Digital Transformation in Logistics & Supply Chains Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT2865_264854

Course Introduction / Overview:

This training course is an essential program designed for professionals in the logistics and supply chain sectors who need to navigate the complexities of the digital age. It goes beyond a focus on individual technologies to address the strategic application of digital tools to create a more resilient, transparent, and efficient supply chain. Participants will learn how to use digital solutions, from data analytics to automation, to improve everything from warehouse management to last-mile delivery. The curriculum addresses key challenges in the industry, including labor shortages, rising costs, and a demand for greater visibility. It is informed by the work of academics like Yossi Sheffi, whose book The Resilient Enterprise highlights how supply chains can use technology to adapt to unforeseen disruptions. This course at BIG BEN Training Center emphasizes a blend of strategic planning and operational excellence. By the end, professionals will have a clear understanding of how to lead their organizations in a digital-first world, using technology to create a sustainable competitive advantage and meet the demands of modern consumers and businesses.

Target Audience / This training course is suitable for:

- Supply chain managers and logistics directors.
- Operations managers and warehouse supervisors.
- Procurement and purchasing professionals.
- IT and digital transformation leaders.
- Freight forwarders and transportation managers.
- Senior executives and corporate leaders.
- Anyone responsible for the movement of goods.

Target Sectors and Industries:

- Logistics and Transportation.
- Manufacturing and Automotive.
- Retail and E-commerce.
- Oil and Gas.
- Pharmaceuticals and Healthcare.
- Food and Beverage.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Supply Chain Management.
- Operations.
- Logistics.
- Procurement.
- Information Technology (IT).
- Warehousing and Distribution.
- Strategic Planning.

Course Offerings:

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

- Formulate a digital transformation strategy for their supply chain.
- Use data analytics to optimize logistics and operations.
- Implement automation and robotics to improve efficiency.
- Enhance supply chain visibility with a variety of digital tools.
- Overcome common challenges like data silos and resistance to change.
- Measure the return on investment (ROI) of digital projects.
- Build a roadmap for a more resilient and transparent supply chain.

Course Methodology:

This training course uses a highly practical and case-based methodology. The program is built around a series of real-world case studies of companies that have successfully transformed their supply chains using digital solutions. Participants will work in teams to apply a variety of frameworks, like the SCOR (Supply Chain Operations Reference) model, to analyze challenges and develop digital solutions. The course is designed to be highly interactive, with hands-on workshops that allow participants to use and experiment with digital tools. Each unit includes a project where participants must present their strategic choices and justify their decisions. Instructors at BIG BEN Training Center will provide expert guidance, helping participants navigate the complex interdependencies between technology, operations, and strategy. This pragmatic approach ensures that participants leave with a clear understanding of the principles of digital transformation in logistics and the practical skills to lead it in their own companies.

Course Agenda (Course Units):

Unit One: The Foundations of a Digital Supply Chain

- Understanding the current state of digital logistics.
- The difference between a traditional and a digital supply chain.
- The strategic benefits and risks of digital transformation.
- Case study on a company that successfully transformed its supply chain.
- Identifying key digital opportunities and threats.
- The role of a leader in setting the vision.
- Building a business case for digital investment.

Unit Two: Data and Analytics for Logistics

- Using big data to optimize supply chain performance.
- The role of AI and machine learning in predictive analytics.
- Using a dashboard to enhance supply chain visibility.
- Improving forecasting and demand planning.
- The importance of data governance and quality.
- Overcoming data silos and managing data from multiple sources.
- Workshop on a data analysis project.

Unit Three: Automation and Robotics

- The role of robotics in warehousing and distribution.
- Implementing an automated order fulfillment system.
- Using a warehouse management system (WMS) to improve efficiency.
- Exploring the use of drones and autonomous vehicles.
- Managing the change process and employee training.
- The return on investment (ROI) of automation projects.
- Case study on a company that used automation to scale its operations.

Unit Four: Building a Transparent Supply Chain

- The power of blockchain for supply chain visibility.
- Using sensors and the Internet of Things (IoT) for real-time tracking.
- Implementing a supply chain risk management platform.
- Improving traceability and compliance.
- Communicating with suppliers and partners in a digital-first world.
- The role of a leader in building trust and transparency.
- Workshop on a plan for a new supply chain solution.
- Five: Implementation and Sustainable Growth
- Developing a clear roadmap for your transformation.
- Setting key performance indicators (KPIs) for digital initiatives.
- Managing the project lifecycle for a digital solution.
- The role of a leader in ensuring long-term success.
- Building a culture of continuous learning and improvement.
- Final project presentation on a digital transformation plan.
- Review and feedback session.

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:

How can a logistics leader, who is often operating on razor-thin margins and in a highly competitive environment, justify the significant upfront investment in digital transformation, particularly when the benefits may be long-term and intangible?

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

This training course is unique because it is designed specifically for logistics and supply chain professionals, addressing their unique challenges and opportunities. It recognizes that digital transformation is not a one-size-fits-all solution and provides a clear, actionable roadmap that is both strategic and realistic for industry. The curriculum is highly practical, with a focus on real-world case studies and hands-on workshops that allow participants to immediately apply new skills to their own business. Unlike a general technology course, this program emphasizes operational excellence, risk management, and supply chain visibility. It gives professionals a valuable skill set that combines strategic foresight with a pragmatic understanding of technology, preparing them to lead their organizations into a more resilient and transparent future.