



TRAINING COURSES BOOKLET 2024

OUR **ONLINE**
TRAINING COURSES

OUR TRAINING COURSES
IN PERSON

CAMPUS
PREDICONCONSULT



OUR COMMITMENTS AND TRAINING APPROACH (1/2)

We help you to strengthen and develop your skills and evolve into expertise in the field of Predictive Analysis and Forecasting

Predictive analytics and forecasting have taken on an increasingly important role in businesses. The latter have increasingly important and varied data.

By using them properly, they gain knowledge that they can turn into benefits and advantages that allow them to stay ahead of the competition.

All players involved in predictive analysis and forecasting (forecasters, data planners, analysts, data scientists, managers, etc.) must have the essential knowledge to apply, manage and take advantage of everything that this field can bring to the business.

We provide you with training and learning paths adapted to this field in order to acquire and develop your knowledge and skills and to progress towards expertise and performance. This will allow you to strengthen your professional career, enrich your best practices and be ready to take advantage of developments and new knowledge in predictive analysis and forecasting.

- ✓ Our trainings are face-to-face but also in distance
- ✓ We complement our training with Webinars, Conferences and Workshops
- ✓ We welcome you in Paris. We organize sessions in London, Madrid, Brussels, Geneva, and in MENA and West African countries.
- ✓ Come and follow a training course while exchanging with your peers from other companies as part of Inter-Company training
- ✓ Unless you want training tailored to your business? Let's organize it together as part of our Intra-Company offer!
- ✓ To take into account your specificities, organization and specific needs, we design tailored solutions for you.
- ✓ To take into account your schedule constraints, we organize one training session per quarter in each area

✓ For More Information, Full Program and REGISTRATION, [Contact Us](#)

OUR COMMITMENTS AND TRAINING APPROACH (2/2)

Information : For each training, we provide you with clear information on our website. You can download a training sheet for each offer. For any further information, please do not hesitate to contact us by phone or email.

Assessment interview related to your expectations before the training session: At least 15 days before the start of the training, and once your registration has been confirmed, you will receive a questionnaire to let us know your expectations. If necessary, an interview will follow at the latest one week before the start of the training to deepen them.

Participant's Booklet: Once registration has been confirmed, you will receive a Participant's Booklet by email containing information on the course you will be taking: location, schedule, program and progress.

The objectives of the training and the Program: For each training, you will find on our site a sheet clearly indicating the objectives and the precise program. This form can also be sent to you by email or post at your request. We will make sure that the objectives and the program correspond to your expectations, which you will express in the questionnaire and, possibly, during the additional interview.

Documentation: Electronic documentation of the course content, case studies and exercises will be provided to you at the start of the training. At the end of it, an internship certificate will be delivered to you personally or sent by mail if applicable.

The educational approach: Our educational approach is based on at least three pillars: a theoretical approach, examples and case studies and applications, in particular with dedicated software when possible. You will be able to use your own data during this computer work.

Evaluation at the end of the training: You will find an evaluation and satisfaction questionnaire in the Participant's Booklet that you will receive a few days before the start of your training. Please complete it and give it to the facilitator before the end of the training. A session of at least 30 minutes (depending on the number of participants) will be devoted to the analysis and discussion of all the evaluations.

Achievements and follow-up after the training : A fortnight after the end of your training, we will offer you a one-hour interview by phone or by any other means of communication (Skype, MTeams, etc.) in order to analyze together how the training taken helps you in your daily work. Our trainer will give you advice and answer your questions.

Our trainers: We rely on a network of partners and our own experts to offer you a training offer that meets your business needs and that is innovative in their content and procedures. All of our experts come from the corporate world and business schools. They invest significant resources in order to stay on top of their areas of expertise. A CV will be sent to you before your registration is confirmed.

