Conference Program

Monday 11th March 2019

Main Auditorium

9:10 Opening Keynote

9:40 Keynote
A decade of Big Data: review of its adoption by firms
Exclusive release of the BCG study about the data maturity of 600 companies around the world
Elias BALTASSIS, Director Europe, Data & Analytics, THE BOSTON CONSULTING GROUP

10:00 Keynote

10:20 Interview
Achieving data openness without compromising on security: the challenge embraced by the French Ministry of Armed Forces
- How the Ministry has changed its organisational culture and usage habits to encourage entities to share their data
- Using use cases to define openness and data exploitation models
- What added value can be generated by sharing and exploiting data and extracting its value?
Vice-Admiral Arnaud COUSTILLIÈRE, Director General for Digital and Information Systems, FRENCH MINISTRY OF ARMED FORCES

10:40 Break & networking

11:10 Round table
Profiling, fake news, algorithm reliability... what kind of ethics and controls for Big Data and AI algorithms?
- How the role women play in technological innovation can be strengthened and why it is so crucial
- How to ensure that Big Data usage does not deepen inequalities and heighten discrimination
- Key pointers on how to start thinking about responsibility within the firm
- Restoring citizens’ trust: an obligation for firms and institutions
Christine BALAGUÉ, Professor, Chair Holder Social Networks and IoT, INSTITUT MINES-TÉLÉCOM BUSINESS SCHOOL
Dr. Cécile WENDLING, Group Head of Foresight, AXA - Member of the High Level Expert Group on AI, EUROPEAN COMMISSION

11:50 Keynote
IA and the end of solidarity: the need for an Ethic by Design approach
12:10  
**Keynote**
*Quantum computing and Big Data: the next data analysis revolution?*
Damien ROUX, Customer Engineer, GOOGLE CLOUD

12:30  
**Lunch**

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**Main Auditorium**

**Marketing & BtoC Case Study Track**

**14:00**
**Data-Centric approach: how Covéa leverages all the data its information systems generate by combining it in a single datahub**
- Centralising and pivoting the data generated by the legacy systems of the three group brands (MAAF, MMA and GMF) to facilitate the convergence and transformation of Covéa’s IS.
- How the datahub makes data readily available to the business lines and improves customer insight: customer segmentation, highlighting risk profiles
- Next steps: introduction of new usages, both in-house (creation of a new CRM) and externally (fraud detection)

Mathieu BONELLI, Head of Big Data and Datahub Solutions, COVEA

**14:20**
**Zalando: fashion in the age of Big Data and Machine Learning**
- How do Machine learning and Data Analytics drive a relevant user experience
- How does a multi-cloud Data Infrastructure enable world-class operations at Zalando?
- Optimizing operations: how data driven predictive analytics enable the customer to get what they want when they want

Kshitij KUMAR, VP Data Infrastructure ZALANDO

**14:40**
**McDonald’s: how data science and Big Data have enabled McDonald’s to make the shift from a product-centric strategy to a more customer-centric one**
Big Data environment, exploiting transactional data, transforming analytics frameworks... how can raw data be turned into insight?

Romain GIRARD, Business Insights Director, MCDONALD’S FRANCE

**15:00**
**Maisons du Monde optimise its digital marketing approach thanks to the Cloud and the visual analysis of Big Data**
- Marketing attribution, enhancing merchandising insight, leveraging customer feedback... what data-driven strategy has Maisons du Monde adopted with a view to improving the customer experience?
- How can rolling-out cloud-based scalable technology help bolster new analytics applications?
- Next steps: leveraging improved customer insight and Big Data to enhance the procurement system
- Review of the Maisons du Monde data pole’s organisation
Karim LOUEDEC, Chief Data officer, MAISONS DU MONDE

15:20  Break

16:00  
**How does Renault use Big Data to measure the true return on its marketing campaigns in a B2B2C context?**
- Measuring the daily contribution digital marketing makes to the Renault Group’s sales by tackling the following challenges: managing complex and heterogeneous data generated by over 25 countries
- Developing an attribution algorithm that isolates the true impact of each marketing campaign
- Review of the business learnings and how the tool has impacted the Renault Group’s digital practices
Laurent CROCHET, Product Owner, RENAULT
Pierre MARCENAC, Data engineer, SICARA

