

# The digital company, challenges and opportunities

Seminar of 2 days - 14h

Ref.: TUN - Price 2024: €2 090 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Understand from a macroeconomic viewpoint the impact of a digital transition at a company

Measure the company's technical, structural and organizational changes

Estimate and calculate the financial costs of those transitions.

Determine the corresponding potential for gains

Anticipate structural changes to the corresponding budgets

## THE PROGRAMME

last updated: 01/2018

### 1) The digital transformation of processes

- Digital business: Definition, examples, sources of information.
- The impacts of the digital transition at the company.
- Digitizing information: Major cost items and corresponding gains.
- Digitizing operational processes: Costs of new control and management methods.
- Streamlining decision-making with Big Data.
- Outsourcing or insourcing: Financial aspects, availability and security costs.

### 2) New forms of relationships with partners

- Optimizing the customer relationship by measuring the use and profitability of communication channels.
- The costs of segmentation methods, customer analyses, and setting up points of contact.
- New communication and distribution channels: Platforms and connections with suppliers.
- Disintermediation and reintermediation costs.
- Setting up new growth calculation methods.

### 3) Technical optimization of infrastructure

- A new flexible, active IS infrastructure
- Internal development vs. outsourcing: SAAS, PAAS, workstations, cloud, and application virtualization.
- Calculating profitability vs. technical quality, and security restrictions.
- Big Data: Impact on infrastructure and tools.
- Cybersecurity: Investments, operating costs, budgeting risks and insurance.
- The costs of stopping IT and the transition: CAPEX/OPEX budgets and gains.
- The transformation of IT business units: Provisional plan for managing the necessary means.

### 4) Financial management of transitions

- Managing the transition project portfolio.
- Business cases of operations: Objectives, ROI, costs, and risks.
- The costs of change management operations.
- The structure of transition budgets.

#### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

#### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

#### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- Changes to be made to the current structures and budgets.

## **DATES**

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Contact us