

Seminar , 2 day(s)  
Ref : TUN

### Participants

Purchasing managers, budget and finance directors, project managers and business leaders engaged in digital transition projects.

### Pre-requisites

No particular knowledge.

### Next sessions

## The digital company, challenges and opportunities

*Costs are one of the key obstacles to digital transitions at companies. It's still important to know how to accurately estimate them. This course will help you understand the impact of the digital transformation from an economic perspective, calculate its cost, and identify potential gains.*

### OBJECTIVES

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

#### 1) The digital transformation of processes

#### 2) New forms of relationships with partners

#### 3) Technical optimization of infrastructure

#### 4) Financial management of transitions

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