16:20  
**How Clarins uses sentiment analysis and machine learning to leverage customer feedback**
- How customer sentiments/comments are analysed to monitor post-purchase customer relations and help fine-tune product analysis
- Review of the introduction of a one-stop shop to centralise and analyse customer sentiments from a wide range of sources: internet comments, surveys, in-store customer interaction
- Organisational aspect: Making the data available to frontline employees (R&D team, customer service team, sales team)
Pierre ANDRIEUX, Responsable Data Science, CLARINS

16:40  
**Product recommendation, promotion optimisation... how Cdiscount boosts its performance by personalising the online customer experience**
- How Cdiscount has tailored its service to the behaviour of its 20 million monthly visitors by using the data available to develop increasingly relevant product recommendations
- Algorithms and artificial intelligence, how Big Data usage fosters personalisation of the online customer journey, boosting the performance of promotions
- A human-centric approach to data usage: review of the multi-skilled “feature team” organisation adopted by Cdiscount to foster agility and innovation
Simon BERTHET BONDET, Responsable Moteur de Recherche et Merchandising, CDISCOUNT

17:00
How implementing a user-centric platform has offered l’Occitane a better understanding of its customers’ buying habits
- How l’Occitane has taken its traditional decision support tool to the next level by creating a cloud-based datahub
- Multichannel and client-first management: increased acquisition ROI for CRM campaigns, ROPO effect monitoring, predictive analytics and customer segmentation.

Gabriel GORGE, BI and Analytics Manager, L’OCCITANE
Laurent LETOURMY, CEO, YSANCE

17:20

How Eram incorporates internauts’ emotional data at the heart of its e-commerce strategy
Analysing millions of images, coupling images with transactional data: how AI and neurosciences are helping Eram better understand what motivates its customers and optimise the online customer journey on its website.

François FEIJOO, CEO, ERAM
Xavier FISCHER, Chief Product officer, DATAKALAB

Amphithéâtre Bleu
Expert Track

14:00 Opening Keynote
Making an informed choice between tolerance and high availability whilst enjoying a guaranteed level of service
Bernard OURGHANLIAN, CTO, MICROSOFT

14:20

Review of the implementation of a secure Hadoop platform to host Orange France’s data lake, use cases and explorers
- Review of the construction and evolution of Orange France’s Hadoop cluster; current situation and future prospects
- Security and availability: which components need to be implemented?
Hervé BRUNETAUD Head of Datawarehouse competence center ORANGE

14h40

A practical guide to Cloud-based systems at Big Data Scale
Cloud probably doesn’t mean what you think it means. It does not mean just picking a cloud vendor and having all your problems simply disappear. In fact, cloud is one word with several, very different meanings. It can mean a development methodology (cloud native design, including microservices). It can mean renting computers instead of buying them (commoditization and choice in purchasing). It can mean getting locked into a single vendor on a scale that you haven’t ever seen before (don’t go there). Dealing with the good and the bad aspects of the many meanings of cloud is complex enough, but when you do it at scale, it can be really hard.

Ted DUNNING, MAPR
15:00
**IoT Sensor Analytics with Apache Kafka, KSQL and Tensor Flow**
This talk shows how to leverage Kafka and KSQL in an IoT sensor analytics scenario for continuous health checks and integration with real time monitoring systems.

**Key Take-Aways:**
- Apache Kafka is used as streaming platform to ingests, stores, processes and forwards high volumes of data from thousands of IoT devices
- KSQL allows streaming integration and analytics without external big data cluster and without the need to write source code – just use and deploy SQL queries for continuous stream processing
- Machine Learning models can be applied easily within Kafka ecosystem
- The Health Check sensor analytics use case demonstrates an end-to-end scenario for IoT stream processing

Kai WAEHNER, Technological Evangelist, CONFLUENT

15:20  
**Break**

16:00
**Return on IoT scenario and Predictive Quality**
Rémi ASTIER, Senior Solutions Architect, SAP

16:20
**Finance corporate (CIB): Data science to optimise back office activities**
- Development of predictive algorithm in credit management
- Implementation of the algorithm and development in a “SparkMLib” environment
- Data visualization solution provided and used by organizations

Florian CARINGI, Coordinateur de la plateforme Hadoop de la CIB, NATIXIS
Mikael LE BARS, Data scientist NATIXIS

16:40
**Using MDM to leverage Big Data**
Pascal DURY, VP Data management, JEMS FACTORY

17:20  
**Point of view**
**Overview of the Big Data & Machine Learning solutions worth remembering (and those worth forgetting)**
Critical review of the Big Data and artificial intelligence solutions currently available on the market (open source and proprietary) along with the new frameworks that deserve a trial run, those to immediately deploy and those to be replaced ASAP!

