

A woman with curly hair and sunglasses is smiling and holding a tablet. The background is a sunset over a body of water.

TECH IS TRANSFORMING OUR LIVES. WHAT'S NEXT?

Pressbook 2017

netexplo
observatory

DIGITAL WITH A HUMAN FACE

The Netexplo Observatory has always looked at tech in terms of how it's used. We focus on the individuals who are making tech part of their lives.

Citizens, consumers, NGO or startup founders, students, researchers, artists, doctors and farmers – above all, people.

That's why we're just as interested in an innovation created by a student in an emerging country as in an app designed by a multinational. The only criterion is whether it is life-changing. For a person, a family, a neighbourhood, a city, a continent or the world.

That's one of the promises of digital tech. The impossible keeps losing ground. These limitless prospects need to be decoded and put into context with analysis, criticism and guidance.

This is the Netexplo Observatory's vocation. For you.



ALL ABOUT NETEXPLO

NETEXPLO OBSERVATORY

Netexplore Observatory studies how new uses of tech are affecting citizens, consumers and employees. With a clear mission: supporting digital transformation.

We're obsessed with how people use tech.

How are tech innovations transforming private and work lives? What new models are they creating for communication, learning, governance, health, customer relations and business in general?

CONTINUOUS INTELLIGENCE

1/ INTERNATIONAL SPOTTING NETWORK

An exclusive global network of 19 leading universities, facilitated in partnership with UNESCO, spots more than 2,000 innovations per year. It continuously tracks the hottest topics in tech from big data, social media and the maker movement to artificial intelligence, the Internet of things and blockchain.

2/ EXPERT ANALYSIS

In the second continuous stage of the Netexplore Observatory's intelligence work, its experts examine the innovations spotted by the network. After strict selection and further research, they produce forward-looking scenarios and describe crucial underlying trends.

3/ AGILE PRODUCT OFFERING

Once this valuable material has been spotted and decoded, it forms the basis of a clear, accurate and effective offering for our customers. Ranging from studies and reports to conferences, events and live or online training sessions, this offering is built jointly with the Observatory's partners and customers. The perspective needed for relevant analysis is combined with agile product design to ensure alignment on current and future needs.

A SET OF 3 LIVE & ONLINE OFFERS

TRENDS & EVENTS

A full programme dedicated to digital culture and transformation, rolled out throughout the year in a range of live, online and written formats. Our team of designers, entrepreneurs, journalists, philosophers and sociologists work together to address your issues.

- **The Netexplo Forum** – sharing a year's observation of global digital innovation

Our main annual event, hosted by UNESCO with the patronage of the French Senate and Ministry for the Digital Economy. The Forum features the most promising tech initiatives from around the world and the major trends shaping tomorrow's society.

- **Netexplo Change** – exploring digital transformation issues and practices

2 mornings and 1 day per year on precise themes such as digital retail trends, design thinking and innovation labs. Outstanding speakers decode your business issues and inspire your projects. The full-day event spotlights the best digital initiatives by major companies.

- **Management Kfé** – the impact of tech on human resources

6 mornings per year on how digital is affecting HR, organisations and management practices. The programme includes digital culture acquisition, reverse mentoring, digital management practices, workspaces, artificial intelligence in the workplace and agile organisations.

- **Netexplo Trend Report**

Supervised by Julien Lévy, Affiliate Professor and Director of Digital at HEC Paris business school, the annual Netexplo Trend Report puts the year's best innovations into the wider context of changing lifestyles, mindsets and habits in both individuals and organisations.

- **Internal Conferences**

Every year, Netexplo Observatory gives more than 100 talks for executives at its member companies in seminars and corporate universities.

ACADEMY

An online program of digital awareness and culture for all employees in major companies.

Through more than 300 videos in 4 languages on a SaaS distribution platform, Netexplo Academy develops a common foundation for digital knowledge in the enterprise.

30 clients have chosen this solution for 900,000 employees worldwide.

AGILITY & AGILITY XL

A live, immersive program for small groups of executives and their teams based on digital transformation scenarios. Netexplo Agility gives managers vital perspective on core issues and enables them to look ahead and adapt their organisations and collaboration methods accordingly.

Building on Agility's success, Agility XL is the large-scale rollout of this digital transformation support programme from executive committee to local management teams.

A PHILOSOPHY OF INDEPENDENCE & CO-CREATION

THE STORY SO FAR

2007, Netexplo Observatory is founded with the launch of the annual Forum, in partnership with the French Senate, the ministry for the digital economy and HEC Paris, one of Europe's top business schools. The exclusive event shares the highlights of a year's observation of global innovation with 1,500 executives from client companies.

2017, the 10th Netexplo Forum at UNESCO House, Paris, on April 26th and 27th. In addition to these 2 exceptional days, French executives will respond to the innovations and issues featured in the Forum through online sessions streamed from Les Echos' TV studios on April 28th.

In 2017, 10 years on from its creation, Netexplo has become a pooled ecosystem of unique offerings, based on global intelligence in tech innovation and designed in line with business issues. The goal is to give clients the knowledge and understanding of tech needed to grasp the issues and support strategic actions by the teams driving the company's digital transformation in terms of employee and customer innovation, communication, information systems and overall strategy.

