

# Digital Transformation and Business Performance



## Training module

**From 12 to 16 December 2021**  
**OAKS Ibn Battuta Gate Hotel,**  
**Dubai, United Arab Emirates**

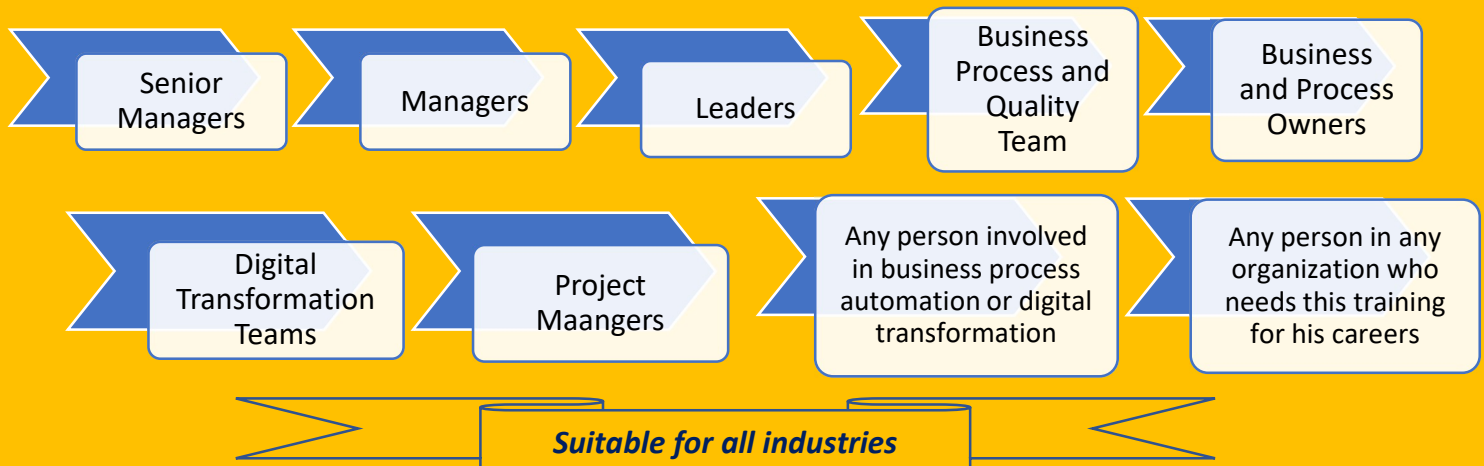
### \* Visa and hotel stay:

Training package does NOT include hotel stay.

Training package does NOT include UAE visit visa.

In case of any extra help required for either hotel stay in Dubai with special rates or UAE visit visa, a separate e-mail request can be sent to [info@arabecom.om](mailto:info@arabecom.om)

## Target audience



## Training Objectives

- Acquire an integrated view about digital transformation.
- Understand the digital transformation dimensions and their related details.
- Learn the fundamentals of the frameworks of establishing an excellent customer experience that is central to digital transformation projects.
- Design and reengineer the business processes to improve the performance and increase your digital transformation readiness using a well-proven business process framework.
- Apply a well-proven business process framework, in typical transformation situations such as:
  - >> Business Process strategy and digital readiness.
  - >> Business Process design and digital readiness.
  - >> Business Process reengineering and digital readiness.
  - >> Business Process automation and digital readiness.
- Learn the fundamentals of designing efficient information and Data Model, to support your day to day activities and increase transformation readiness.
- Apply market information modelling best practises in typical transformation projects such as scoping and identifying the key required information details to support business processes and decisions.
- Learn the fundamentals of defining functional requirements to increase digital transformation readiness.
- Apply a well-known application map in typical transformation projects such as scoping and identifying the key required features for more readiness.

## ***Axes of the training Module***

**Day  
1**

- The digital transformation integrated view for Leaders and business architects.
- The digital transformation dimensions:
  - Customer Experience Management.
  - Strategy and Governance.
  - Organization and Leadership impact.
  - Business Process Management including Risks, Controls and Business Rules.
  - Performance Management and Continuous improvement.
  - Human Capital Management.
  - Information Management.
  - Technologies and Automation.
- The framework of an efficient customer experience.
- The customer experience dimensions.
- The customer experience maturity levels.
- The customer experience key capabilities indicators and examples per dimension.

