

The digital organization

+ Content

This workshop is designed to give managers and process participants a methodical and, above all, practical overview of all the core processes of a digital organization. You will gain insight into what digitalization means for you and your organization and how to deal with the complex requirements it entails. You will learn about the central processes of a company and how digitalization affects them. This will give you a clear understanding of technical solutions and concepts along the entire process chain. Get to know the digital organization and learn how you can leverage the opportunities of digitalization by combining processes and technologies.

+ Target Group

Executive management, management as well as specialist managers from all areas of the company who are involved in driving digital transformation in your organization (or want to be in the future).

+ Customization

Together, we tailor the agenda to the specific needs of your company – both in terms of duration and content. You also have the option to conduct the seminars either on-site or conveniently online.

+ Agenda

Welcome, Introduction and definition of objectives

Keynote on digitalization

- + Which trends and technologies change the business world?
- + The meaning of digitalization
- + Laying the foundations: digital strategy and company culture

Main process I – design & product

- + Trend forecasting & data analyzes
- + Material – and color management
- + Digital collection development
- + Product master data management
- + Prototyping and salesmen-samples

Main process II – procurement & supply chain

- + Purchasing master data and supplier management
- + Demand. And inventory planning
- + Purchasing and orders
- + QM & CSR
- + Logistics and service


Main process III – sales & distribution


- + Master data management - customers
- + Sales channels and customer touch points
- + Marketing and advertising
- + Customer relationship management
- + Orderhandling

Feedback and joint exchange

Contact

... we are looking forward to your inquiry:

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