



Main Auditorium Conference Programme Palais des Congrès, Paris

Monday 9th March 2020

9:00 Participants' welcome

9:20 Opening speech

Towards a trusted cloud ecosystem?

9:50 Keynote

Conversation about Cambridge Analytica and the future of data protection

10:10 Opinion Debate

Big Data Geopolitics: Will Europe be the alternative to the American and Chinese models?

10:30 Break & networking

11:10 Round table

How to set up an efficient data governance, adopted by all

- Organization, acculturation and integrated platforms: successfully transition of these 3 axes
- How to make CDO, CIO and business lines work hand in hand? What roles to deploy within the company, with what responsibilities?

Christina POIRSON, Group Chief Data Officer, SOCIÉTÉ GÉNÉRALE ; Chafika CHETTAOUI, PhD, Chief Data Officer, SUEZ ; Elias BALTASSIS, Director Europe Data & Analytics, THE BOSTON CONSULTING GROUP

12:00 Keynote

How to get prepared for Quantum Computing

Maud VINET, Quantum computing program manager, CEA LETI

12:20 Keynote

Sudhir Hasbe, Director of Product Management

12:40 Lunch

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B2C Marketing Case Study Track



14:00

How ManoMano is using A/B testing and Big Data to continually improve its website and boost visitor satisfaction

- Best practices to adopt and pitfalls to avoid when conducting A/B testing
- Review of the improvements rolled out following A/B testing
- How to measure and interpret the figures: making the data available to business lines and employees

Charles GODDET, Business Data Analyst, MANOMANO

14:20

How Sarenza is optimising its marketing use cases by migrating its data platform to the cloud

- How can the time-to-market of critical data be reduced during sales periods?
- Recommendation engine, pricing, fraud detection, customer return forecasts: review of the main marketing use cases
- How to democratise access to data: creation of a Data Business unit to provide training for business lines, introduction of a Self-Service solution to provide easier access to over 500 data sources for business employees and partners

Romain MARRET, Head of Data and Big Data Architecture, SARENZA ; Olivier GIRARDOT, Big Data Consultant, Ex Big Data Architect SARENZA

14:40

Big Data and R&D: review of how a data lake was rolled out to boost L'Oréal's research and development work

- Over 50 million pieces of data are processed at L'Oréal's Research & Innovation (R&I) centre each day
- How L'Oréal's Research & Innovation work is underpinned by a cloud-based governed data lake to gather, protect and share research data from product innovation through to end-user appraisal

Philippe BENIVAY, IS Experimental Data Intelligence, L'OREAL

15:00

How the Société Générale has optimised the end-to-end customer journey to deliver a multi-channel experience

- How Big Data usage can help forge a cross-channel customer experience
- Behaviour analysis: from identifying abandonment points to detecting bounce-back marketing opportunities

Claire ROUFFAUD, Product Owner Big Data, SOCIETE GENERALE ; Karim PERDREAU, Data Marketing Deputy Director, SOCIETE GENERALE

15:20 Break

16:00

Using customer voice analysis to boost customer satisfaction
François Régis CHAUMARTIN, CEO, PROXEM ; Robin DOREMUS, Customer Satisfaction Manager

16:20

Club Med: review of how a data lake was rolled out to leverage a customer 360 strategy



Club Med walks us through the implementation of its data transformation plan and examines the technological and business learnings

- Technological strand: hybridization of gradient boosting methods, deep learning and Bayesian models. Review of how algorithms were rolled out to identify customer journey patterns
- The project in numbers: 14 billion scores calculated each day, +50 variables used in the models, 5 months from scoping through to mass roll-out

Barbara VANDEPUTTE, Head of Customer & Business Intelligence, CLUB MED

16:40

Supporting the sales force with Big Data: how Machine Learning and data science have helped Pernod Ricard associate operational efficiency with optimised sales activities

- Review of the development of a data analysis application for the on-premise market (café, hotel and restaurant sector) with a view to honing customer insight
- Application of a scoring model, market segmentation: how to give the sales force the power to target priority areas
- Leveraging data: changes to business-lines' data usage habits driven by the availability of real-time data, the identification of prospecting niches...

How to guarantee data governance in a Big Data environment

Romain GAUTHIER, BI & Data Solutions Manager, PERNOD RICARD

17:00

Carrefour Drive: review of the implementation of an engine that suggests product substitutions to customers

- Real time, Machine Learning, exploitation of structured and unstructured data: how Big Data usage allows the firm to offer a personalised service whilst boosting sales performance; over 70% of product substitutions are accepted
- Review of substitution use cases: supply for deferred orders, proposal of in-store substitution in the event of stockouts on promotions, assistance with order picking when preparing click-and-collect orders.

