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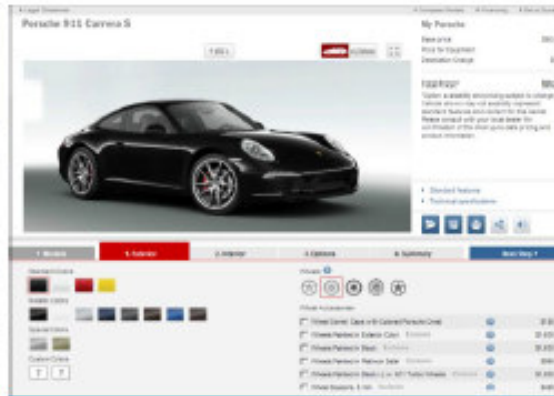
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PROGRAM ON DIGITAL BUSINESS (6 Months)



IT-enabled
Business Processes
Automating Business Processes



IT-enabled
Services
Transforming Business Processes



IT-enabled
Products
Creating IT-enabled Products

218 AGCR Enclave, Delhi 110092 | INDIA | +91 9811841782



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What is Digital Transformation?

Digital transformation refers to the changes associated with the application of digital technology in all aspects of human society. To narrow this down further, it's the act of going paperless. Digital transformation affects every business, large or small. It even affects whole segments of society, such as government, mass communications, art, medicine, and even science.

Social, Mobile, and Analytics & Cloud

Current trends in corporate IT have caused enterprises across industries to rethink their digital strategies. Organizations are entering the world of enterprise technology at an ever-quickenning pace, and the trend is DIGITAL BUSINESS.

The next wave of IT can be found in Social, Mobile, Analytics, Cloud (SMAC) delivered as a holistic solution known as the SMAC stack. These Digital Business technologies are redefining enterprise IT and will remain the driving force of enterprise-level IT for decades to come. The combined technologies of the SMAC stack erase geographical barriers, cut costs, and enhance the operations of any given business. SMAC technologies are transforming companies today, while simultaneously preparing them for the business challenges of tomorrow.

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THE DIGITAL BUSINESS IS
DISRUPTING
business operations like never before

DIGITAL BUSINESS ENABLERS

**Mobile Devices | Mobile Applications | Cloud Computing | Big Data |
Internet of things | Advanced Analytics**

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The Digital Business Era Is Here

5 keys to transforming your business for speed, agility and innovation



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CONTENTS

BUSINESS INNOVATION & COMPETITIVE STRATEGY

TECHNOLOGY INNOVATIONS

INFORMATION & COMMUNICATIONS TECHNOLOGIES (ICT) OF AN ORGANIZATION.

TRENDS & DIRECTIONS OF DIGITAL INNOVATIONS

ICT is moving to an era where on-site activities are added to information systems

- IoT/M2M
- Smart cities/smart grid
- Mobile payments

Relationships with customers are shifting to digital

- Digital consumers
- Digital marketing
- Open service innovation

IT INFRASTRUCTURE

BUSINESS CHANGE MANAGEMENT USING IT

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SMAC TECHNOLOGIES (SOCIAL, MOBILE, ANALYTICS, CLOUD)

INTERNET OF THINGS – BUILDING SMART INFRASTRUCTURES

BUSINESS PROCESS MANAGEMENT (BPM)

CYBER SECURITY

CUSTOMER RELATIONSHIP MANAGEMENT IN A DIGITAL BUSINESS

BUSINESS ANALYTICS & THE CUSTOMER DECISIONS

FUTURE DIGITAL ENTERPRISE

DIGITAL BUSINESS INNOVATION MODELS

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ELIGIBILITY : B.E, B.Tech, MBA, MCA, Working Professionals.

TRAINING FEE : INR 1,50,000 (+ Service Tax) (Payable in installments)

COURSE DURATION : 500 Hrs. – 6 Months (PART TIME)

STARTING DATES : JANUARY 2017 & JULY 2017

ADMISSION PROCEDURE : BASED ON RESUME & INTERVIEW

TRAINING VENUE : DELHI, INDIA

PLACEMENT ASSISTANCE TO SUCCESSFUL PARTICIPANTS

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FOR REGISTRATION, PLEASE CONTACT

SANJEEV GOEL

**IT | TELECOM | MANAGEMENT TRAINER
TELECOM HR CONSULTANT**

mail@telecomtraining.in

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