

# Mastering Digital Transformation

## for Industry Leaders

**Learn how to easily harness the value of data and future-proof your business for the digital era.**

### Description

Every machine and system in your business provides a wealth of data with benefits yet to be fully realized. MindSphere enables you to easily transform this data into valuable business results. By connecting your machines and physical infrastructure to the digital world, MindSphere provides powerful industrial applications with advanced analytics and digital services to unleash increased productivity and efficiency across your entire business.

### Objectives

Explore how you can jump-start your digital transformation and

- optimize total costs of ownership by creating efficiency innovations,
- creating better customer experiences, and
- create additional revenue streams by inventing new data-driven business models.

### Prerequisites

- None

### Content

- Mastering the Digital Era: How IoT is reshaping every industry, global and local challenges and opportunities.
- Introduction the MindSphere open IoT platform and the open MindSphere innovation ecosystem.
- Building blocks of your successful IoT innovation.
- How you can build your digital transformation journey that fits to your organizational needs with MindSphere.

### Delivery structure

- Executive seminar, in person classroom training mixed with workshop style and live demo.

### Who should attend

- C-level executives, senior managers and managers

### Number of participants

- Minimum 8, maximum 25.

### Location

- Hong Kong Science and Technology Park (HKSTP)

### Duration

- 1 day



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Seminar Specifics	
Objective	<p>Explore how you can jump-start your digital transformation and</p> <ul style="list-style-type: none"> <li>optimize total costs of ownership by creating efficiency innovations,</li> <li>creating better customer experiences, and</li> <li>create additional revenue streams by inventing new data-driven business models.</li> </ul>
Content	<p>Mastering the Digital Era (45 Min)</p> <ul style="list-style-type: none"> <li>How new technologies like IoT are reshaping every industry.</li> <li>Global and local challenges and opportunities.</li> </ul> <p>What makes a digital innovation and Smart City champion? (45 Min)</p> <ul style="list-style-type: none"> <li>Turning IoT data into business while saving the environment and making the city more livable.</li> <li>The Siemens approach to building a Smart Cities innovation ecosystem.</li> </ul> <p>Explore how you and your customers benefit from the open MindSphere IoT innovation system (180 Min)</p> <ul style="list-style-type: none"> <li>What is MindSphere, what is it good for and how does it work?</li> <li>MindSphere live demo at MindSphere Application Centre (MAC).</li> <li>What are the characteristics that make MindSphere so attractive for Siemens customers and business partners?</li> </ul> <p>Jumpstart your IoT Digitalization Journey (60 Min)</p> <ul style="list-style-type: none"> <li>What are the building blocks of a successful IoT innovations?</li> <li>How do you use data insights to solve key problems and to realize emerging opportunities?</li> <li>How you can quickly build a proof-of-concept and scale your solution with the MindSphere IoT innovation system.</li> <li>Questions and Answers</li> </ul>



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Seminar Format	
Delivery Structure	In person classroom training, workshop style, live demo.
Target Group	Business executives and manager who embark on a digital transformation journey
Prerequisites	None.
Number of Participants	Minimum 8 participants, maximum 25 participants
Duration	1 day, 9am – 5pm. Lunch break: 1-2pm

General	
Price	HK\$3,800 per person, fee waived for first 100 participants.
Included in price	Training following a pre-defined structure, lunch not included.
Location	<a href="#">Hong Kong Science and Technology Park</a> , room to be announced
Language	English

Booking and Confirmation	
Availability	Training availability is based on demand and may be booked on a first come first serve basis.
Booking and confirmation	Booking request: <a href="mailto:mindsphere.hk@siemens.com">mindsphere.hk@siemens.com</a> Once the training is booked, availability is checked, date and place will be confirmed via e-mail.
Payment	Fees are invoiced after the training if applicable.

