



**DIGITAL
REGENESYS**
Awakening Potential

8-Week Course



DIGITAL TRANSFORMATION PROGRAMME

+ Expert Faculty

+ Industry-Relevant Curriculum

+ Live Online Sessions

TABLE OF CONTENTS

About the Course	3
Course Benefits	4
Course Structure	5
Who Is This Course For?	6
On Completion of the Course, Participants Can	6
Curriculum Overview	7
Case Studies	11
Key Highlights	16
Career Opportunities	16
Sample Certificate	17
Course Fee	17
Our Global Network	18



ABOUT THE COURSE

Digital transformation is no longer a technical upgrade - it is a business imperative. As industries across Africa adapt to rapid technological change, the ability to lead digital initiatives has become essential for professionals in all sectors.

To help professionals adapt to this shift, Digital Regenesys offers the Digital Transformation Programme - 8-week online learning experience designed for the managers and the leaders who may not have a technical background but want to understand the impact of digital change on their organisations.

Through expert-led sessions and practical case studies, you will gain the confidence to work effectively with digital teams, support innovation, and manage change within your organisation.

Join a growing network of forward-thinking professionals and build the confidence to support successful digital transformation in your workplace.



COURSE BENEFITS

Earn a Certificate of Completion from Digital Regenesys



Engage directly with industry experts in live discussions



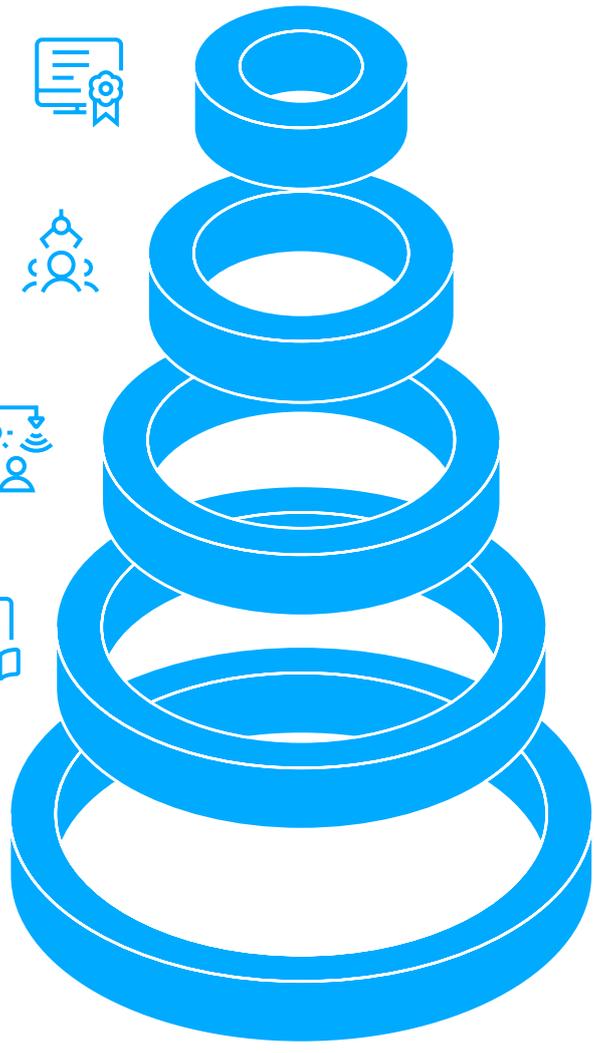
Gain practical insights from real-world case studies



