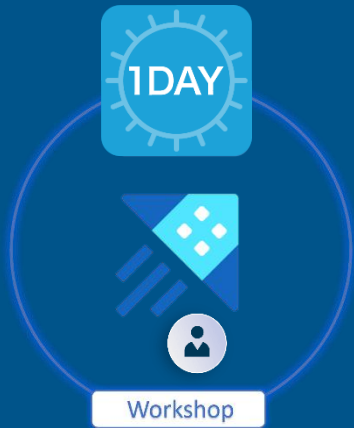


# *Digital Transformation for Business and Technology Leaders*



Board of  
Directors

CXO's

Business  
Executives

Technology  
Executives

Entrepreneurs

Cybersecurity  
Professionals

Digital  
Leaders

Solution  
Architects

Enterprise  
Architectures

Data  
Scientists

Cloud  
Architects

Technical  
Writers

Strategic  
Planners

Project  
Managers

# Digital Transformation for Business and Technology Leaders

*Skills and expertise to help you increase your knowledge in the field of digital technologies*

*Digital forces are reshaping almost every industry, and you already understand the urgency for transformation. You need to look into options how Digital Disruption helps you formulate a successful, innovative strategy for what to do next.*

## Why Digital Transformation

Digital transformation is a hot topic but what exactly is it and what does it mean for different organization? In this session, we talk about digital transformation in two ways. First we discuss the pace of change and the imperative it creates for businesses. Next we provide the context for this transformation and what it takes to win in the digital age.

**DX is a broad subject that requires competency across Strategy and Vision, People and Culture, Process and Governance, and Technology and Capabilities**

## About the instructor

Training will be delivered by an experienced trainer with 30+ years of career experience imparting education and training services both locally and internationally and have served international enterprise technology vendors including IBM, Fujitsu, and ICL.

Our instructor holds various industry professional certifications in the space of enterprise servers and storage technologies, Information Security, Enterprise Architecture, Blockchain, ITIL, Cloud, Virtualization, Green IT, and a co-author of 10 IBM Redbooks and have developed 70 plus courses in AIX, storage, information security and cybersecurity, and digital technologies.

The training course flow will be a mix of lectures, video demonstrations, and classroom discussions so that participants can have a detailed understanding of various components of technologies causing digital disruption.

## Prerequisites:

Participants attending this course should be familiar with basic Information Technology concepts and the role of general system infrastructure technologies and their applications.

## About this workshop

This one-day instructor led workshop is ideal for senior leadership management teams from all line-of-businesses including Board-of-Directors. The Digital Transformation (DX) journey is complex and the key objective is to bring all enterprise-wide users and key stakeholders on one platform helping them to understand the core issues and gaps why most DX journeys are failed to meet its desired objectives and enterprise-wide targets and goals.

In a nutshell, digital transformation can significantly improve a business's efficiency by automating manual processes, reducing errors and improving productivity. For example, adopting cloud-based solutions can enable employees to access data and collaborate more efficiently from anywhere in the world. Digital transformation has become essential for businesses to remain competitive in today's ever-changing technological landscape.

## Digital Transformation for Business and Technology Leaders

- Our world – and how we interact with it – is changing.
- The Evolution of Data increases storage security threats.
- Exponential Data Growth – Some key facts and figures.
- Transformation journey from Legacy to Digital technologies.
- Understand Digital Transformation and challenges of Digital Transformation.
- Digital Transformation – Key dimensions.
- The Application of Digital Transformation.
- Customer Experience Management.
- How to create a good customer experience strategy.
- Digital Transformation and Business Transformation Model.
- The importance of understanding business and your end-user client requirements.
- Barriers to achieving goals from CEX Research Point-of-View.
- Understanding the Seven layers of a typical Customer Lifecycle Process.
- CX as a differentiator and its importance in Business industry.
- How do you Analyze Voice of Customer?
- How to Measure Customer Satisfaction in 8 Simple Steps.
- Choose a type of customer satisfaction survey.
- Cybersecurity: security risks and solutions in the digital transformation age.
- Knowing security threats and their channels.
- How Technology Leaders can drive Digital Transformation.
- Four main organizational goals for Digital Transformation Strategy.
- Understanding Digital Disruption.
- Causes of Digital Disruption and Transformation.
- Understanding System of Records, System of Engagement & System of Interaction.
- Developing three core capabilities across various business domains.

- A Framework for Digital Transformation.
- The CIO has a Critical Role to Play from the IT Chair.
- 8 digital transformation resolutions for CIOs in 2024.
- Goals to accomplish a successful Digital Transformation Journey.
- Are you 'DOING DIGITAL' or are you a 'DIGITAL INNOVATOR'?
- Workshop Assessment.

## Workshop Summary

In summary, disruption is not new, and we can learn from the past how to thrive given the constant disruptions that are the hallmark of the digital age. In this session, we will explore the foundations of digital transformation and the nature of the competitive life cycle. We will look at the underlying economics of innovation and technological change. The Digital Transformation Market size is expected to grow from USD 1,697.91 billion in 2023 to USD 4,462.49 billion by 2030, registering a CAGR of 21.32% during the forecast period (2023-2028).

