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# Workshop on “Digitalize your Business”

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## Program

Brussels, 18 June 2019

09:00 AM-12:30 PM

### 1. Introduction

- What does mean "digitalize your business"?
- ¿ Why is interesting for your team, client and providers?

### 2. How it works?

- Server: the host for everything
- Security: protection of your data
- Clouds vs local servers

### 3. Clouds

- How to work with clouds
- Backups
- 2steps verification

### 4. Management

- Who need it?
- How to choose the best software for my company?
- Asset management: MatrixTL,SAP

### 5. ERP: MatrixTL, Bitrix24, Slack

- CRM: ForceSale, Bitrix24
- When and how to use Google account for your business

## **6. Digital communication**

- Newsletter: MailChimp
- Web SEO: Google Analytics, Yoast
- Campaigns: SEM: Google Adwords

## **7. Benefits**

- Time and money
- Knowhow always stay on the company
- Remote co-workers