



Program of the BIG DATA & AI PARIS 2021 Conferences Tuesday, September 28th

BIG DATA & AI Strategic Conferences - Grand Amphitheatre

09:00 am - 09:10 am Welcome of the participants

09:10 am - 09:40 am Opening speech

Thierry BRETON European Commissioner in charge of Internal Market, Digital, Space, Defence, Audiovisual and Tourism **EUROPEAN COMMISSION** (Agreement in principle)

09:40 am - 10:30 am Round Table

Hyperdigitalisation, teleworking, migration to the cloud... How do organizations deal with the challenges of security and data protection?

- Raising awareness of good practices in data protection among all the company's actors
- How to collaborate with ethical hackers to rethink the cybersecurity of organizations?

Fabien LEMARCHAND Chief Information Security Officer **MANOMANO**

Juliette ROUILLOUX-SICRE Vice President - Legal Director Data, Intellectual Property and Cybersecurity, Group Data Protection Officer **THALES**

10:30 am - 11:00 am Break

11:00 am - 11:50 am Round Table

Industrialization of artificial intelligence projects: how to accelerate the transition to scale?

- Data culture, data quality and governance
- DataOps, MLOps, Design Thinking... methods that are proving their worth?
- Responsibility, ethics: how to overcome the obstacles to AI adoption?
- How did the Covid crisis influence transformation projects?

Romain DUTOT IT Innovation Manager **BOUYGUES TELECOM**

Samir AMELLAL Global Chief Data Officer **LA REDOUTE**

To be confirmed: Michèle BRENGOU, Cognitive Solutions Business Coordinator, CREDIT MUTUEL

11:50 am - 12:15 pm Keynote

Ethics of AI: a critical analysis

Catherine TESSIER Researcher and referent for scientific integrity and research ethics **ONERA**

12:15 pm - 12:40 pm Keynote

Data literacy: the foundation of effective data governance

Jennifer BELISSENT Ex- Principal Analyst at Forrester Research, Principal Data Strategist **SNOWFLAKE**

12:40 pm - 14:00 pm Lunch
Access to the catering area with your Full Pass

BIG DATA Expert track – Salle Ternes

09:45 am – 10:20 am

Infrastructure automation on cloud or on-premise

- Impact of Big Data and the adoption of "Cloud Native" architectures
- DevOps
- Automation tools and practices for Hybrid Cloud infrastructures (public / private cloud)

Alexandre SIGNORET IBM AIOps & Hybrid Management WW Sales **IBM**

10:20 am - 10:55 am

Testimony of Pôle emploi DSI: bringing value to a complex IS through the datavisualization of technical data

- From an approach adapted to technical metrology data to the opening of a self-service. Which tools to choose?
- An adapted and evolving platform
- Some examples of use cases, capacity plan, datacenter consumption, or project management

Samuel BORRELL Head of the Metrology, Performance and Supervision Department within the IT Department **POLE EMPLOI**

10:55 am - 11:15 am Break

11:15 am - 11:50 am

The transition to a Data Mesh architecture

11:50 am - 12:25 pm

How Schneider Electric met the challenge of deploying a reliable and scalable Big Data IoT platform in the cloud

Dimitri YANCULOVICI Software Architect (IoT, Cloud, AI) **SCHNEIDER ELECTRIC**

12:25 pm - 1:00 pm

Use case of data geolocation

The project aims to measure the evolution of reliable and generally unpublished indicators on subjects as diverse as population, urban planning, vegetation, energy, pollution, or health. These data, which are generally incomplete and come from heterogeneous and multi-format sources, require a long manual aggregation process. They are now available for the first time in a single portal, including: key socio-demographic information (number of graduates, income distribution, etc.), number of citizens by socio-professional category, characteristics of the city's buildings (by year of construction, type of use, materials, etc.), breakdown of a city's annual budget, vaccination rate of a population, vegetated surface area (of green spaces and gardens), etc.

