BLACKBIRD FOR TRAINING

Digital Transformation Strategy

16 – 20 November 2026
Düsseldorf (Germany)



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Introduction

In today's fast-paced business environment, digitization has become a major challenge for all organizations. With the growing volume of digital content, it is essential to implement policies, processes, and systems that can effectively manage this surge and drive operational efficiency. This process is commonly referred to as digital transformation, and professionals and organizations are increasingly called upon to adopt global standards and best practices to enhance how digital content is captured, managed, and controlled.

Digital transformation goes beyond just adopting new technologies. It involves reshaping business processes to better meet the needs of customers and improve organizational efficiency. In this course, you will gain an in-depth understanding of digital transformation strategies, particularly in relation to data digitization and file management. This includes establishing digital controls, frameworks for accountability, and adhering to industry regulations such as ISO 13008 for digital records conversion and migration.

Participants will also be introduced to key digital transformation technologies and industry standards related to scanning, archiving, preservation, and security. With hands-on exercises and case studies, participants will leave the course with practical skills to plan, execute, and manage their own digital transformation strategy within their organizations.

Course Objectives

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

- Understand how data and information can be digitized and managed more effectively, aligning with an organization's digital transformation strategy.
- Develop action plans for scanning, workflow management, and integration of digital information to support compliance, audits, and legal regulations.
- Establish and implement a Data Digitization project, including systems, roles, and responsibilities.
- Manage data in accordance with ISO 13008 Digital Records Conversion and ISO 27001 Information Security standards.
- Formulate and implement digitization policies and working procedures to ensure compliance with national and international guidelines.
- Understand the significance of digital transformation in logistics and how it can improve supply chain efficiency.



Course Outlines

Day 1: Introduction to Digitization and Standards

- Overview of digital transformation and its role in file management.
- Managing structured and unstructured data.
- Best practices in scanning, data capture, and workflow processes.
- Metadata, indexing, and classification strategies.
- Enterprise search and archiving techniques.

Day 2: Compliance, Regulations, and Digitization ISO 13008

- Understanding ISO 13008 standards for digital records conversion and migration.
- Effective archiving and data preservation methods.
- Data protection, privacy, and compliance regulations.
- Implementing ISO 27001 information security and managing cybersecurity risks.

Day 3: Implementation and Project Management

- Developing a target operating model for digital transformation.
- Defining roles, responsibilities, and reporting structures.
- Program planning, quality management, and risk management for digital transformation projects.

Day 4: Data Digitization IT Solutions

- Leveraging scanning technologies and Optical Character Recognition OCR.
- Best practices in indexing and metadata management.
- Workflow optimization and business process automation.
- Exploring enterprise content management systems for document and records management.

Day 5: Developing Policy, Procedures, and Action Plans

- Drafting digitization management policies.
- Creating data lifecycle management procedures.
- Developing a program and project implementation action plan.
- Real-world case studies to understand successful digital transformation strategies.



Why Attend This Course? Wins & Losses!

- Gain a comprehensive understanding of digital transformation strategy and its importance in improving organizational efficiency.
- Learn how to create a digital transformation strategy that integrates data digitization, workflow automation, and compliance.
- Develop the skills to manage digital records and documents in line with international standards such as ISO 13008 and ISO 27001.
- Understand the essential tools and technologies required for digital transformation in various industries, including logistics and supply chain.
- Receive practical guidance on creating action plans to drive your organization's digital transformation journey.

Conclusion

This course equips professionals with the knowledge and skills necessary to navigate the complexities of digital transformation and file management in the digital age. By applying international standards such as ISO 13008 and ISO 27001, participants will be prepared to lead their organizations through successful digital transformation projects. They will learn how to streamline processes, enhance data management practices, and create sustainable strategies for managing digital content.

With an emphasis on digital transformation technologies, compliance, and security, this course provides you with a strategic approach to transforming your organization's digital landscape. Participants will walk away with the tools to develop a comprehensive digital transformation strategy and implement best practices in data management and file digitization. Don't miss this opportunity to stay ahead of the curve in the rapidly evolving digital world.

