

# Course : Customer relations: from customer correspondent to Business Relationship Manager

**BRM best practices**

**Seminar - 2d - 14h00 - Ref. BRM**

**Price : 1850 € E.T.**

As the company moves into a digital world, service providers are multiplying, the traditional dual role of Research and Operations is disappearing, and a new key function is emerging: the Business Relationship Manager. The BRM establishes the essential strategic and tactical links between the company and its multiple service providers. He or she ensures that service provision will be able to meet business requirements. This seminar describes the role and position of the BRM within the IT department. It provides the concepts and techniques needed to carry out the function.

## Teaching objectives

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

- ✓ Establishing the role of the Business Relationship Manager
- ✓ Clarify BRM's position as a strategic and tactical partner for the company
- ✓ Transforming business requirements into service provider specifications
- ✓ Ensuring that changes are compliant and successful
- ✓ Maximize value creation through appropriate management of the service portfolio

## Intended audience

Information systems managers, project managers and business analysts wishing to strengthen their expertise in the Business Relationship Manager function or move towards it.

## Prerequisites

Basic knowledge of marketing and the components of an information system.

## Course schedule

### PARTICIPANTS

Information systems managers, project managers and business analysts wishing to strengthen their expertise in the Business Relationship Manager function or move towards it.

### PREREQUISITES

Basic knowledge of marketing and the components of an information system.

### 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.

## 1 Outlook for companies and their information systems

- The new deal: new IS architectures, Service-Oriented Architecture, Resource Oriented Architecture.
- Cloud offers (IaaS, PaaS, SaaS) Public Cloud, Internal Cloud, Hybrid Cloud (usage, trends, security, management).
- A 4th industrial revolution, the digital enterprise, industry 4.0, robotics, cobotics.
- Enterprise architecture: a symbiotic structure for the cybersphere and the enterprise.
- Service as the atom of enterprise architecture: a value-centric definition.
- The impact on the organization of the IT Department: the end of the Research-Operations bi-pole, the emergence of new functions.

## 2 The emergence and key role of the Business Relationship Manager

- Defining the role of the Business Relationship Manager.
- The growing importance of the function: the breakdown of the company's value chain and its consequences.
- Strategic, tactical and operational management: definitions, positioning of the Business Relationship Manager.
- Skills required at the crossroads of technologies and businesses: strategy, marketing, technical, etc.
- Manage business relationships at strategic, tactical and operational levels.
- Assess the maturity of suppliers' offerings in relation to business requirements, and ensure that they match.
- Organization of the function and distribution of responsibilities within the ISD, definition of the RACI matrix.
- Standards and best practice guidelines: ISO 20000, ITIL®, CMMI for services.

## 3 BRM, a strategic and tactical partner for the company

- Understand how business demands are formed.
- Master the processes involved in managing strategic relationships.
- Understanding strategy, modeling the company's ecosystem: Porter's forces model, SWOT analysis.
- Integrate risk management: types of risk, treatment and formalization of different risks.
- Understand strategic asset management and innovation trajectories.
- Understand corporate architecture: where value is created or destroyed.
- Strategic alignment: defining tactical choices, critical success factors and KPIs.
- Outsourcing strategies and tactics: subcontracting, cooperation, coopetition? Overview of the e-SCM repository

## 4 Service portfolio management and value creation

- Definition of service portfolio and catalog: definitions, scope, interactions.
- The economic study of services: the service business case, its constitution, its life cycle.
- Service portfolio management to guarantee value creation.
- Service creation, priority setting, strategic portfolio balance.
- Transition of services within business processes.
- Managing services: creating or destroying value and withdrawing services.
- Dashboards and value management.

### 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 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

**Management**

- Business Relationship Management and relationship marketing: building lasting relationships of trust.
- Customer Relationship Management: a tool for sharing information between all those involved in service provision.
- Anticipating business needs: capturing business requirements.
- Measuring and monitoring customer satisfaction and Service Level Agreements (SLAs).
- Managing customer complaints.
- Communication: information and organization of reporting.

**Dates and locations****REMOTE CLASS**

2026 : 12 Mar., 18 June, 1 Oct., 8 Dec.

**PARIS LA DÉFENSE**

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