Chloé CLAIR CEO **NAMR**

Baptiste JOURDAN Co-founder **TOUCAN TOCO**

1:00 pm : 2.00 pm Lunch
Access to the catering area with your Full Pass

BIG DATA Business applications track - Grand Amphitheatre

Conference program under construction, submit to change

2:00 pm - 2:25 pm

Data as a common language at Adidas: how to create an agile environment within a large company Kamel SALAH Marketplace Strategy & Analytics **ADIDAS FRANCE**

2:25 pm - 2:50 pm

Experience feedback (coming soon)

2:50 – 3:15

France Télévisions: feedback on the deployment of a Digital Asset Management platform
Matthieu PARMENTIER Head of Data & Artificial Intelligence **FRANCE TELEVISIONS**

3:15 pm – 3:40 pm

How GMF Assurances is making the customer experience more fluid thanks to the analysis of omnichannel paths via big data and AI technologies

Jean Christophe FARKAS Head of Steering, Reporting & Analysis of **GMF ASSURANCES - COVEA GROUP**

Florent CUETO Head of Data **GMF ASSURANCES - COVEA GROUP**

3:40 pm – 4:10 pm Break

4:10 pm - 4:35 pm

Data culture at the heart of the Foncia group's digital transformation

Florent SEINE Chief Data Officer **FONCIA**

Laure COZANET Group Data Manager **FONCIA**

4:35 pm – 5:00 pm

Experience feedback (coming soon)

5:00 pm – 5:25 pm

AthenIA Press: how AI is transforming the distribution of the press industry?

Optimizing the profitability of publishers thanks to an AI decision support solution, while improving their CSR policy by reducing paper printing: a return on the deployment of an intelligent solution allowing to send the right volume of magazines to each point of sale

Emmanuel MOUNIER President **UNIQUE HERITAGE MEDIA**

Soline AUBRY Senior Manager **EKIMETRICS**

AI Business applications track – Salle Ternes

2:00 pm - 2:25 pm

AI in healthcare

2:25pm - 2:50pm

Bladder cancer detection: quality learning data and machine learning for an early and reliable diagnosis

- How to improve early detection of bladder cancer using machine learning?

- How to prepare quality learning data to ensure relevant and reliable diagnoses?

- What continuous iteration loop from modeling to learning data to improve performance?

Edouard D'ARCHIMBAUD CTO **KILI TECHNOLOGY**

Thibaut TROUDE CTO and Founder **VitaDX**

Conference program under construction, submit to change

2:50 pm - 3:15 pm

Artificial intelligence to optimize advertising investments: the development of business intelligence

- How can business intelligence help to take advantage of the unprecedented penetration of digital in the private and professional spheres of everyone?
- How can we reconcile digital advertising, which will represent more than half of the advertising market in France in 2020, with respect for personal data?
- What impact will this have on marketing teams and what skills do they need to master in order to stay in tune with their markets?

The notion of "performance measurement" is now the key to analyze, understand and seize the potential of AI & ML marketing according to the new rules of the game.

Arthur DE FRAYSSINET Founder of **OUICOM***

3:15 pm – 3:40 pm

AI for an optimized and sustainable real estate strategy

Return on the deployment of a sustainable real estate strategy, mixing genetic optimization, reinforcement learning and simulation environments and taking into account the following objectives

- Cost optimization
- Reduction of the carbon footprint
- Taking into account business constraints
- Well-being of each employee

How to choose in the multiplication of possible scenarios due to the redefinition of work rules and expectations.

How to lead and deploy this project quickly (in only 3 months) to achieve its industrialization?