Sylvain BELLIER, Executive Vice President, EPSILON France ; Sylvain MARSAULT, Director Data Science & Data Governance, CARREFOUR

Expert Track

14:00-14:20

Opening speech

Benoit Dageville, will share his vision for analytics that is driven by the needs of the business, and discuss how a cloud data platform can help business leaders to drive real transformation with data. You'll walk away with an understanding of:

- The most important modern data trends
- The challenges that these trends present to infrastructure-driven analytics teams
- The opportunities that a business-needs driven cloud data platform can enable

Benoit DAGEVILLE, Co-Founder & Product Director, SNOWFLAKE

14:20-14:40



Creating an extensible Big Data Platform – 100 S of Petabytes with realtime access

In his talk, Reza reflects on the challenges faced with building a reliable Big Data platform and proposes architectural solutions to scale your Big Data Platform to ingest, store, and serve 100+ PB of data with minute level latency while efficiently utilizing the hardware and meeting the security needs.

Reza SHIFTEHFAR, Engineering Manager, UBER

15:00-15:20

How to marry analytics and data governance

Robert DAVIS, VP Product Management, MICROSTRATEGY

16:00-16:20

Air France : Big Data & Analytics strategy in context of hybrid cloud evolution

Nicolas FORGUES, CTO, AIR FRANCE

16:20-16:40

La Poste: Data wrangling, or preparing data for use by business lines

How La Poste's Mail Division uses Big Data and AI algorithms in its IS to transform raw OCR data into quality data, notably optimising the processing of mail

Rachid ALILI, Chief Data Scientist, LA POSTE ; Julien PIRUS, Head of Industrial Development DASS

16:40-17:00

“One click Big Data”, dream or reality?

Is it really possible to deploy a complete Big Data environment in a “simple click”? In this session, we will study some use cases and will see how the cloud can automate the end-to-end provisioning of environments adapted. We will discover multiple analysis services and how to integrate them.

Julien LEPINE, Solutions Architect, AMAZON WEB SERVICES

17:00-17:20

Is the end night for Hadoop?

Cédric CARBONE, CTO, OGURY

Tuesday 10th March 2020

9:00 Participants' welcome

9:10 Opening Keynote

9:30 Keynote

Using Big Data to serve the common good: the OPAL project's goals and prospects

OPAL (which stands for Open Algorithms) is a socio-technological nonprofit innovation project developed by a group of partners around the MIT Media Lab, Imperial College London, Orange, the World Economic Forum and Data-Pop Alliance, aiming to unlock the potential of private sector data



for public good purposes in an ethical and sustainable manner. The project, which is currently being piloted in Senegal and Columbia, is funded by the French Development Agency (AFD - *Agence Française de Développement*), the Hewlett Foundation and the Digital Impact Alliance (DIAL).

Emmanuel LETOUZE, Connection Science Fellow, MIT – Executive Director, OPAL Project – Co Founder, DATA POP ALLIANCE

9:50 **Cybersecurity and Big Data**

Vincent STRUBEL, Head of Expertise Department, ANSSI

10:10

Big Data and AI: rebuilding trust

Aurelie JEAN, Ph.D. Computational Scientist and entrepreneur

10:30 Break & networking

11:10 Keynote

5G and its use-cases in the business world, Big Data, and industry 4.0

Weiliang SHI, Président, HUAWEI FRANCE

11:30 Round table

Big Data issues and uses cases in SMEs

Bernard OURGHANLIAN, CTO, MICROSOFT ; Pierre COURVOISIER, Head of Data, KAPTEN

12:10 Award Ceremony

Presentation of the BIG DATA Innovation Awards

Pitch by the 4 finalists: come and vote for the most innovative project!

Open to the public

12:40 Lunch

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B2B Business Line Case Study Track

14:00

Banque de France: which data governance to leverage data capital and secure buy-in from teams?

- How Banque de France is putting people back at the heart its data-driven strategy

- Effectively tackling the challenge of acculturation: from training to differentiated business line strategies

Renaud LACROIX, Chief Data Officer, BANQUE DE FRANCE

14:20

How Big Data can (and can't) make the perfect match

Ketan GANGATIRKAR, Vice President of Engineering, INDEED



14:40

Monoprix & Retail 4.0: when local retailing becomes data driven

How Monoprix has moved its existing architecture to the cloud to allow data to be disseminated and leveraged across all departments and to step-up the development of innovation around the omnichannel customer experience

Damien PICHOT, Head of Flows, MONOPRIX

15:00

How data anonymization enables Mastercard to benefit from its data in compliance with GDPR?