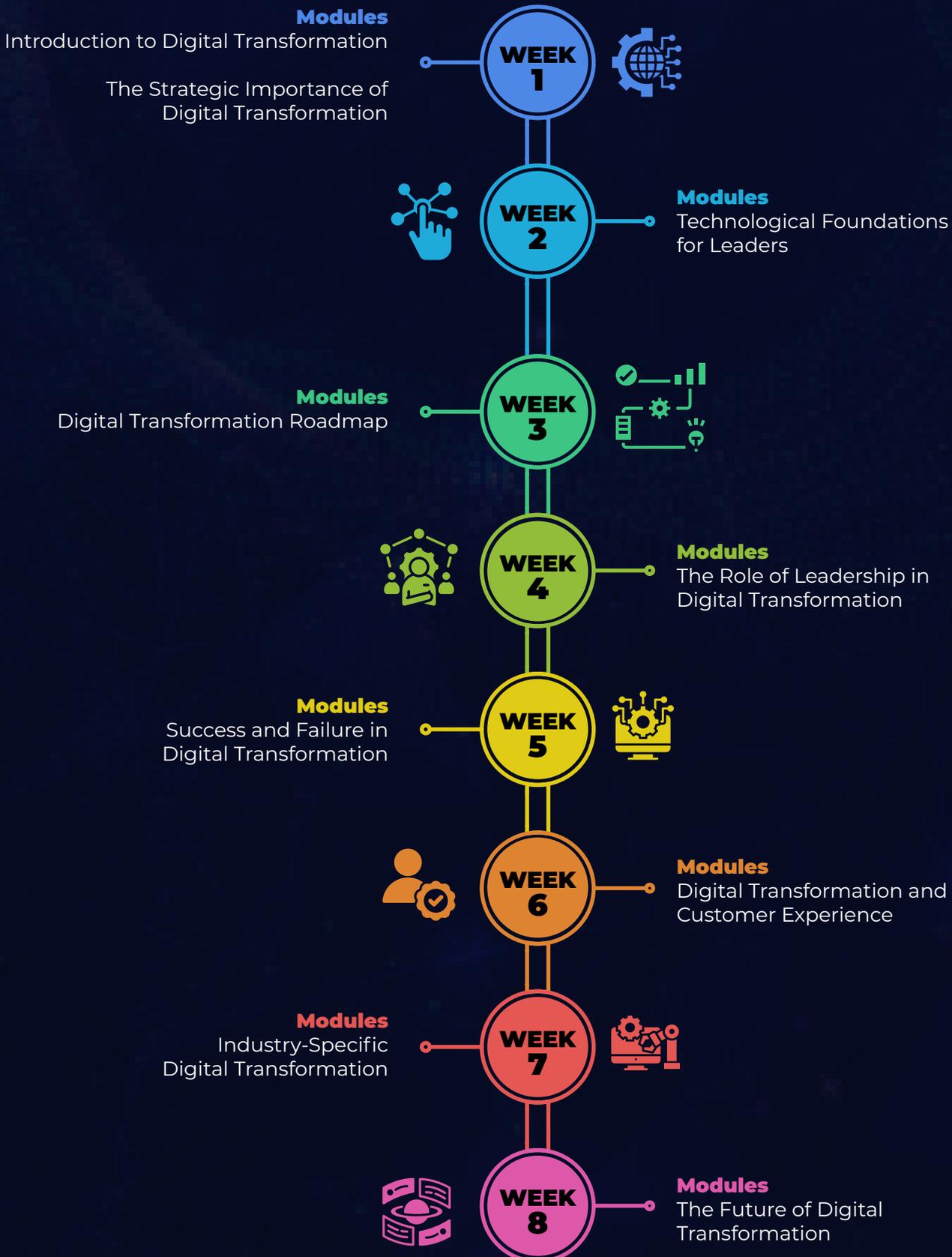
Participate in a blend of synchronous & asynchronous learning activities



Learn from Doctoral-level facilitators in live, interactive sessions



COURSE STRUCTURE



WHO IS THIS COURSE FOR?



SENIOR MANAGERS:

Leaders looking to understand digital change and make strategic decisions for business growth.



MIDDLE MANAGERS:

Professionals supporting digital projects and working closely with tech teams to drive change.