Théo ALVES DA COSTA Co-Lead at Data for Good and Manager **EKIMETRICS**

Cyril VERON Leader Data, AI and Machine Learning **NATIXIS**

3:40 pm – 4:20 pm Break

4:20pm - 4:45pm

AI applied to B2B e-commerce: using supervised classification algorithms to categorize products

Charles DADI Founder **FACTONICS**

Guillaume DUVAL Group Master Data Management **MANUTAN**

4:45 pm – 5:10 pm

Artificial intelligence to help control metallurgical processes

Jean-Loup LOYER Chief Data & Analytics Officer **ERAMET**

5:10 pm – 5:35 pm

Deep Learning as a tool for proximity marketing

AI Expert track – Salle Passy

2:00 pm - 2:40 pm

Frugal AI: training models with small data

2:40 pm - 3:20 pm

New Mayflower - Captain Watson and AI for maritime scientific research
Eric AQUARONNE HW Systems Strategy **IBM**
Guilhem MOLINES ODM Product Architect **IBM**

3:20 pm – 4:00 pm Break

4:00 pm - 4:25 pm

Shapash, Open Source library by MAIF, makes Machine Learning models interpretable and understandable by all

Shapash allows :

- The Data Scientist to understand more easily his models, to share his results and to validate his work with his sponsor
- The end-user to understand a recommendation from a model thanks to an easy-to-read summary of the most influential criteria.

Shapash contributes to a reliable and more controlled AI, by providing features that contribute to the auditability of models. The presentation of the library will be completed by a sharing of MAIF use cases where Shapash is implemented to improve customer relations.

Yann GOLHEN Data Science Referent **MAIF**

4:25 pm - 4:50 pm

Challenges and means of trusted AI

Guillaume AVRIN Head of the Evaluation of Artificial Intelligence Systems Department
LABORATOIRE NATIONAL DE MÉTROLOGIE ET D'ESSAIS (LNE)

4:50 pm - 5:15 pm

Frugal AI: towards a new way of doing and using chatbots

Frugal AI, conceived as a new way of constituting and managing data, is set to revolutionize the construction of conversational agents. Its originality consists in shifting the problem of the volume of data necessary for initial learning to the involvement of users and business experts throughout the life of a chatbot, based on a new kind of human-machine collaboration. This collaboration will allow chatbots to become tools for developing the performance of employees and the sustainability of knowledge in organizations.

Charles TEISSEBRE Scientific Director **SYNAPSE DEVELOPPEMENT**

5:15 pm - 5:40 pm

How to make port operations more fluid thanks to predictive algorithms?



Program of the BIG DATA & AI PARIS 2021 Conferences Wednesday, September 29th

BIG DATA & AI Strategic Conferences - Grand Amphitheatre

09:00 am – 09:10 am Welcome of the participants

09:10 am - 09:35 am

Can we use data and Artificial Intelligence to improve our democracy?

César A. HIDALGO Director of the Collective Learning Center of the Artificial and Natural Intelligence Institute **UNIVERSITY OF TOULOUSE**

09:35 am - 10:00 am

What future for Deep Learning: the contribution of self-supervised learning

Mathilde CARON Research Assistant CIFRE **FACEBOOK AI RESEARCH**

10:00 am - 10:25 am

Use of Big Data in the follow-up of the Covid epidemic

Guillaume ROZIER Founder **COVIDTRACKER**

10:25 am - 10:55 am Break

10:55 am - 11:45 am Round Table

Digital sobriety, sustainable development... How to reconcile CSR, AI and Big Data issues?

- How to accelerate the integration of environmental and societal issues in the digital strategy of companies? What concrete actions should be implemented within organizations?

- How can AI and digital technology also help organizations to achieve these ambitions?

Speakers to be confirmed

11:45 pm - 12:10 pm

Quantum AI by design: a near future?

12:10 pm - 12:40 pm

Big Data & AI Innovation Awards Ceremony

Finalists' pitch: come and vote for the most innovative project!

12:40 pm - 2:00 pm Lunch

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BIG DATA Expert track – Salle Ternes

09:00 am – 09:10 am Welcome of the participants

09h10 am - 09h45 am

Recovery plan: security and compliance of Big Data projects

To face the epidemic of the Coronavirus Covid-19, the Government has put in place from the beginning of the crisis, support measures for companies and employees, which continue to be mobilized today. The exceptional recovery plan of 100 billion euros is deployed by the Government around 3 main components: ecology, competitiveness and cohesion.

