

# with users more & more multi-devices

Within the **first 15 minutes** of waking up, **4 out of 5** smartphone owners are **checking their phones**

**Needs of frequent interactions**  
Smartphone users check their devices each day



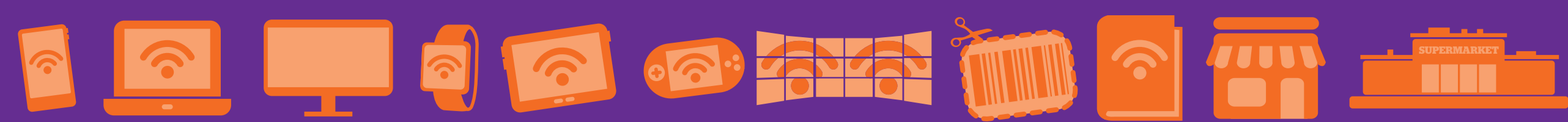
**4,8 billion** people own a mobile

**4,2 billion** people own a toothbrush

From **multi-screen** to **multi-device experience**

**Cloud service** as a pivot

From **multi-channel** to **everywhere computing**



New, coherent and seamless Shopping eXperience

Apple, Facebook, Amazon  
Serious web actors in the physical world...

Overdose & privacy?

**Any Time +**  
> **Immediacy** of interactions

**Any Where +**  
> **Anywhere** computing

**Any Device +**  
> **Connected** devices

Consumers want to...  
Consume **BETTER**,  
**DIFFERENTLY**,  
**RESPONSIBLY**  
& have **NEW** EXPERIENCE

**87%** people own a mobile in the world

**Needs of immediacy**  
90% of text message are read within **3 min** of being delivered

**Think mobile first**

but Mobile developments are not so easy

**NEW**  
Online Services  
User Experience  
Business Models

Combine Multi-device eXperience & Omni-channel eXperience

**Customer journey** to reinvent

in **a world** more & more **connected...**

**V**  
Events  
Statistical  
Correlations  
Hypothetical  
**alue**

**Volume**  
Zettabytes  
Records/Arch  
Tables, Files  
Distributed  
  
**Variety**  
Changing data  
Changing model  
Linkage  
  
**Velocity**  
Batch  
Streams  
Processes  
Real/near-time  
  
**Veracity**  
Trustworthiness  
Authenticity  
Origin, Reputation  
Availability  
Accountability  
  
**Visualization**  
Dashboards  
Flexible charts  
Business infographics  
Communicate visually

**Big Data**

Overall profile of the consumer Citizen

**Real-time Data value extraction**

Snapshot of the consumer Citizen

**CRM 360**

**CRM 360++**

Real-time Data value extraction is **Key for business Data**



**Real Time Recommendation**

Smart anticipation decision making seamlessly for us  
Recommendation Relevant suggestion

Do you know Vendor Relationship Management?



Companies have the power Data managed by enterprise

**What about Privacy & Trust?**

**Trusted datas**  
How can both the user & service provider trust the datas that's being used?

**Trusted users**  
How can a service provider trust a user?

**Trusted devices**  
How can both the user & service provider trust the device that's being used?

**Trusted services**  
How can a user trust a service provider?

Empowering the consumer  
Data owned by users  
Personal Information // Preferences // Favorites // Interactions marks // Logs // Purchases // Receipts //



More & more available **DATA** in real-time

**worldline**  
Digital trends 2014

Guillaume Lefebvre  
Jacques Poly

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**Data Value**

**Connected World**



Connected People

Connected Vehicles

Connected Cities

Connected Houses



User Devices  
Sensors  
Smart Objects

**Think Connected Objects**

Physical Point of contact Connected



From No Parking No Business

To No Connection No Business

**For retailer**  
In-store shopper analytics  
Geo-fencing, people counting, indoor localisation...  
In-store product analytics  
Inventory, out-of-stock, low-in-stock, misplaced item...  
Relevancy of the display  
Facial-recognition, eye-tracking...  
Reach the right audience at the right time with the right message, the right ephemera coupon, the right ad...  
Equip the vendor  
Vendor Social network, shopping apps...  
To sync shoppers and sales staff, stock, discount, payment...

**For customer**  
Closer, where I am  
Pop-up store  
More « Dramatization »  
More automated  
More personalized  
More « Magic »  
Window shopping, magic mirror, augmented reality

**Wearable Computing**



**Self Tracking**

**69%** of US adults **track a health indicator for themselves**

**88%** of physicians would like to see patients **track their vital data at home**

**Mobile Health app**  
In 2013, **17 000** in app stores  
By 2017, **more than 3.4 Bn** users