

Beat: Technology

## THE PILARS OF THE DIGITAL COMPANY In 2020 - Conference in PARIS

### FIVE DIGITAL MASTERIES

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**USPA NEWS** - Organizations have been preparing for a Digital Transformation for years. It should attain macroeconomic scale and impact. It will become, in 2020, the core of what Industry Leaders do and how they operate, making growing operations Digital Companies in the way they think and act....

Organizations have been preparing for a Digital Transformation for years. It should attain macroeconomic scale and impact. It will become, in 2020, the core of what Industry Leaders do and how they operate, making growing operations Digital Companies in the way they think and act. The interdependence of Digital Transformation and IT Leadership will become essential trinity for success. They are FIVE DIGITAL MASTERIES that Organizations need to attain in order to become Digital Companies.

On May 10, 2017, was held a Conference by Les Echos in PARIS titled 'The Pilars of Digital Companies in 2020 - Five Digital Masteries'. The Debates were animated by Laurent GUEZ & Florian DEBES from Les Echos & Didier KRAINIC from IDC France.

The FIVE MASTERIES discussed were, in chronological order, as follow :

\* **LEADERSHIP MASTERY** : organizational Leaders must set a vision along with the Board of Directors, determine appropriate organizational Structures and commit to an agreed amount of Digital Transformation resources.

\* **RELATIONSHIP MASTERY** : the willingness of existing Organistion's Products or Services to new Customers is more important than having satisfied Customers. Optimising Customers reach, maximising relevance, and enabling reciprocity are essential elements of a Customer-centric Digital Transformation Model.

\* **OPERATIONAL MASTERY** : automated and agile Processes are must-haves for Organizations that aspire to lead in the Economy. Achieving scale, expanding scope and delivering speed are all key elements of Operational Mastery.

\* **INFORMATION MASTERY** : Information is at the core of the Economy. Syntax, Semantics and Socialization are all critical. It is important to pay attention to the percentage of revenue generated from Information-based Products, Experiences and Services.

\* **TALENT MASTERY** : the ability to create and sustain an Innovative Culture is what Digital Disruptors thrive on Work Optimization and Talent Sourcing where Process, People and Culture need to be perfectly aligned is what Talent Mastery is about.

The Speakers were as follow :

\* Introduction : Didier KRAINIC (IDC France) & Laurent GUEZ (Les Echos)

\* Opening Keynote : Severin CABANNES Deputy CEO SOCIETE GENERALE

\* Focus on the Five Pillars of the Digital Company : Steven FRANTZEN Chief Analyst Europe IDC

\* Leadership Mastery : Jean-Pierre REMY CEO at SOLOCAL Group & Marc WESTERMANN CEO at Connected Solutions SOMFY

\* Relationship Mastery : Benjamin CARDOSO Founding President LECAB, Dominique DOAT Chief Digital Officer DANONE, Hervé PARIZOT Executive Director of E-commerce and Data at CARREFOUR France.

\* Operational Mastery : Christo CHRISTODOULOU Chief Information Officer at BNIC, Stéphane LANNUZEL Operations Chief Digital Officer at L'OREAL, Michel LUTZ Group Data Officer at TOTAL.

\* Information Mastery : Salime NASSUR Head of Central and South Europe Marketing at GOOGLE CLOUD, Dagobert LEVY East

and south Europe Director at BLACKBERRY, Alain STARON Senior VP Digital Strategy, Offers and Partnerships at VEOLIA.

\* Talent Mastery : Sylvie FRANCOIS Deputy General Manager and HR Manager at Groupe LA POSTE, Jean-François SCHOONHEERE HR Development Director and Corporate HR at BOUYGUES Immobilier.

Source : Conference held on May 10, 2017 at ChâteauForm - Saint Dominique (Paris).

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