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PwC's Digital Academy

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Digital landscape in the Middle East

Digital transformation is set to revolutionise the economic landscape in the Middle East.

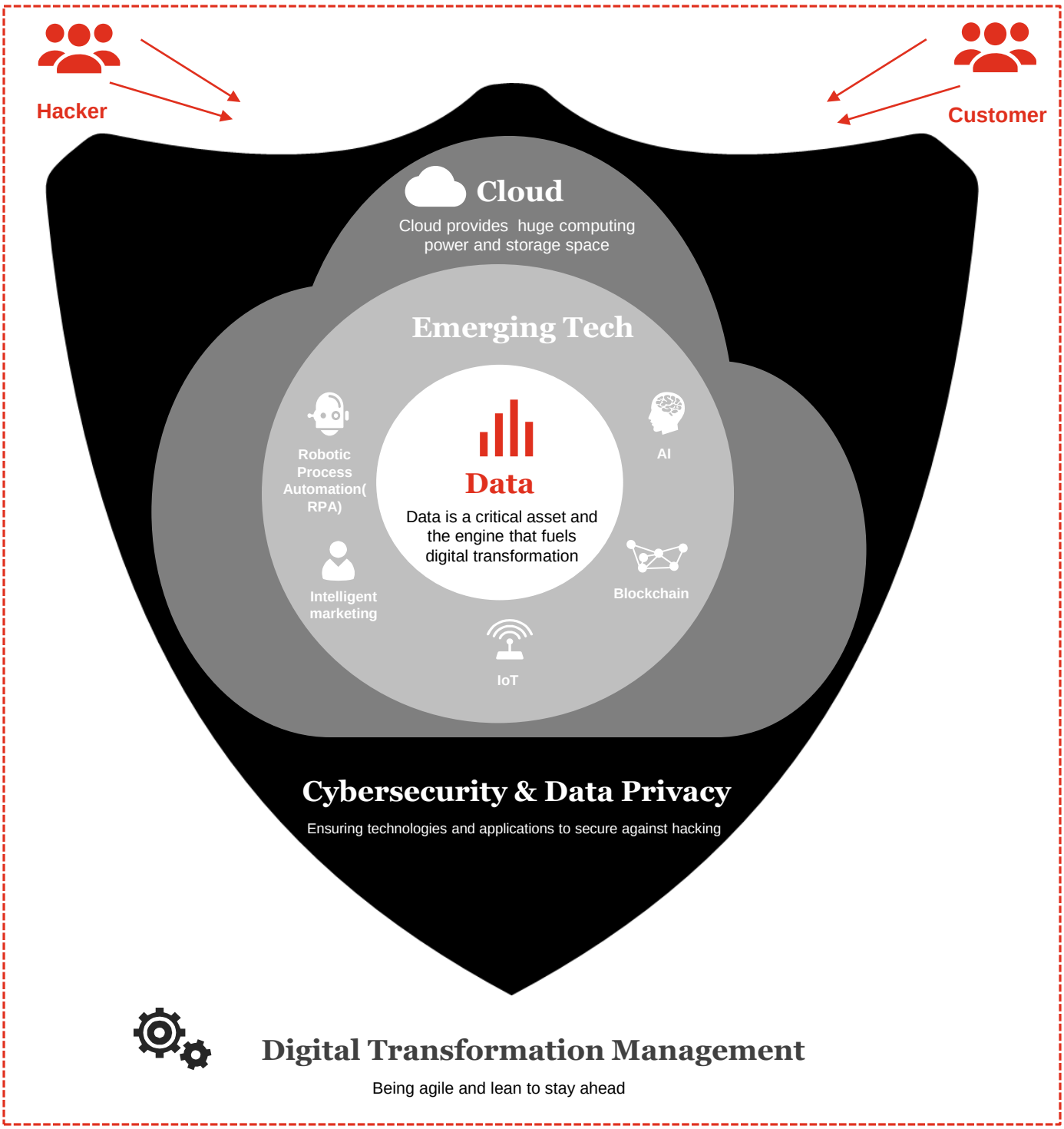
Digital transformation is changing the way economies, governments, and organisations function. Businesses must learn how emerging technology trends are disrupting the status quo, and how they can leverage the opportunities created to get ahead of the curve and become the disuptor, not the disrupted.

