"Digital Business Environment„
Compact coaching for Leaders on digital transformation

What is the "Digital Business Environment" compact course?

➡ Internationally proven training from science to impart knowledge about digital transformation, digital technologies and artificial intelligence

➡ Compact course for managers and leaders of companies to be informed about the current trends and technologies in the digital economy

Goals of the "Digital Business Environment" training course

➡ Transfer of knowledge about digitization, digital transformation as well as artificial intelligence and applied data science

➡ Transfer of knowledge about digital platforms, new ways of implementing software with micro services, cloud services and service sales

➡ Enabling managers and leaders to understand what is happening on the digital market and to assess the value of technologies in a targeted manner especially focused on the changes in management and leadership

➡ Enabling managers and leaders to better understand technologies when selecting software solutions and thus to advance digitization measures in the company in a more targeted manner

Team of speakers

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Managing Partner P-A-Systems

Prof. Dr. Marc Fernandes
Head of Business Information
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AI & Data Scientist

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Contents of the "Digital Business Environment" training course

Thematic blocks	Themed content
Digitization VS. Digital transformation	What are the differences? What do the global megatrends agility, digitization and transformation mean? How is artificial intelligence related to these trends and what is it?
Modern corporate IT architecture & Micro Services	What are the special features of a modern IT architecture? How do these approaches differ from traditional approaches? What is Platform as a Service and how do Micro Services work?
Digital platforms	How do digital platforms work? How is that related to cloud services? How does applied data science work in digital platforms?
Management and Leadership	How is Management and Leadership changing in digital transformation? What skills do Managers and Leaders need for the new digital era?
From product to service sales	What is the new trend of selling products as a service? What kind of practical examples are there?

Duration, scope and prices

1. <u>Free offer</u>: **1-hour online appointment** (30 min training & discussion about your digitization and technology potential with a P-A-Systems specialist)
2. <u>Duration & location</u>: **½-1 day crash course** (can also be split up into 2 x 2-4 hours on request); Online or on site
3. <u>Follow-up & personalization</u>: **Upon request**, the training can be **personalized**, and ideas can be prepared specifically for further follow-up by P-A-Systems
4. <u>Speakers</u>: Implementation is carried out by **1-2 specialists** from P-A-Systems (up to 6 participants 1 specialist and up to a **maximum of 12 participants** 2 specialists)
5. <u>Add-ons for the participants</u>: The participants receive the **documents and a certificate**
6. <u>Individual coaching</u>: **Individual coaching** with a digitization specialist possible on an hourly basis
7. <u>Training prices (plus VAT)</u>:
   1. 1-hour online training and discussion: **1x free of charge**
   2. ½ day online training for 6 participants (+1.000,00 for up to 12) **EUR 3,980.00 (fixed)**
   3. 1-day online training for 6 participants (+1.500,00 for up to 12) **EUR 6,980.00 (fixed)**
   4. Travel costs for on-site training per hour arrival and departure **EUR 90.00 / hour**
   5. Individualization, follow-up and individual coaching **EUR 279.00 / hour**

Coachings and Trainings that have already been carried out

ALTE LEIPZIGER

HALLESCHE

Regular training courses, webinars, Training and knowledge transfer in the Hallesche group

TSI TRANSPORT AND TELECOMMUNICATION INSTITUTE

Regular training, management Training and knowledge transfer at the Telecommunications Institute in Riga

Companies

Hochschule Aalen

Regular training, management training and lectures at Aalen University and at companies in the Ostalb district