PROFESSIONAL TRAINING & CERTIFICATION

BPM+ CERTIFICATE PROGRAM

SKILLS DEVELOPMENT FOR THE DIGITAL AGE

DIGITAL TRANSFORMATION I BUSINESS PROCESS MANAGEMENT I OPERATIONAL EXCELLENCE
AGILE BPM I BUSINESS ARCHITECTURE I AGILE BUSINESS ANALYSIS I BPM+
PROCESS MINING I LOW CODE/ NO CDOE

BPMInstitute.org℠   BAInstitute.org℠   DBizInstitute.org℠

Certificate Programs & Learning Paths

	BUSINESS PROCESS MANAGEMENT			OPERATIONAL EXCELLENCE	BUSINESS ARCHITECTURE	DIGITAL TRANSFORMATION			
RECOMMENDED CORE	BPM 101			BPM 101	BA 101	DIGITAL TRANSFORMATION 101: ALLEVIATING DIGITAL TRANSOFRMATION DEBT			
	PROCESS MODELING, ANALYSIS AND DESIGN: AS IS, TO BE			OPEX 101	BUILDING A BUSINESS ARCHITECTURE: PART 1	LOW CODE/NO CODE: THE GOOD, THE BAD AND THE CHALLENGING			
	PROCESS MEASUREMENT AND METRICS			LEAN SIX SIGMA & BPM	BUILDING A BUSINESS ARCHITECTURE: PART 2	PROCESS AUTOMATION APPROACHES: WORKING WITH HYPERAUTOMATION, PROCESS MINING, RPA, AND BPMN AUTOMATION			
	ESTABLISHING BUSINESS PROCESS GOVERNANCE & CENTERS OF EXCELLENCE			LEAN TOOLS IN ACTION	LAUNCHING YOUR BUSINESS ARCHITECTURE PRACTICE	DIGITAL CUSTOMER EXPERIENCE: PERSONAS AND JOURNEY MAPPING			
SPECIALIST CERTIFICATE	BPMS SPECIALIST			OES SPECIALIST	BAIS SPECIALIST	DXS SPECIALIST			

	AGILE BPM	BUSINESS PROCESS ANALYSIS	BUSINESS PROCESS MANAGEMENT	OPERATIONAL EXCELLENCE	BUSINESS ARCHITECTURE	AGILE BUSINESS ANALYSIS	BPM+	PROCESS MINING	LOW CODE/NO CODE
RECOMMENDED ELECTIVES	AGILE METHODOLOGY FOR BPM	METHODOLOGIES & APPROACHES FOR BPM	CUSTOMER EXPERIENCE, MODELING, ANALYSIS & DESIGN	PROCESS MODELING, ANALYSIS AND DESIGN: AS IS, TO BE	ESTABLISHING BUSINESS ARCHITECTURE GOVERNANCE & CENTERS OF EXCELLENCE	AGILE BUSINESS ANALYSIS 101	PROCESS MODELING WITH BPMN: PART 1	PROCESS MINING 101	LOW CODE/NO CODE 101
	AGILE BPM ROLES AND RESPONSIBILITIES	ADVANCED FACILITATION SKILLS	ORGANIZATIONAL CHANGE MANAGEMENT	PROCESS MEASUREMENT AND METRICS	THE BUSINESS ARCHITECTURE PLAYBOOK	THE AGILE BUSINESS ANALYST	PROCESS MODELING WITH BPMN: PART 2	PROCESS MINING TO RPA & PROCESS AUTOMATION	LOW CODE/NO CODE: PLATFORMS, PARADIGMS & ROIS
	AGILE TECHNIQUES FOR BPM	PROCESS MODELING WITH BPMN: PART 1	PROCESS MODELING WITH BPMN: PART 1	OPEX TOOLS OF THE TRADE	BUSINESS ARCHITECTURE / IT ARCHITECTURE ALIGNMENT	THE PRACTICE OF AGILE BUSINESS ANALYSIS: PART 1	DECISION MODELING WITH DMN	PROCESS DATA CLEANSING AND AGGREGATION	LOW CODE/NO CODE COMPETENCY CENTERS & BEST PRACTICES
	AGILE BPM IN ACTION	PROCESS MODELING WITH BPMN: PART 2	PROCESS MODELING WITH BPMN: PART 2	ORGANIZATIONAL CHANGE MANAGEMENT	ORGANIZATIONAL CHANGE MANAGEMENT	THE PRACTICE OF AGILE BUSINESS ANALYSIS: PART 2	CASE MANAGEMENT AND CMMN	ADVANCED PROCESS MINING	ROADMAP FOR DIGITAL BUSINESS SUCCESS
SPECIALIST CERTIFICATE	ABS SPECIALIST	BPMS SPECIALIST	BPMS SPECIALIST	OES SPECIALIST	BAIS SPECIALIST	ABAS SPECIALIST	BPM+ SPECIALIST	SPM SPECIALIST	NCS SPECIALIST
PROFESSIONAL CERTIFICATE		BPMP PROFESSIONAL		OEP PROFESSIONAL	BAIP PROFESSIONAL	DXP PROFESSIONAL			
CERTIFICATION		Certification			Certification				