Baptiste JOURDAN Co-founder **TOUCAN TOCO**

Stéphane TRAINEL Ministerial Data Administrator and DPO **SECRETARIAT GENERAL DU MINISTERE DE L'ECONOMIE, DES FINANCES ET DE LA RELANCE**

09:45 am - 10:20 am

Mastering the serverless approach

10:20 am - 10:40 am Break

10:40 am - 11:15 am

Industry 4.0 and AI: 1 car factory, 1,000,000,000 Machine Learning models?

10 000 welding points in a car, each one according to its own technical requirements must be executed precisely according to several parameters: geometry, materials, thickness of the layers... The quality of each of these welds is critical; the operations downstream of the fitting process depend on it, and ultimately on operational performance and customer satisfaction.

For a single plant, 1,000 cars a day, how can we ensure the quality and durability of each of the 10 million weld points? This is a real challenge in terms of cost and efficiency. In theory, IoT and Artificial Intelligence are the answer; however, we still need to be able to industrialize these solutions on the scale and in the dynamics of the business.

Denis MOLIN Principal Data Scientist EMEA **TERADATA**

Serigne GAYE Senior Industry Consultant EMEA **TERADATA**

11:15 am - 11:50 am

From saturation to information: the challenges of "datafication"

Unreliable data that is introduced in massive quantities into digital data flows destabilizes companies with uncontrolled costs, loss of efficiency and the risk of being fined for non-compliance with data regulations.

What are the issues that companies still need to address in order to finally make volume rhyme with value?

Christophe TOUM Senior Director Product Management **TALEND**

11:50 am - 12:25 pm

No-code at the service of analytics. Illustration with process mining applied to the analysis of the patient pathway within the HULA hospital

David BALTAR BOILEVE Data scientist and business analyst **HOSPITAL UNIVERSITARIO LUCAS AUGUSTI**

Nicolas MARZIN Senior Director, Office of the CTO **TIBCO**

12:25 pm - 14:00 pm Lunch
Access to the catering area with your Full Pass

BIG DATA Business applications track - Grand Amphitheatre

2:00 - 2:25

AMF: how Big Data and AI help the market regulator in its missions

The AMF is equipped with a Big Data platform allowing it to integrate, prepare and analyze huge volumes of data.

Thanks to its technical infrastructure, the AMF has been able to develop algorithms capable of detecting fraudulent investment sites, reconstructing the state of the market every microsecond, exploiting unstructured data such as reports or press releases from listed companies, or analyzing graphs of links between investors.

Iris LUCAS Head of Data Intelligence - Data and Surveillance Division **AMF**

Joshua MIFSUD-COUCHAUX Data Scientist - Data Intelligence Unit - Data and Surveillance Division **AMF**

2:25 pm - 2:50 pm

Experience feedback (coming soon)

2:50 pm - 3:15 pm

Cegid: feedback on the deployment of a unified data platform

Unstructured data from multiple formats, different applications or ERP and stored on multiple databases and servers... how to meet the challenges of cost management and aging infrastructure?

Félix SPORTELLI R&D Director **CEGID**

3:15 pm - 3:40 pm

Adeo-Leroy Merlin: how to dynamically map an information system in order to regain control of it, make it evolve and migrate it to the Cloud

Laurent OSTIZ Global Chief Data Officer **ADEO-LEROY MERLIN**

3:40 pm - 4:10 pm Break

4:10 pm - 4:35 pm

Azqore: how the DataHub of several dozen private banks provides a BI Self-Services platform

How Azqore handles the Back Office operations of dozens of Private Banks at the international level, from data hubs in Switzerland and Singapore: making its Datalake available to democratize

Advanced Analytics with datavisualization and Self BI.

