

CONFERENCE - OCTOBER 30, 2019
ARKEN, COPENHAGEN

COMPUTERWORLD  EVENTS

Digital Business solutions 2019

Processes and technologies that increase the bottom line

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The digital transformation has the potential to change the corporate business models - and to change the connection to both end-users and suppliers.

For an increasing number of companies, the emphasis is therefore increasingly on the customer experience itself and the value creation for the user. This is where the competition is, while the operation itself is becoming more and more automated and smoothed with intelligent systems, bots and optimized processes.

It requires investment though in the latest IT systems that can provide benefits such as automation, cloud and advanced data collection to achieve these benefits.

The good news is that used correctly, the systems can release resources, which can be used for what it is really about: Customers.

At this all-day conference, you can be one of the experts and provide insight and knowledge about where companies can leverage if they want to have the best digital business solutions which can create the most value and increase the bottom line.

Read more at www.digital-forretning.dk



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Digital Business 2019

THE 6 TOPICS:

CRM

- Integration of social media and support for mobile platforms.
- Cloud solutions for advanced analysis tools.
- Brand new features for customer service and customer management, which are more important than ever.
- How to proceed?

The automated organisation

- Ensuring efficient trade with customers and suppliers. Focus on integration and digitization.
- Which benefits can be gained through "touchless operations where only the exceptions are handled manually?"
- How to proceed?
- What role do technologies like RPA and AI play in the digital business of the future?

Customer service/support & design thinking

- How far can we go with intelligent digitization of customer service / support?
- Can we create a better customer experience with digitization and design thinking?
- How does NLO, AI and machine learning play together?

ESDH/ECM & compliance

- How does ESDH / ECM provide overview and high data quality?
- Organizational implementation - challenges and gains?
- How to incorporate ESDH/ECM in the entire organization?
- How to get started?

Reporting, BI & CPM

- The number of data sources and the amount of data is growing, as are the possibilities of using data analysis.
- How can you secure the future operations of the company with digitalization of data?

ERP

- The organization's workhorse plays a crucial role in all companies, with large amounts of valuable data like order processing, finance, inventory, sales, purchases and other vital areas, but is it utilized optimally?
- How does the future look like for this digital masterpiece?