CORPORATE MEMBERSHIP

Our Corporate Member program includes more than 1,200 member organizations and 75,000 practitioners from around the world.

Give your people what they need to help your business succeed - without blowing your budget. Give them access to content, training and certification. Enable their innovation with the latest courses and opportunities to collaborate. And give them the flexibility to expand their knowledge online or in person.

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Corporate Members enjoy access to free Module 1's of training, discounts and free consultations for course selection and group training.

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ADDITIONAL DETAILS

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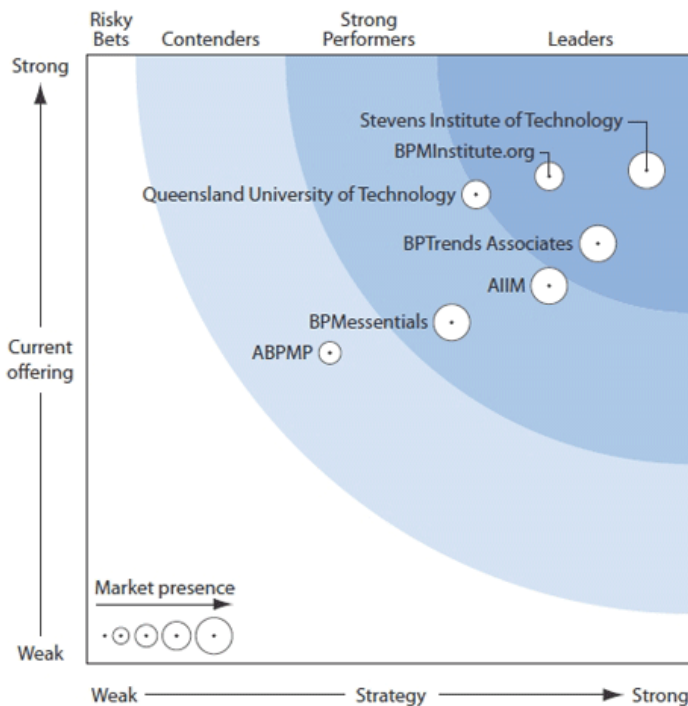
GROUP TRAINING

Empower your people with custom training.

FLEXIBLE OPTIONS FOR GROUPS OF ALL SIZES

We take pride in the ability to customize our training to fit the specific needs of our clients. Our approach and methodology emphasizes knowledge transfer and employs a mix of exercises and case studies to engage participants. We have the capability to deliver all of our programs to groups on site and online.

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RELEVANCE

Group sessions allow us to address your specific issues. We tailor our training to your company and industry for maximum impact.

COST EFFECTIVE

The cost of travel expenses for participants is eliminated or minimized with group training resulting in a lower cost per person than sending people to public training courses.

Recognized by Forrester Research as a leader in providing BPM training and certification, BPMInstitute.org received the highest possible score in the following important categories:

• training and development
• continued education and support
• organizational commitment
• number of professionals trained and certified
• vertical and industry skill coverage

The benefits of group training on your premises include cost-effectiveness, convenience, confidentiality, flexibility, and relevance.

FLEXIBLE DELIVERY

Centralized or decentralized? We can deliver training to meet your needs with options for on-site delivery, online or both. Further, we can assure you of consistent delivery of content over time.

INDUSTRY EXPERTISE

We have expertise across a broad range of industries including, but not limited to, Banking, Insurance, Telecom, Public Sector, Energy, Utilities and Healthcare. Download an Industry Overview at **www.dbizinstitute.org/group-training**

EARN YOUR BPM+ SPECIALIST CERTIFICATE

Become a BPM+ (BPM+S^{SM}) and show that you've completed this industry's most comprehensive and credible BPM+ training program.

Let your résumé feature your in-depth knowledge of BPM+. You'll gain competitive advantage and open up opportunities down the road. According to a recent survey, you will earn up to 30% more than colleagues who have not earned a similar certificate.

WHAT WILL YOU LEARN?

