

We are delighted to invite you to a seminar

Digital Business Model

A seminar on how to switch to a digital business model

New opportunities for creating value

A two-day seminar organized by PwC and New Frontier Group, aims to help customer service oriented top and mid-tier management in understanding the concept of digital business transformation, as well as the basic values and characteristics of digital economy.



This seminar will help you to:

UNDERSTAND THE CONCEPT OF DIGITAL TRANSFORMATION, AS WELL AS THE BASIC VALUES AND CHARACTERISTICS OF DIGITAL BUSINESS MODEL. It is a process of analysis and understanding of how to improve and apply the 9 key elements, as well as how to combine them all in creating a new business model, which will enable company growth in the digital economy. Participants gain knowledge on ways that an extended digital ecosystem can help the process of business improvement, client targeting and recognizing their needs, as well as creating new portfolios. Besides this, the seminar helps the participants to achieve understanding of terms such as digital opportunity and digital revolution, to gain understanding of the framework to grade the company's digital readiness, as well as to perceive areas with growth potential.

The existing companies that still use the industrial business models must adjust to the new, digital way of doing business, and develop digital business models to use simultaneously with the existing ones, or as their replacement.

It's not easy for companies that have spent years developing their values, defining their mission and goals, organizing partner ecosystems, business activities and processes in a way which is not optimal for digital economy, to know embark on a road of innovation and switch to the digital business model. Still, innovation is a matter of survival and possibility of growth. To help them, the seminar will feature a methodology of business model innovation.

Participants gain knowledge on ways to establish a digital business model in order to realize sustainable business growth. Apart from that, the seminar will help the participants to gain understanding on how the digital economy influences income increase and business results.

Who should attend?

- The seminar is intended for customer service oriented mid and top tier managers, regardless of their economy sector.
- All those who think outside of the box, and are ready to embark on the process of business transformation.

Indicative agenda

1. Basic Methodology of Digital Economy (Threats and Opportunities)
 2. Digital Transformation – why and how?
 3. Best Digital Practices
 - Best Practices and Examples of Digital Leadership in various industries
 - Digital maturity and growth area assessment framework
 4. Detailed insight into the digital business model:
 - The big picture of the digital business model
 - The value of the digital business model
 - The Framework for understanding the existing business model and how transform into the digital
 5. Business Model Innovation Methodology
 - The traditional business model compared to the digital business model
 - Value of service compared to client expectations
 - Client segments
 - Communication channels and client relations
 - The power of the digital ecosystem
 - Key resources and the importance of information
 - The digital ecosystem
 - Income and expense structure
 6. The unification of the previous topic
- Workshop goals:**
- Comprehensive understanding of the digital business opportunities and the digital revolution.
 - Digital maturity and growth area assessment framework.
 - Digital process value for growth and where to focus
 - How to improve business, client access and new portfolio creation through the expanded ecosystem.
 - Creating a digital business model for the purpose of company growth and sustainability.

Who teaches the Programme?

Branislav Vujović the founder and president of New Frontier Group. The New Frontier Group was founded in 2006. and currently employs over 2000 highly qualified staff in 17 countries all over the world. The company is a leader in digital transformation in Central and Eastern Europe.

New Frontier Group has developed an original methodology of business model innovation, which it successfully uses in cooperation with clients and partners in the process of digital transformation.

Apart from being in charge of the complete business of the Group, Branislav Vujovic is responsible for specific areas of business such as investor relations, merging and acquisition, as well as group strategy, with special consideration to innovation and digital transformation.

Prior to founding the New Frontier Group, Mr. Vujovic was a regional director for Central and Eastern Europe in two multinationals: regional director at EMC (2000.-2006.), and VP at Computer Associates (1986.-2000.). Mr. Vujovic started as a system programmer at the IT service of Belgrade City Administration. He graduated from the Faculty of Organizational Sciences in Belgrade.

Gregor Bierent, the director of New Frontier group, is responsible for the operation of the New Frontier Innovation Sector, which oversees innovation and development of native software products and digital consulting services. During his career, Gregor has been hired under different titles by various leading international consulting companies (e.g. Capgemini), and has managed their business activities in the Central and Eastern Europe regions. Gregor graduated from the Technical University of Vienna, where he mastered in Information Technologies at the Business IT department. During his studies, he had founded his own consulting firm which provided IT consulting services to small and mid-sized companies in Austria, in the area of business result management and Business Intelligence tools application, which enabled him to cooperate with companies such as Enterprise Consulting, Capgemini Consulting and CIBER, within which he was working with clients from the financial sector (banks/insurance agencies), telecoms, communal services, oil and gas, on the Central and Eastern European markets.



PwC's Academy
Airport City
Omladinskih brigada 88a
11070 Belgrade



500 € + VAT payable
in RSD

*Corporate discounts
are available*



Seminar is
delivered in
the English
language.



23 – 24 November 2017
09:30 – 17:00



Tatjana Dedic

PwC's Academy Coordinator
+381 64 857 4017
tatjana.dedic@rs.pwc.com

or register via:
theacademy@rs.pwc.com