ON COMPLETION OF THE COURSE, PARTICIPANTS CAN

- ✓ Define digital transformation and explain its importance in the business environment.
- ✓ Evaluate how digital ecosystems support innovation, scalability, and a competitive edge.
- ✓ Develop a practical digital transformation roadmap with clear goals, change management strategies, and risk controls.
- ✓ Understand leadership's role in building a digital culture, making informed decisions, and managing digital talent.
- ✓ Use real-world case studies to identify success factors, avoid common pitfalls, and plan for sustainable impact.
- ✓ Apply digital tools and data insights to improve customer experiences and engagement.
- ✓ Create sector-specific transformation strategies that align with business goals and evolving customer needs.
- ✓ Explore the impact of emerging technologies like AI and automation to stay ahead of digital trends.



CURRICULUM OVERVIEW

Module 1: Introduction to Digital Transformation



Sub-Modules

Understanding
Digital Transformation

Key Drivers and Trends

Module 2: The Strategic Importance of Digital Transformation



Sub-Modules

Competitive Advantage

Impact on Business and
Industries

**Module 3:
Technological
Foundations for
Leaders**



Sub-Modules

- Core Technologies: AI, Blockchain, Cloud Computing, IoT
- Digital Platforms and Ecosystems
- Cybersecurity and Data Privacy

**Module 4:
Digital
Transformation
Roadmap**



Sub-Modules

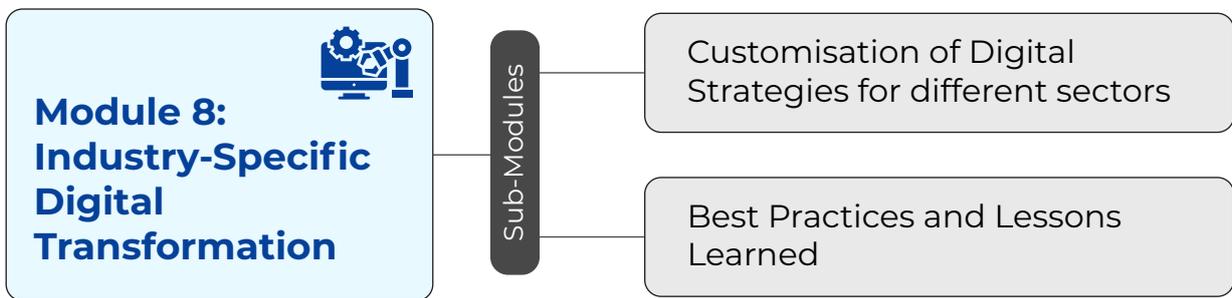
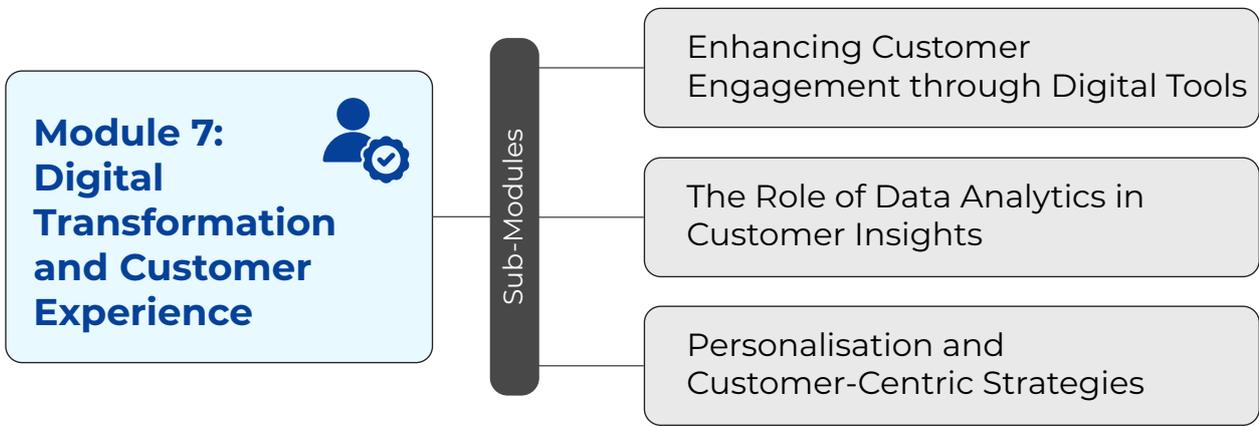
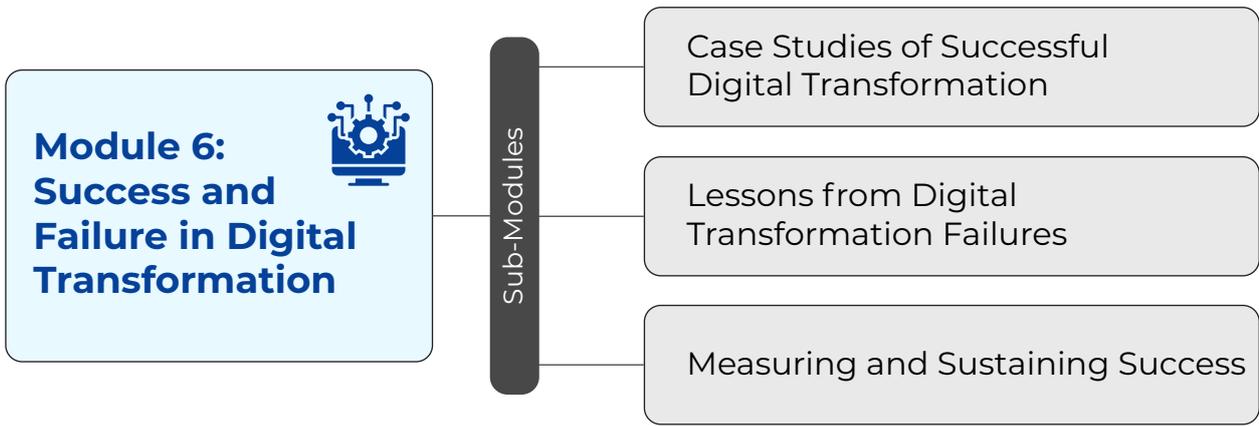
- Steps for Successful Digital Transformation
- Change Management and Organisational Readiness
- Common Pitfalls and How to Avoid Them

