

PARTNER  **SUMMER**
BUSINESS **SCHOOL**

8-10 JUILLET 2014 IBM BOIS-COLOMBES

& TECH ACADEMY



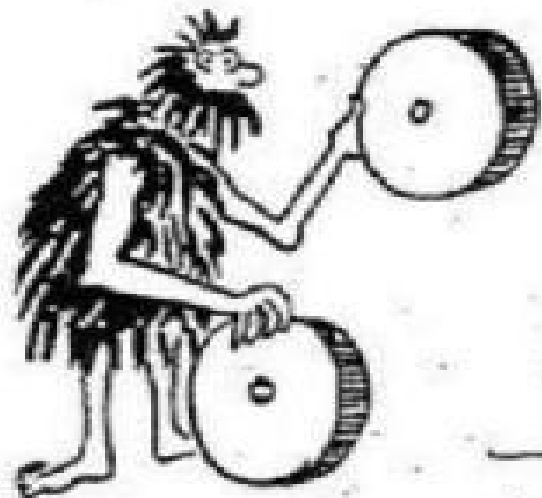


PARTNER BUSINESS  **SUMMER SCHOOL**
8-10 JUILLET 2014 IBM BOIS-COLOMBES
& TECH ACADEMY



Stratégie Software

Philippe Bournhonesque
Leader Stratégie Software France



No thanks!



We are
too busy





Social
Systemes d'engagement

Social Drives Business

“Understand the social network not as your new water cooler, but as your new production line”

Ginni Rometty
IBM CEO
March 2013



IBM Talent Suite

The screenshot shows the IBM Talent Suite interface. At the top, there's a blue navigation bar with the IBM logo and a user profile icon. Below it is a secondary navigation bar with icons for Home, Onboarding, Performance, Hiring, News, Communities, People, Learning, Files, and Activities. The main content area features a large background image of a busy public square. An orange overlay box on the left says "Welcome Samantha Daryn you have 15 tasks" and lists three tasks: "Assign specialist for Colin Garfield", "Data export for Bill Penney", and "Provisioning for Andy Brunner". Below this, there are sections for "News" and "Recommendations". The "News" section includes a search bar and a list of activity items, such as "Anna Bauer liked your status update" and "Glenn Cloud shared the file windows.jpg". The "Recommendations" section lists various content items like "David Chung's Blog", "Dana Vinich's Blog", and "world.jpg".

IBM Social Learning

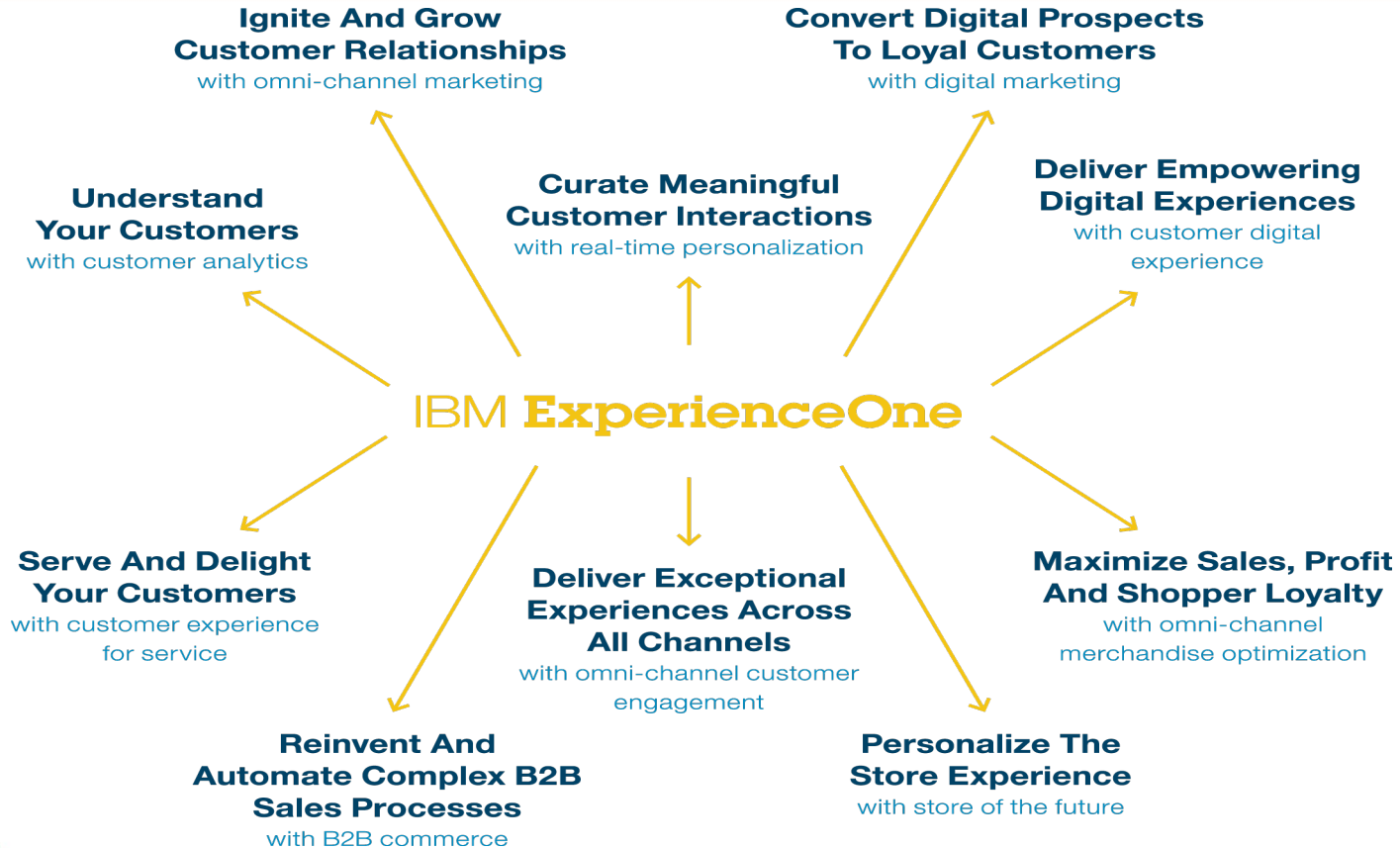
The screenshot displays the IBM Social Learning interface. The top navigation bar is green and includes the text "IBM Social Learning", a search icon, and a user profile icon. A vertical sidebar on the left contains navigation icons for Home, Learning, Communities, People, Files, and Activities. The main content area features a video player titled "Creating Safe Areas" by "Outdoorsman". The video shows a yellow kayak on a lake shore. Below the video, there are 3 discussions. To the right of the video is a comments section with a "Transcript" tab. The transcript shows a comment from Jane Frost: "It would be helpful to hear about the safest rivers" and an expert-approved answer from Minh Li: "If you go to our website greenwell.com, you will of the safe areas there". Below the video, there is a paragraph of text: "If you are interested in getting outdoors and learning all about how to be safe, then this is the video for you. We will discuss safety when on the water and also in the wilderness and take you through a variety of ways to be prepared when outdoors. There are also many products that Greenwell sells that we will look at in this video so you can become more familiar with them if customers are interested in these products. Once you view the video we encourage you to try the products yourself at one of our excursions that are available around the world." Below this text are tags for "rafting, kayaking, backcountry, guide, whitewater" and a note that the video was created by Samantha Daryn on October 20, 2011.