The four-course certificate program signifies that you have successfully completed formal training in these critical practices areas:

- Proficiency in BPMN, DMN, and CMMN Standards
- Process Analysis and Optimization
- Implementation of Process Improvement Initiatives
- Alignment of Business Objectives and Processes

- Problem-Solving and Workflow Optimization
- BPM+ Tool and Technology Utilization
- Adherence to Best Practices and Industry Trends
- Application in Healthcare Settings Settings

BPM+ SPECIALIST (BPM+S^{SM}) CERTIFICATE COURSES

The courses offered in the BPM+ Certificate program offers you comprehensive training in the three essential modeling standards: BPMN, DMN, and CMMN.

- BPMN Part 1
- BPMN Part 2
- Decision Modeling with DMN
- Case Management and CMMN

DIGITAL TRANSFORMATION SPECIALIST (DXS^{SM}) CERTIFICATE COURSES

The easiest way to earn your Digital Transformation Professional (DXP^{SM}) Certificate is to complete the core DXS courses:

- Digital Transformation 101
- Low Code/No Code
- Process Automation Approaches
- Digital Customer Experience

Process Modeling with BPMN

Business Process Model and Notation and Introduction to BPM+

DBizInstitute.org℠

Attendees will learn a structured approach to using BPMN. Their knowledge is enhanced by using a Windows-based software tool to provide hands-on practice

Understand how your business operation is critical to drive innovation. Leveraging BPMN, the Business and IT organizations collaborate to identify and improve inefficiencies that will increase productivity and improve customer experience. Come prepared to learn and laugh about the exciting world of BPMN.

"As a business analyst looking to understand BPMN and also take away practical skills, this class was excellent."

The Business Process Modeling Notation (BPMN) is a standard for documenting and designing a business process model. Leveraging this graphical notation companies can document current and future states of the business operations that run their business. Using the Business Process Diagram (BPD) approach, based on flowcharting techniques, these models provide a collaborative way business and IT can identify and resolve bottlenecks and in-efficiencies in their operations. The BPMN specification also provides a mapping between the graphics of the notation to the underlying constructs of execution languages, such as Business Process Execution Language (BPEL). This course starts with the definition of BPMN, an explanation of its history and the principles behind its design. It then explains two groups of elements, including use cases and selected examples. The course covers elements from the latest release - BPMN 2.0.

Students are presented exercises and required to bring a laptop - they will use a web-based, BPMN modeling tool to create the exercise answers.

WHO SHOULD ATTEND:

- Business Analysts
- Business Architects
- Software Architects
- Process Designers
- Process Engineers
- Process Architects

COURSE OUTLINE:

- Introduction
  - Definition
  - History
  - Overview of BPMN Elements
  - The Business Process Diagram and its semantics
  - Three levels of BPMN
- Group A BPMN Elements
  - Events, Activities, Connecting Objects, Gateways, Swimlanes
  - Basic Workflow Patterns
  - Exercises
- Group B BPMN Elements
  - Events, Activities, Gateways
  - Error & Escalation
  - Event Sub-process
  - Exercises

RECOMMENDED PREREQUISITES:

- **BPM 101**
- **PROCESS MODELING, ANALYSIS AND DESIGN**

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**2-DAY FACE-TO-FACE —
2 EIGHT HOUR SESSIONS**
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Instructor-led training
Credits: 13 CDU/CEU/PDU credits
Cost: Starting at $1790 - login for rates

**LIVE ONLINE —
2 EIGHT HOUR SESSIONS**
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Live Instructor-led virtual classroom
Credits: 13 CDU/CEU/PDU credits
Cost: Starting at $1590 - login for rates

**ON DEMAND —
13 ONE HOUR MODULES**
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Self-paced, on demand, available 24/7/365
Credits: 13 CDU/CEU/PDU credits
Cost: Starting at $1190 - login for rates

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Decision Modeling with DMN

Automating decisions with Decision Model and Notation

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This course is an overview of a standards-based approach to automating and digitizing business decision-making. Using a Decision Management approach, decision modeling and business rules technology is a proven way to automate decisions for increased business agility and more effective, more targeted processes

The Decision Management approach leverages decision modeling and business rules technology to drive the effective automation of decision-making. Digitizing and automating decisions increases business agility and improves performance.

Applying decision management and adopting decision modeling and business rules technology improves customer service, enables one-on-one marketing, increases straight-through processing, and more effectively leverages limited resources.