OUR TRAINING COURSES 2024



Decision Techniques

- ▶ FORECASTING : METHODS AND APPLICATIONS
- ▶ FORECASTING WITH « FORECAST PRO »
- ▶ FORECASTING NEW PRODUCTS AND SERVICES
- ▶ SUPPLY-CHAIN FORECASTING
- ▶ ECONOMETRIC MODELING AND FORECASTING
- ▶ FORECASTING BY VERTICALS



Business Management

- ▶ IMPLEMENTING A STRATEGIC PLAN
- ▶ SALES AND OPERATIONS PLANING « S & OP »
- ▶ IMPLEMENTING A BUSINESS FORECASTING PROCESS



Data Science

- ▶ DATA CULTURE
- ▶ FORECASTING WITH MACHINE LEARNING
- ▶ DATA ANALYSIS
- ▶ DATA VISUALISATION
- ▶ POWER BI
- ▶ DEEP LEARNING
- ▶ MACHINE LEARNING



Computing & Programming

- ▶ CYBERSECURITY
- ▶ CLOUD COMPUTING
- ▶ ARTIFICIAL INTERLLIGENCE
- ▶ INTERNET OF THINGS (IoT)
- ▶ INDUSTRY 4.0

OUR TRAINERS



Mounir FELLAHI

Head of AI and Analytics at AXS Marine Group



Laurent FERRARA

Professor, SKEMA Business School



Mohsen HAMOUDIA

CEO and Founder of PREDICONSLT



Alexandre STEVENS

*Coach Power BI & Data Visualisation,
Aix-en-Provence - France*



Loïc HAMARD

*CIO - Chief Information Officer
AA Conseils , Paris, France*



Qmars SAFIKHANI

*Data Analyst Associate Certificate at Microsoft
London, United Kingdom*

2 days

- ✓ It's an **ONLINE TRAINING COURSE**
- ✓ For **IN-PERSON**, [contact us](#)
- ✓ **Date on request**
- ✓ **Price In Person: 1 880 € (VAT excluded)**
- ✓ **Price Online : 1 680 € (VAT excluded)**

Forecasting helps companies anticipate demand and adapt its capabilities and resources. It is very important to have the necessary knowledge to build reliable forecasts on which the company can rely for its strategic management.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the main forecasting techniques and methods applied in business ?
- How to apply them to your own data and interpret and evaluate their performance ?
- How to select the appropriate forecasting method based on your data ?
- How to reconcile your targets / forecasts ?
- How to implement them within the forecasting process of your business ?
- How to integrate your forecasts into a collaborative approach ?

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FORECASTING WITH « FORECAST PRO »

1 day

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Forecasting, although based on important theoretical concepts, is above all an operational and iterative work. It is important to have a powerful tool like Forecast Pro that offers several features and methods for developing forecasts.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the capabilities of this software and how it can help you in your “Forecaster life” ?
- How to build forecasts with a wide range of forecasting methods ?
- How to test your own data on operational software used by more than 40,000 customers around the world ?
- How to evaluate the performance of each method ?
- How to implement this tool in the IS of your company ?
- How to adjust your forecasts in a collaborative framework ?
- What and how to provide forecasts for your S&OP ?

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2 Days

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S&OP structures the operations of the company for an optimal planning and execution of its resources in order to achieve the objectives of growth and profitability.

At the end of an iterative and collaborative process, consolidation enables the establishment of the business plan for the short and medium term.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Strengthen your knowledge about the S&OP process,
- How to build and evaluate scenarios, chose and make optimal decisions ?
- How to implement this process within the company ?
- How to set a performance monitoring tools and corrective actions...?
- Better understand and manage issues related to resources and various supply / demand constraints,
- Implement production and distribution plans on the basis of an iterative and collaborative process.

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FORECASTING NEW PRODUCTS AND SERVICES

2 Days

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New products and services represent up to 30% of sales in some activities. Predicting them is trickier because very often there is no history and they may not look like other previous products. It is often necessary to carry out a qualitative-quantitative mix and surveys.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the characteristics of new products: innovation, launch, cannibalization, cycle, markets,... ?
- What are the methods to predict these new products and services ?
- How to reconcile between quantitative / qualitative forecasting and objectives. How to apply qualitative and quantitative forecasting methods ?
- How to develop forecasts for the launch of new products and services and monitor them regularly ?
- How to reconcile your goals / forecasts ?
- How to insert your forecasts into a collaborative approach ?

