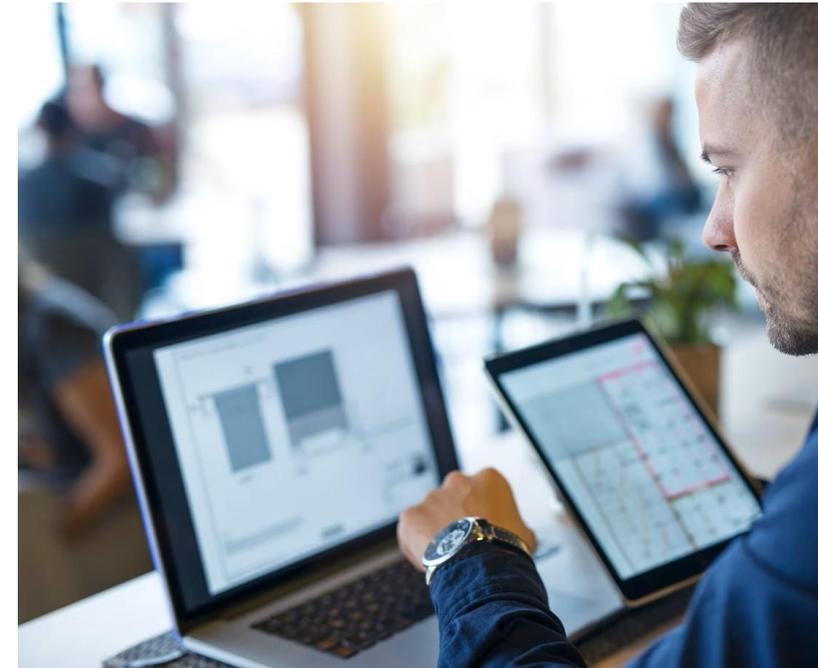




# Ihr Partner für Digital Business, IT und KI Seminare und Weiterbildungen

Überblick Portfolio





# Wer ist pörtner consulting?

- pörtner consulting bietet seit mehr als **20 Jahren Seminare und kundenindividuelle Weiterbildungsformate** für die Segmente IT, Digital Business, Change Management und KI an
- Bereits **mehr als 3.400 Teilnehmer (aus 800 Unternehmen)** haben erfolgreich ein Seminar oder eine Weiterbildung belegt
- Trainer-Netzwerk von mehr als **50 Experten und Dozenten**
- Unsere Formate zeichnen sich durch einen **hohen Praxisbezug, Neutralität, direkt verwertbare Vorlagen sowie Einbringung der neusten Trends und Standards** aus
- Durch die internationale Ausrichtung können wir auch Formate in anderen Sprachen (z. B. **Englisch**) anbieten
- Zusätzlich ist pörtner consulting Organisator und Veranstalter von **Events und Fachtagungen im IT und Digital Business Umfeld**



# Portfolio: Digital Business & IT Seminare

- Wir bieten Ihnen mehr als **100 Seminare, Weiterbildungen und Lehrgänge** rund um die Themen Digital Business, Digital Transformation, Cloud, Change Management und IT an
- Zudem stehen über **300 eLearnings** und Special Interest Online-Kurse bereit
- Mit unseren **Digital Workbooks** schaffen wir eine direkte Umsetzbarkeit in die Praxis
- Unser **Scouting Service** hilft Ihren Mitarbeitern das passende Seminar bzw. die passende Weiterbildung zu finden



# DBN DIGITAL BUSINESS NAVIGATOR



- Eine umfassende Plattform, die Unternehmen durch den gesamten digitalen Transformationsprozess und die Einführung von KI führt:
  - Ableitung Digital-Strategie, KI-Strategie, Analysen und Empfehlungen
  - Maßgeschneiderte Tools für digitale Geschäftsprozesse
  - Sofort einsetzbare Checklisten und Best Practices
  - Skalierbare Module zur Unterstützung jeder Transformationsstufe
  - Ganzheitliches KI-Management
  - Digital Corporate Academy: Vermittlung von Digital- und KI-Know-How
- DIGITAL BUSINESS NAVIGATOR besteht aus mehr als 50 Modulen, welche in Suites zusammengefasst sind
- **Hierbei sind alle Bestandteile abgedeckt, die ein Unternehmen benötigt um eine erfolgreiche digitale Transformation zu ermöglichen und die Spezialitäten von IT-, KI- und Digital-Projekten abbildet**



# DBN Digital Corporate Academy

- Mit der Digital Corporate Academy entwickeln wir **Ihre eigene individuelle Learning Experience Umgebung**
- Konzeption und Umsetzung von Personas
- Vernetzung mit Lernpfaden und Lernzielen
- Unterstützung von Corporate Education/University Programmen
- Interaktive Checklisten und Planspiele
- Abwicklung von Online-Prüfungen
- Generierung von digitalen Teilnahmebescheinigungen inkl. LinkedIn-Integration
- Entwicklung von eLearnings zu individuellen Themen



# Individuelle Weiterbildungs-Formate

- Wir entwickeln für Sie ein **individuelles Weiterbildungs-Programm abgestimmt auf Ihre Ziele, Qualifikationsprofile und Personalplanungen**
- Formate: Workshops, Seminare, Lehrgänge, eLearnings, firmeninterne Formate...
- Themenschwerpunkte: Digital Business, KI, Cloud, IT Management...
- Senden Sie uns gerne Ihre Vorstellungen – unser Experten Team entwickelt gerne einen Vorschlag für Ihr individuelles Weiterbildungs-Format!