The Middle East countries have the capital to invest in technology and some are taking bold steps in this space. The combination of investment, leadership and improving education could lead to substantial productivity gains for organisations and the economy as a whole.

> “The digital revolution will be at the forefront of much of the change that the region is set to undergo. Major transformation programmes and projects, Expo 2020, the growing prominence of the travel and tourism sector, as well as global trends such as cybersecurity and smart government and business, all provide a backdrop from which the Middle East digital landscape can grow and thrive.
>
> Ali Hosseini, PwC Digital Services Leader

The Digital transformation journey

For any organisation to successfully undergo a digital transformation, business and technology leaders must understand the importance of the elements of digital transformation, their uses and the opportunities and risks associated with them.



The Digital transformation journey

Any digital transformation journey starts with *Data.*

Data is a critical asset and the engine that fuels digital transformation. So business users need to understand its' importance to be able to understand and analyse the data.

Once data is captured, cleansed and analysed, this data feeds legacy systems and emerging technologies.
AI, Blockchain, IoT, Intelligent Marketing, Robotics Process Automation and other *emerging technologies* process data to deliver new innovations and services with the help of technology.

The new technologies and the underlying data require a huge amount of computing power and storage space, which is now easily accessible using the *Cloud.*

Cloud is scalable and does not require heavy upfront capital investment. Business leaders need to understand the power of the *Cloud* and how to utilise it to transform the business.

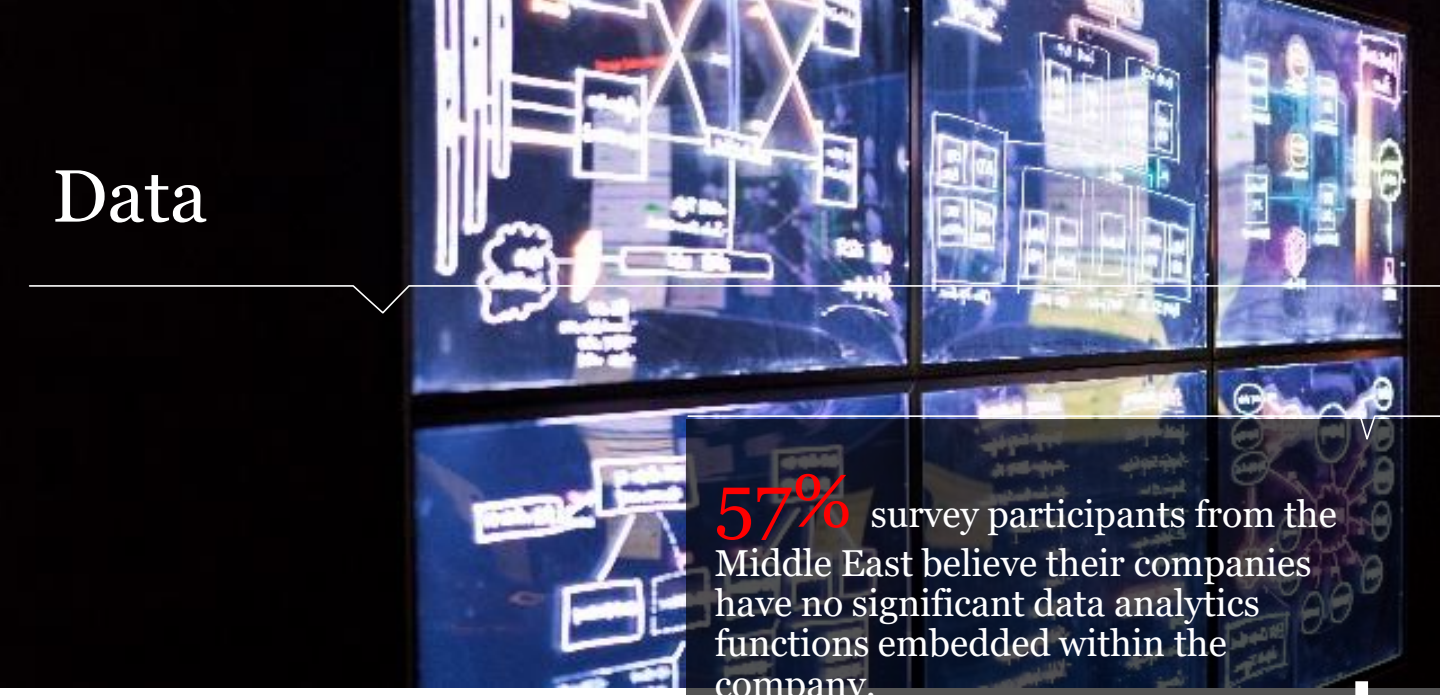
All technologies must be designed to keep the interactions with the end *customer* in mind. Organisations must also prepare to secure any vulnerabilities from *hackers.*