**Module 5:
The Role of
Leadership in
Digital
Transformation**



Sub-Modules

- Building a Digital Culture
- Decision-Making in the Digital Age
- Engaging and Managing Digital Experts



**Module 9:
The Future of
Digital
Transformation**



Sub-Modules

Emerging Trends and Future Predictions

The Role of AI and Automation

Preparing for Continuous Digital Evolution



CASE STUDY-1

DBS Bank – A Digital Transformation Journey Through GANDALF

Company: DBS Bank

Country: Singapore

Sector: Banking & Financial Services

Digital Transformation Focus: Technology, Data, and Culture



Overview

DBS Bank shifted from a traditional model to a digital-first approach with the mission: “Make banking joyful.” Led by CEO Piyush Gupta, the bank embraced a start-up mindset and used the GANDALF framework, inspired by global tech giants.

Technology & AI Deployment

In partnership with McKinsey, DBS modernised its tech stack - investing in cloud, microservices, and automation. The ALAN platform reduced AI deployment time from 18 months to less than 5 months, powering use cases in fraud detection, customer service, and operations.

Customer-Centric Innovation

Through Managing Through Journeys, DBS reworked 60+ customer pain points - such as ATM wait times and onboarding delays - making customer experience central to all tech solutions.

Impact & Recognition



Best Digital Bank

(5+ years in a row)



39% ROE

from digital customers (vs 24% traditional)



\$S150 million

in extra revenue via AI



50% lower cost-to-serve

for digital clients



Ranked #4 globally

in stakeholder returns (Bloomberg)



Key Takeaways

- Cross-functional agile teams drive digital success
- Attract digital talent with a start-up culture
- Reuse digital assets for scalable innovation
- Embed AI into core operations for measurable impact

CASE STUDY-2

Amazon – Expanding into B2B with Customer-Centric Innovation



Company: Amazon

Country: USA

Sector: E-commerce

Digital Transformation Focus: B2B, Customer Experience, Process Integration

Amazon extended its B2C success into the B2B space through Amazon Business, meeting growing expectations for seamless, digital-first procurement experiences.