# Digital Business Tagungen & Events

- pörtner consulting ist Organisator und Veranstalter von **mehr als 10 hybriden Formaten von Fachtagungen und Branchen-Events**, welche jährlich bzw. zweijährlich stattfinden, wie z. B.
  - CRM DAY
  - CLOUD ERP DAY
  - PIM DAY
  - EDI DAY...
- Ideale Plattformen, um neue Trends und Themen zu entdecken oder sich branchenintern zu vernetzen
- Für Unternehmen bieten wir besondere Teilnahmebedingungen und eine individuelle „Guided Tour“ an



# Digitalisierungsreisen & Digital Experience Days

- Mit unseren beliebten Digitalisierungsreisen machen wir Digitalisierung, New Thinking und Innovationsmanagement greifbar (ideal auch als Incentive oder Team-Event)
- Aktuell bieten wir Formate für folgende Länder an:
  - Estland
  - Niederlande
  - Schweden
  - Norwegen
  - Dänemark
  - Dubai (UAE)
- **Darüber hinaus können wir auch virtuelle und firmenindividuelle „Digital Experience Days“ entwickeln und umsetzen**

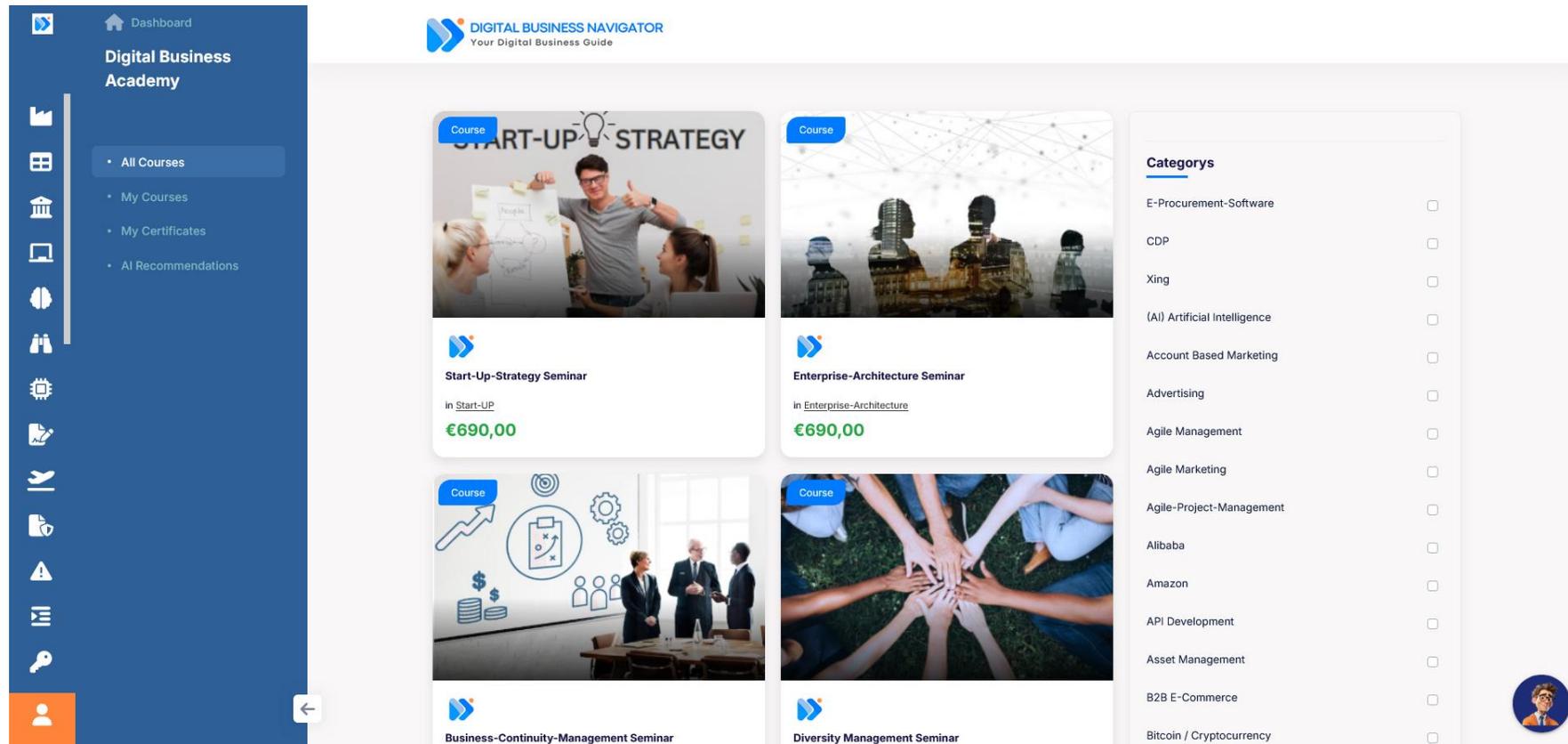


# Digital & New Work Culture

- Wir entwickeln gemeinsam mit Ihnen ein **Digital Work Konzept** und **evaluieren die entsprechenden Technologien und Tools**
- Planung von IT- und Digital-Stellen
- Entwicklung von Onboarding-Prozessen und -Plattformen für neue Mitarbeiter
- Einführung von Wissensmanagement-Methoden und -Tools
- Recruiting von Digital-Experten