You'll learn about a proven, standards-based approach to defining, understanding, and automating business decisions. By way of examples drawn from a variety of industries and use cases, you'll see how modeling decisions and managing both decisions and business rules improve business outcomes over the short term and long term. In addition, you'll learn how effective decision management simplifies and improves business processes and how business rules management systems add value. You will also discover multiple approaches for identifying suitable decisions.

DMN is also an important component of the BPM+ standard also referred to as the 'Triple Crown of Modeling'. BPM+ includes BPMN, DMN, and CMMN.

COURSE OBJECTIVES:

- Understand the value that DMN brings to business process and business rules projects
- Understand the opportunities and challenges of adopting DMN
- Learn the semantics of the DMN shapes and how best to use them
- Explore best practices for using DMN to model decisions

WHO SHOULD ATTEND:

- Business Analysts
- Business Architects
- Business Rules Analysts
- Software Architects
- Process Designers

COURSE OUTLINE:

- Overview of DMN
  - Definition
  - Overview of DMN Elements
  - The Decision Requirements Diagram
  - Three Levels of DMN
- Decision Requirement Diagrams
  - Decisions, Information, Knowledge
  - Decomposing Decisions
  - Exercises
- Decision Logic Specification
  - Decision Tables
  - Expression Language
  - Additional Considerations
- Summary

RECOMMENDED PREREQUISITES:

- Process Modeling Analysis and Design
- Process Modeling with BPMN: Part 1
- Process Modeling with BPMN: Part 2

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**1-DAY FACE-TO-FACE —
1 EIGHT HOUR SESSION**
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Instructor-led classroom
Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at $895 - login for rates

**LIVE ONLINE —
2 FOUR HOUR SESSIONS**
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Live Instructor-led virtual classroom
Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at $795 - login for rates

**ON DEMAND —
6 ONE HOUR MODULES**
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Self-paced, on demand, available 24/7/365
Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at $595 - login for rates

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Introduction to Case Management and CMMN

Case management principles and the Case Management Model and Notation

DBizInstitute.org℠

Discover the fundamentals of case management and unlock the power of Case Management Model and Notation (CMMN) in our one-day intensive training course. Designed for professionals seeking to enhance their understanding of case-based processes, this course provides a comprehensive overview of case management principles and practical skills in CMMN modeling.

Participants will delve into the essentials of case management, exploring its role in modern organizations and the key components of case-based workflows. Through hands-on exercises and interactive discussions, attendees will learn to create CMMN diagrams, define cases and tasks, and design efficient case management workflows. With real-world case studies and best practices, participants will gain insights into leveraging CMMN to streamline processes, enhance organizational agility, and drive better outcomes.

Whether you're a business analyst, process engineer, project manager, or IT professional, this course equips you with the knowledge and skills to excel in case management and leverage CMMN effectively in your organization. Join us for a transformative learning experience and elevate your expertise in case management with CMMN.

CMMN is also an important component of the BPM+ standard also referred to as the 'Triple Crown of Modeling'. BPM+ includes BPMN, DMN, and CMMN.

COURSE OBJECTIVES:

- Gain a fundamental understanding of case management concepts, principles, and practices.
- Learn the basics of Case Management Model and Notation (CMMN) and its role in modeling case-based processes.
- Acquire practical skills in designing and analyzing case management workflows using CMMN diagrams.
- Explore real-world case management scenarios and best practices for leveraging CMMN in various industries

WHO SHOULD ATTEND:

- Business Analysts
- Process Analysts
- Business Process Managers
- Business and Technical Leaders
- Business Architects
- Process Engineers
- Project Managers
- IT Professionals
- Consultants
- Quality Assurance Specialists

COURSE OUTLINE:

- Introduction to Case Management
- Introduction to CMMN
- CMMN Modeling Basics
- Advanced CMMN Concepts
- Case Management Best Practices

Recommended Prerequisites

- Process Modeling Analysis and Design
- Process Modeling with BPMN: Part 1
- Process Modeling with BPMN: Part 2
- Decision Modeling with DMN

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1-DAY FACE-TO-FACE — 1 EIGHT HOUR SESSION

Instructor-led classroom
Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at $895 - login for rates

LIVE ONLINE — 2 FOUR HOUR SESSIONS

Live Instructor-led virtual classroom
Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at $795 - login for rates