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In a highly competitive world where responsiveness and adaptation are essential keys to success, forecasting is a vital step. A company that has a solid forecasting process in place will be able to anticipate and adapt and, as a result, will have an essential lead over its competitors.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- How to scale and develop an existing forecasting system and process ?
- How to implement a system with its tools and processes in a business that does not have one ?
- Which approach to use? With which players within the company ?
- How and why to develop forecasts and track and measure the performance of forecasts and bring them closer to objectives ?
- How this system will fit into the company's IS ?
- How to insert your forecasts into a collaborative approach ?

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IMPLEMENTING A STRATEGIC PLAN

1 Day

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The strategic plan allows any organization to define its vision, its objectives and its medium and long-term ambitions and the methods it proposes to use to achieve these objectives. It is in a way a roadmap with the definition of the means to be implemented and the actions to be carried out to achieve the result it sets.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What a strategic plan is, its stages and its players ?
- Identify and define the objectives and ambition to be achieved.
- How to define, design and implement a strategic plan ?
- How to build and evaluate scenarios, simulate and chose the right solution ?
- How to implement the strategic plan on the basis of an iterative and collaborative process ?
- How to mobilize internal and even external resources in order to produce a roadmap understood and shared by the organization ?

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FORECASTING WITH MACHINE LEARNING

1 Day

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The databases available to forecasters are increasingly large and sampled with high frequency. Knowing how to process this type of data requires appropriate methods such as Machine Learning.

This training course aims to present Machine Learning models for forecasting time series. The models will be presented in detail and many real data applications will be carried out.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What is Machine Learning and how is it used in forecasting ?
- How to set up machine learning models ?
- What are the main regression models in the context of Big data: Lasso, Adaptative Lasso, Ridge, Elastic Net ?
- How to perform a forecast in the context of a large set of information ?
- How to use data from different frequencies ?
- Learn more with applications using R software.

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Forecasting methods are widely used in practice in order to anticipate future developments. Econometric models provide a quantification of these future values.

This training course aims to present econometric models used in practice to carry out time series forecasts. The models will be presented in detail and many real data applications will be carried out.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What is and how to set up an econometric modelling approach ?
- What are the linear regression models: estimation, validation and forecast ?
- How to predict a variable using an auto-projective model ?
- How to predict a variable using an explanatory model ?
- How to Forecasting risks around the central scenario ?
- Learn more with examples in Economics and monetary policy,
- Running some applications using R software,

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DATA CULTURE

1 Day

- ✓ It's an **ONLINE TRAINING COURSE**
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Data Culture is now growing across all companies. Among many benefits, it helps decision-makers to reach smarter decisions and it increases efficiency of resource use and allocation.

This training course offers an extended overview of all aspects of data: storage, its operation, governance and legal aspects. It also will be an opportunity to learn more about the latest advances in the field.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Understand the key concepts related to data, know the potential and the limits of its use.
- How to gain insight into the state of the art in academic and professional fields ?
- Understanding the challenges of data and of a data-driven IS,
- Gain insight into future achievements and expectations in the field,
- Learn more about the limits and risks.
- Learn more about the legal aspects and the cybersecurity risks and challenges.

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DATA ANALYSIS

2 Days

- ✓ It's an **ONLINE TRAINING COURSE**
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Often relegated to simple calculations of averages, statistical techniques are often underestimated in the added value they can provide. This training aims to exploit the full potential of your data, through various modern statistical techniques.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Use quantitative techniques in order to expose and enrich your descriptive analyzes
- How to perform in-depth end-to-end analysis of your data ?
- How to use statistics to make data talk ?
- Have the keys to start a datamining study.
- Know how to do the most common statistical tests and be able to interpret them,
- How to establish a segmentation ?

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MACHINE LEARNING

2 Days

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This very practical training is for all those wishing to be quickly operational in machine learning. All the major ML topics are discussed and put into practice with examples that can serve as inspiration, to be reused in the workplace.

The main objectives are to have an extended vision of machine learning, and its capabilities to respond to certain issues and to be able to predict or classify phenomena from past observations.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Understand and implement the ML approach.
- What are the differences between Machine Learning, Deep Learning and Artificial Intelligence ?
- How to develop and assess the quality of an ML model ?
- Have a complete overview of the most common models, and know their strengths and weaknesses.
- Learn more about the supervised and non-supervised Learning.