A CLEAR MISSION FOR 37 PRESTIGIOUS CLIENTS

ADP-Paris Aéroport, AG2R La Mondiale, Airbus, Air France, Air Liquide, Audiens Groupe, AXA, BNP Paribas, BPCE, BPI Group, Bouygues Telecom, Bouygues Construction, Caisse des Dépôts, Crédit Agricole, Covea, GRDF, EDF, ENEDIS, ENGIE, La Banque Postale, Lagardère, La Poste, MACIF, Malakoff Médéric, Matmut, Michelin, Moët Hennessy, Nexity, Orange, PSA Groupe, RATP, Renault, SANOFI, Saint-Gobain, SNCF, Société Générale, THALES, TOTAL

Our mission, in addition to our offering, is to sustain an ecosystem that fosters dialogue and experience sharing.

The Netexplo Observatory connects its clients around shared issues or their sector's evolving needs, in strict compliance with confidentiality regulations. Despite many requests, Netexplo Observatory has chosen not to provide consulting services. Positioned upstream of consulting, we foster major companies' digital transformation by producing exclusive content. As a result, there is no conflict of interest between the different French and international players.

Over time the Netexplo Observatory has become an ecosystem for sharing digital experience among major French businesses. For example, New DIL, a think-tank founded in 2016 in partnership with HEC Paris and Cercle de l'Industrie, brings together 18 industrial companies, all clients of our Trends & Events offering.

Finally, Netexplo Observatory can carry out specific projects at the request of member companies. For instance, in 2015 we set up an international observatory on digital mobility, in partnership with Keolis. Further partnerships are likely to result in innovative, specific approaches.

With Netexplo Observatory, get ahead and speed up your digitization. Today.

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VISUALS



2007 – birth of
the Netexplo Observatory.
And the iPhone.

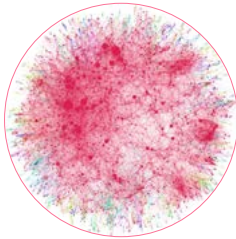
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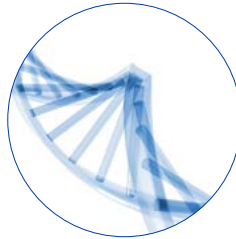
Some of the
promising startups
discovered
by the Netexplo Observatory.



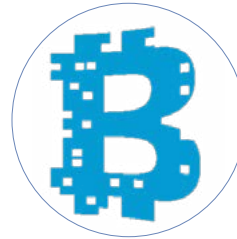
artificial
intelligence



Big data



Bio tech



Blockchain



Cyber
security



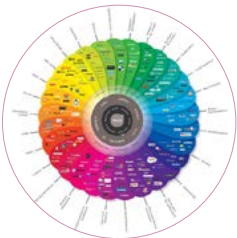
Gaming



IOT



Robotics



Social media



3D printing

10 constantly evolving,
cutting-edge subjects,
decoded in real time
by the Netexplo Observatory.

3

IN-DEPTH
EXPLORING
LOOKING AHEAD
SHARING
IMMERSIVE
CO-CREATION

6 experiences in our
offering for digitization at
your own pace



NOTEBOOKS

Cutting-edge issues, trends and analyses: our colourful collection of notebooks sets out our grey matter in colour, on paper or the screen of your choice! Where will you read yours? In bed, in the office or picnicking in the park?



Trend report notebooks

The clear, full overview of the trends defined by the Netexplo Observatory from a year's work, analysing 2,500 innovations from every continent. A unique view of the forces transforming practices and society



Conference notebooks

An exciting summary of Netexplo Observatory's insight into a specific topic like artificial intelligence or the internet of things. Concepts are outlined from a critical perspective with an eye on business applications. All you need to make the right decisions

Events notebooks

An enjoyable, lively overview of Netexplo Observatory's events on the hottest digital topics. The notebooks focus above all on digital transformation. Interpreted by entrepreneurs, journalists, philosophers and sociologists, digitization becomes an open book.



Signature notebooks

Our most personal content, signed by the members of the Netexplo Observatory and its network of experts, journalists and sociologists. The vision of a personality, drawing on their background and analyses. A captivating, subjective look at digital tech.



ONLINE

A trip round the digital world via the Academy, a dedicated multi-level platform. The digital culture solution for every employee. Essential for both work life and personal culture.



passport

Have you got your digital passport? It just takes 30 minutes. All you have to do is watch content on your platform. You'll enjoy the ride.



journeys

Once you have your digital passport, you can level up. Explore the key themes of tech in greater depth and detail on your online platform. Travel round the digital world.



expeditions

You probably know about digital transformation. But in practical terms, how will your sector or your job be transformed? Go on a quest for knowledge to find the keys to the future.



EVENTS

Digital innovation never stops moving.
Nothing's better than a live event for
analysing, describing and picking apart tech.
We aim to be 10 years ahead on digital.