- How to handle new privacy laws and keep the same level of valuable analytical insights?
- Drive data utility without compromising the privacy of their customers: how anonymized data can be used to improve the performance of data models powering personalization campaigns

Caroline LOUVEAUX, Chief Privacy Officer, MASTERCARD

James HOUSE, Chief Customer Officer, TRUATA

15:20 Break

16:00

How BNP Paribas Real Estate is leveraging its data to foster easier property transactions for its business lines

- Using internal data and open data to effectively evaluate the pros and cons of each property acquisition project
- Next step: rolling the project out within the framework of the Smart City and IoT strategy

Willy SOMMAY, Head of BI & Corporate Domain, BNP PARIBAS REAL ESTATE

16:20

Big Data and Predictive Maintenance: how Kone anticipates breakdowns and boosts customer satisfaction

- Using Machine learning and the IoT to leverage predictive maintenance and monitoring: using sensors to monitor over one million lifts that each have over 200 critical parameters
- Approach and technical roll-out: from cloud-based storage and analysis to the implementation of AI solutions for predictive maintenance.

Agnieszka BRUYERE, VP Cloud & Cognitive Software, IBM FRANCE ; Cedric DE LA CHAPELLE, Head of Sales, KONE

16:40

How Orange is improving the quality of its web-based customer data in real-time

- Identifying bad data to ensure business line users have access to reliable, good-quality data: what is the impact and added-value in terms of processes and organisation?
- Review of the key steps and technological components introduced: real-time availability of data via the cloud, use of an unsupervised AI algorithm to detect bad data
- Next steps: correction recommendation system, supervised machine learning approach to detect bad data

Aleksander DABROWSKI, Senior Manager, QUANTMETRY ; Simon TEXIER, Product Owner Data, ORANGE



17:00

Using Big Data to manage public spaces?

How a real-time Big Data platform has been rolled out to manage public spaces

Expert Track

14:00-14:40

Eliminating bias in the deployment of machine learning

Stephen BROBST, Chief Technology Officer, TERADATA

14:40-15:00

Compagnie des Alpes : architecture and implementation of a datahub in the cloud

Vincent BONIAKOS, Chief Digital and Technical Officer, COMPAGNIE DES ALPES

15:00-15:20

The Amadeus data platform: how to process 60% of worldwide air shopping traffic in the cloud?

-How Amadeus ported Big Data applications from Hadoop vendors based distribution to a full cloud native architecture based on micro-services and open source technologies (Kubernetes, Kafka ecosystem, Spark and Airflow)

-How to handle Big Data concepts such as ETL, batch and streaming in the cloud environment and explore some DevOps activities

-How to use sophisticated machine learning methods to anticipate any instability of the platform

Ahmed OULABAS, Big Data Engineer, AMADEUS IT GROUP : Mingjie LI, Big Data Principle Engineer, AMADEUS IT GROUP

16:00-16:20

Industry 4.0: Big Data usage and solutions within the Faurecia Group

How the Faurecia Group is using Data technology to tackle its business challenges and step-up its digital transformation

Kais SOLTANE, Lead and Manager Big Data & Analytics, FAURECIA

16:20-16:40

Is having a single data platform really possible for Cdiscount?

Review of the migration of Cdiscount's data infrastructure to the cloud

- Which architecture? How to scale the system and estimate costs.

- Which migration strategy?

- How does the architecture support our new usage habits?

Thomas HARRY, Head of Data, CDISCOUNT

16:40-17:00

Hook up your business to Kafka

During this presentation by Rémi Forest, Solution Engineer at Confluent, discover how global leaders such as Apple, Alphabet (Google), Microsoft, Amazon and Facebook quantify the value leveraged from their data. Rémi will also discuss other digital native firms (such as Uber, Ebay, Netflix and LinkedIn), before going on to explore more traditional firms from the retail, finance and automotive



sectors. The second part of this presentation will focus on the steps involved in setting up a business case using Kafka.

Rémi FOREST, Senior Solutions Engineer, CONFLUENT

17:00-17:20

Big Data and real-time: what possibilities, which usage opportunities?

Technologies are the focus of most digital teams, especially the usage of artificial intelligence and big data. But truth is digitalization and automation of services are made to improve the customer experience. Marketing is affected through personalization of advertising, products and services, while considering data privacy ... and keeping the right balance between human and technologies.

Sikaar KEITA, Customer Experience Presales, ORACLE