ON DEMAND — 6 ONE HOUR MODULES
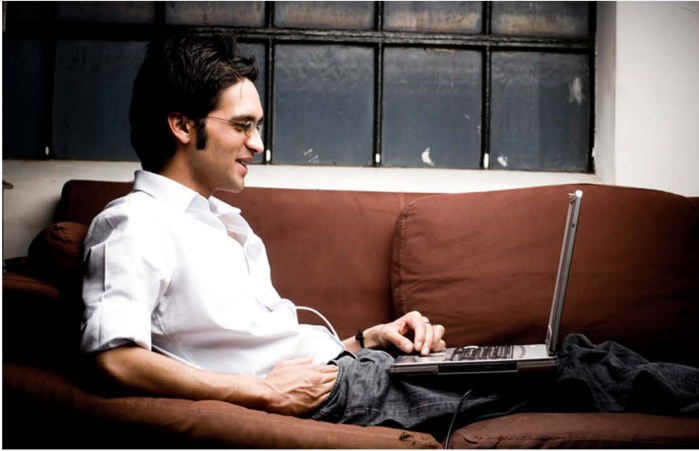
Self-paced, on demand, available 24/7/365
Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at $595 - login for rates

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SPECIALIST CERTIFICATE PACKAGES

On Demand Package $2,349

Complete your BPM Certificate 100% online
Choose from our most popular On Demand courses available 24/7/365 from your PC, phone or tablet.
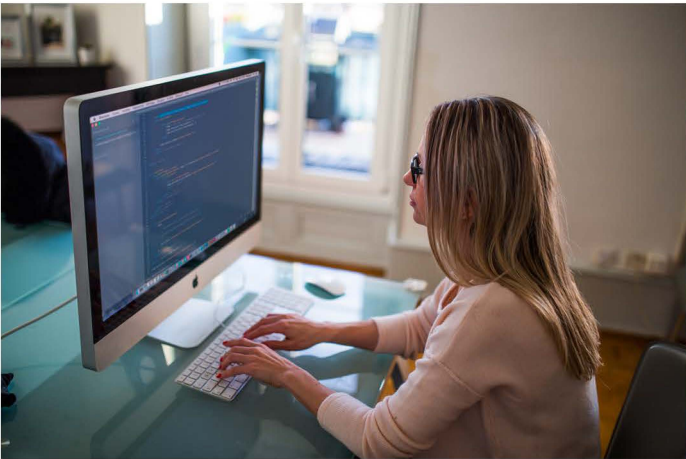
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Private training sessions for your organization
The Private eLearning package provides your team with dedicated training sessions based on your schedule. Requires a minimum of six participants.

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Our most flexible package
Register for any delivery method you wish. Attend any of our face-to-face events as well as register for elearning courses as it fits your schedule.

Packages include:

Four course credits
One year Professional Membership
Up to 12 months to complete

Specialist Certificate upon completion
Digital credentials: shareable and printable
Save up to $800 with a package

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Digital Transformation 101

Alleviating Digital Transformation Debt

DBizInstitute.org℠

Foundation course for those embarking upon cultural and digital transformation journeys leveraging hyperautomation, No Code, AI, Process Mining, IoT and Blockchain with best practices & examples.

The course will empower you to survive and thrive in a constantly and digitally transformative world. Digital technologies are accelerating. Digital is eating the world and you need to be ready. This course helps you understand the value proposition of each digital trend. More importantly, it enables you with the best practices to create and maintain a prioritized roadmap for Digital Transformation.

Digital Transformation has many facets - from cultural transformation to deployment of various emerging digital technologies. This course provides an overview of pragmatic recommendations and the methodologies for the transformative digital technologies that help business leaders alleviate Digital

Transformation *Debt*. Technical dept avoids difficult re-work in favor of easy solutions. Digital Transformation Debt is much more severe. Ignoring it could be an existential threat, especially in this fast-paced and challenging post-COVID-19 milieu. The course will teach and explain why business leaders need to be aware of the digital trends and realize transformation roadmaps with platforms and digital methodology best practices.

This course will cover all the key pillars of Digital Transformation holistically with practical recommendations and exercises.

The course starts with transformative Culture and concludes with a deep dive into Digital Transformation Competency Centers. In between, the course covers essential digital technologies and innovation best practices. The digital technologies covered in the course include Hyperautomation, Low Code/No Code platforms, AI, Process Mining, Blockchain, and IoT. The course covers Operational Excellence, Citizen Developer culture, Customer Experience optimization, and Design Thinking innovation for the best practice and methodology side. After this course, you will be able to create a prioritized roadmap for your Digital Transformation journey.