Organisations also have to comply with *data privacy regulations* and ensure that only acceptable, approved and required customer data is captured and used.
They need to understand the implications of *cybersecurity* and follow the best practices to secure and protect their infrastructure.

Finally, organisations should follow lean and agile digital methodologies to adjust to the evolving landscape.

For this, it's critical that they train and prepare their workforce to manage the *digital transformation journey.*

Data



57% survey participants from the Middle East believe their companies have no significant data analytics functions embedded within the company.

Source: PwC's 2016 Global Industry 4.0 Survey

Data is the new Oil.

Data can be used to drive innovation, improve business performance and transform the way organisations work. While it is one of the most powerful assets in this age of digital transformation, it is meaningless unless it's fully utilised and brought into focus. Moreover, for an organisation to embrace this transformation, it is critical that employees at all levels become digital natives who utilise the insights generated from data analytics to understand potential futures, build strategy, optimise infrastructure systems and processes and create a culture of being a data driven organisation.

According to PwC's 2016 Global Industry 4.0 survey, one of the key data analytics challenges for Middle East firms is the lack of skills in their workforce. This is also one of the key areas of focus for digital transformation in the next five years.

Our courses

Introduction to Data Analytics	2 hours
Understanding Data Analytics	1 day
Data Modeling using Excel	2 days
Microsoft Power BI	2 days

Emerging technologies

30% of the region's CEOs believe that technology has completely reshaped competition in their industry in the last 5 years and 28% expect their markets to be reshaped by tech over the next five years.

Source: PwC's 21st CEO Survey: Middle East

Emerging Technologies such as Blockchain, Artificial Intelligence (AI), Augmented and Virtual reality, Robotic Process Automation (RPA), Internet of things (IoT) and others are rapidly impacting the landscape of digital transformation.

An increasingly digitally enabled landscape is emerging in the region. According to the PwC report Potential impact of AI in the Middle East, AI alone could contribute USD 320 bn to the Middle East Economy by 2030, equivalent to 11% of GDP.

Digital transformation ranks high on the agenda of regional business leaders. The key to success is to strike the right balance between technologies and skills. To embrace change, organisations must have the right infrastructure, processes and systems and a workforce that is upskilled to support their digital transformation journey.

Our courses

Introduction to AI	2 hours
Understanding AI	1 day
Introduction to Blockchain	2 hours
Understanding Blockchain	1 day
Blockchain experience	½ day
Blockchain experience	1 hour
Introduction to Emerging Technologies	2 hours
Understanding Emerging Technologies	1 day

Cloud

Projections estimate that Middle East and Africa will have the world's highest cloud traffic growth rate at

41% by 2019

Source: McKinsey Digital Middle East report 2016

Cloud computing is the backbone of digital transformation.

Businesses are facing an accelerated rate of change as the era of digital transformation ushers in new forms of competition, rising customer expectations and increasing sources of data and insights. Cloud technologies enable organisations to rapidly innovate to adapt to this new era and drive new business outcomes.

Cloud is now a business priority, not just an IT solution. It requires a change in overall business strategy and implementation across all levels to improve the return on cloud investment. An integral part of this change is training the workforce to embrace the cloud technologies, the benefits and the risks associated with it.

