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.

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

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.

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 : 16 Mar., 8 June, 14 Sep., 30 Nov.