IBM ExperienceOne

pour attirer et “enchanter” les clients,

maximiser leur valeur
tout au long du cycle de vie

en enrichissant les engagements
avec chacun d'entre eux



Comprendre le client requiert tout d'abord de l'identifier



Une identité unique



Enregistrement Web

- First & Last Name
- Email Address
- City
- State
- Zip
- Country
- Cookies

Enregistrement Email

- First & Last Name
- Email Address
- Email ID

Carte de fidélité

- First & Last Name
- Email Address
- City
- State
- Zip
- Phone
- Account ID

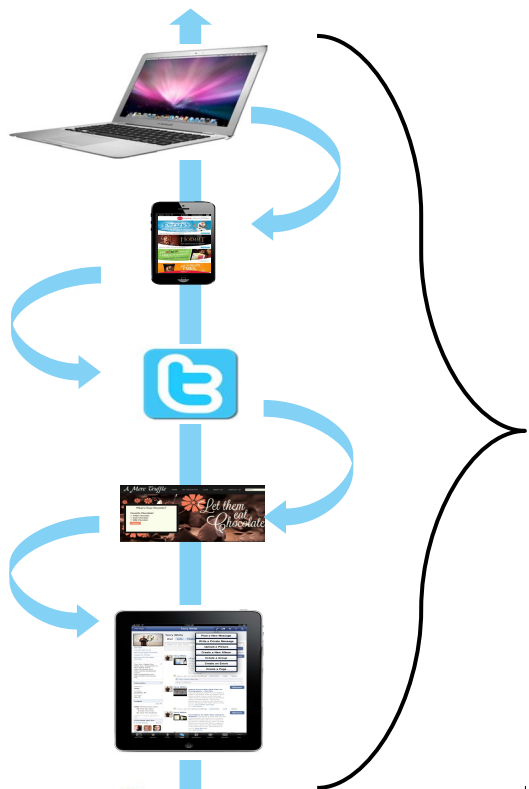
App Mobile

- First & Last Name
- Email Address
- Cell Number
- Mobile App ID
- MAC address

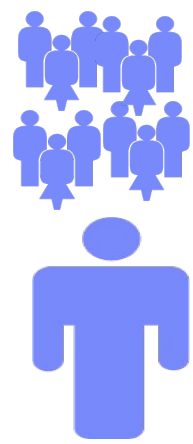
Réseaux sociaux

- First & Last Name
- Email Address
- Birthday
- User Name
- Social ID

Silverpop™ maintient automatiquement l'identité unifiée de chaque client et capture son comportement sur chaque plateforme



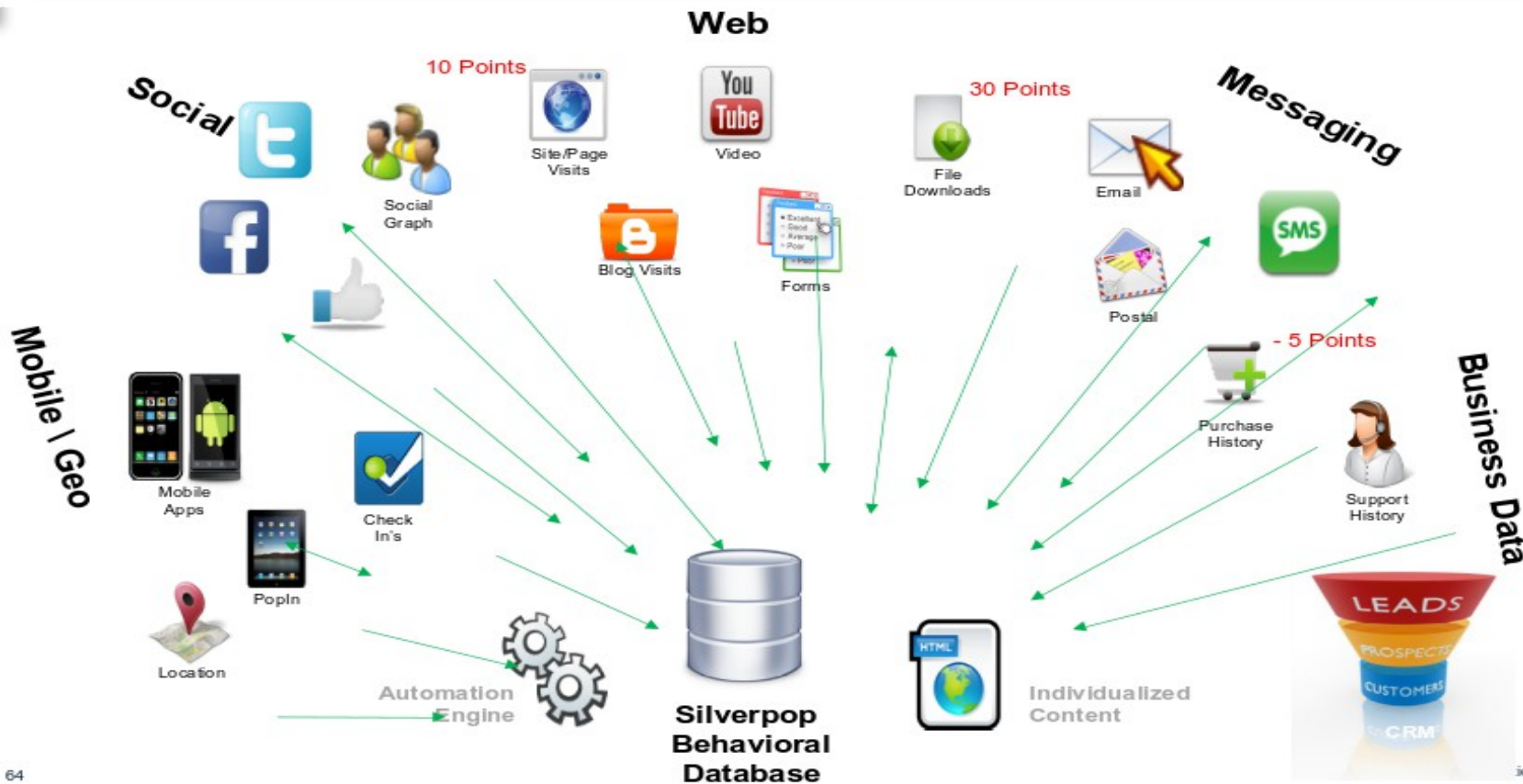
Name: ABasic Customer
Email: abcustomer@company.com
Social: @abasiccustomer
Web: cookie {GUID}
CRM: CRM {GUID}
Mobile App: {App ID}
SMS: 404.555.1212
Device: iPhone, Laptop
Loyalty Program: {Rewards #}
Custom 2...