Global Forum

Our international network spots 2,000 innovations per year. After analysis, the 10 most outstanding digital projects are selected. Which one will be the 2017 Grand Prix? At the Netexplo Forum at UNESCO House, Paris, on April 26th and 27th, discover these inspiring ideas together with eye-opening insights from designers, journalists, philosophers and sociologists. And vote for the best innovation. Because you play a part in inventing tomorrow's digital world.

change

How will digital tech change your activity? Through 3 fast-paced annual events, experts, journalists, philosophers and sociologists examine digital transformation. With a focus on concrete examples and questions, Change delivers the keys for instant business application.



management kfé

Tech and management: two increasingly interlinked fields. How do they interact? What's the ideal symbiosis? First-hand accounts, best practices and discussions tackle your management challenges head-on.





CONFIDENTIAL FORMATS

Sometimes face-face meetings are the best way to share practices or focus on a key point from our trends. Netexplo events take the time to change course together.

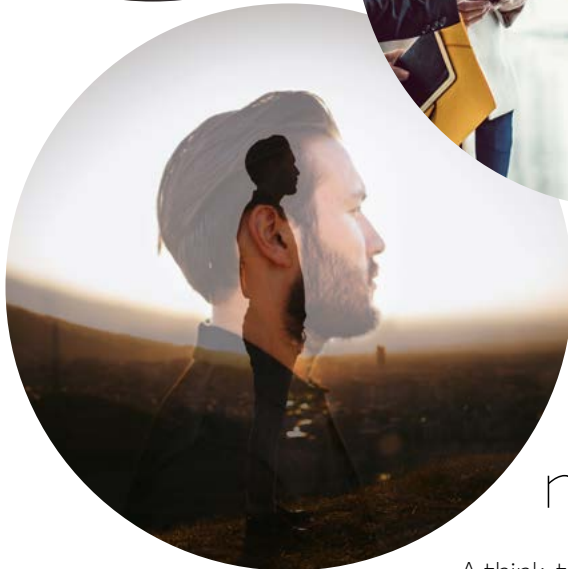
conferences

We come to you to take you into the future. We share our grey matter through participatory talks on exciting, disruptive, relevant issues.



club

Once a year, the Netexplo Club brings together top managers in member companies for a strategic preview. An exclusive first look at the trends of the year, drawn from our unique selection of 100 innovations, just for you.



new dil

A think-tank for industry CDOs. With your peers, examine the digital issues that matter to industrial businesses. Share viewpoints and practices to drive successful digitization.



IMMERSIVE

REAL-WORLD DIGITAL SCENARIOS

What if digital transformation started with your own, personal transformation? Explore real issues with these virtual scenarios. You'll be transported – and transformed.

agility

Immersion for small groups of managers (20 people) and their teams in digital transformation scenarios. The goal is to gain the perspective needed to address the core issues and think up new actions with business impact.



agility XL

Agility on a bigger scale: Immersive sessions for 100–200 managers and their teams in digital transformation scenarios. The goal is to address the core issues and imagine new organisations for the digital era.



creative camps

New ideas that give you a critical edge, unexpected projects that pinpoint your issues or breakthroughs for your brand, business or organization. At a Netexplo Creative Camp, let's imagine, design and create your future.



STORYTELLING

Co-creation means inventing new solutions for and with our customers. Creativity is critical: drawing on our continuous analysis of the most promising innovations worldwide, we provide the relevant angle through storytelling that transports you to the future. Today.

4

DIGITAL TECH
IS
TRANSFOR-
MING
OUR LIVES

TECH IS TRANS- FORMING THE WAY

WE behave

boycott

break stuff

browse

campaign

cannibalize

censor

channel hop

climax

commiserate

communicate

compose

conspire

contemplate

convince

cook

cope

customize

date

debate

demonize

die

dive

dock

dream

drop out

examine

exist

experiment

flirt

focus

forecast

forget

get around

give birth

hack

have sex

heal

help

hope

idolize

improve

improvise

influence

innovate

interact

invent

invest

joke

learn

live with disability

love

make stuff

manage

manufacture

map

match

TECH IS TRANS- FORMING THE WAY

WE mediatize

meditate

model

mollycoddle

move house

mystify

observe

operate

optimize

organize

overturn

paint

party

play

popularize

predict

profile

protest

publish

question

radicalize

react

read

record

recruit

recycle

redact

regress

remember

respond

revamp

script

seduce

shake things up

share

shop

sleep

socialize

speculate

spy

stroll

strut

subjugate

suggest

summarize

switch off

target

touch

transform

translate

travel

tune in

unify

urbanize

waste stuff

wish

write

WHAT'S NEXT?

Digital tech is transforming the way we live,
love, learn and work.
What's next?

BILLIONS OF LIVES TRANSFORMED
MILLIONS OF BUSINESSES IMPACTED
THOUSANDS OF INNOVATIONS
HUNDREDS OF POSSIBLE WORLDS
DOZENS OF NETEXPLO SPEAKERS WHO PUT TECH INTO PERSPECTIVE
ONE PLACE TO UNDERSTAND IT ALL

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