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SUPPLY-CHAIN FORECASTING

2 Days

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Forecasting helps Supply-chain players (demand planners, supply-chain managers, marketers, ...) anticipate demand and adapt capabilities and resources. It is crucial to understand the market and the major factors that influence the demand forecast .

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the main forecasting techniques and methods used for Supply-chain ?
- How to apply them to your own data and interpret and evaluate their performance ?
- Select the appropriate forecasting method based on your data,
- Reconcile your targets / forecasts,
- How to implement them within the forecasting process of your Supply-chain ?
- How to integrate your forecasts into a collaborative approach within the Supply-chain ?

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DATA VISUALISATION

1 Day

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Data visualisation (Dataviz) enables all people of any company (from analysts to executives) to easily detect patterns in large volumes of internal and external data. Using visual data discovery tools, Marketing, Sales, Manufacturing and other departments of the company can learn, interpret, keep track and make better decisions. Dataviz can improve the speed of decision-making processes within the organizations allowing them more flexibility, agility and performance.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the main challenges of dataviz in the organisations and understand them ?
- How to elaborate your data visualisation ? The "wireframe", the basis before building a visual, the basic principles of design applied to the dataviz (colors, texts, shapes),
- What are the different visuals present in Power BI, and which one to choose?
- How to choose the best visual to understand your data, and make the right decisions for your business ?
- How to continuously improve your Dashboards ?

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POWER BI

1 Day

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Power BI is an assemblage of software program services and apps allowing any organization which gather and manage an enormous amount of internal and external transactional data to learn more about the various activities (Marketing, Sales, Manufacturing, HR, Supply-Chain, ...) and to gain very valuable insights for the business.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What is Power BI ? What are the differences with Power Platform, Nocode softwares, big data ...?
- How to create a local power BI structure ? Understand the difference between data and metadata, create folders, rename your files
- How to manipulate and transform the data for the required analysis ? Introduction to Power Query, know how to process and manipulate data, create formulas in Language M.
- How to create a dashboard ? Know how to model data; know how to visualize the data, create formulas in DAX Language.

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CYBERSECURITY

2 Days

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Cybersecurity is the practice of protecting the IT systems of any organization from digital attacks. Various attacks (Malwares, ransomwares, insider threats, phishing, and distributed denial-of-service (DDoS) attacks, ...) are targeting critical systems and sensitive information including data, softwares, and applications. Adopting the right cybersecurity solutions is the only way to protect any company and organization against these attacks.

Identity and access management, security information and event management, endpoint security, network security, and data security are some examples of right solutions to protect the IT systems.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Understand the challenges of Cybersecurity: consequences of the explosion of cyber attacks, threats and risks associated with the proliferation of connected devices, ...
- Identify the main cyber threats and attacks: malware, hacking, ransomware, viruses,
- How to adopt measures and best practices to protect against the risk of cyberattack: passwords, backups, adoption of protection tools (antivirus, firewall, antimalware), regular updates.
- How to react in the event of an attack: alert, isolate and set up a crisis plan. backup solutions, business continuity and recovery plans
- How to reboot following a cyberattack

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CLOUD COMPUTING

2 Days

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Cloud Computing allows users to access software and applications “in the cloud”, regardless of the device used, anywhere and anytime. It is a network of remote servers hosted on the internet for storing and retrieving data, for accessing multiple applications, softwares, databases, virtual storage, and for unified communications.

With the explosion of data, the cloud computing enables access to data within a secured IT space and safe environment.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Essentials and basics of Cloud Computing: concepts, applications, benefits, risks, cost, security, productivity, ...
- Types of Cloud deployment models: public cloud, private cloud, hybrid cloud, multicloud, community cloud,
- The main services: SaaS, PaaS, IaaS
- The main applications: storage services, collaborative tools, Unified Communications, ...
- Who are the main cloud players and their offerings ?
- Examples and applications

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ARTIFICIAL INTELLIGENCE

2 Days

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According to IBM, “*Artificial intelligence leverages computers and machines to mimic the problem-solving and decision-making capabilities of the human mind*”.

AI applications are used nearly in all verticals like media, transportation, banking, insurance, factoring, tourism, Companies are implementing them in various areas like factoring, HR, planning and processes, customer experience, ...

