

Course : Digital transformation: lessons from the Web giants

Take inspiration from GAFAM to rethink your digital strategy
Seminar - 2d - 14h00 - Ref. GWE
Price : 2170 CHF E.T.

NEW

With this seminar, go behind the scenes of the Web giants and discover how their technological, managerial and organizational approaches can inspire your own digital transformation. A hands-on immersion to anticipate, innovate and stay competitive.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the IT, organizational and managerial practices of the Web giants
- ✓ Analyze the technological, organizational and cultural levers of the Web giants
- ✓ Understanding pure players through the "What Would Google Do?"
- ✓ Adapting the practices of the Web giants to the context of French organizations
- ✓ Critically assess the risks associated with the approaches of the digital giants
- ✓ Applying agility, DevOps and lean management for a successful digital transformation

Intended audience

x

Prerequisites

x

Course schedule

PARTICIPANTS

x

PREREQUISITES

x

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24

1 User-centered design

- Winning the battle for attention with UX, design thinking and disposable interfaces.
- Deliver a seamless experience: speed, availability, simplicity at every level.
- Integrate continuous feedback: A/B testing, analytics, canary releases, perpetual beta.
- Adopt a Lean Startup approach: MVP, customer discovery, pre-project product.
- Reconciling performance and privacy: trackers, data, informed consent.

hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

2 New IT architecture paradigms

- Design device agnostic applications, from mobile to augmented reality.
- Create rich interfaces: SPA, PWA, native or hybrid apps depending on usage.
- Developing with open APIs: API First, RESTful, microservices and security.
- Reinventing architecture: cloud-first, open source, low-code, no-code, SaaS.
- Choose your model: total rupture or upward compatibility, depending on your context.

3 Cloud architectures and resilience

- Design sober, massive, resilient datacenters, "design for failure".
- Adopt the distributed cloud: asynchronous, scalable, fault-tolerant.
- Integrate cybersecurity: SSL, MFA, Zero Trust approach at all levels.
- Study the cases of Google, Netflix and Amadeus for their infrastructure choices.

4 Security and Advanced Operations

- Using AI for security: detecting threats and anomalies.
- Automate IT: implement infrastructure as code.
- Integrated monitoring: visibility and anticipation.
- Deploying DevOps: working together for smooth CI/CD and deployment.
- Take inspiration from Facebook, Toyota and the pioneers of agility for ops.

5 Silicon Valley culture

- Encouraging rapid innovation: hackathons, fail fast, Singularity University.
- Capitalize on field experience: learn by doing, craft spirit.
- Set up mentoring, code reviews, coding dojo and peer programming.
- Take inspiration from public startups: beta.gouv.fr and other government incubators.
- Cultivate the desire to innovate continuously, without fear of failure.

6 Agile methods for excellence

- Pull-flow management: kanban, WIP limitation and blockage resolution.
- Apply lean principles: simplicity, customer value, waste reduction.
- Deploy a DevOps culture: collaboration, automation, CI/CD.
- Industrialize IT with "infrastructure as code" and integrated monitoring.
- Take inspiration from the giants: Facebook, Toyota and other agility pioneers.

7 An atypical management model

- Organizing teams into feature teams, guilds, tribes: the Spotify model.
- Promoting autonomy: lean management, empowerment, liberated companies.
- Explore holacracy and sociocracy as hierarchical alternatives.
- Implement horizontal management, based on trust and mission.
- Align product vision, responsibilities and distributed leadership.

8 The twilight of GAFAM?

- Rethinking tech in the face of climate change: digital sobriety, the end of solutionism.
- Regulating data: RGPD, privacy, the end of systematic advertising targeting.
- Criticize addictive models: algorithms, screens, the attention economy.
- Questioning the financial power and ethics of GAFAM.
- Supporting open, ethical and decentralized alternatives.

Dates and locations

REMOTE CLASS

2026 : 8 June, 14 Sep., 30 Nov.