

TECHNOLOGY TRANSFER PRESENTS

MIKE ROSEN

DIGITAL TRANSFORMATION

Business Overview

JUNE 11, 2018

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

Everyone has heard the hype about digital transformation...but the problem is that it isn't hype. A fundamental shift is taking place that requires new business models, new technologies, and new organization structures. Luckily, as responsibility for transformation shifts to business groups, research shows that business leaders want ITs help, but find it difficult to communicate. They want to do the right thing, if someone could just explain what that is, in a way that is meaningful to them.

This seminar explores the requirements for the new digital economy first from a business perspective, and then from the perspective of the IT that is needed to enable digital transformation. It covers the topics that are required for a shared understanding between business and IT: what are the new requirements on an IT platform, and what are the new business possibilities, opportunities, and threats that technology presents?

BENEFITS OF ATTENDING

- What is Digital Transformation (DX)?
- How has DX changed business and operating models?
- The Digital Business Platform, Partner Networks, and the API Economy
- Industry Strategies: Finance, Retail, Insurance. Manufacturing. Utility
- What does the new business /technology platform look like?
- What are the key enabling technologies: Big Data/Analytics AI, Cloud, Mobile, Social, 3D Printing, AR/VR, Robotics

AUDIENCE

Business and IT professionals involved or interested in digital transformation

- IT leaders
- Business and LOB leaders
- IT Managers
- Business Analysts

OUTLINE

1. What is Digital Transformation?

- Digital Transformation Defined
- Five Dimensions of Transformation
 - Leadership, Information, Experience, Operating Model, Workforce
- Transformation KPIs

2. DX Business Models and Strategies

- Connected Products/Services/Assets
- Platform Business Model, Asset Lite
- Experiential Engagement
- Information Monetization

3. It's all About the Data

- Cognitive Computing and Analytics
- AI/Machine Learning/Deep Learning
- Monetizing Information
- Data as a Service

4. Sense, Compute, Act

- The New Application Paradigm
- Application Examples
- Are You Missing The Boat?

5. The new Digital Business Platform

- Intelligent Core, Data, Integration, Development, Engagement
- Enabling Technologies
 - Cloud, Mobile, Social
 - 3D Printing, AR/VR, Robotics

6. Industry Strategies (one or two of)

- Retail
- Health Care
- Insurance
- Manufacturing
- Utility

7. Case Studies

8. Conclusion

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 700</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within May 28, 2018</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 700

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKER

Mike Rosen is Chief Scientist at Wilton Consulting Group which provides expert consulting in Digital Transformation Strategy, Business Architecture, Enterprise Architecture, and Enterprise Solutions. Mr. Rosen is also a founding member and Vice President of the Business Architects Guild. Prior to returning to consulting, Mr. Rosen was Global Research VP for IDC, providing research to IT and business leaders on Strategic Architecture and Digital Transformation. His current emphasis is on the new 'Digital Business Platform' required to enable agile, flexible, scalable and sustainable Digital Transformation. With 40 years in technology, Mr. Rosen has years of experience in the architecture and design of applications for global corporations and 20+ years of product development experience. He is an internationally recognized speaker and author of several books and hundreds of articles.