# Digital Business Academy



The screenshot displays the 'Digital Business Academy' interface. On the left is a dark blue sidebar with a navigation menu containing icons for home, courses, certificates, AI recommendations, and a user profile. The main content area features the 'DIGITAL BUSINESS NAVIGATOR' logo and a grid of four seminar cards. Each card includes a 'Course' label, a title, a category, and a price of €690,00. A 'Categories' sidebar on the right lists various topics with checkboxes. A user profile icon is visible in the bottom right corner of the main area.

**Digital Business Academy**

Dashboard

- All Courses
- My Courses
- My Certificates
- AI Recommendations

**DIGITAL BUSINESS NAVIGATOR**  
Your Digital Business Guide

**Course**  
**START-UP STRATEGY**

**Start-Up-Strategy Seminar**  
in Start-UP  
€690,00

**Course**  
**Enterprise-Architecture**

**Enterprise-Architecture Seminar**  
in Enterprise-Architecture  
€690,00

**Course**  
**Business-Continuity-Management**

**Business-Continuity-Management Seminar**

**Course**  
**Diversity Management**

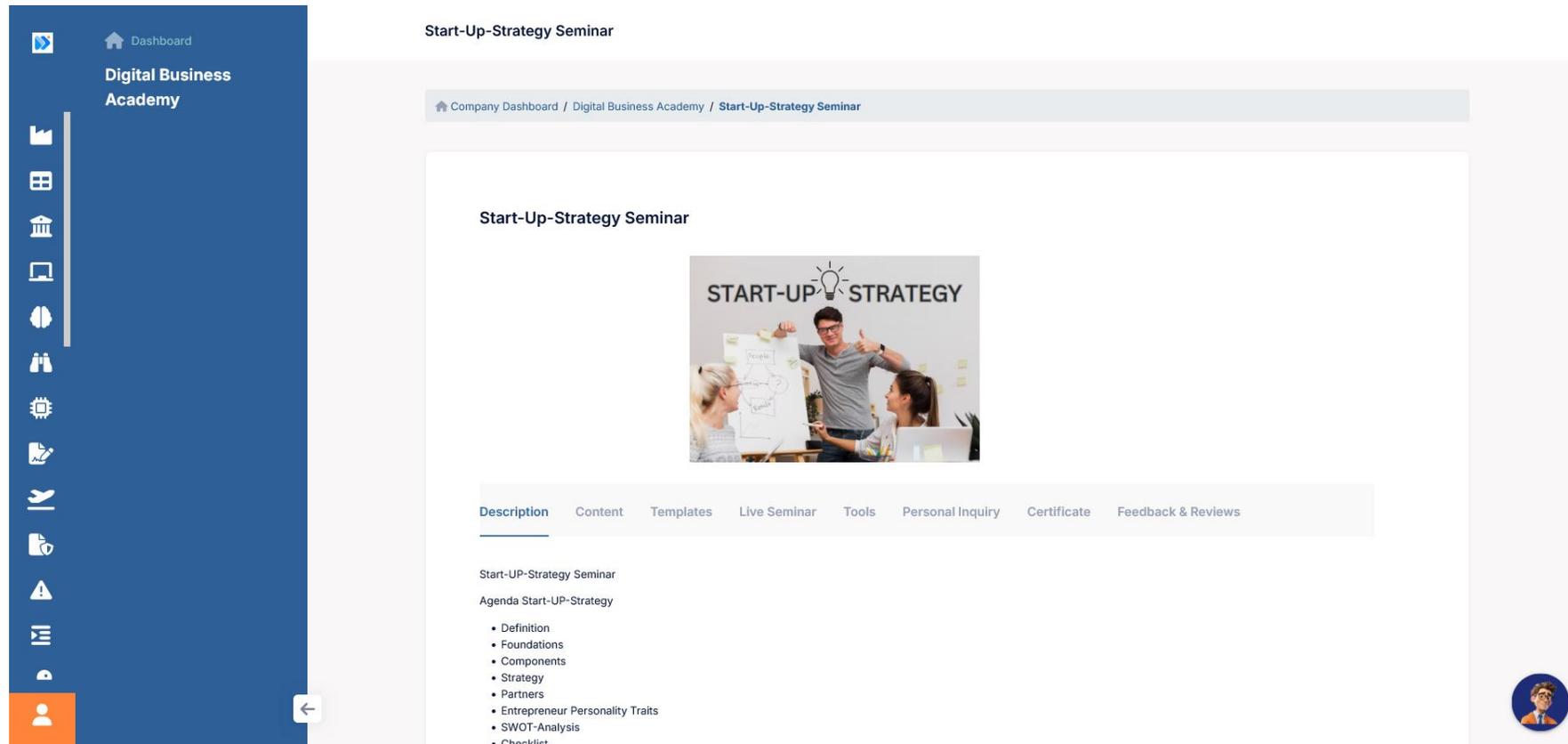
**Diversity Management Seminar**

**Categories**

- E-Procurement-Software
- CDP
- Xing
- (AI) Artificial Intelligence
- Account Based Marketing
- Advertising
- Agile Management
- Agile Marketing
- Agile-Project-Management
- Alibaba
- Amazon
- API Development
- Asset Management
- B2B E-Commerce
- Bitcoin / Cryptocurrency