WHO SHOULD ATTEND:

- Chief Executive Officer and/or President
- Chief Innovation Officer (the transformed CIO!)
- Chief Operations Officer (COO - or equivalent)
- Chief Human Resources Manager
- Chief Technology Officer
- Chief Digital Transformation Officer
- Chief Marketing Officer
- VP of Development
- VP of Product Management
- Operational Excellence Business Leaders: Lean Six Sigma Black Belts
- VP of Professional Services
- VP of Enterprise Architecture
- VP of Process and Data Science

COURSE OUTLINE:

- Cultural Transformation
- Operational Excellence
- Hyperautomation
- Low Code/No Code - Citizen Developers
- AI & Citizen Data Scientists
- Design Thinking Innovation
- Customer Experience Optimization
- The Connected World: IoT
- The Decentralized World: Blockchain
- Competency Centers

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Low Code No Code: The Good, The Bad, and The Challenging

Your Roadmap to Succeed with Low Code/No Code

DBizInstitute.org℠

Low Code/No Code empowers Citizen Developers and enhances IT productivity. However, to succeed, its challenges need to be addressed through pragmatic best practices.

The Low Code/No Code is the most important Digital Transformation trend. However, its ecosystem is a fragmented market with hundreds of platforms and solutions. This course will provide a holistic and pragmatic roadmap to leverage the advantages of Low Code/No Code while avoiding potential roadblocks and challenges. The course also highlights the cultural transformation with Citizen Developers and unprecedented IT productivity.

Low Code/No Code is one of the essential digital transformation trends. However, it is a confusing and fragmented market. This course provides the students a roadmap to understand and succeed with Low Code/No Code. It will delve into the various categories, the ROI advantages, and the cultural changes that are catalyzed by Low Code/No Code. Complex solutions may very well involve multiple Low Code/No Code and coding platforms. The course will also elaborate on some of the difficult practices with Low Code/No Code (the challenges), what to look for, and how to avoid the hype.

The course will also explore the empowerment of Citizen Developers who leverage No Code planforms and potential productivity gains for IT. Low Code/No Code is a *Cultural* transformation and it helps organizations build innovative applications in Web, Mobile, and other execution environments. Low Code/No Code platforms can be process-centric (BPM), data-centric, integration-centric, etc. The course will delve into the advantages of Low Code/No Code over Pro Code in achieving accelerated development of Minimum Viable Products (MVPs), with several examples and illustrations of Low Code/No Code platforms.

WHO SHOULD ATTEND:

- Chief Operations Officer (or equivalent)
- Chief Information Officer
- Chief Innovation Officer
- VP of Product Management
- VP of Professional Services
- VP of Enterprise Architecture
- Chief Digital Transformation Officer
- Chief Technology Officer
- VP of Development
- Industry Principals / Subject Matter Experts
- VP of Web & Mobile Application Dev.

COURSE OUTLINE:

- Introduction to Low Code/No Code
- Low Code vs. No Code vs. Pro Code
- What are the Advantages of Low Code/No Code (the "Good")?
- Who benefits from Low Code/No Code and why (also the "Good")?
- What are the Potential Pitfalls of Low Code/No Code (the "Bad")?
- What are the Challenges of Low Code/No Code?
- The Low Code/No Code Ecosystem
- Why Multiple Low Code/No Code/Pro Code platforms for complex applications?
- Low Code/No Code Culture: Citizen Developers and Citizen Data Scientists
- IT Productivity with Low Code/No Code
- Prototyping, Minimum Viable Products and Design Thinking with Low Code/No Code
- Conclusions & Where to Start

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Process Automation Approaches

Working with Hyperautomation, Process Mining, RPA, and BPMN Automation

DBizInstitute.org℠

As part of the core Digital Transformation curriculum, this course provides a high-level introduction to the process automation landscape including hyperautomation, process mining, RPA, and model-driven application development using BPMN.

Process automation has become a cornerstone of the digital transformation movement while the process automation vendor landscape continues to evolve. This course looks at Hyperautomation, process mining, RPA and the world-wide standard, BPMN, as a model-driven application development tool. In addition to building new applications, the vast inventory of BPMN models created over the last few decades can be transformed to automated applications that can run at scale for any organization using highly cost-effective low code techniques.

This course examines current process automation approaches including Process Mining, Robotic Process Automation (RPA), and BPMN Automation. Students will be introduced to the multiple technologies, tools, and platforms of Hyperautomation including Artificial intelligence (AI), Machine Learning (ML), and event-driven software concepts. Demo tools for student exercises will include Celonis Process Mining, UiPath RPA, and the Trisotech Digital Enterprise Suite.

The course will define Process Mining, describe its major benefits, examine the vendor landscape, and help students determine where it might fit best in their organization. Several use case/case studies will be presented as well as hands-on exercises. Students will also learn about the Robotic Process Automation (RPA) vendor landscape, RPA's major benefits, where RPA fits best, and see several case studies. Hands-on exercises will be included.