Our courses

Introduction to Cloud Computing	1 day
AWS Fundamentals	1 day
Certfied Cloud Technologies	3 days
Certified Cloud Operations	5 days
Certified Cloud Architecture	5 days

Cybersecurity & data privacy

42% CXOs in the region believe they have suffered high to medium level damage to their reputation as a result of cyberattacks

Source: PwC Middle East Economic Crime Survey 2016

Cybercrime is now the 2nd most reported economic crime globally.

According to the Middle East Cyber Security Survey 2016, organisations in the Middle East are in the Top 10 in the world in terms of investment in cybersecurity technology, but in the bottom 50 for education and training in this area. Cybersecurity is no longer the sole domain of IT and allowing it to remain so would impose significant financial, commercial and reputational risks.

Organisations must embrace cybersecurity and integrate it into the company's overall strategy to protect their digital investment.

Moreover, with the introduction of GDPR regulation in EU and its expected impact on the international companies operating the Middle East and Europe, organisations need to understand the compliance requirements of GDPR and ensure their policies and processes are aligned with the regulations.

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Our courses

Introduction to Cybersecurity	2 hours
Understanding Cybersecurity	1 day
Cyber Safe	1 hour
Certified Ethical Hacker V9	5 days
Certified Information Systems Security Professional (CISSP)	5 days
Cyber Resilience RESILIA™ Foundation	3 days
ISO27001 Certified Practitioner	5 days
CISM - Certified Information Security Manager	4 days
Introduction to GDPR	1 day
Certified Information Privacy Professional / E	2 days
Certified Information Privacy Manager	2 days

Digital transformation management

63% CXOs consider lack of properly skilled teams an existing or emerging barrier to their digital transformation journey

Source: PwC's 2017 Global Digital IQ Survey

Organisations can accelerate their digital transformation journey by seamlessly combining business strategy, experience and technology to transform business and achieve sustainable growth. This requires more than just technology. To truly adapt and flourish, organisations need two more critical success factors; agility and adoption.

Agile methodologies create value for the organisation by building the right capabilities and mitigating risks to deliver value.

Simply put, Agile methodologies help organisations deliver change through quick steps while learning on-the-go.

To embrace these new methodologies, organisations require a complete mindset shift in their employees across all levels and functions. Organisations must identify their skills gap and train their workforce to manage digital transformation and deliver value.

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Our courses

Leveraging the power of Agile	1 day
Leading SAFe® (Scaled Agile Framework): SAFe® Agilist Certification Training	2 days
APMG Agile Project Management Foundation and Practitioner AgilePM®	5 days
Digital banking	1 day

Why choose PwC's Academy

At PwC, we help our clients unlock the potential of digital to transform what they do, and how they do it.

Last year, PwC was named one of the world's largest and a leader in digital transformation, digital strategy, digital operations and digital products/ services by leading analyst firms.

We have a proven track record of helping solve tomorrow's problems today and we believe training and ongoing education is at the heart of this.

PwC's Academy, the education and training business of PwC, has designed a suite of digital training courses for all levels of staff. Our goal is simple: to equip our clients with the knowledge and skills to embrace the many challenges of this new digital age.

Our diverse range of qualifications and short courses address the knowledge and skills gap of our clients and train their workforce to drive their digital transformation journey. Designed by PwC's digital and education experts with decades of industry experience from across PwC's network, these courses incorporate global best practices and designed to suit the preferred learning styles of our clients.

The PwC difference

Global network of professionals

Industry experts as trainers

Customised training solutions

Middle East focused digital soltuions

Built-for-purpose Academy premises

Innovative and experiential learning

Contact us

Gavin Aspden
Digital Academy Leader

E| gavin.aspden@pwc.com
T| +971 4 515 7432

Mike Christie
Programme Director

E| mike.christie@pwc.com
T| +971 4 304 3761

Essa Dalloul
Course Manager

E| Essa.dalloul@pwc.com
T| +971 4 517 8634

Lynsey Stone
Digital Training Consultant

E| lynsey.x.stone@pwc.com
T| +971 4 515 7200

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At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

Established in the Middle East for 40 years, PwC has firms in Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, the Palestinian territories, Qatar, Saudi Arabia and the United Arab Emirates, with around 4,000 people. (www.pwc.com/me).