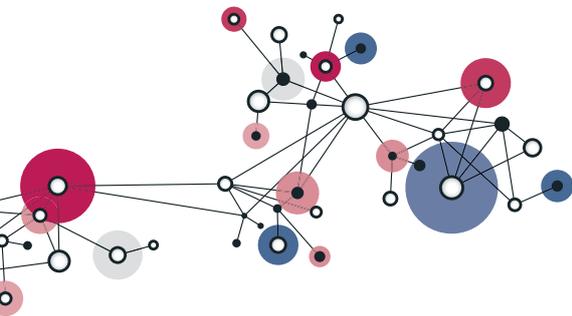# Digital Transformation Program
Classroom Training for Executives & Managers
SME and Corporations

The transition from traditional to digital business requires a change of mindset and an updating of processes and skills. This classroom training is designed to provide an understanding of the business potential of data-driven processes, along with the knowledge and practical skills needed to implement, run and evaluate them.

Tailored to each customer's specific needs and business environment, the content encompasses a broad overview of modern data science-related tools technology, with specific focus on the business value of data, as well as in-depth discussions of data-driven processes and products. Real-life case studies illustrate the advantages and pitfalls of a company's digital transformation.

A segment of the program focuses on the organizational aspects of a data-driven company and on creating and managing skills for data science.

Target Audience

Executives and managers who wish to keep pace with the digital era and introduce a data-driven culture in their company. There are no specific knowledge prerequisites.

Content Menu

The training is tailored to participants' profile and needs. Proposed topics include:

❯ The digital footprints of your business: how business is reflected in data (including unstructured text, clickstreams, audio, video, and social media), and what data can feed back into the business

❯ Does business drive technology or vice-versa? Creation and management of business processes & products that collect and leverage information

❯ How data-driven processes impact and shape business cases

❯ High-level overview of concepts and modern technology for data science and Big Data: the use of «traditional» vs new tools (e.g. graph databases, or distributed storage and software); open source vs proprietary software; cloud computing; software as a service; pricing models

❯ The value of integrating social media, public and proprietary data into your business processes; how public and proprietary data contribute to the understanding of your business

❯ Case studies of real-life digital transformation processes

❯ The data-driven organisation: how the digital era shapes a company's org chart

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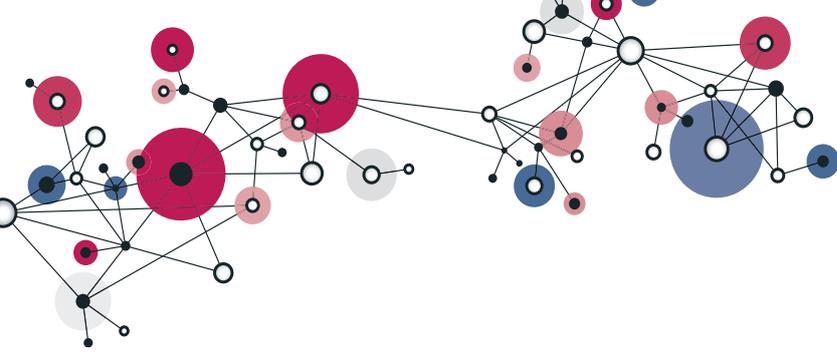
> Creating awareness of the business value of data throughout your organisation

> Building data science skills; creating and running analytics teams, including hiring practices, training and coaching

Practical Details

The duration of the program is determined by the content selected by the customer, and delivered in full- or half-day sessions, according to needs and availability

Available in English or German

The sessions are held at Quantum's facilities in Technopark Zurich or, upon request, at the customer's premises

Price

Depending on duration and number of participants

Date

On request

Contact

info@qbis.ch

About Quantum

Quantum is a data science and analytics company, located at Technopark in Zurich. We help clients to identify their most valuable customers, products, or services; determine potential risks; discover hidden potential in their markets; pinpoint and eliminate bottlenecks and inefficiencies; and provide other insights to steer their business. We do this by combining business experience and knowledge with the application, implementation and teaching of scientific methods of data analysis, data management, reporting and modern visualisation to turn data into information.

To know more about how modern data science can help you and your business, visit our website at www.qbis.ch or contact us at info@qbis.ch.

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