Database Client

Regroupe **chaque point d'accès client** en une seule vue

Ces données sont au coeur du scoring et des messages multicanal



Des règles basées sur le comportement de l'utilisateur créent des interactions personnalisées



Rule Builder:

Add Criteria: **Profile** **Behavior** **CRM Opportunities** **Relational Table** **Options**

- Email Behaviors**
Has clicked link **SHOP_SALE** in email **Spring Promo** within the last **30 days**
Opens, Clicks, Sent or not sent, in any given time window.
- OR** **Web Analytics Integration**
In Relational Table: **Web Analytics Data Table**
WHEN **Search Term** contains **shoes**
WA data feed – search, shopping cart, page level
- OR** **Relational Data**
In Relational Table: **Purchase Data**
WHEN **Purchase Date** is not within the last **45 days**
Ecommerce, In Store
- AND** **Social Feed**
In Relational Table: **Social Activity**
WHEN **Activity Type** contains **Mention**
AND **Sentiment** contains **Positive**
OR (**Activity Type** contains **Follow**
AND **Activity Date** is within the last **2 days**)
Mention, Follow, RT in given time window
- AND** **Silverpop Native Web Feed**
Behavior: Has Visited web site
Target: Web Site: **blog.acme.com**
Timeframe: **on today**
Site visits, page visits, Custom web behaviors

Done

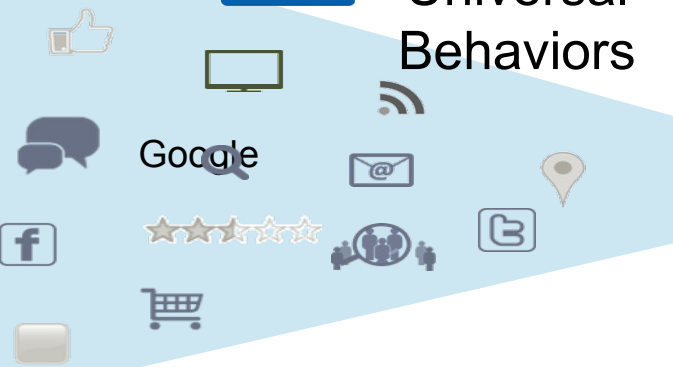
Un vaste écosystème pour fournir une vue du “client en contexte”



Silverpop
Universal
Behaviors



Digital
Data
Exchange



Avec plus de 150 partenaires certifiés



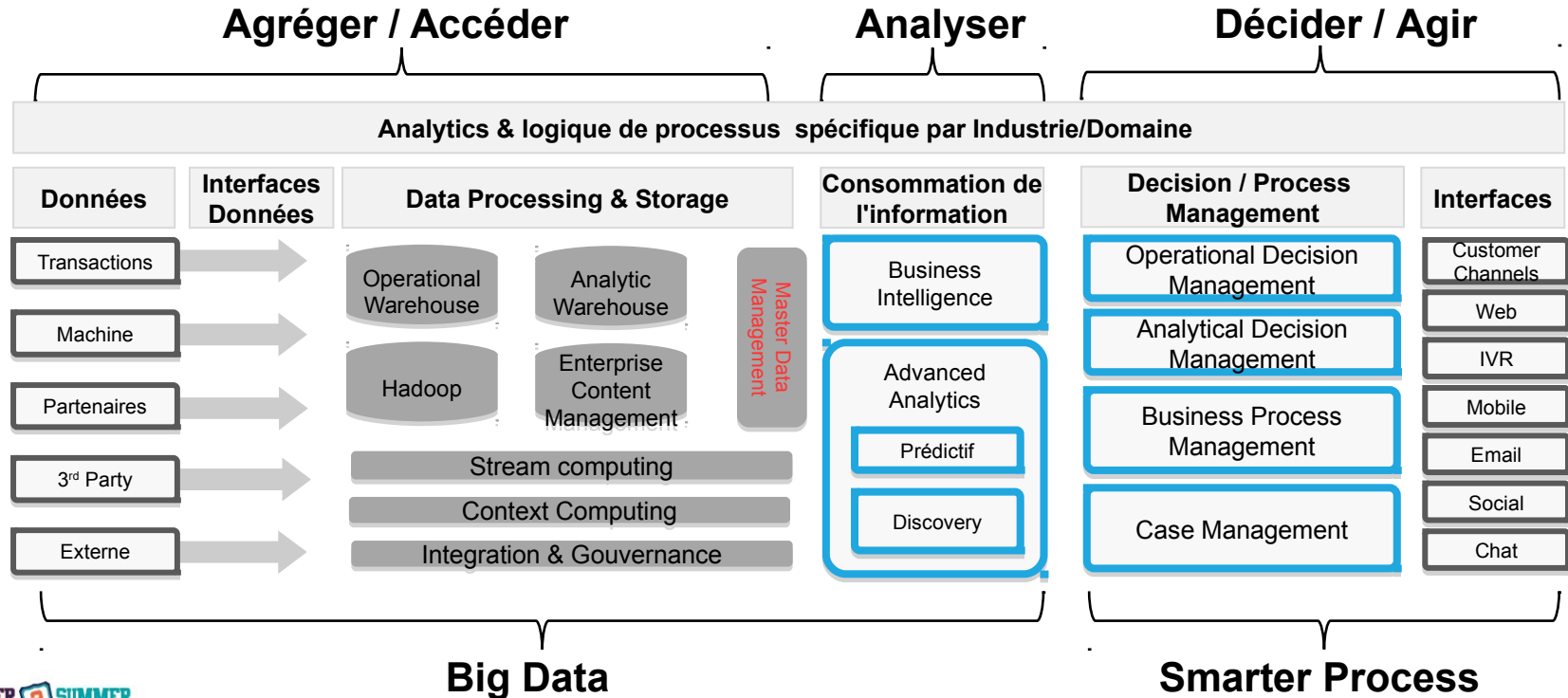


**Analytics
Cognitif**

RISE OF THE MACHINES

Analytics - Comprendre - Prédire - Agir

1/3 de BigData , 1/3 de processus, 1/3 de social et 1/3 de mobile ...



