

DIGITAL TRANSFORMATION CERTIFICATION

As per International Standards



UNICHROME

Unichrone Training **Advantages**

- ✓ 2 Day Interactive Instructor –led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Digital Transformation Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Digital Transformation Training Course schedule



About Unichrone

✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

We've trained professionals across global companies



Importance of Digital Transformation Training

- ✓ Digital Transformation Certification demonstrates the proficiency of professionals in leading and administering an organization's Digital Transformation initiatives. Digital Transformation Certification helps organizations shift towards a digital paradigm to embrace the technical revolution. This certification helps professionals thrive in this data-driven world with lucrative job roles.
- ✓ Digital Transformation Certification Training ensures that any participant leaves with a comprehensive education on aspects that contribute to one's successful digital transformation. The foundational modules include the flagship modules, which unpack techniques for strategic thinking to address the issue of how to build a digital transformation plan consistent with business objectives. Additionally, training course impart adequate knowledge and skills on how to manage digital transformation challenges.

ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Digital Transformation Training Course. However, having prior knowledge is beneficial.

WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills to understand Digital transformation can enroll in the Digital Transformation Training course.

DIGITAL TRANSFORMATION CERTIFICATION ADVANTAGES



CERTIFIES
YOUR TALENT



HELPS
BUILDING
VALUES



GLOBAL
RECOGNITION



PERFECT
EXECUTION



BUILDS
CUSTOMER
LOYALTY



MORE
EMPLOYABILITY
OPTIONS

Syllabus of Digital Transformation Training

Lesson 01 – Introduction to Digital Transformation

1.	What is Digital Transformation?
2.	Tradition Linear Value Chain
3.	Homing and Switching Costs
4.	Two Sided-Networks

Lesson 02 – Digital Transformation Domains

1.	Customers
2.	Competition
3.	Data
4.	Innovation
5.	Value

Syllabus of Digital Transformation Training

Lesson 03 – Overview of Customer Networks

1.	Viral Marketing
2.	Multi-Level Marketing
3.	Word of Mouth Marketing
4.	Influencer Marketing
5.	Marketing Funnel

Lesson 04 – Introduction to Digital Customer Behavior

1.	Access Strategy
2.	Engage Strategy
3.	Customize Strategy

Syllabus of Digital Transformation Training

Lesson 05 – Platform Business Models

1.	Overview of Platforms
2.	Platform Types
3.	Platform Business Model Map

Lesson 06 – Artificial Intelligence (AI) in Business

1.	What is Artificial Intelligence?
2.	Types of Artificial Intelligence
3.	Machine Learning
4.	How to Apply AI and ML in Business?

Syllabus of Digital Transformation Training

Lesson 07 – Basics of Big Data at Work

1.	Basics of Machine Learning (ML)
2.	Unstructured Data Tools
3.	Templates of Value

Lesson 08 – Business Innovation Through Experimentation

1.	Principles of Experimentation
2.	Convergent Experimental Method

Syllabus of Digital Transformation Training

Lesson 09 – Value Proposition Adaption

1.	Customer Centric During Rapid Change
2.	Adapting Shrinking Market
3.	Market Value Concepts
4.	Value Proposition Roadmap

Lesson 10– Introduction to Disruptive Business Model

1.	What is Disruption?
2.	Digital Age Disruption
3.	Differentials of Disruptive Business Models
4.	Disruption Theories

Syllabus of Digital Transformation Training

Lesson 11 – Basics of Surviving Disruption

1.	Variables of Disruptive Business Models
2.	Disruptive Response Planner
3.	Responses to Disruptive Challenger

Exam Format of Digital Transformation Certification

Examination Format	
Exam Name	Digital Transformation Exam
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Digital Transformation, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Digital Transformation exam.

Contact Us

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<https://unichrone.com/>