**Days  
2, 3  
and 4**

- Business Process Management and Performance introduction.
- Accelerating Business Process Management by using a well-proven business process framework.
- Build together this well-proven business process framework and understand its components (Management areas and Domains – Core Processes: Macro Level – Tasks: Micro level).
- Business Process strategy using a well-proven business process framework and digital readiness.
- Evaluate the business processes current maturity and elaborate the business process transformation roadmap.
- Business Process design and digital readiness (High level design: Macro Level – Low Level Design: Micro Level - Link Macro level Business Processes to Key Performance Indicators KPIs).
- Business Process reengineering and digital readiness.
  - \*\* High Level Design:
    - Macro Level & current situation (As-Is).
    - Macro Level analysis & key decisions for improvement.
    - Macro Level & desired situation (To-Be).
  - \*\* Low Level Design:
    - Micro/Task Level & current situation (As-Is).
    - Micro/Task Level analysis & key decisions for improvement.
    - Micro/Task Level & desired situation (To-Be).
- Business Process automation and digital readiness.

**Day  
5**

- The information design using information modelling market best practices:
  - Basic Concepts and benefits of using market best practises.
  - Structure and components covering the key management domains.
- Scoping your information needs using best practices: High Level and Low Level details.
- Analyze your As-Is information details using information modelling best practises.
- Identify improvement areas regarding your information model using best practises.
- Design the To-Be situation of your information model to support your business processes and decisions.
- Information model and digital readiness.
- Application design using a well-known application map: Introduction & key components.
- Scoping your functional needs using the application and business process framework: High Level and low level details.
- Analyze your As-Is functional model.
- Identify improvement areas regarding your functional model.
- Design the To-Be situation of your functional model to support your business processes and digital initiatives.

## ***Training Methods***

- Case studies and discussion.
- Brainstorming exercises (individual and collective) to:
  - > Stimulate the creativity.
  - > Get the participants more engaged.
  - > Create an emotional link between the participant and training module.
- Many types of workshops (one to one – one to one with observer – one to many )
- Practical workshops to accelerate the learning curve.
- Game-based learning to accelerate the skills ownership.
- Digital Transformation acceleration using TM Forum frameworks.
- Participative mode:
  - > To optimize the learnings.
  - > To create a positive dynamic where participants can share their valuable experiences.
  - > Each participant can talk about how he/she can apply the training module learnings in his/her professional life.
  - > For a better learner experience (Observe, Learn, Interact, Apply, Assess and Share).

## ***Training Languages***

- English is main language for training materials.
- Delivery language in French is available upon request.



## ***About the instructor***

- **Mr. Mounire Benhima (Eng, M.Eng)** is a Senior Consultant, specializing in Business and Digital Transformation with a focus on Business Process Reengineering and People Transformation.
- He has 24 years of experience in various service and industrial environments in more than 15 countries using standards and market best practices and agile approach via SCRUM.

### **Qualifications and certification:**

- Master's degree in Industrial Engineering, Technology Management (Polytechnique Montréal School, Canada).
- Engineering Diploma (National Institute of Posts and Telecom. INPT, Rabat, Morocco).
- Digital Maturity Model DMM Practitioner (TM Forum).
- The Business Process Framework (eTOM), level 4 certified.
- ITIL certification (EXIN Foundation).
- Business Continuity Management Lead implementer using ISO 22301:2019 (BSI Group).
- Training of the Trainers (Global Academy for Training and Development).
- Performance Coaching.
- Team Coaching (The Academy of Executive Coaching AoEC).
- Professional SCRUM Master I (scrum.org).

# Digital Transformation and Business Performance training module

**12-December-2021 (Sunday) to 16-December-2021 (Thursday)**  
**OAKS Ibn Battuta Gate Hotel, Dubai, UAE**

Training Module	Early bird fees per person before 10/Nov./2021	Fees per person from 11 to 24/Nov/2021	Fees per person after 25/Nov./2021	Discounts
Digital Transformation and Business Performance training module, with provided lunch and two breaks with refreshments from 12 to 16 December 2021 (Dubai, UAE)	USD 1,600 Or AED 5,879	USD 1,750 Or AED 6,430	USD 1,950 Or AED 7,175	2-4 Delegates (10% discount)  5-7 Delegates (20% discount)  8+ Delegates (email request)

## There are 2 ways to register:

1. By sending an e-mail to [info@arabecom.com](mailto:info@arabecom.com) to confirm interest and request for booking.
2. By calling +971 (56) 7352347 to confirm interest and request for booking.