IBM Supply Chain Analytics

KPIs par domaines fonctionnels de la Supply Chain



IBM Predictive Customer Intelligence

L'intelligence pour le marketing ET les systèmes opérationnels



Données

IBM Predictive Customer Intelligence

IBM EMM/ Marketing tierce partie

Interactions client multicanal



Web

Interactive Voice Response



Mobile Apps



Short Message Service



Social Media



Chat



Voix



Email

Modèles Acquisition
Modèles Réponses campagnes
Modèles Churn
Customer Lifetime Value
Lifetime Value Maximizer
Market Basket Analysis
Sensibilité prix
Modèles Product Affinity
Modèles Segmentation
Modèles Sentiment
Modèles Up-sell/Cross-sell

Campagnes
Offres
Messaging
Lead
Cross-channel Campaign Mgt
Real-time Marketing
Marketing Event Detection
Digital Marketing

COMMENT? Données d'interaction

Email & chat transcriptions
Notes Centres d'appel
Web click-streams
Dialogue inter personnel

POURQUOI? Données attitudinales

Opinions
Préférences
Besoins et désirs

QUI? Données descriptives

Attributs
Caractéristiques
Self information
Géo démographie

QUOI? Données comportementales

Commandes
Transactions
Historique paiement
Historique usage

Une nouvelle ère des technologies de l'information



1900s

Ère des
Tabulatrices

1950s

Ère des systèmes
Programmables

2010s

Ère des systèmes
Cognitifs



Répondre à des questions complexes va plus loin que reconnaître des mots clés

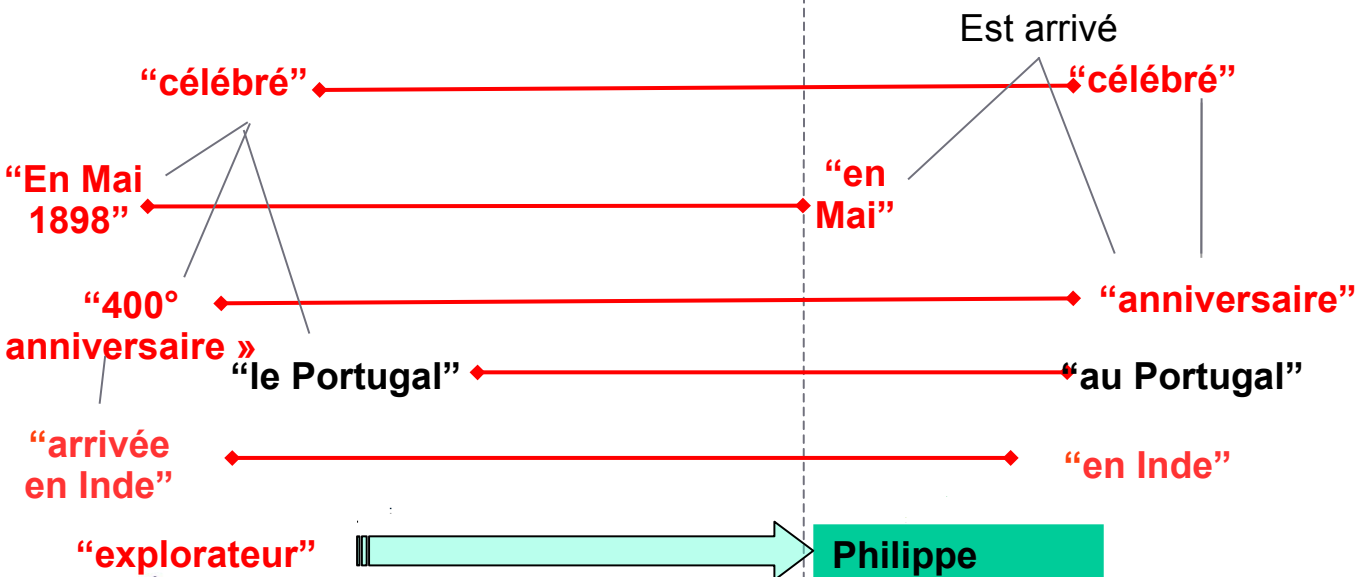


Question:

En Mai 1898 le Portugal a célébré le 400 anniversaire de l'arrivée de cet explorateur en Inde.

Evidence :

En Mai, Philippe est arrivé en Inde après avoir célébré son anniversaire au Portugal.



Légende

Hit Mot clés

↔ “Evidence Faible”
“Texte référence”

L'évidence suggère que « Philippe » est la réponse

MAIS le système doit apprendre que des mots clés identiques peuvent être une évidence faible en comparaison d'autres évidences.

Watson exécute de multiples algorithmes pour effectuer une analyse approfondie



Question :

En Mai 1898 le Portugal a célébré le 400^e anniversaire de l'arrivée de cet explorateur en Inde.

Evidence :

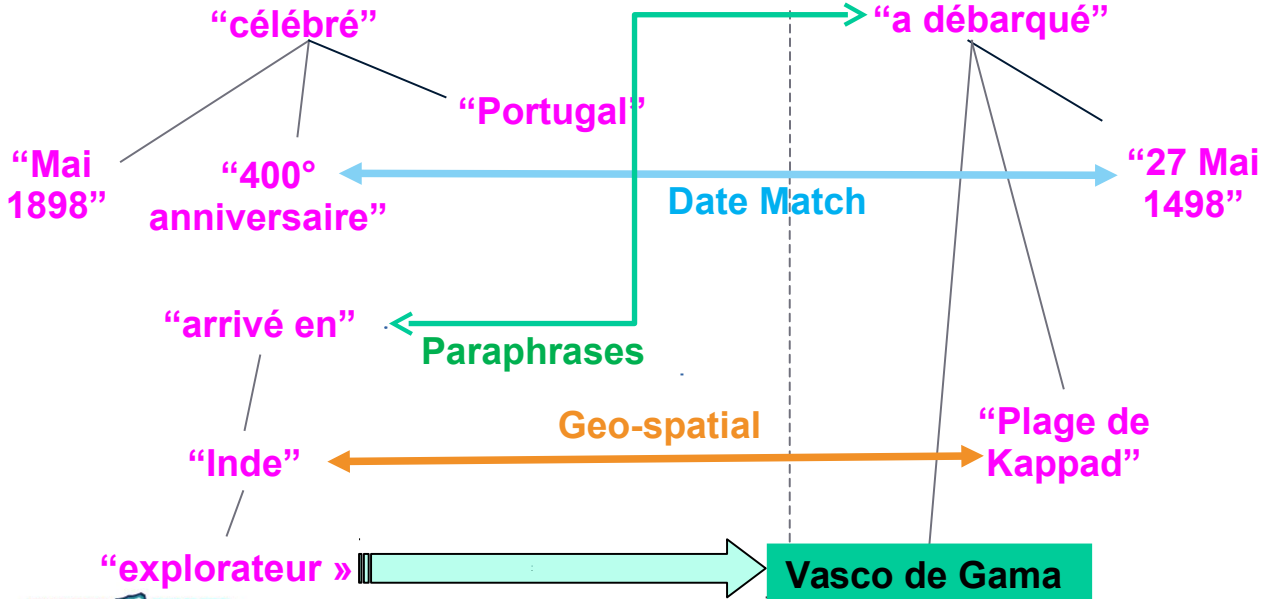
Le 27 Mai 1498, Vasco de Gama a débarqué sur la plage de Kappad.