Finally, we will review significant BPMN automation vendors and learn a methodology for transforming BPMN "documentation" models into automation models using the OMG concept of Computational Independent Model (CIM) > Platform Independent Model (PIM) > Platform Specific Model (PSM). Examples of models at different levels of transformation will be explored as students learn to use BPMN shapes like Data Object and Data Store References, Data Associations, Business Rule Tasks, Service Tasks and Scripting Tasks that take on new importance for connecting and orchestrating modern applications and systems.

Along the way, we also discuss the challenges of automation at scale i.e., scaling these automation engines across systems and geographies for 24/7 operations, failover, and improved performance, improving programming productivity with both IT and citizen-developer staff, rapid prototyping, and minimum viable product (MVP) considerations.

WHO SHOULD ATTEND:

- VP's, Business Process Owners, Directors, Managers, Analysts
- Solution Architects
- Product Managers
- Business Architects
- Enterprise Architects
- Digital Transformation Officer
- Web & Mobile Application Developers
- IT Process Professionals
- Citizen Developers
- Industry Principals / Subject Matter Experts

COURSE OUTLINE:

- Introduction to Process Automation
- The Process Automation Landscape
- Process Mining
- Robotic Process Automation (RPA)
- Model-Driven Programming Using BPMN
- Model Transformation – Computational Independent Model (CIM) > Platform Independent Model (PIM) > Platform Specific Model (PSM)
- The Importance of APIs and Orchestration
- Automation at Scale
- Increasing IT Productivity with BPMN Automation
- Minimum Viable Product (MVP) Development
- Citizen Developers and Model-Driven Programming
- Conclusions and What To Do Next

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Digital Customer Experience

Personas and Journey Mapping

DBizInstitute.org℠

Digital customer experience is the set of digital interactions between a customer and an organization which creates customer value. This course provides participants with the key concepts, terms, and techniques to deploy digital customer experience.

This course presents a balanced combination of theoretical and practical information. Participants will develop skill in customer journey mapping, gain insight into the infrastructure to continuously improve customer experience, and cultivate an appreciation of best practices and key pitfalls to avoid.

The generic term of customer experience (CX) covers the entire landscape from traditional customer service to new digital methods that are used to interact with customers. Digital customer experience (DCX) focuses on the latter, but relies on the former. It includes both front-office customer touching interactions and back-office business processes that ultimately benefit customers.

In this one-day course, you will learn about the central role of customer journey mapping in DCX and the interdependence of CX improvement and BPM. You will come to understand how best to manage DCX. You will gain an understanding of how CX and DCX are related to the user experience and the role of rapid prototyping ad agile in deploying DCX. The group will discuss the major pitfalls to avoid and some common misconceptions around DCX and "persona's". You will come to understand how the organizations vision for customer experience, its digital strategy and a practical road map including a quantifiable business case is needed for success in digital customer experience.

WHO SHOULD ATTEND:

- Executives
- Senior Managers in Operations and IT
- Business Process Managers
- Business Process Analysts
- Business Analysts
- Business Architects
- Project Managers

COURSE OUTLINE:

- Introduction: What is CX and what is DCX?
- The business case for DCX
- Where to start
- Techniques:
    - Customer Journey Mapping
    - Personas
    - The central role of BPM
    - The linkage to technology
- Common misconceptions
- Skills needed and gaps
- Accountability
- Summary

RECOMMENDED PREREQUISITES:

- **DIGITAL TRANSFORMATION 101**
- **ROBOTIC PROCESS AUTOMATION**

SHARABLE, PRINTABLE DIGITAL CREDENTIALS:

CUSTOMIZED GROUP TRAINING — FREE CONSULTATION

Training in-house, online, face-to-face or a combination of all three. For details on our customized solutions visit www.BPMInstitute.org/group-training

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2 FOUR HOUR SESSIONS**
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PROFESSIONAL CERTIFICATES

Gain a common language, foundation and the skills you need to collaborate with your peers and tackle your projects.

AS ORGANIZATIONS PUSH FOR DIGITAL TRANSFORMATION, DIGITAL SKILLS WILL BE IN HOT DEMAND. OUR CERTIFICATE PROGRAMS FEATURES PROFESSIONAL CERTIFICATES THAT ADDRESS DIGITAL TRANSFORMATION SKILLS.

Your certificate tells the world that you are serious about your topic. Let your résumé feature your in-depth knowledge with the acronym to prove it. You'll gain competitive advantage and open up opportunities down the road. According to a recent survey – you will earn up to 30% more than colleagues who have not earned a similar certificate.