# Digital Business Academy eLearning Overview



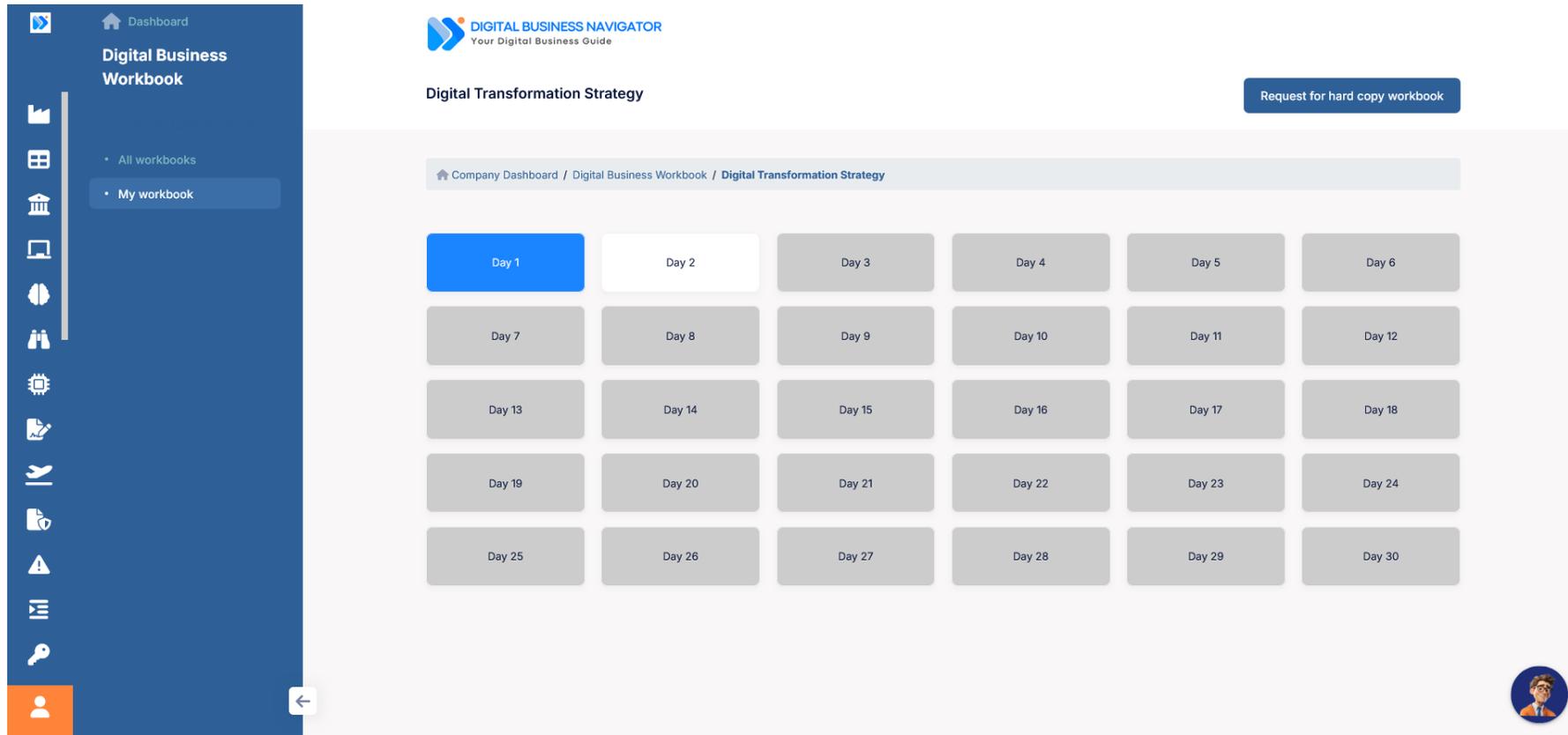
The screenshot displays the user interface for the Digital Business Academy eLearning platform. On the left is a dark blue sidebar with a navigation menu containing icons for home, dashboard, and various business-related functions. The main content area is titled "Start-Up-Strategy Seminar" and features a breadcrumb trail: "Company Dashboard / Digital Business Academy / Start-Up-Strategy Seminar". Below the title is a large image showing a man presenting a "START-UP STRATEGY" diagram to two women. A horizontal menu below the image includes tabs for "Description", "Content", "Templates", "Live Seminar", "Tools", "Personal Inquiry", "Certificate", and "Feedback & Reviews". The "Description" tab is active, showing the seminar title and an agenda for "Start-UP-Strategy" with the following items:

- Definition
- Foundations
- Components
- Strategy
- Partners
- Entrepreneur Personality Traits
- SWOT-Analysis
- Checklist

A user profile icon is visible in the bottom right corner of the main content area.