Légende

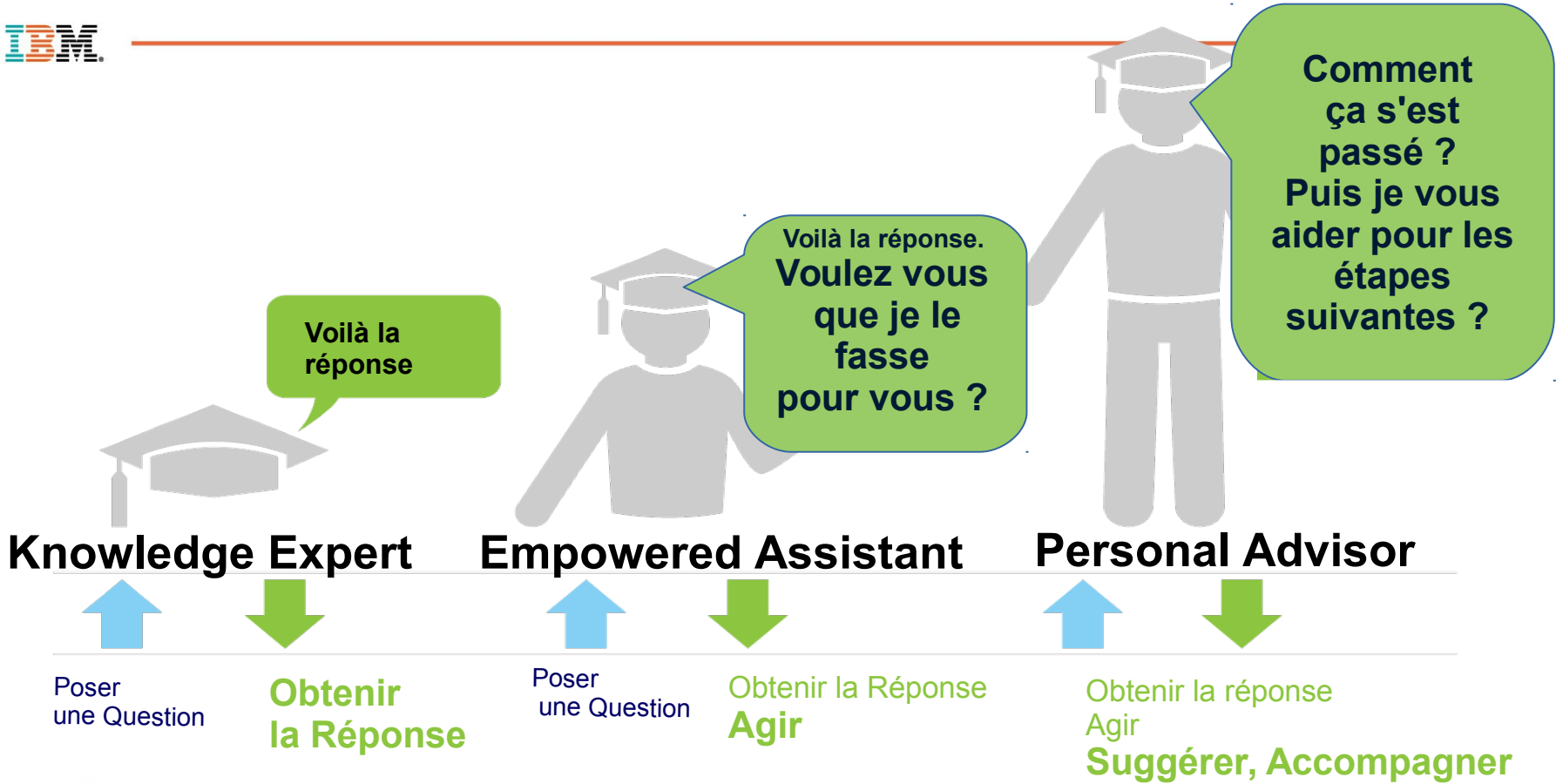
- ◆ Modèle temporel
- ◆ Statistique paraphrase
- ◆ Modèle GéoSpatial

Une évidence 'forte » peut être beaucoup plus difficile à identifier et à évaluer...

- Search profond et large
- Exploration de multiples hypothèses
- Identifier les évidences « clés »
- Nombreux algorithmes d'inférence