Cédric CARBONE, CTO, OGURY
TUESDAY 12TH MARCH 2019

Main Auditorium

9:30  Opening Keynote  
Prescriptive models allowed by deep learning technologies  
Matthew FRITZ, Head of Data Science, SAMSUNG

9:50  Testimonial of a Chinese company: strategy in AI and Big Data

10:10  Point of view  
My data are mine: introducing a property right on personal data  
Gaspard KOENIG, Philosopher, Founder and President of the think tank, GENERATIONLIBRE

10:40  Break & networking

11:10  Round table  
Big Data maturity: what does that actually mean for today’s firms?  
- Following investments in a data lake, BI tools, data scientists... what is the true state of play when it comes to the democratisation of Big Data usage by business lines? Is the user interface up to the task?  
- Centralised structure, decentralised structure, intermediary structure with a data lab... which is the best option for your firm?  
- Use case industrialisation: current state of play  
Aïssa BELAID, Lead Big Data & Analytics, ENGIE  
David GIBLAS, Chief Innovation, Digital and Data Officer, MALAKOFF MÉDÉRIC  
Jérémie GUEZ, Head of DataLab, BNP PARIBAS PERSONAL FINANCE  
Cynthia TRAORE, Head of DataLab, SWISS LIFE FRANCE

11:40  Keynote  
How TomTom has evolved from a Navigation Company to a Big Data Company  
Alain DE TAEYE, Founder of TeleAtlas, Member of the Management Board, TOMTOM

12:10  Awards Ceremonies  
Presentation of the BIG DATA Innovation Awards  
Pitch by the 3 finalists: vote for the most innovative project!  
Open to the public

12:40  Lunch
Main Auditorium
Business Line Case Study Track

14:00
Gemalto’s efforts to protect online identities with the help of Machine Learning
- User Experience: automated analysis of ID documents, checks to verify the authenticity of remotely-shared data, and an improved level of confidence
- Cybersecurity: compliance with Know Your Customer (KYC) regulations, data anonymization and security from collection to usage, including during simulation phases
Raphaël DE CORMIS, VP Innovation Labs, GEMALTO

14:20
Audi: data streaming for connected cars
How Audi is capturing, processing, and leveraging streaming data from the vehicle fleet for autonomous driving and data driven services.
Hubert FISCHER, Senior IT Project Manager, AUDI ELECTRONICS VENTURE GMBH

14:40
Review of the Smart & Innovative Operation Perform program of Air Liquide: Big Data for economic performance and sustainable development
- How has Air Liquide improved the economic performance of its group’s plants across 40 countries with the help of a prescriptive algorithm
- How has that algorithm evolved towards a cloud-based platform in order to meet the plants’ most recent needs
- How have that platform and algorithm been used to reduce Air Liquide’s CO2 emissions
Olivier RIOUX, Program manager SIO Perform, AIR LIQUIDE

15:00
Total: how to develop the transversality of information search thanks to cognitive search platform
- What can be done to leverage unstructured textual data across the different fields of expertise?
- What support can be provided for new information access usage, including natural language queries?
- How can a shared functional tool be created that improves the user experience for all Total employees?
Mathilde FOURQUET, Data Squad Manager, TOTAL

15:20  Break

16:00
REX Société Générale
Emmanuelle PAYAN, Chief Data Officer, SOCIÉTÉ GÉNÉRALE

16:20
How the data-centric approach is helping drive forward Carrefour’s digital transformation
- Data-centric and real time IS: review of the initial stages of the Phenix project; appraisal and initial results
- Project developments and next steps: migration of the existing infrastructure to the cloud; new data benefits and usage
- Governance: tackling the challenge of convergence across all types of usage. How can the business lines and IT be encouraged to get behind the data-centric approach in order to fully capitalize on its new benefits?
Jean-Christophe BRUN, Director Data Platform, CARREFOUR