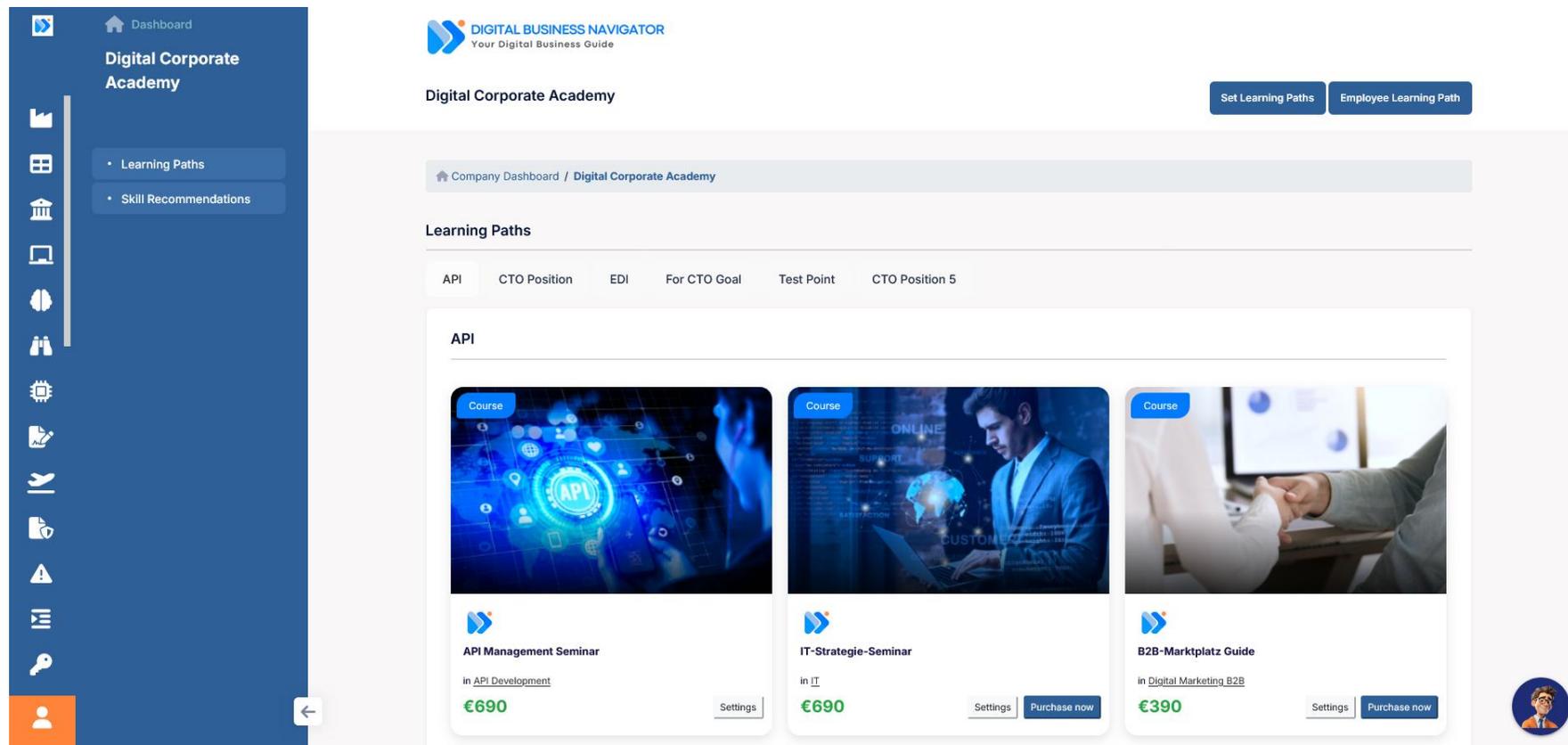
# Digital Workbooks



The screenshot displays the 'Digital Business Navigator' interface. On the left is a dark blue sidebar with a 'Dashboard' icon and 'Digital Business Workbook' title. Below the title are two menu items: 'All workbooks' and 'My workbook'. The main content area features the 'DIGITAL BUSINESS NAVIGATOR' logo and the subtitle 'Your Digital Business Guide'. The primary heading is 'Digital Transformation Strategy', accompanied by a 'Request for hard copy workbook' button. A breadcrumb trail reads 'Company Dashboard / Digital Business Workbook / Digital Transformation Strategy'. The central focus is a 30-day grid where 'Day 1' is highlighted in blue, and all other days are in grey. A user profile icon is visible in the bottom right corner of the interface.