CONTACT US

www.dbizinstitute.org/contact-us

(855) 304-8444 or (508) 475-0475 x10

Schedule a call to discuss your options by visiting www.dbizinstitute.org/schedule-appointment

We have a full curriculum of courses that can be built into a certificate package for the following topics:

- digital transformation
- agile business analysis
- bpm plus
- no-code/low-code
- business process management
- agile bpm
- operational excellence
- business architecture

Whether you are new to these topics or have been working with a team for years, you need a common language and foundation to collaborate with your peers and tackle projects effectively and efficiently. We understand that you need the disciplines and methodologies to transform your organization and you want to know where you fit in and what your role will be.

POPULAR OFFERINGS AND PRICING

Delivery Methods   **Price** (per person/per course)

On-Demand	PUBLIC	CORP
Pre-recorded, self-paced, available 24/7		
Way-to-save: Use code FIRSTCOURSE at checkout - Save $195.	$595	$506
Link: www.bpminstitute.org/training/on-demand		

Live Online	PUBLIC	CORP
	$795	$676
Instructor-led via Internet, highly interactive	$895	$761
Way-to-save: Use code FIRSTCOURSE at checkout - Save $195.		
Link: www.bpminstitute.org/training/live-online		

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Link: www.bpminstitute.org/group-training	

Certification

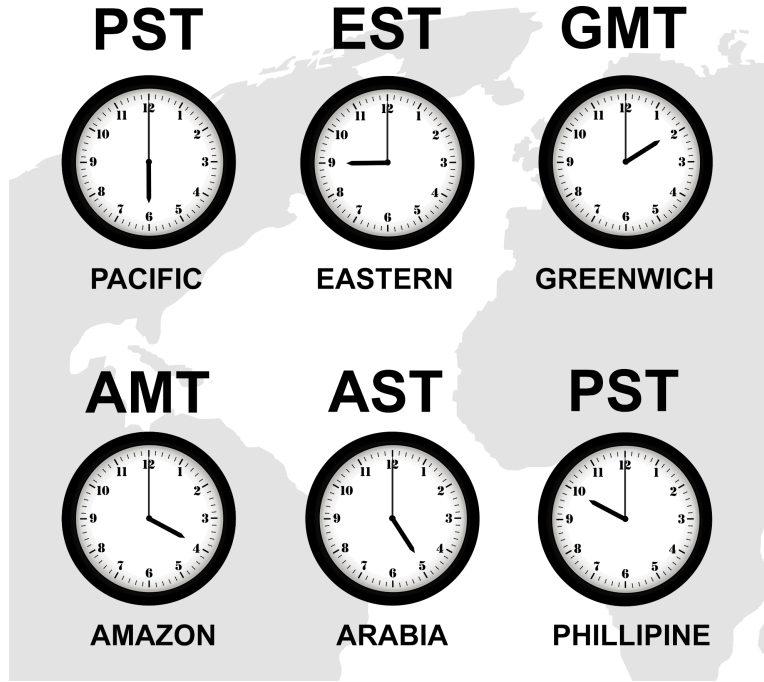|	PUBLIC	CORP
Certified Business Professional Management Professional Exam	$500	$425
Remote proctored, available globally 24/7		
Certified BPMP Study Guide	$149	$127
This 70+ page guide includes sample exam questions and answers		
Link: www.bpminstitute.org/certification		

Individual Consultation and Registration Assistance: 508-475-0475, ext. 15

Group Training Consultation: 508-475-0475, ext. 10

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Choose from seven sessions featuring Online and In-Person registration options. Check website for individual course scheduling.

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AMT — AMAZON
AST — ARABIA
PST — PHILLIPINE

		PST	EST	GMT	AMT	AST	PST*
WINTER	3/3 to 4/1	6AM	9AM	2PM	4PM	5PM	10PM
SPRING 1	4/14 to 4/17	7AM	10AM	3PM	5PM	6PM	11PM
SUMMER 1	6/9 to 6/12	9AM	12PM	5PM	7PM	8PM	1AM
SUMMER 2	7/7 to 8/26	11AM	2PM	7PM	9PM	10PM	3AM
FALL 1	9/15 to 9/18	6AM	9AM	2PM	4PM	5PM	10PM
FALL 2	10/6 to 10/30	3AM	6AM	11AM	2PM	7PM	12AM
FALL 3	11/17 to 11/20	6AM	9AM	2PM	4PM	5PM	10PM

* Phillipines

DIGITAL CREDITIALS TO MARK YOUR ACCOMPLISHMENTS

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