Essential Data Management for Digital Transformation Training Course

07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #DM5311_14361

Course Introduction / Overview:

Digital transformation is not just about using new technology; it is about reinventing a company's operations, customer experiences, and business models. At the heart of this transformation is data, which is both the engine and the fuel for change. This training course is designed to give participants a clear roadmap for using data management as a strategic advantage in their digital transformation journey. We will cover the core data principles needed to support new digital initiatives, from building a data-driven culture to ensuring data quality and security across the organization. The course will address common challenges like data silos and legacy systems and provide practical, actionable solutions. We will explore how a solid data foundation can enable innovations in areas like AI, cloud computing, and real-time analytics. As David Rogers argues in his book "The Digital Transformation Playbook," data is one of the five key domains of digital transformation. At BIG BEN Training Center, we understand that a successful digital transformation requires more than just buying new software. This training course will give participants the essential knowledge and practical skills to use data effectively to drive change, create new value, and lead their organizations into the digital future.

Target Audience / This training course is suitable for:

- Business leaders and senior managers.
- IT and data strategy professionals.
- Digital transformation managers.
- Business analysts and process owners.
- Data stewards and data governance professionals.
- Anyone involved in strategic planning.

Target Sectors and Industries:

- Technology and software.
- Retail and e-commerce.
- Financial services.
- Manufacturing.
- Healthcare.
- Government agencies and the public sector.
- Telecommunications.

Target Organizations Departments:

- IT and Technology.
- Strategy and Planning.
- Business Development.
- Data and Analytics.
- Operations.
- Marketing.

Course Offerings:

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

- Understand the foundational role of data in digital transformation.
- Develop a data strategy that aligns with digital business goals.
- Implement data governance to ensure data quality and integrity.
- Break down data silos and create a unified view of data.
- Select and apply the right technologies for data management.
- Measure the business impact of data initiatives.
- Build a data-driven culture across the organization.
- Mitigate risks associated with data in a digital environment.

Course Methodology:

This training course uses a hands-on and practical approach to make sure participants can immediately apply their new skills. We will use a blend of interactive lectures, group workshops, and real-world case studies from various industries. A key part of our approach is using problem-based learning, where participants work together to solve complex data challenges related to digital transformation. Participants will design a data strategy roadmap and work on exercises that simulate real-world data issues. Our expert trainers will provide personalized guidance and constructive feedback, helping participants improve their skills and understanding. At BIG BEN Training Center, we know that a theoretical understanding is not enough. Our goal is to make sure every participant is confident in their ability to lead data-driven changes in their organization.

Course Agenda (Course Units):

Unit One: Data's Role in Digital Transformation.

- The core pillars of digital transformation.
- Data is a strategic asset.
- Connecting data strategy to business strategy.
- The challenge of legacy systems and data silos.
- Understanding the digital customer journey.
- Case studies of data-driven digital transformation.
- Assessing your organization's data maturity.

Unit Two: Designing a Data Strategy.

- Developing a data strategy roadmap.
- Identifying key data sources and assets.
- Creating a data architecture for the digital age.
- Data governance and data quality for digital initiatives.
- Data security and privacy in a transformed enterprise.
- Building a data catalog.
- Planning for data scalability.

Unit Three: Implementing Data Governance.

- Principles of effective data governance.
- Establishing data ownership and stewardship.
- Data quality management and master data.
- Building a data governance council.
- The role of data lineage.
- Compliance with regulations like GDPR.
- Ethical considerations in data use.

Unit Four: Data Technologies for Digital Transformation.

- Introduction to cloud-based data platforms.
- Data lakes, data warehouses, and data marts.
- Real-time data and streaming analytics.
- Data virtualization and data fabrics.
- Choosing the right data management tools.
- Integrating data across the enterprise.
- Automating data workflows.

Unit Five: Building a Data-Driven Culture.

- The importance of a data-driven culture.
- Training and empowering employees with data.
- Communicating the value of data projects.
- Change management for data initiatives.
- Developing key performance indicators (KPIs) for digital transformation.
- Final project: presenting a digital transformation data plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Given that data is the core driver of digital transformation, how can organizations break free from legacy systems and ingrained habits to build a data-driven culture that not only supports but also accelerates innovation?

What unique qualities does this course offer compared to other courses?

This training course is unique because it connects the technical field of data management to the strategic process of digital transformation. While many courses focus on just one of these topics, this program is designed for professionals who need to lead organizational change. We do not just teach you how to manage data; we show you how to use data to drive business innovation, improve customer experience, and create new revenue streams. The curriculum is full of real-world examples and case studies that highlight the role of data in successful digital transformations. This blend of technical knowledge and strategic business insight makes this course an essential tool for any professional looking to lead their organization into the digital future.