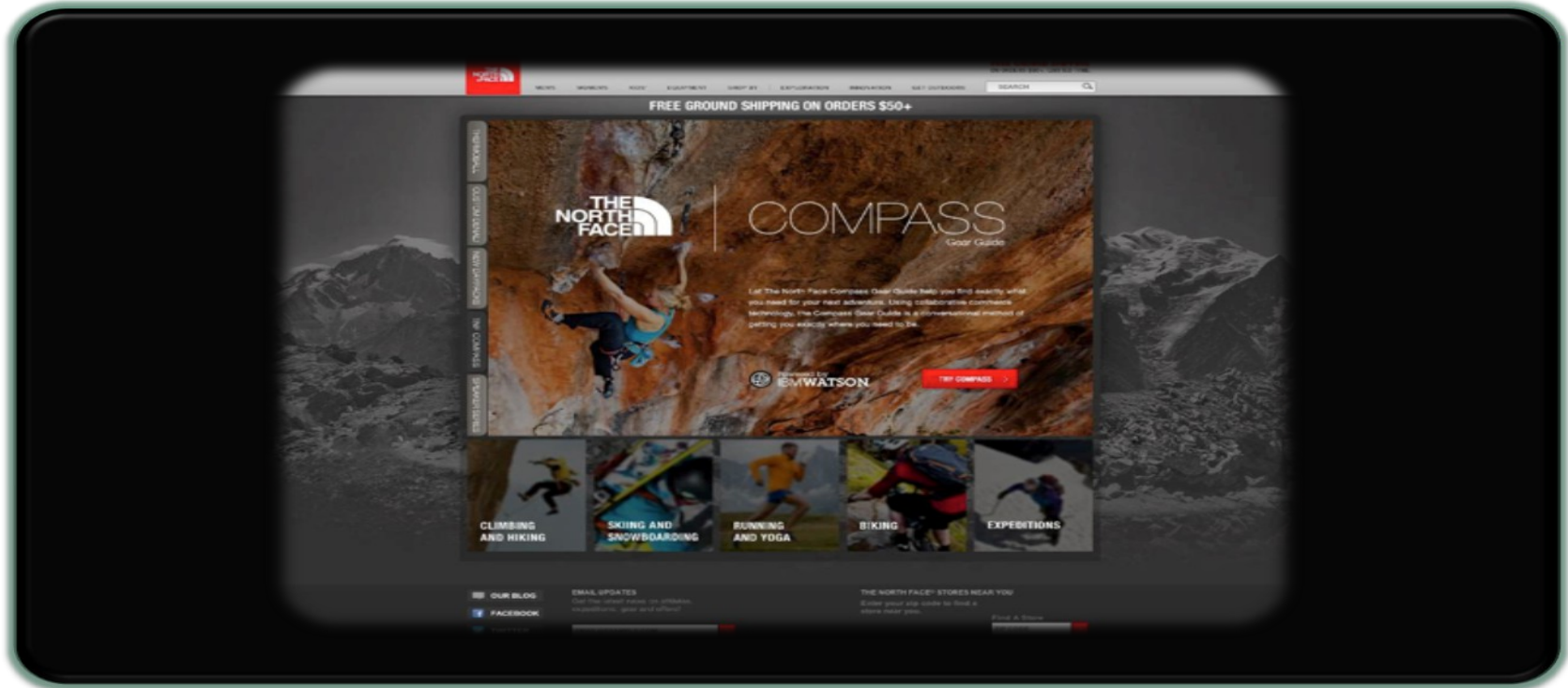


Watson au service de la relation client



Exemple: IBM Watson Engagement Advisor

Personal shopping advisor avec partenaire Fluid



FREE GROUND SHIPPING ON ORDERS \$50+

THERMOBALL

CUSTOM DENIM

NEW PATTERNS

THE COMPASS

SPEAKER SERIES

THE NORTH FACE

COMPASS
Gear Guide

Let The North Face Compass Gear Guide help you find exactly what you need for your next adventure. Using collaborative commerce technology, the Compass Gear Guide is a conversational method of getting you exactly where you need to be.

Powered by
IBM WATSON

TRY COMPASS >

CLIMBING
AND HIKINGSKIING AND
SNOWBOARDINGRUNNING
AND YOGA

BIKING

EXPEDITIONS

OUR BLOG

FACEBOOK

TWITTER

EMAIL UPDATES

Get the latest news on athletes, expeditions, gear and offers!

EMAIL@EXAMPLE.COM



THE NORTH FACE® STORES NEAR YOU

Enter your zip code to find a store near you.

Find A Store

ZIP CODE





COMPASS
Gear Guide

How can I help you?

Ask a question like you would ask a friend.



Powered by
IBMWATSON.



How can I help you?

I'm gearing up for a 14 day backpacking trip to Patagonia. What equipment do I need?



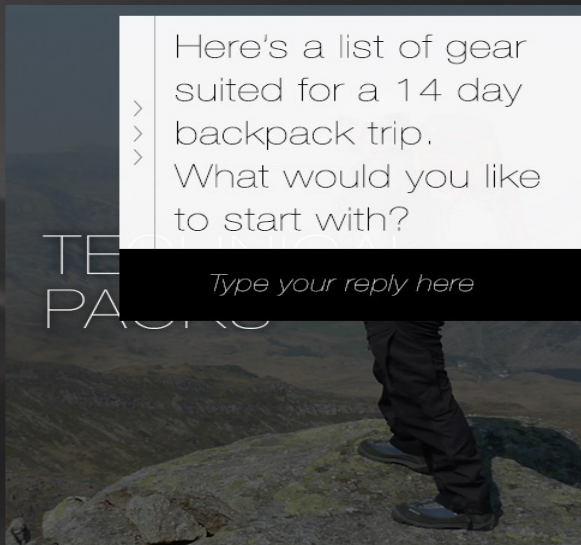
Powered by
IBM WATSON.



EXPEDITION
TENTS



COLD
WEATHER
SLEEPING
BAGS



TE
PACKING

Here's a list of gear suited for a 14 day backpack trip.

- >
- >
- >

What would you like to start with?

Type your reply here



DESTINATION:
PATAGONIA

Experience the thrill of being a pioneer: Trek to a remote corner of the globe with world-class scenery and off-the-map exploration.

[READ THE ARTICLE](#)



EXPEDITION
TENTS



COLD
WEATHER
SLEEPING
BAGS



TE
PA

Here's a list of gear suited for a 14 day backpack trip.
>
> What would you like to start with?

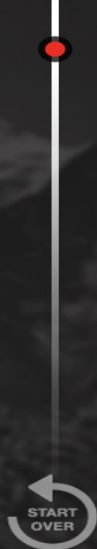
Can you show me technical packs?



DESTINATION:
PATAGONIA

Experience the thrill of being a pioneer: Trek to a remote corner of the globe with world-class scenery and off-the-map exploration.

[READ THE ARTICLE](#)



START
OVER



EXPEDITION



MULTI-DAY

Here's a list of
> all technical packs
> available in several
> categories.

Type your reply here

HIKING
DAYPACK



DESTINATION: PATAGONIA

Experience the thrill of being a pioneer: Trek to a remote corner of the globe with world-class scenery and off-the-map exploration.

[READ THE ARTICLE](#)





EXPEDITION



MULTIDAY

Here's a list of
> all technical packs
> available in several
> categories.

HIKING
DAY

What technical pack is needed for an expedition to Fitz Roy Patagonia in the winter?



DESTINATION: PATAGONIA

Experience the thrill of being a pioneer: Trek to a remote corner of the globe with world-class scenery and off-the-map exploration.

[READ THE ARTICLE](#)



CHUGACH 65



MATTHES CREST 72



These are the packs suited for winter expeditions.

- > I would recommend the
- > Prophet 65 Pack with the
- > V Radial™ tubular aluminum frame system and also the
- Powder Guide Vest with ABS
- Avalanche Airbag System.

PRO

Type your reply here

PROPHET 52



PATROL 24 ABS



CONNES 70

START
OVER



CHUGACH 65



MATTHES CREST 72



These are the packs suited for winter expeditions.

- > I would recommend the
- > Prophet 65 Pack with the
- > V Radial™ tubular aluminum frame system and also the
- Powder Guide Vest with ABS Avalanche Airbag System.

PRO

Can you tell me more about ABS Technology?



PROPHET 52



PATROL 24 ABS



CONNESS 70

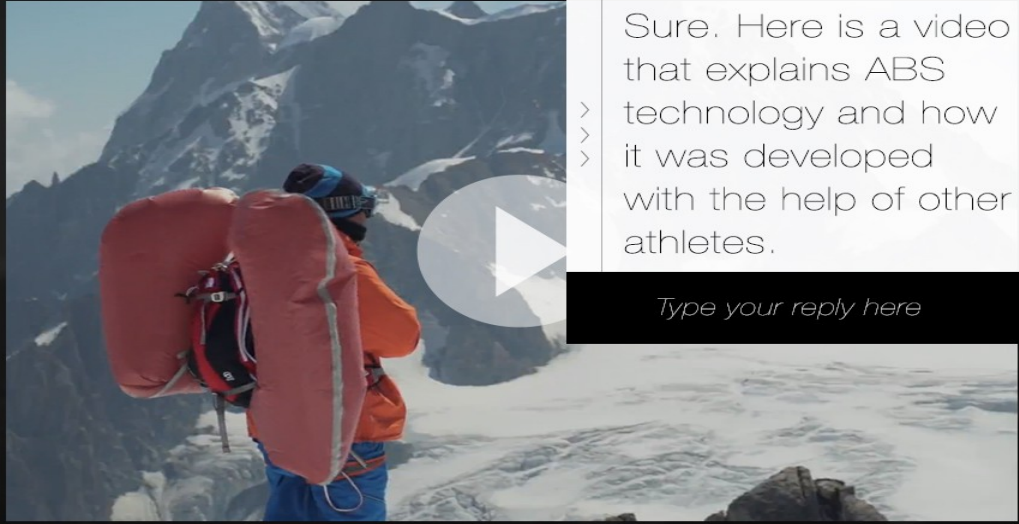


ABS TECHNOLOGY



The best innovations are born from experience. The North Face athletes are constantly pushing limits on the world's most challenging terrain.

