

# Digital Business Analysis and Transformation Strategy

20 – 24 September 2027
Istanbul

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# Digital Business Analysis and Transformation Strategy

**Ref:** 103600683_84240 **Date:** 20 – 24 September 2027 **Location:** Istanbul **Fees:** 4500 Euro

## Course Overview:

This course equips professionals to connect business analysis with digital strategy, process transformation, and measurable organizational value. The course combines Digital Business Analysis Course practices with Digital Transformation Training, Strategic Business Analysis Training, Business Process Analysis Training, and Data-Driven Business Analysis. Participants examine digital business models, transformation priorities, process optimization, customer value, emerging technologies, and implementation roadmaps. The course draws on frameworks covering digital strategy, digital organization, business model innovation, process digitization, operational backbones, and transformation execution. It emphasizes practical analysis for converting digital opportunities into structured, business-focused transformation initiatives.

## Target Audience:

- Business Analysts and Senior Business Analysts
- Digital Transformation Specialists
- Strategy and Business Planning Professionals
- Business Process Analysts
- Process Improvement Specialists
- Digital Product Managers
- Project and Program Managers
- IT Business Partners
- Innovation and Transformation Managers
- Operations Managers

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## Targeted Organizational Departments:

- Business Analysis and Business Planning
- Digital Transformation Offices
- Corporate Strategy
- Information Technology
- Business Process Management
- Operations and Operational Excellence
- Project and Program Management Offices
- Innovation and Product Development
- Data and Business Intelligence

## Targeted Industries:

- Banking and Financial Services
- Government and Public Sector
- Telecommunications
- Technology and Digital Services
- Healthcare
- Energy and Utilities
- Manufacturing
- Retail and E-Commerce
- Transportation and Logistics
- Professional Services

## Course Offerings:

By the end of this course, participants will be able to:

- Analyze business environments and identify high-value digital transformation opportunities.
- Connect Strategic Business Analysis Training practices with organizational and digital strategies.
- Distinguish digitization, digitalization, and enterprise-level digital transformation.
- Assess business models and identify opportunities for Business Model Innovation.
- Evaluate current business processes and prioritize candidates for digitization, automation, or redesign.
- Apply Business Process Analysis Training approaches to identify inefficiencies, bottlenecks, and transformation opportunities.
- Align digital transformation initiatives with customer, operational, and strategic objectives.
- Examine digital capabilities including AI, automation, cloud, data analytics, platforms, and integrated systems.

- Apply Data-Driven Business Analysis to support evidence-based recommendations.

## Training Methodology:

The course uses an applied corporate-learning approach combining facilitator-led discussion, practical analysis exercises, mini case studies, group workshops, and scenario-based decision-making. Participants examine realistic digital transformation challenges and practice strategic analysis, business model assessment, process analysis, prioritization, and roadmap development. Case discussions explore how digital technologies affect customers, operations, organizational structures, and value creation. Group work allows participants to apply Digital Business Strategy Training, Business Process Transformation, and Data-Driven Business Analysis concepts to organizational scenarios. Visual frameworks and structured worksheets support analysis, while facilitated feedback sessions allow participants to compare approaches, challenge assumptions, and improve transformation recommendations before applying them within their own organizations.

## Course Toolbox:

- Digital Transformation Opportunity Analysis Worksheet
- Current-State and Future-State Analysis Template
- Business Model Analysis Canvas
- Digital Business Model Assessment Guide
- Business Process Analysis Checklist
- Process Transformation Prioritization Matrix
- Digital Capability Assessment Template
- Customer Value Analysis Worksheet
- Transformation Readiness Checklist
- Digital Strategy Alignment Matrix

**Note:** Software platforms and commercial tools are not provided as part of the course. Where appropriate, participants receive insights, demonstrations, and practical examples of relevant digital analysis, process management, data analytics, automation, and collaboration tools.