We are ready to answer any questions about the training through this WhatsApp number +971 55 3147255

## Making payments:

1. Wire transfer payments can be done directly to the UAE based bank account of **Arabecom Group**.
2. **Arabecom Group's** banking details can be shared right after receiving confirmation of interest.
3. A confirmation message along with an invoice will be shared after receiving full payment.
4. Only candidates who paid in full before the training module can be allowed to attend.

## Booking General Terms

- 1) Above mentioned training price DOES NOT include any UAE visa arrangement services. It is the responsibility of the purchaser and/or delegate to determine if a travel visa is required before registering for the event and to ensure there is enough time for it to be issued, and subsequently to apply to the appropriate agency for completion in good time. However, in case of requirement for any extra help with UAE visit visa an e-mail request with subject 'visa help' can be sent to [info@arabecom.com](mailto:info@arabecom.com)
- 2) For the avoidance of any doubt, full payment is required in advance for delegates to be able to attend the event. The Organisers reserve the right to cancel a confirmed booking or refuse event attendance without prior notice where payment is overdue or full payment has not been received.
- 3) In certain cases, Purchase Orders might be accepted as a means of booking along with 50% advance payment.
- 4) Payment in full is required no later than ten (10) business days from the date of invoice, and in any event full payment must be received prior to the event to secure participation. For payments made after ten (10) business days the Organiser reserves the right to charge an additional processing fee.
- 5) All bank transfer fees & other payment related charges are the liability of the payer. Purchaser must ensure that money received by Organiser is the full invoiced amount. Underpayments put bookings at risk and any difference between invoiced and received amounts must be corrected prior to attendance.
- 6) Booking requests received by e-mail or phone are subject to review. If approved, a booking confirmation and related invoice, reflecting any applicable discounts, will be sent to the relevant contact.



- 7) Payment instructions will be included on the Invoice. Contact details provided are to be accurate and if processed manually they are to be clearly written in capital letters on the form. The Organisers reserve the right to decline booking requests without cause.
- 8) Delegate details will be requested and communicated separately via e-mail once payment processing is confirmed. Such details may include but are not limited to **full name** (as required to be printed on any certificates), **address** (City, Country), **role title, email and mobile phone number**.
- 9) If delegates have not received confirmation of participation within 3 business days of booking request receipt by the Organisers, delegates should contact the Organiser.
- 10) The above mentioned training prices DOES NOT cover accommodation. The event venue and joining instructions will be communicated following a confirmed participation and Delegates are responsible for payment of their accommodations and all other expenses incurred in connection with their attendance (other than those stated as inclusive in the event). However, in case of requirement for any extra help with hotel booking in the UAE an e-mail request with subject 'hotel help' can be sent to **info@arabecom.com**
- 11) Lunch and refreshments during breaks will be provided on all training days. All other expenses are the responsibility of the delegates.

### ***Terms related to cancellations:***

- 1) Purchasers may cancel bookings in writing via email to the nominated e-mail address of the Organiser: **info@arabecom.com** For cancellations received **within the month of November 2021** prior to the event, a refund or credit note will be available at the preference of the purchaser. Where a refund is selected by the purchaser, it will be given in full except for an admin charge of USD 100 (AED 367) per booking and all bank transfer or refund payment charges will be the responsibility of the purchaser. **No credit or refund will be available for cancellations received after Tuesday November 30, 2021**
- 2) Substitute delegates are allowed at any time up to the event provided that notice is given in writing and the substitute is accepted by the Organiser in advance.
- 3) Should the Organizer cancel the for any reason, or reschedule an event where the same number of delegates cannot attend, a credit of 100% of the total paid value of the non-attending delegates is issued.
- 4) Although every effort is made to maintain plans, the Organiser reserves the right to cancel or reschedule the event for any reason and shall assume no liability whatsoever and is not responsible for any loss or damage howsoever caused as a result of a substitution, alteration, cancellation or rescheduling of an event for any reason.
- 5) A second batch of the same training module might take place with a similar setup in case of high demand.

In-House Training option is available anywhere in the UAE. To request this training inside your company/organization office, an e-mail request can be sent to **info@arabecom.com** with subject 'In-House Training'

### ***Event Delivery and Intellectual Property terms:***

- 1) To facilitate constant improvement, the specific content of featured event is subject to change without prior notice. Advertised instructor may also change if circumstances necessitate.
- 2) The Organiser reserves all intellectual property rights, including copyright, to logos, trademarks, training material and event promotional materials in full. No part or the whole of such materials may be reproduced, stored in a retrieval system, or transmitted in any form by any means including, but not limited to, electronic, mechanical, photocopying, scanning, photography, recording, facsimile or otherwise without the prior written approval of the organizer.