Originally designed to meet the demands of hardworking ski patrollers, ABS system integrated for quick deployment in emergency situations. This pack includes an activation pull handle within each reach that deploy an air canister to expose two integrated, high-volume airbags that keep you on the surface of the avalanche and speeds rescue due to visibility of the airbags.



Sure. Here is a video that explains ABS technology and how it was developed with the help of other athletes.

Type your reply here



POWDER GUIDE ABS VEST



ABS® AIR CANISTER



PATROL 24 ABS

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I like the Prophet 65. How is it rated?



POWDER GUIDE ABS VEST



ABS® AIR CANISTER



PATROL 24 ABS

PROPHET 65 PACK

"I might as well have this pack permanently attached to my back I use it so much. From cragging to burl-gnar alpine approaches, and even as a carry-on, this is my go-to pack. With the Prophet 65 I always find a way to make it fit." - Cedar Wright, The North Face®, Rock Climber Made with extremely rugged Dyneema fabric, this lightweight technical pack delivers high-volume comfort capable of hauling big loads. Our premier high-volume technical pack, the Prophet 65 is a feature-laden favorite among climbing and cragging enthusiasts.

[VIEW ALL DETAILS](#)

FEATURES INCLUDE:

- Indestructible Bombastic™ auto-airbag fabric
- Light, sophisticated but bomber, V Radial™ tubular aluminum frame
- SuperFabric® reinforced tool-attachment zones
- Large, reinforced, easy-access crampon pocket
- Generous new hood design with two zippered stash pockets
- Double-layered, reinforced pack bottom
- E-VAP™ foam-molded back panel and hip belt
- Hypalon® reinforcement wings
- Reinforced, adjustable ski-carry stabilizers



> Here are some
> reviews on the
> Prophet 65.

Type your reply here

RATINGS & REVIEWS



"I got this bag for my birthday and it has been great. It is light and really easy to use and have not had a problem with it yet. I just wish it was a little more waterproof, but other than that this is a great pack."

- Dugan, February 12, 2013

[VIEW ALL RATINGS & REVIEWS](#)

[BUY NOW](#)

[SEE IT IN ACTION](#)



REVIEW FROM BACKCOUNTRY.COM

"This backpack is rewriting the book on essential backcountry safety equipment...the one pack you really might not be able to live without."



SEE THE WHOLE REVIEW ON:
[backcountry.com](#)

skiing
magazine

"I like the compartments and the capacity of the spaces are appropriate for this day pack."

[SEE THE WHOLE REVIEW](#)



PROPHET 65 PACK

"I might as well have this pack permanently attached to my back I use it so much. From cragging to burl-gnar alpine approaches, and even as a carry-on, this is my go-to pack. With the Prophet 65 I always find a way to make it fit." - Cedar Wright, The North Face®, Rock Climber Made with extremely rugged Dyneema fabric, this lightweight technical pack delivers high-volume comfort capable of hauling big loads. Our premier high-volume technical pack, the Prophet 65 is a feature-laden favorite among climbing and cragging enthusiasts.

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- Dugan, February 12, 2013

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[BUY NOW](#)

[SEE IT IN ACTION](#)



START OVER

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SEE THE WHOLE REVIEW ON:
[backcountry.com](#)

skiing
magazine

"I like the compartments and the capacity of the spaces are appropriate for this day pack."

[SEE THE WHOLE REVIEW](#)



1 ITEM IN YOUR CART



PROPHET 65 PACK

Item Price: \$1,179.00

Color: ■

CENTENNIAL YELLOW

Size: M/L

Quantity: 1

Price

\$1,179.00

REMOVE

EDIT DETAILS

SAVE FOR LATER

> Add Gift Option

ORDER SUMMARY

Item (1) Subtotal \$1,179.00

Shipping ?

FedEx Ground - \$7.95

Promotion

Free Ground Shipping On Orders \$50+ -\$7.95

*Tax ?

\$0.00

*Calculated after your shipping address is entered.

Order Total (Before Tax)

\$1,179.00

Your purchase qualifies for FREE Shipping.

CHECKOUT



DARK STAR -20F/-29C



BLUE KAZOO



DARK STAR 0F/-18C



IBM Watson Experience Preview



Pourquoi :

Fournir aux développeurs des entreprises un accès aisé à la plateforme Watson. Créer des applications cognitives sur la base de services Watson adossés à un contenu de l'entreprise ou à un contenu général.

Quoi:

- Pour développement et test
- Accès à contenu pré défini
- Charge son propre contenu
- Initialement : Question & Answer

Pour créer des applications cognitive



The Watson Mobile Developer Challenge



The Finalists

In February, the IBM Watson Mobile Developer Challenge invited teams to design mobile apps using Watson's cognitive computing capabilities to analyze, discover insights and learn from Big Data.

Several hundred submissions across a wide range of industries have been narrowed down to 25 finalists who will use Watson to build, train, and test their apps. After the finalists submit prototypes for judging, only five teams will present proposals to IBM. The three winners are awarded 90 days of access to the Watson APIs and consulting from IBM Interactive design services.

See how these teams are using Watson to build the next generation of mobile technology, follow their progress, and share their innovations with the world.

Fashion

Red Ant

A sales trainer that lets employees easily identify individual customers' likely interests.



Cities

Ontodia

Concierge service lets users ask detailed questions about local government and private resources.



Fitness

BrightMinded

A virtual personal trainer that follows users through all aspects of their fitness experience.





Health Services

GoGoHealth

Lets doctors diagnose and treat patients remotely, using evidence-based protocols.



Finance

9W Search

The next-generation approach to the consumption of financial information.



Agriculture

Strategia Tecnologia

Helps family farmers get answers to their questions about agriculture.



Health Services

Sense.ly / MyIdealDoctor

Lets individuals and doctors quickly access information for unmatched healthcare.



Automotive

Activepackets

A personalized automobile research app.



Microfinance

Xoriant

Lets rural customers access microfinance organization and related data on the go.



Cities

Intelwise

A user-friendly AI-powered app that connects citizens and local city councils.



Human Resources

Kutir

Lets hiring managers and recruiters identify potential hires and alerts candidates to openings.



Retail

CrayonData

Helps consumers simplify choices in every aspect of life.





Cloud

Open

The open way is the only way!