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## Course Agenda:

### Day 1: Digital Business Analysis & Transformation Foundations

- **Topic 1:** Digital Business Analysis in the Modern Enterprise
- **Topic 2:** Digitization, Digitalization & Digital Transformation
- **Topic 3:** Digital Disruption, Opportunities & Business Impact
- **Topic 4:** Strategic Business Analysis for Transformation
- **Topic 5:** Digital Business Capabilities & Organizational Readiness
- **Topic 6:** Connecting Business Strategy, Digital Strategy & IT
- **Reflection & Review:** Identifying the business drivers behind digital transformation

### Day 2: Digital Strategy & Business Model Transformation

- **Topic 1:** Developing a Digital Business Strategy
- **Topic 2:** Digital Market, Customer & Competitive Analysis
- **Topic 3:** Digital Business Model Analysis
- **Topic 4:** Business Model Innovation & Value Creation
- **Topic 5:** Digital Platforms, Ecosystems & Network-Based Models
- **Topic 6:** Prioritizing Strategic Digital Opportunities
- **Reflection & Review:** Connecting digital opportunities to strategic business value

### Day 3: Business Process Analysis & Digital Transformation

- **Topic 1:** Business Process Analysis for Digital Transformation
- **Topic 2:** Mapping Current-State Processes & Value Flows
- **Topic 3:** Identifying Bottlenecks, Waste & Digital Opportunities
- **Topic 4:** Business Process Optimization & Redesign
- **Topic 5:** Process Digitization, Integration & Automation
- **Topic 6:** Designing Future-State Digital Processes
- **Reflection & Review:** Selecting processes with the strongest transformation potential

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## Day 4: Data, Technology & Digital Business Capabilities

- **Topic 1:** Data-Driven Business Analysis & Decision-Making
- **Topic 2:** Business Requirements for Digital Solutions
- **Topic 3:** AI, Automation & Analytics in Business Transformation
- **Topic 4:** Cloud, IoT & Integrated Digital Platforms
- **Topic 5:** Assessing Technology Value, Feasibility & Business Fit
- **Topic 6:** Digital Risks, Security & Governance Considerations
- **Reflection & Review:** Matching technology capabilities with business requirements

## Day 5: Transformation Roadmaps, Value & Execution

- **Topic 1:** Transformation Readiness & Capability Assessment
- **Topic 2:** Prioritizing Digital Transformation Initiatives
- **Topic 3:** Business Value, Benefits & Transformation KPIs
- **Topic 4:** Building the Digital Transformation Roadmap
- **Topic 5:** Stakeholder Alignment & Organizational Change
- **Topic 6:** Governance, Execution & Continuous Transformation
- **Reflection & Review:** Turning analysis into an actionable transformation strategy

# FAQ:

### What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal certification or technical qualification is required. Participants should preferably have professional experience in business analysis, strategy, operations, IT, project management, process improvement, digital transformation, or a related corporate function. Basic familiarity with organizational processes and business decision-making will help participants gain maximum value from the practical exercises.

### How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans one week, approximately 20-25 hours of instruction.

### What is the difference between digitalization and digital transformation?

Digitalization focuses primarily on using digital technologies to improve activities, services, processes, or business models. **Digital transformation is broader:** it can affect business strategy, operating models, processes, organizational structures, customer experience, leadership, and technology simultaneously. The course therefore teaches participants to analyze transformation as a business and organizational change rather than simply a technology implementation project.

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## How This Course is Different from Other Digital Business Analysis & Transformation Strategy Courses:

This course integrates business analysis, digital strategy, business-model innovation, process transformation, technology assessment, and execution within one practical framework. Rather than treating Digital Transformation Training as primarily technology adoption, the course examines how strategy, customer value, organizational capabilities, processes, data, and technology must work together. Participants move progressively from analyzing transformation drivers to evaluating business models, redesigning processes, assessing digital capabilities, and building actionable transformation roadmaps. The course also gives greater attention to **Business Process Transformation**, Business Process Optimization, and Data-Driven Business Analysis, reflecting research that positions process management as a major enabler of digital transformation. This makes the program particularly suitable for organizations seeking measurable business outcomes rather than technology-driven change alone.