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Understanding the Artificial Intelligence: Basic concepts, principles and operations, issues, governance, ethics and privacy
- Data and variables used by the algorithms
- Areas of application of AI and applications by domain: image, video, natural language, etc.
- Business applications: factoring, HR, management, sales and marketing, planning, logistics, medicine, commerce, cybersecurity, etc.
- Sectoral applications: energy, finance, industry, chemistry, health, transport, etc.
- From project to deployment: Data management and governance, players of the implementation
- Machine Learning and Deep Learning
- Examples and applications

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DEEP LEARNING

2 Days

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Learn by example is the basis of Deep Learning which is a Machine Learning technique that teaches computers to do what comes naturally to humans. It is getting more and more attention because it allowed new adoption and usage. It uses for example multiple data sources to flag a decision as a fraud in real-time. In digital advertising, it allows categorization of users based on their previous purchase and browsing history and recommend relevant and personalized advertisements in real-time.

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Introduction to Deep Learning: Basic concepts, principles and operation
- Application areas and examples
- The main tools: TensorFlow, Keras, ...
- From Machine Learning to Deep Learning
- The fields of application of Deep Learning: image, video, natural language, etc.
- Business applications: production, HR, management, sales and marketing, planning, logistics, medicine, commerce, cybersecurity, e
- The main neural networks: Artificial networks (ANN), Recurring Networks (RNN), Convolutional Networks (CNN), Training various neural networks
- Case study, examples of applications and exercises

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THE INTERNET OF THINGS (IoT)

2 Days

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The Internet of Things (IoT) is not just connection to the net of phones and tablets. It also encompasses connection of TVs, parking access, fridges, clothes, door locks, car locks, ... The IoT market is expanding at a rapid rate in nearly all verticals and applications (smart grids, smart city, health, ...). It is important for professionals to understand what is IoT, how does it work, and how to harness its power to improve business creating a foundation and enabler for improved customer experiences .

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Definitions and clarifications on IoT, M2M, Connected Objects
- Understanding the IoT: ecosystem, benefits and opportunities
- The main IoT players (5G, LPWA, etc.), and some examples and use cases
- What are the main areas of application of the IoT: Vertical domains (health, energy, housing, etc) and examples (Smart Grid, Smart City, Smart Building)
- Technologies associated with IoT and connected objects: Mobile networks: 4G, 5G, LTE, Geolocation solutions: GPS, ..., RFID and NFC technologies, WWAN solutions dedicated to IoT: LoRa, Sigfox, LTE, NB-IoT, etc., Radio solutions (ISM bands), Sensor network technologies
- IoT Security: Regulatory risks (GDPR), Intrusions and other security risks, Health risks (exposure of individuals), Risks related to protocols and network heterogeneity
- IoT developments and prospects.

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THE INDUSTRY 4.0

2 Days

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The 4th industrial revolution or Industry 4.0 is underway. It is very important to understand it in order to seize all the opportunities and benefits it can offer. Industry 4.0 is related to the growing market towards automation and data exchange in technology and processes within the manufacturing industry. This course is aimed to gain an extended view of Industry 4.0: objectives, benefits and risks, fields of application, organization, process, etc...

WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What is the Industry 4.0 concept, its ecosystem and its benefits
- What are the main players in Industry 4.0 and their strategies
- What are the main technologies behind Industry 4.0: Big data, Cybersecurity, Cloud Computing, Machine Learning, ...
- What are the advantages: process rationalization, cost optimization, customer experience, industrial competitiveness,
- What are the risks: lack of skills, data compliance, change management, ...
- What are the main fields of application of Industry 4.0
- Developments and perspectives of Industry 4.0

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PREDICONSULT CAMPUS

PREDICONSULT is an active player in the promotion and dissemination of Forecasting and Predictive Analytics

PREDICONSULT aims to be an active player in the promotion and dissemination of Forecasting and Predictive Analytics to businesses and other organizations, but also wishes to do so with Universities and higher education institutions. As such, we offer free of charge for academic and higher education institutions a two-hour presentation of the principles and fundamentals of Forecasting and Predictive Analytics, followed by a presentation of Forecast Pro. That is four hours in total.

The objective of our contribution is to allow students to enrich their knowledge acquired or being acquired in this field by discovering how techniques are used in a pragmatic way in organizations.



[Request a free half-day presentation](#)