

Marc Besson's Presentation on Visilab

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Marc Besson's presentation started with an overview of VisilabGroup, which is a parent company of many optics-related subsidiary companies. It has a big reach as well as a major international presence. After certain acquisitions, the company branched out into multiple different industries, focused on data, such as sales, online, HR, finance, supply chain, identity security, etc. The presentation continues with an explanation on how the retail world is evolving and how markets are shifting, placing an emphasis on customer experience as well as employee experience. All of this information and data can be evaluated and analyzed at a retail-level to provide some utility. This digital transformation encourages companies to engage customers, empower employees, manage data, and better understand risk. There's a goal to integrate online and offline experience to be unified and optimized so that customers have a streamlined experience. There's a lot of wide-ranging tasks that has application in the retail/business world, and that much is clear from just the customer-experience side online (for instance, virtual try-on, online shop, product-availability information, customer feedback, etc). Additionally, Marc also presents about the use of Google to promote the website and products, as well as the inventory and merchandise itself. There's also the potential for improving and streamlining employees as well as what is called the first-line employees.

I myself don't wear glasses, and so I don't have much of an understanding of glasses or the market itself. I very rarely ever go to the optometrist, and when I do the meetings are relatively short, telling me that my eyesight is fine and sending me on my way. However, I do have some good friends that are very well versed in the glasses department, one working for the Korean company Gentle Monster. His work is more along the lines of supply chain and business to business relationships, and I've briefly spoken to him about his work before. It is reminiscent of the kind of information that Marc presented today, and I've had many different discussions with him regarding his thoughts about the future as well as the market. Although I have little interest in the business world, I'm happy to get more exposure as I understand the importance of the market, as well as enjoyed the conversations I've had with my friends.

I don't have any questions at the current time.

Notes

- CIO at VisilabGroup
- parent company of many optics-related companies
- big reach and international presence
- after acquisitions, branched out into multiple domains and industries, focused on data (sales, online, HR, finance, tech (Supply chain), identity, etc)
- Project Appulse