities
- Main actors of the market and OS : Android, Blackberry, iOS, Windows Phone
- Mobile First, Responsive Design and Adaptive Design
- Social Evolutions : the digital behaviors of the X, Y, Z generations

Recent Evolutions in Digital Technology

- Contactless technologies : RFID, NFC, QR Codes,
- 3D Printing : toward the Industry 4.0,

- Artificial Intelligence and its perspectives,
- Virtual Reality and its benefits,
- The Cloud Computing : the genesis and advantages
- The Big Data : trends and professional usages,
- The Internet of Things (IoT) : overview and trends,
- The Connected Objects : from robots to connected human body,
- Smart Cities : desired results and actors of the green behavior

Digital Behavior : new usages

- e-Commerce : Advantages
- ROPO, SIBO and SOBI
- Digital Shoppers and the Digital Uber,
- Crowdfunding and the Collaborative Economy,
- The Smart home and home automation,

Digital Transformation of the Enterprises

- Objectives and the contexte of the Digital Transformation,
- Consequences of the Digitalization on companies and employees,
- Management of dematerialization : impacts on customers and employees,
- Enriched, multichannel and coherent client experience,
- The increasing importance of client survey and analysis of their behavior,

Impacts of the Digital Technologies on the Marketing Function

- Enhancement of the Marketing Campaign : client knowledge, client targeting and client tracking,
- The Search Engine Marketing (SEM),
- The Search Media Optimization (SMO),
- The Buzz Marketing,
- Mobile Marketing and Proximity Marketing,
- The Online Reputation Management: definition, techniques,
- Evolutions of the e-Commerce : multi-channel, omni-channel, cross-channel, ...

Impacts of the Digital Technologies on the HR

- Impacts of the Digital Transformation on the Business and its Enterprise Functions,
- The Role of the Digital Manager,.
- The recruitment 2.0 through social networks.
- The e-Training and its classifications : e-learning, Serious Games, Virtual classes...
- Tools and services to employees : dematerialization, e-services, Company Social Networks.

- New working modes: remote working, dynamic offices, collaborative working spaces

The Client Relationship in the Digital Age

- Evolutions of the Client Relationship,.
- The emergence of the Social CRM : advantages and the market,
- The models Click to Call, Call Back and Click to Chat,
- The SoLoMo Concept : Social Local Mobile.
- Evolution of the e-commerce and new sales channels,
- Actors of the e-commerce and the consumer expectations,.
- Retail : current situation and perspectives.
- Le Digital Retail : driver for the retail sector, e-commerce sites, etc.
- Channel Models : Omni-channel, cross-channel (Web2Shop, Shop2Web), multi-channel and cross-cell.

Impacts of the Digital Technologies on the Information System

- Agility of the Information System: flexibility, reuse and sharing.
- The cross-canal architecture of the IS,
- The 360° vision of the client,.
- The 100% dematerialization,
- The Digital Asset Management.
- The Cloud Computing : service offers and deployment modes.
- The BYOD (Bring Your Own Device) and its implications for enterprises.

Prerequisites

There are no prerequisites for this course.