# Digital Corporate Academy



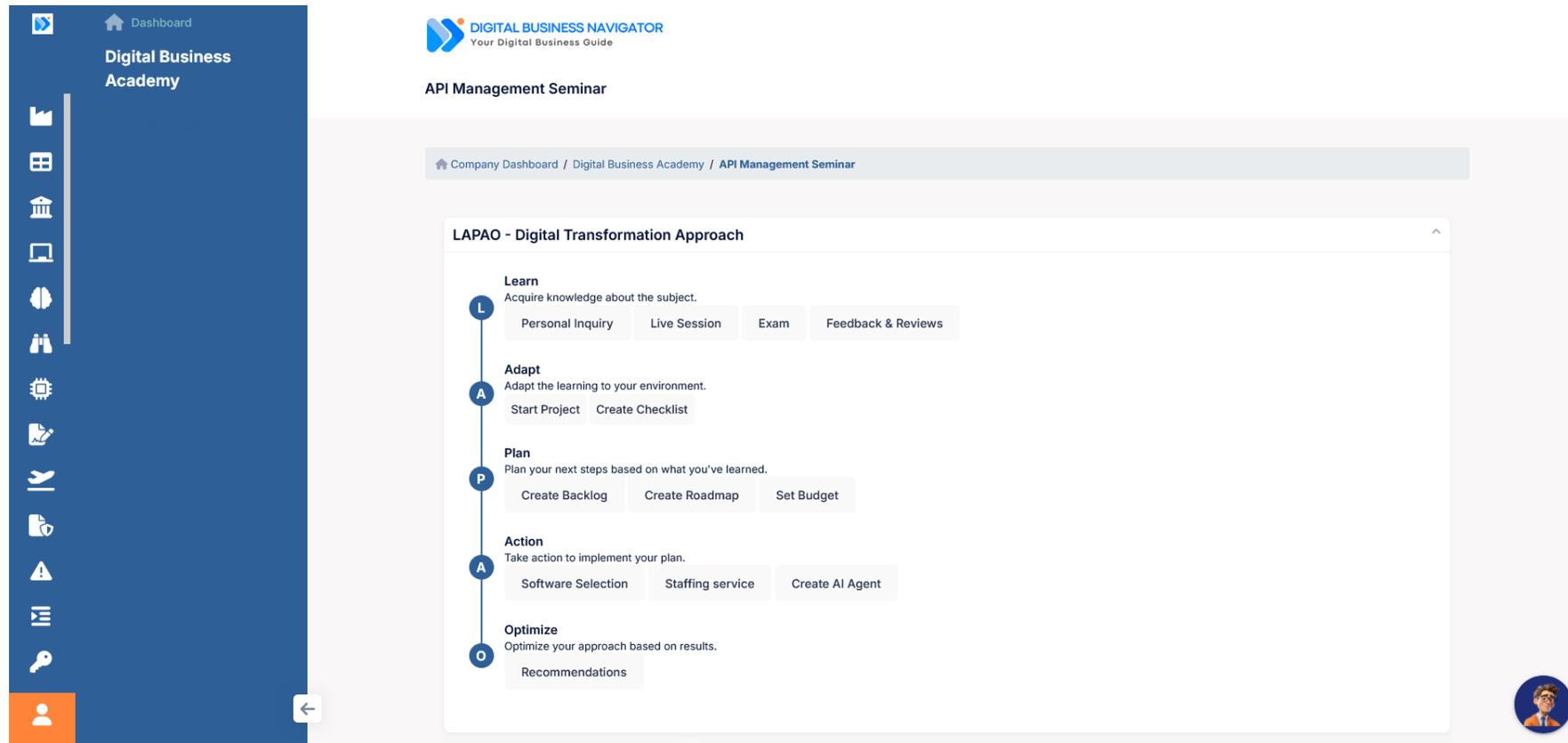
The screenshot displays the user interface of the Digital Corporate Academy. On the left is a dark blue sidebar with a navigation menu containing icons for home, dashboard, learning paths, skill recommendations, and various digital business tools. The main content area features the 'DIGITAL BUSINESS NAVIGATOR' logo and the text 'Your Digital Business Guide'. Below this, the 'Digital Corporate Academy' title is shown with two buttons: 'Set Learning Paths' and 'Employee Learning Path'. A breadcrumb trail indicates the current location: 'Company Dashboard / Digital Corporate Academy'. The 'Learning Paths' section is active, showing a list of categories: API, CTO Position, EDI, For CTO Goal, Test Point, and CTO Position 5. The 'API' category is selected, displaying three course cards:

- API Management Seminar**  
in API Development  
€690 [Settings] [Purchase now]
- IT-Strategie-Seminar**  
in IT  
€690 [Settings] [Purchase now]
- B2B-Marktplatz Guide**  
in Digital Marketing B2B  
€390 [Settings] [Purchase now]

A user profile icon is visible in the bottom right corner of the interface.