Change as a constant has never been truer than with digital transformation. In this session we will look at the key drivers of digital transformation including the opportunities that have already established and the challenges they bring. We will explore emerging trends and technologies, what is possible/likely in the future, and currently what we're seeing in practice.

## Target Audience

- BODs, CXOs, Head of Digitalization, Business and Technology Leaders.
- Senior IT Managers and IT Directors, Business Analysts, Data Analysts and Data Science professionals, Data Warehouse and Business Intelligence professionals, Enterprise Architects, Senior Project Managers, Application Software Development Teams, Digital Team Leads, and all who want to equipped themselves with the foundational knowledge in the field of Digital Transformation.

## Detail Information

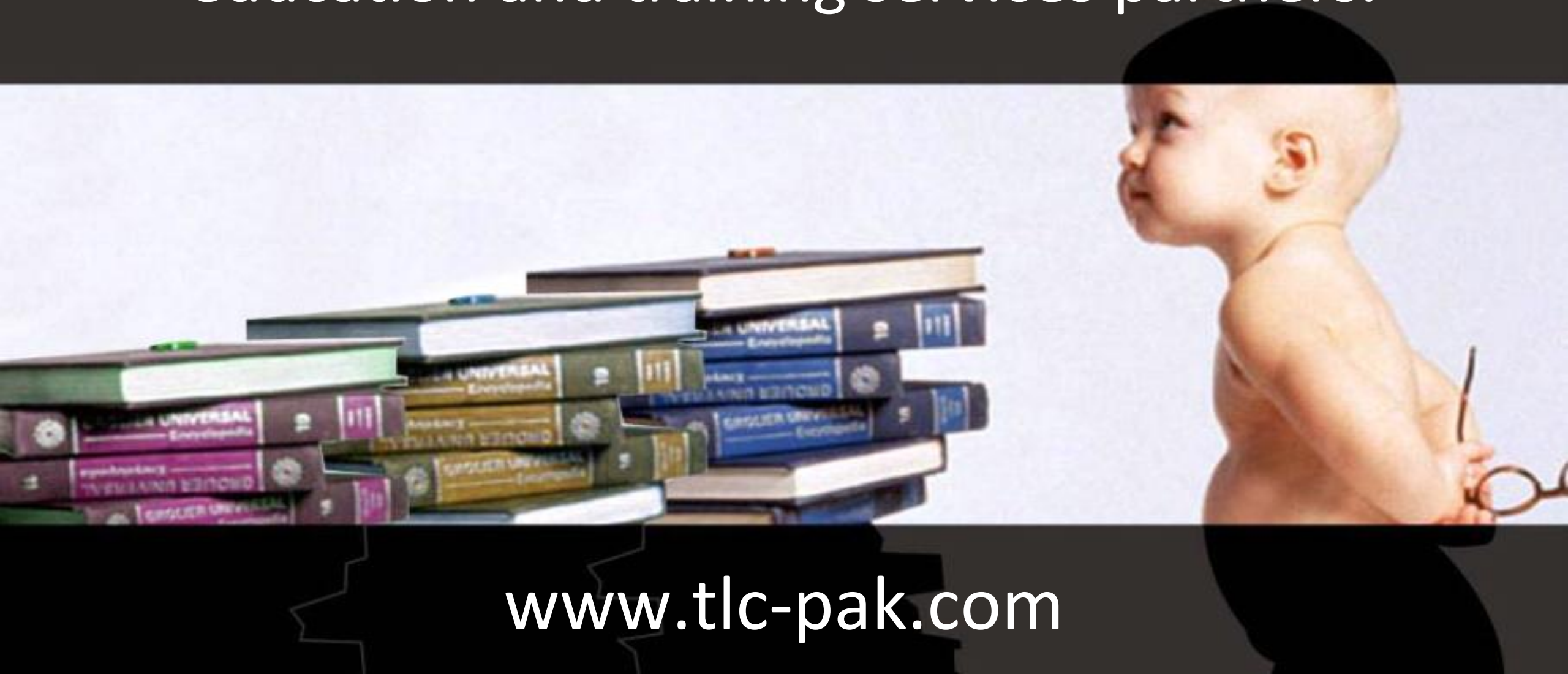
|                    |                                                      |
|--------------------|------------------------------------------------------|
| Course Code        | : TN410                                              |
| Course Duration    | : 1 Day Workshop                                     |
| Course Location    | : TLC Office, Customer On-site, and Online on Zoom.  |
| Terms & Conditions | : 100% payment in advance.                           |
| Course Deliverable | : Comprehensive Student Guide and Course Certificate |

For additional information, please write to us at: [info@tlc-pak.com](mailto:info@tlc-pak.com)



*Opportunities are made,  
not found*

We look forward serving you as one of your trusted  
education and training services partners.



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