16:40
Using Big Data to foster more sustainable agriculture within the framework of the European Copernicus programme
- Artificial Intelligence and real time technologies for sustainable agricultural practices
- Exploiting substantial volumes of data from satellite images and sensors to address the issues of agricultural irrigation and the use of inputs
François THIERART, Co-Fondateur, MYEASYFARM
Frédéric CLOUZEAU, Ground Segment development manager, AIRBUS

17:00
STMicroelectronics : Machine learning and detection of technical failures in a complex production line
Guillaume LEPELLETIER, Engineer, STMICROELECTRONICS
Thomas BAILET, CTO, HURENCE

17:20
Human Resources: how can we capitalize on Big Data to provide better career support and management?
- How the SNCF is tackling the talent retention challenge in a market set to open up to competition in 2020
- How can data and AI be used to assist with Talent Management by offering better employee insight and widening the scope of possibilities as regards in-house recruitment and employee mobility?
Marc LAGRIFFOUL, Directeur Talent Management, SNCF

Amphithéâtre Bleu
Expert Track

14:00 Keynote
Edge computing in Big Data
Where does Edge computing sit between the IoT and cloud computing? How does it benefit Big Data?
14:20

**How can you capitalize on your data's spatial dimension?**

The aim of this presentation is to describe the explosion of data with a spatial component and its growing accessibility, explore the analytical facets of spatial analysis, and demonstrate the value of incorporating the geographic dimension in the approach used to analyse mass data.

David JONGLEZ, Business development Director, ESRI

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14:40  Case Study

**Anomaly detection on data flow: when Big Data challenges meet Machine Learning one's**

Implementation of an anomaly detection solution by Canal +
Romaric LANCIEN, Lead consultant, MFG LABS
Aymeric AUGUSTIN, SVP Data, CANAL+

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15:00

**Big Data applied to cancer diagnosis by mass spectrometry**

Processing extremely voluminous datasets (several billion measurements per image) generated using mass spectrometry, a technique similar to medical imaging, to improve the analysis of biological samples and boost diagnostic capabilities:
- Data storage format on HDFS
- Data processing optimization and parallelization on Spark in order to exploit all the data
- Cancer diagnosis algorithm modelling

Fabien PAMELARD, IT manager, IMABIOTECH
Jose CORRAL GALLEGO, CEO, SKAPANE

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15:20  Break

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16:00

**From Data Lakes to Machine Learning**

- The benefits of creating a Data Lake in order to build a solid base to conduct advanced analytics, fostering machine learning applications
- Why advanced data analytics has become a key source of value creation for firms

Julien SIMON, Principal Evangelist AMAZON WEB SERVICES

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16h20

**Stateful containers: how Kubernetes addresses Big Data challenges**

When dealing with microservices architectures, stateful containers are a well-known anti-pattern, even if the traditional answer of managing state in a separate storage tier is costly and complex.
Recent developments have changed things dramatically for the better. In particular, you can now manage a high-performance software defined storage tier entirely in Kubernetes.
This presentation describes what changed and how it makes big data easier on Kubernetes.
Rémi FOREST, Senior Solutions Architect, MAPR
Feedbacks on SNCF governance methods
To multiply use cases, data governance must be agile and incorporated in projects in order to truly benefit teams. Furthermore, the GDPR and other regulatory frameworks within which the SNCF operates have clearly defined rules governing dataset access.
- How the SNCF uses agile governance to extract value from its data.
- Challenges faced and change management programmes rolled-out amongst the SNCF workforce.
Julien IRIS, Head of mission Fab Big Data, SNCF

17:00
How Betclic uses data visualisation and processes several million datasets each month to boost its customer insight in real-time
- Review of the technical choices made, from the data pipeline to data retrieval, enabling Betclic to obtain product insights
- Next steps: Populating the data lake, implementing a data quality management system
Camille REVERDY, IT Mobile Project manager, BETCLIC
Christofer DAUSSION, Head of data engineering team, BETCLIC