IBM



Standards
Portability
Technology Stacks

Open

Optimized

Fast

Responsible

IBM 'as a service' (ibm.com/cloud/marketplace) offres SaaS, PaaS, IaaS IBM, Open source, et partenaires



Performance Management Offerings

IBM Monitoring *SaaS*

\$25/ month

per Average Managed Virtual Server (aMVS)*

End user experience and resource monitoring of infrastructure, application components, and cloud workloads. Great for dealing with slow transactions, capacity issues, and outages.

[Try it free for 30 days](#)

Features:

- Response Time Monitoring
- Application Resource Monitoring
- Infrastructure Resource Monitoring

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or Call 1.877.426.3774 (Priority code: Service Engage)

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\$120/ month

per Average Managed Virtual Server (aMVS)*

Code level visibility into your applications and the health of your application servers. Find performance bottlenecks in application code.

[Try it free for 30 days](#)

Features:

- Code-level Visibility
- Stack Trace Details
- SQL Query Response Time and Details

[Purchase Now](#)

or Call 1.877.426.3774 (Priority code: Service Engage)

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(Priority Code: Service Engage) Or [click here](#) for details

IBM APM *SaaS*

Beta

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NoSQL Database pour des Applications innovantes

Cloudant NoSQL Database As a Service



App Layer / Browser / Mobile App

REST (HTTPS)

Cloudant JSON API

JSON
CRUD

Incremental
MapReduce

Lucene
Search

2D, 3D
Geospatial

Multi-Master
Replication

Device
Sync

Security

Monitoring

Geo-Load Balancing

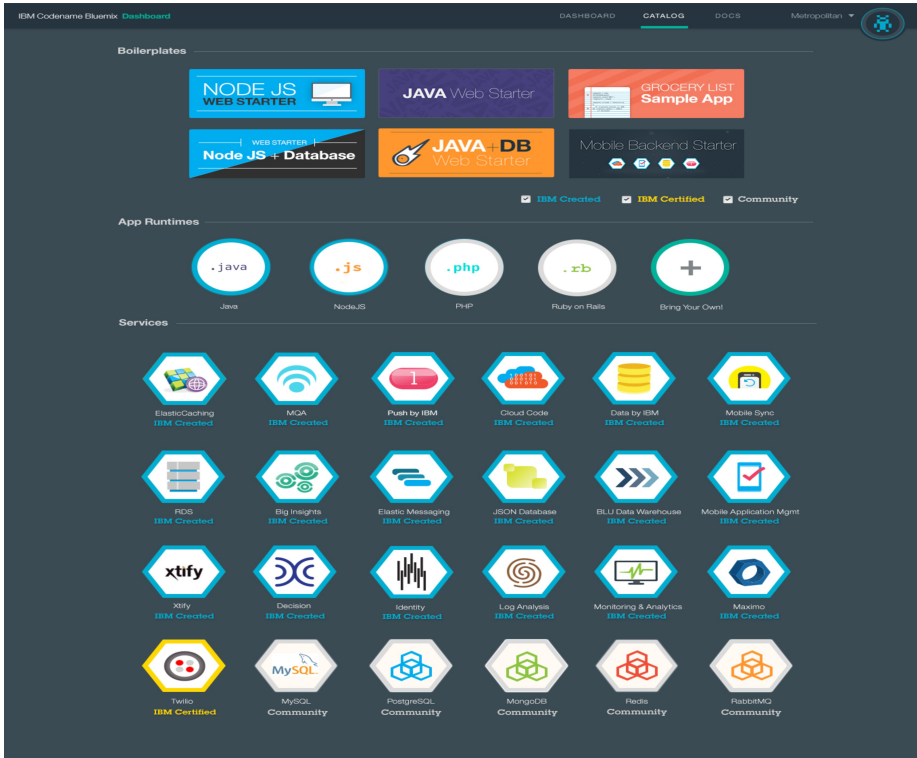
Stockage Physique @ IBM SoftLayer, Rackspace, Microsoft Azure, AWS

Managé pour vous 24x7 par opérateurs Cloudant

Composable Business - IBM Bluemix



Développer et déployer rapidement des applications



Tester ses applications

DevOps

APIs et Services

Integration Cloud

Etendre les Apps au SaaS

IBM Bluemix

Concevoir, déployer, et rendre ses applications scalables en quelques minutes !



The screenshot shows the IBM Bluemix console interface. On the left, there are configuration options for instances and memory quota. Two red arrows point to the 'Instances' dropdown (set to 3) and the 'Memory Quota (Instance)' dropdown (set to 256MB). Below these are 'SAVE' and 'RESET' buttons. On the right, a table displays memory quota information.

Memory Quota	Current	After
Total:	2.000GB	--
Other Apps:	1.000GB	--
This App:	768.0MB	768.0MB
Per Instance:	256.0MB	256.0MB
Instances:	3	3
Available:	256.0MB	256.0MB

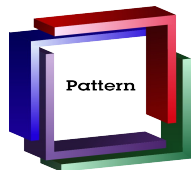
In a few seconds, we tripled capacity!

Below this, the 'Instance Details' section shows a table of running instances. A red circle highlights the instance IDs 0, 1, and 2, with a red arrow pointing to them from the text above.

Instance	State	CPU	Memory Usage	Disk Usage	Start Time
0	Running	0.0%	43.8MB / 256MB	33.5MB / 1...	Jun 4, 2014, 4:39:55 PM
1	Running	0.0%	42.9MB / 256MB	33.5MB / 1...	Jun 4, 2014, 4:39:54 PM
2	Running	0.0%	42.7MB / 256MB	33.5MB / 1...	Jun 4, 2014, 4:39:54 PM

Interoperable patterns

Pour le déploiement rapide de « System of Records »



Patterns of expertise

- 200+ patterns app & middleware
- Simplifier le cycle de vie des applications

Nouveau

PureApplicationService
On **SOFTLAYER**
an IBM Company

Interoperable patterns



**Infrastructure on
premise**

**Infrastructure
services sur
Softlayer**



Systèmes Tiers

IBM UrbanCode Deploy with Patterns...

Construire et déployer rapidement dans le cloud



The screenshot shows the IBM UrbanCode Landscaper interface for a project named 'Example3'. The main view displays a 'Default Lifecycle' for 'Pets Online 1.1.x'. The lifecycle is organized into columns representing different environments: LATEST, DEV, CERT, QA, PT, and PROD. Each environment column shows a list of release versions and their deployment status. The PROD environment is highlighted in yellow.

Environment	Release Version	Status	Timestamp
LATEST	1.1	Baseline	
	2.0.1		
	2.0.1		
	2.0.1		
DEV	DEV-1		12/10 05:00a
			11/25 11:37a
CERT	CERT-1	Schedule	
			11/21 01:00p
	Baseline		
	1.1.1		
QA	QA-1		12/9 09:45a
			12/9 07:45a
	Baseline		
	1.1.1		
PT	PT-1		11/26 12:49p
			11/21 02:46a
	1.0.2		
PROD	PROD-1		11/21 03:01a
			11/6 02:37p
	1.0.1		
	1.1.0		

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Un monde de turbulences...
et d'opportunités

Etes vous **PRÊTS** ?

