



Enterprise Digital Transformation Using AI Automation Course

22 – 26 February 2027
Madrid (Spain)



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Introduction

Enterprise digital transformation has become a strategic priority for organizations aiming to improve operational efficiency, customer engagement, and business agility in highly competitive markets. This Enterprise Digital Transformation Using AI Automation course provides an understanding of how artificial intelligence automation technologies support enterprise modernization and sustainable digital growth. Participants explore the integration of AI-powered automation into business operations, decision-making systems, digital workflows, and enterprise management processes. The program examines modern transformation frameworks, intelligent process automation strategies, cloud-based digital ecosystems, and enterprise innovation models that support organizational scalability. It highlights the importance of data-driven transformation, cybersecurity awareness, change management, and AI governance within enterprise environments. Through practical theoretical scenarios and structured learning modules, participants will lead and support enterprise digital transformation initiatives using AI automation technologies.

Targeted Groups

This Enterprise Digital Transformation Using AI Automation training targets professionals seeking knowledge and skills:

- Business transformation managers.
- Digital innovation specialists.
- Enterprise operations professionals.
- AI and automation consultants.
- Strategic planning managers.
- Information technology leaders.
- Digital transformation coordinators.
- Process improvement professionals.
- Corporate performance analysts.
- Smart business solution developers.
- Organizational development specialists.
- Data and business intelligence teams.
- Technology project managers.
- Professionals managing enterprise modernization initiatives.

Course Objectives

Participants will achieve the following objectives by completing the Enterprise Digital Transformation Using AI Automation course:

- Understand enterprise digital transformation concepts and frameworks.
- Analyze the role of AI automation in modern organizations.
- Evaluate digital transformation strategies for business growth.
- Identify opportunities for intelligent process automation.
- Examine enterprise workflow optimization techniques.
- Understand AI-driven operational efficiency models.
- Explore cloud transformation and smart enterprise systems.
- Assess digital transformation risks and governance structures.
- Develop knowledge of AI-enabled decision-making systems.
- Examine data-driven business transformation approaches.
- Understand automation technologies for enterprise scalability.
- Evaluate customer experience transformation using AI tools.
- Analyze digital leadership and organizational change management.
- Explore cybersecurity considerations within digital transformation projects.
- Understand innovation management in AI-powered enterprises.
- Examine enterprise performance measurement using digital analytics.

Targeted Competencies

Participants will gain the following competencies during the Enterprise Digital Transformation Using AI Automation program:

- Enterprise digital transformation planning.
- AI automation strategy evaluation.
- Intelligent workflow analysis.
- Business process optimization skills.
- Digital operations management.
- AI-powered decision support understanding.
- Enterprise innovation management.
- Digital governance awareness.
- Automation implementation planning.
- Smart technology integration analysis.
- Data-driven transformation assessment.
- Cloud-based business model evaluation.
- Digital risk identification.
- Organizational change coordination.
- Enterprise performance analysis.
- Customer experience transformation understanding.
- Strategic digital leadership awareness.
- AI business transformation communication skills.

Studying Scenarios

In this Enterprise Digital Transformation Using AI Automation training, participants develop skills through the following scenarios:

- Within a multinational enterprise, teams redesign workflows through AI-powered automation systems.
- Customer service departments modernize operations by implementing intelligent digital platforms.
- Through robotic process automation solutions, a business division enhances operational efficiency.
- Senior leadership groups create digital transformation roadmaps to support enterprise growth objectives.
- Using AI-driven analytics, corporations strengthen strategic decision-making and business forecasting processes.
- Integrate across enterprise environments and cloud technologies to enable scalable automation initiatives.

Course Content

Unit 1: Foundations of Enterprise Digital Transformation

- Introduction to enterprise digital transformation concepts.
- Evolution of digital business transformation models.
- Core principles of AI automation in enterprises.
- Digital transformation lifecycle and maturity stages.
- Enterprise modernization and operational innovation.
- Strategic drivers behind AI-powered transformation initiatives.
- Business agility and digital competitiveness.
- Role of enterprise leadership in the success of transformation.
- Understanding digital transformation frameworks and methodologies.

Unit 2: AI Automation Technologies and Smart Enterprise Systems

- Fundamentals of artificial intelligence in enterprise operations.
- Intelligent automation and smart workflow systems.
- Machine learning applications for business optimization.
- Robotic process automation for operational efficiency.
- AI-powered business intelligence and predictive analytics.
- Intelligent decision-making support systems.
- Cloud computing and enterprise digital infrastructure.
- Enterprise software integration with AI automation platforms.
- Smart digital ecosystems for scalable business operations.

Unit 3: Digital Process Optimization and Operational Excellence

- Enterprise process mapping and workflow analysis.
- Digital process redesign for operational efficiency.
- AI-driven workflow automation strategies.
- Automation opportunities within enterprise departments.
- Improving productivity through intelligent systems.
- Digital transformation for supply chain optimization.
- AI automation in finance and administrative operations.
- Customer experience enhancement using automation technologies.
- Performance measurement through digital analytics dashboards.

Unit 4: Digital Transformation Strategy, Governance, and Risk Management

- Strategic planning for enterprise digital transformation.
- Building AI transformation roadmaps and implementation models.
- Governance frameworks for digital enterprises.
- Data governance and enterprise information management.
- Cybersecurity fundamentals in digital transformation projects.
- Managing operational and technological transformation risks.
- Ethical considerations in AI automation environments.
- Compliance management within digital business ecosystems.
- Change management strategies for enterprise transformation initiatives.

Unit 5: Innovation, Leadership, and Future Enterprise Transformation Trends

- Innovation management in AI-driven organizations.
- Digital leadership competencies for transformation success.
- Building enterprise cultures that support innovation.
- Emerging trends in enterprise AI automation technologies.
- Future of intelligent business operations and automation.
- Smart enterprise sustainability and digital resilience.
- AI-enabled strategic growth planning models.
- Enterprise transformation performance evaluation techniques.
- Long-term digital transformation strategies for competitive advantage.

Final Insights & Key Takeaways

Enterprise digital transformation using AI automation enables organizations to improve efficiency, strengthen innovation capabilities, and build scalable business operations in rapidly evolving markets. Participants completing this course gain advanced theoretical knowledge of AI-powered enterprise transformation strategies, intelligent automation systems, and modern digital business management practices.