PROGRAM

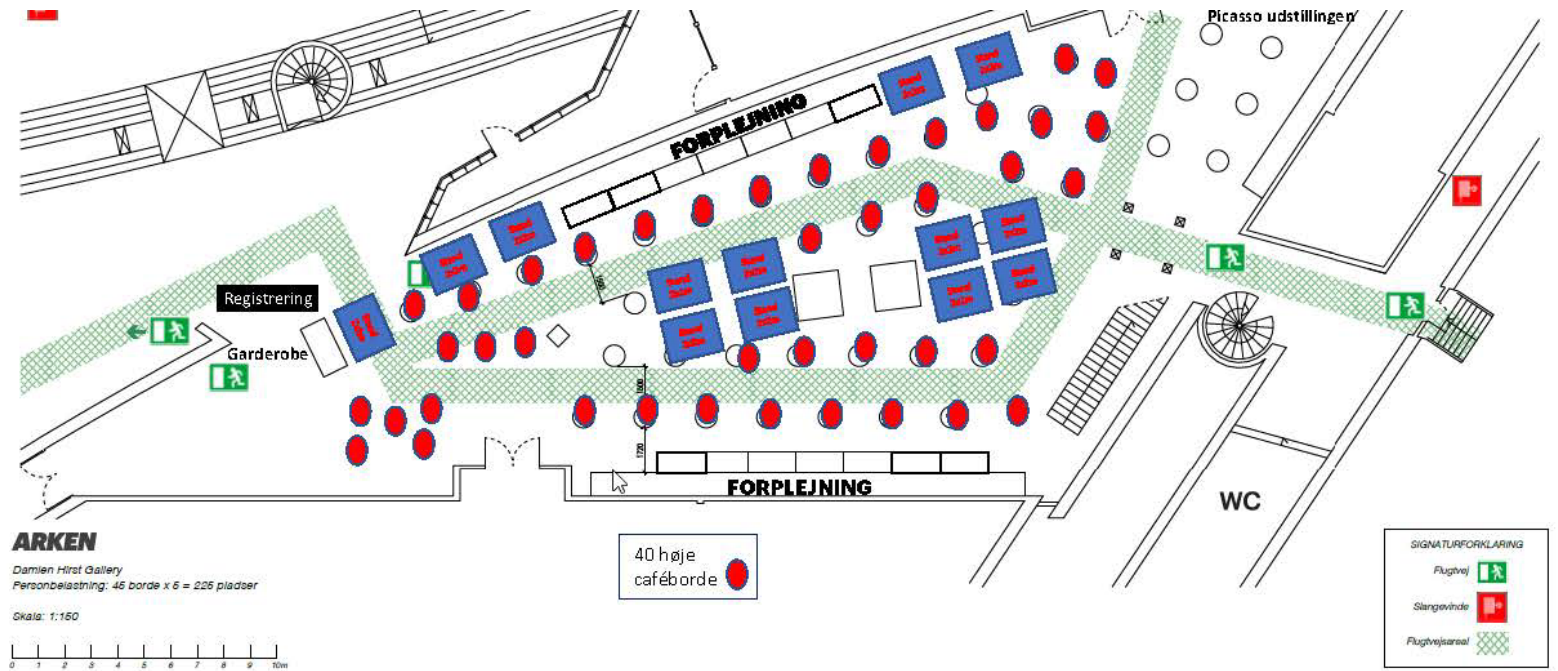
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Time	Topic		
08.30 – 09.00	Registration and breakfast (30 min)		
09.00 – 09.40	Opening keynote in plenum		
09.40 – 10.10	Partner presentation in plenum		
10.10 – 10.45	Break in the exhibition area (35 min)		
10.45 – 11.15	CRM	The automated organisation	Customer service/support, Design thinking
	SuperOffice	TrueCommerce	Partner presentation
	Partner presentation	Partner presentation	Partner presentation
	Case - SuperOffice	Case*	Case*
11.15 – 11.45	Lunch in the exhibition area (60 min)		
13.15 – 13.45	ESDH/ECM (compliance)	Reporting, BI og CPM	ERP
	Partner presentation	Partner presentation	Partner presentation
	Partner presentation	Partner presentation	Partner presentation
13.45 – 14.15	Case*	Case*	Case*
14.15 – 14.45	Break in the exhibition area (15 min)		
14.45 – 15.00	Closing keynote in plenum		
15.00 – 15.40	Thanks for today and possibility for a tour of ARKEN		

The program will be updated at digital-forretning.dk

*can be purchased along with a partner presentation

OVERVIEW OF THE VENUE



Partner stand

PARTNERSHIP WITH ROI

Invest in a partnership package, and get the chance to talk to a relevant audience of IT professionals.

THE PARTNER PACKAGE INCLUDES:

- **25 minutes speech**
- **List of participants at your presentation**
- **Participant lists with contact information and email permission**
- **Exhibition in the network area, 4m2 (all catering takes place in this area)**
- **Brochures and hand-outs to the participant**
- **Evaluation including which of the participants want further dialog**
- **3 partner participants at the conferece (DKK 700 per extra participant)**
- **Branding of your company on the sign-up site, web and in the invitations**

Presentation in
plenum
Kr. 80.000

Presentation in
track
Kr. 50.000

Presentation and
case story in track
Kr. 65.000



THE TARGETGROUP IS:

- IT Manager
- CIO's
- IT Project Managers
- Managing Directors
- CEO's
- IT Architects
- Business Developers
- CDO's
- Digitalisierungschefer
- Sales- and marketing managers
- CFO's

We expect +150 participants

What the participants say:

- More than 30% of the participants consider doing business with at least one of the partners from the conference
- 80% of the participants find the conference good or very good.
- 75% of the participants find professional content of the conference's good or very good

BE ACTIVE

- Promote your presence on your website
- Make posts on LinkedIn
- Share Computerworlds posts on LinkedIn
- Promote your presence in newsletters

THE PARTICIPANTS WANT TO HEAR:

- Customer cases - you are welcome to invite a customer
- Advantages and benefits of the solution
- Use pictures and short text on slides
- Which challenges/problems can you help solve?
- No sales talk



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HOW TO GET THE MOST OUT OF YOUR PARTNERSHIP:

CONTACT

Would you like to know more?

Contact us today for more information and an good offer



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