Overview of the Digital Transformation Initiative

Amazon Business created a dedicated platform for organisational buyers, combining the convenience of online shopping with tools for business purchasing - such as approval workflows and reporting.

The Value

Amazon entered the US B2B market worth over \$7 trillion, earning sales commissions of 6–15% from third-party vendors. It also enabled a more tailored and scalable customer experience across business segments.

Amazon Business highlights how digital transformation can open new markets by reimagining customer value at scale.

The Approach

The platform offers over 250 million products, with key features including:

- ✓ Free two-day shipping on orders over \$49
- ✓ Exclusive pricing & quantity discounts
- ✓ Tax exemptions for qualified buyers
- ✓ Shared payments, order approvals, and procurement system integration
- ✓ Live expert support connecting manufacturers with buyers

CASE STUDY-3

Netflix – Redefining Entertainment Through Digital Streaming

Company: Netflix

Country: USA

Sector: Entertainment

Digital Focus: On-Demand Streaming & Personalisation



Netflix transformed the traditional movie rental model by shifting from DVD rentals to an on-demand, subscription-based streaming service, reshaping the global entertainment landscape.

Overview of the Digital Transformation Initiative

Originally operating under a pay-per-rental model similar to Blockbuster, Netflix anticipated a shift in consumer demand driven by digital access. By moving to online streaming, it rendered the traditional video rental business obsolete.

The Value

Netflix became the leading digital content provider globally, surpassing competitors like Amazon, Hulu, and YouTube with over 85% market share. During the COVID-19 pandemic, Netflix added a record 36 million new subscribers, underscoring its digital strategy's success.

Netflix's forward-thinking approach demonstrates the power of digital innovation in creating new markets and consumer behaviours at scale.

The Approach

- ✓ In 2007, Netflix introduced a video-on-demand service alongside its DVD rentals, offering this at
- ✓ No extra cost to subscribers. The company adopted a simple, scalable model and consistently invested 10% of its budget in R&D.
- ✓ Its recommendation engine played a key role in delivering a personalised viewing experience, increasing user engagement.

CASE STUDY-4

Tesla – Redefining the Auto Industry Through Digital Innovation

Company: Tesla

Country: USA

Sector: Automotive

Focus: Connected Technology & Data-Driven Innovation



Overview

Tesla has transformed the automotive industry by proving that electric vehicles can outperform traditional cars in both design and function.

Impact

OTA updates save customers time and reduce carbon emissions. Tesla delivered over 936,000 vehicles in 2021—an 87% increase from the previous year—showcasing the success of its digital-first model.

Digital Transformation Approach

Tesla offers over-the-air (OTA) software updates—the only carmaker to do so globally. These updates improve safety, performance, and infotainment remotely, reducing the need for service visits.

Its Autopilot feature uses connected technology to assist with steering and speed on highways, while drivers stay in control. Tesla also gathers vehicle data to improve design and address common issues, with over 8 billion miles of data collected to date.

KEY HIGHLIGHTS



CAREER OPPORTUNITIES



Digital Transformation Manager



Digital Transformation Architect



Digital Transformation Specialist/Analyst



Digital Trainer

SAMPLE CERTIFICATE



COURSE FEE

 India	 South Africa	 Nigeria	 USA	 Kenya	 Uganda	 Tanzania
₹154,000	R30,800	₦1,668,300	\$1,718	Ksh160,160	UGX4,010,400	TSh3,220,000

 Botswana	 Namibia	 Zimbabwe	 Zambia	 Mauritius
P27,257	\$27,720	ZWG42,000	ZMW38,292	MURs86,034

OUR GLOBAL NETWORK

We Have Students Thriving in Over 190+ countries, Supported By Our Offices In Six Key Locations Worldwide!



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