Operational autonomy that allows businesses to control and monitor the entire life cycle of their data, from restitution to extraction, and to access data management functions in the same tool (real-time control of authorizations, end-to-end data security, who does what with the data, and traceability of usage)

Ludovic MARTIN Chief Data Officer **AZQORE SUISSE**

Pascal EXERTIER Managing Director **AZQORE SUISSE**

4:35 pm - 5:00 pm

Smart buildings: using sensor data to anticipate hazards

AI Business applications track – Salle Ternes

2:00 pm - 2:25 pm

Improving the customer experience in a call center thanks to the transcription of a conversation in real time in an information system

Grégoire PERRET Director of Information Systems (CIO) **Chronopost**

2:25pm - 2:50pm

IA 4 Industry Challenge: how hybridization between physical models and ML allows the creation of virtual sensors for the Falcon range of Dassault

- Presentation of the IA 4 Industry challenge: from Dassault's needs to the constitution of the consortium

- How to create value through virtual sensors generated by AI

- Hybridization of physical and ML models: a complementary approach

- From pre-processing to stacking via Igbm: presentation of the approach taken

Antonin BRAUN CTO **AQUILA**

Stéphane NACHAR Data Scientist **DASSAULT AVIATION**

Martin GHIENNE Senior Lecturer **SUPMECA**

2:50 pm - 3:15 pm

Data platform / AI governance

Suez and Microsoft

3:15 pm – 3:40 pm

The implementation of an effective MLOps approach integrating the deployment of a responsible AI and its control over time

Experience and lessons learned on the implementation of the main principles structuring an MLOps approach in order to ensure the development, deployment and industrialization of Data and AI use cases, all within a framework compatible with the requirements of trustworthy AI.

Gregory ABISROR Technology & Analytics Partner **DELOITTE**

Florian LAGARDERE Manager Big Data and AI **ALLIANZ FRANCE**

3:40 pm - 4:20 pm Break

4:20 pm - 4:45 pm

Innovation & design : how Decathlon explores the potential of AI in creation

Charles CAMBIANICA Lead Designer **DECATHLON ADVANCED DESIGN**

4:45 pm - 5:10 pm

AI in the retail industry

5:10 pm - 5:35 pm

Machine translation: an essential vector for export

AI Expert track – Salle Passy

2:00 pm – 2:40 pm

Recent advances in Earth Observation - AI and how can businesses benefit from it

The explosion of the New Space industry is opening up space technology to industries that traditionally do not have access to space. This has made satellite data available more frequently, at a much much affordable price point. Along with numbers, advances in sensor technology have also made new solutions possible especially with radar and hyperspectral satellites sensors. Combining these advances with AI we are beginning to reach the levels of accuracy and operational requirements needed for day to day decision-making in many businesses.

We will present how the latest advances in space technologies & AI help us create solutions that are accurate at field level yet scalable globally with a real use case in agriculture with our partner.

Jyotsna Budideti CEO & co-founder **SPACESENSE**

Pierre Arbelet Technical Lead **GREENBACK**

2:40 pm – 3:20 pm

Quantum Machine Learning in the NISQ era

Nicolas GAUDE Co-fondateur et CTO **PREVISION.IO**

3:20 pm - 4:00 pm Break

4:00 pm - 4:25 pm

Cybersecurity in real time: the contribution of Machine Learning

- What are the risks for eCommerce platforms that suffer from Credential Stuffing attacks?

- Why use unsupervised anomaly detection models to detect account takeover attacks?

- Which algorithm should be used to identify and block the malicious part of the traffic in real time?

Antoine VASTEL Engineering Manager **DATADOME**

Konstantina KONTOUDI Lead Data Scientist **DATADOME**

4:25 pm - 4:50 pm

MLOPS and Maturity Models - example of the implementation of a consumption forecast module

Fakher HANNAFI Data/ML Engineer **DEVOTEAM**

4:50 pm - 4:15 pm

A smart trawl to choose your fish

5:15 pm - 5:40 pm

Is the "liquid" neural network capable of adapting to the variability of real world systems?