

Summary of the conference at the UFE in May 2017 Orange Labs Tokyo | digital revolution and open innovation

The digital revolution changes what people expect and how they do things. It is transforming customer experience, business models as well as operational processes.

- 3,7 billion internet users in the world in January 2017 with an increase of 10% since January 2016
- People spend **2:30 per day on a Smartphone**

The digital revolution is defined by 4 new business sectors: Artificial Intelligence, Big Data, Internet of Things and Uberization.

Artificial Intelligence and Robots

Artificial Intelligence makes computer systems able to perform tasks, which required human intelligence before, such as visual perception and decision making. Ex: The Japanese government helps the development of the robot market in Japan with a “New Robot Strategy”, issued in January 2015.

3 industries will benefit most from AI:

- Transportation: self-driving trucks and on demand mobility
- Wholesale/retail: humanoid robots are used in department/mobile phone stores, banks,
- Manufacturing: new collaborative type robots work along with human in the industrial sector

Big Data

Big data can be analyzed by computer systems in order to reveal patterns and trends related to human behavior and interactions. Nowadays, timely analysis of real-time data is a key to driving business performance since it enables a company to take proactive actions. Ex: In 2012, Walmart forecasted demand for emergency supplies by looking back at data from previous hurricanes.

Internet Of Things

Computing devices embedded in everyday objects helps to improve the use of these objects. For instance, the B2B IoT Startup, NetLED helps saving energy and improving lightning environment by controlling illumination (time, precise location and degree).

Uberization

It makes use of a digitalized platform enabling peer to peer, or quasi-peer to peer transactions and minimizes the distance between the provider and the customer of a service. For instance uberization revolutionized funding with crowd-funding (kiss kiss bank bank, ulule...) and education with Moocs (=Massive Open Online Course).

Orange`s perspectives

Enterprises need to adapt to customers' new ways of using digital and create new experiences for them. They should rely on their more mobile collaborative and connected workforce and simplify working processes to become more flexible. Orange decided to adapt to digital revolution, here are some examples of its changes.

Internal transformation

- Digital trainings and collaborative trainings for its managers

- A new Corporate Social Network launched in 2015: Plazza
- A significant effort in research and innovation (€726 M invested in 2015) and 221 patents registered in 2015.

Seizing new opportunities

- Orange designed a multi-service **IA virtual assistant “Djingo”** (released in early 2018) which allows users to interact with the full ecosystem of Orange content and services.
- **Orange bank** aims at changing the mobile banking paradigm and provide free debit card. No account fees and no minimum revenue are required. It centers its service on customer (Virtual assistance available 24/7 and constantly learning, Contactless payments, Possibility to send money to relatives thank to a single phone number).
- **Orange Fab:** Orange finances and accelerates startups` international development with intensive coaching programs. Ex: Orange fab Asia = 107 startups (40 in Tokyo) with a survive rate of 100.