# LAPAO – Digital Transformation Methode



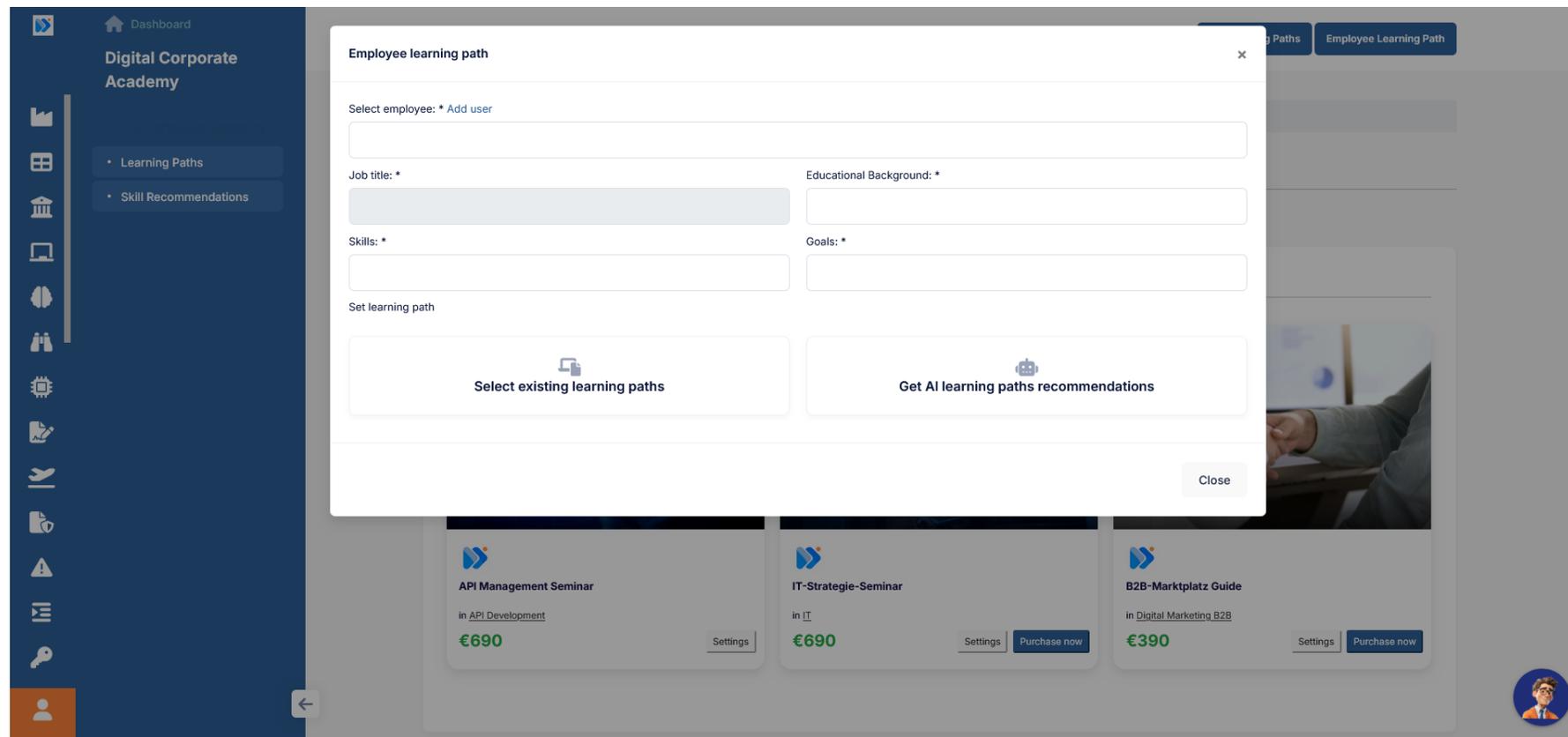
The screenshot displays the Digital Business Navigator interface. On the left is a dark blue sidebar with a 'Digital Business Academy' header and a vertical menu of icons. The main content area features the 'DIGITAL BUSINESS NAVIGATOR' logo and the title 'API Management Seminar'. A breadcrumb trail shows the path: 'Company Dashboard / Digital Business Academy / API Management Seminar'. The central focus is a white box titled 'LAPAO - Digital Transformation Approach' which outlines a six-step process:

- Learn**: Acquire knowledge about the subject. (Buttons: Personal Inquiry, Live Session, Exam, Feedback & Reviews)
- Adapt**: Adapt the learning to your environment. (Buttons: Start Project, Create Checklist)
- Plan**: Plan your next steps based on what you've learned. (Buttons: Create Backlog, Create Roadmap, Set Budget)
- Action**: Take action to implement your plan. (Buttons: Software Selection, Staffing service, Create AI Agent)
- Optimize**: Optimize your approach based on results. (Button: Recommendations)

A small circular profile icon is visible in the bottom right corner of the interface.



