

Digital Transformation - Impacts on the Business Eğitimi

Süre: 2 Gün

Açıklama

Dijital Dönüşüm ve İşletmeler Eğitimi, dijital davranışlar, iş süreçleri ve BT etkileri konularını ele alan 2 günlük bir eğitim programıdır.

Impacts on the Business programında dijital dönüşümün pazarlama, insan kaynakları, müşteri ilişkileri ve bilgi sistemlerine etkileri ele alınır.

Bu eğitim, katılımcıların 'dijital teknolojilerin' yeni kullanım alanlarını ve dijital teknoloji evrimleri tarafından başlatılan yeni paydaş davranışlarını tanımlayabilmelerine yardımcı olur. Bu eğitimde yer alan içerikler, katılımcıların dijitalleşme sürecinin çalıştıkları kurumlardaki farklı birimleri nasıl etkilediğini ve ne gibi faydalar sağladığının yanı sıra BT süreçlerine ne gibi etkileri olduğunu belirleyebilmelerini sağlar.

Ön Koşul Yok

Kimler Katılmalı?

CxO, İş Stratejistleri CxO'lar, İş Stratejistleri, Kurumsal Mimarlar, İş Mimarları, Sistem Mimarları, İş Analistleri ve Sistem Analistleri

Eğitim İçeriği

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-channel 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.

Ön Koşullar

Herhangi bir ön koşul yoktur.