# Mitarbeiter Lernpfade Learning Path



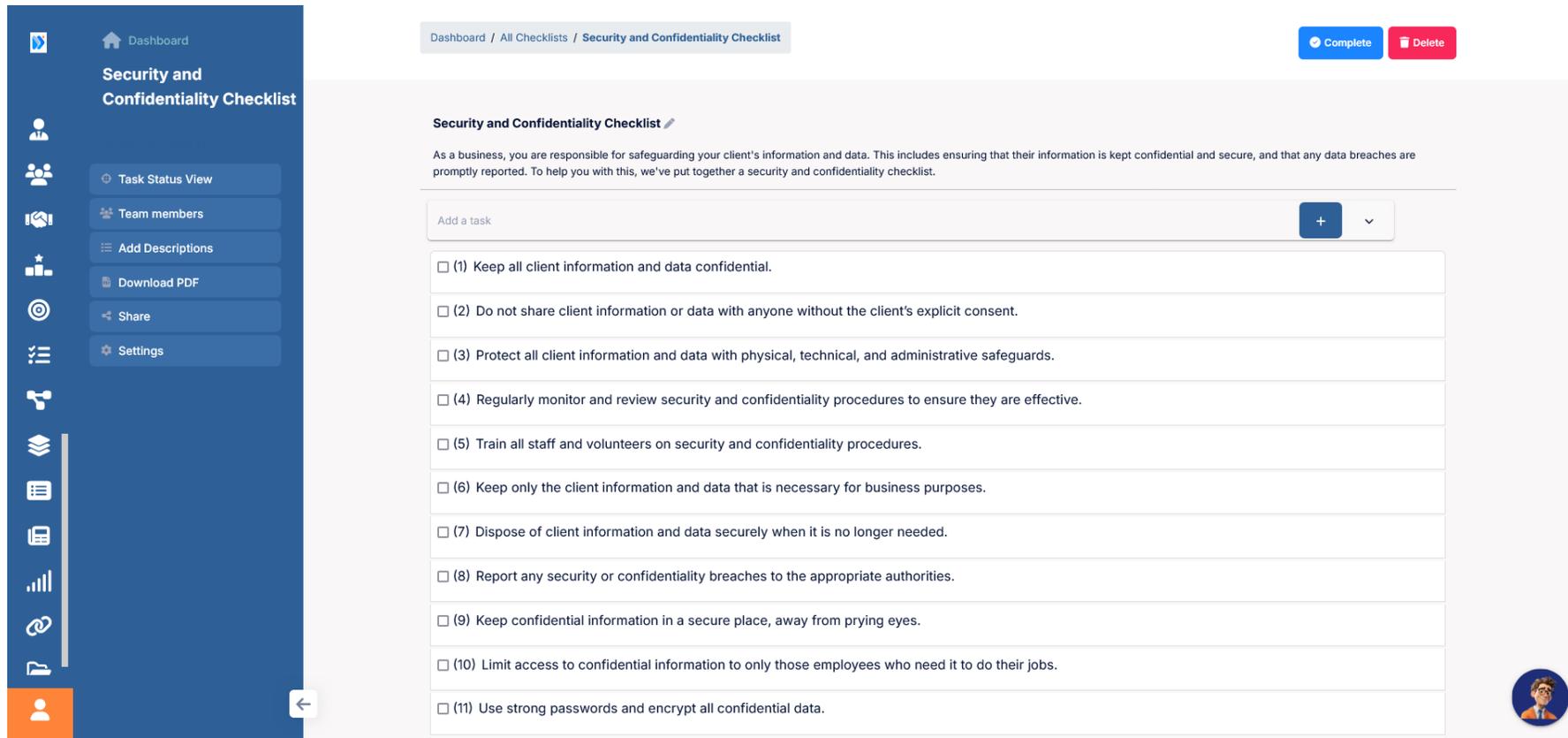
The screenshot displays the 'Digital Corporate Academy' interface. A modal window titled 'Employee learning path' is open, allowing users to configure learning paths for specific employees. The modal includes the following fields and options:

- Select employee:** \* Add user (with a dropdown menu)
- Job title:** \* (with a dropdown menu)
- Educational Background:** \* (with a dropdown menu)
- Skills:** \* (with a text input field)
- Goals:** \* (with a text input field)
- Set learning path:** Two buttons are provided: 'Select existing learning paths' and 'Get AI learning paths recommendations'.
- Close:** A button to close the modal.

The background interface shows a dashboard with a sidebar containing various icons and a main content area displaying several seminar cards, such as 'API Management Seminar' (€690) and 'B2B-Marktplatz Guide' (€390).



# Digitale Checklisten



The screenshot shows a web application interface for a digital checklist. On the left is a dark blue sidebar with navigation icons and a menu for the 'Security and Confidentiality Checklist'. The main content area has a breadcrumb trail 'Dashboard / All Checklists / Security and Confidentiality Checklist' and two buttons: 'Complete' (blue) and 'Delete' (red). Below this is the title 'Security and Confidentiality Checklist' with a pencil icon. A descriptive paragraph follows: 'As a business, you are responsible for safeguarding your client's information and data. This includes ensuring that their information is kept confidential and secure, and that any data breaches are promptly reported. To help you with this, we've put together a security and confidentiality checklist.' Below the text is an 'Add a task' input field with a plus sign and a dropdown arrow. The checklist consists of 11 numbered items, each with an unchecked checkbox:

- (1) Keep all client information and data confidential.
- (2) Do not share client information or data with anyone without the client's explicit consent.
- (3) Protect all client information and data with physical, technical, and administrative safeguards.
- (4) Regularly monitor and review security and confidentiality procedures to ensure they are effective.
- (5) Train all staff and volunteers on security and confidentiality procedures.
- (6) Keep only the client information and data that is necessary for business purposes.
- (7) Dispose of client information and data securely when it is no longer needed.
- (8) Report any security or confidentiality breaches to the appropriate authorities.
- (9) Keep confidential information in a secure place, away from prying eyes.
- (10) Limit access to confidential information to only those employees who need it to do their jobs.
- (11) Use strong passwords and encrypt all confidential data.

In the bottom right corner of the main area, there is a small circular profile picture of a person with glasses and a red shirt.



# Ihr Ansprechpartner

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Inhaber & Lead Trainer

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**Vielen Dank für Ihr Interesse.**

