





**MKTG**

ALL YOU NEED IS  
DIGITAL IMC\*





- 1 INTRO - CO2 (commun)
- 2 Digital IMC
- 3 Search Web + IA
- 4 IA & Tech
- 5 Social Media
- 6 Influence Marketing
- 7 Content marketing
- 8 ADTech & Innovation
- 9 IA-Chatbot -Mail-WhatsApp
- 10 Plan digital (commun)

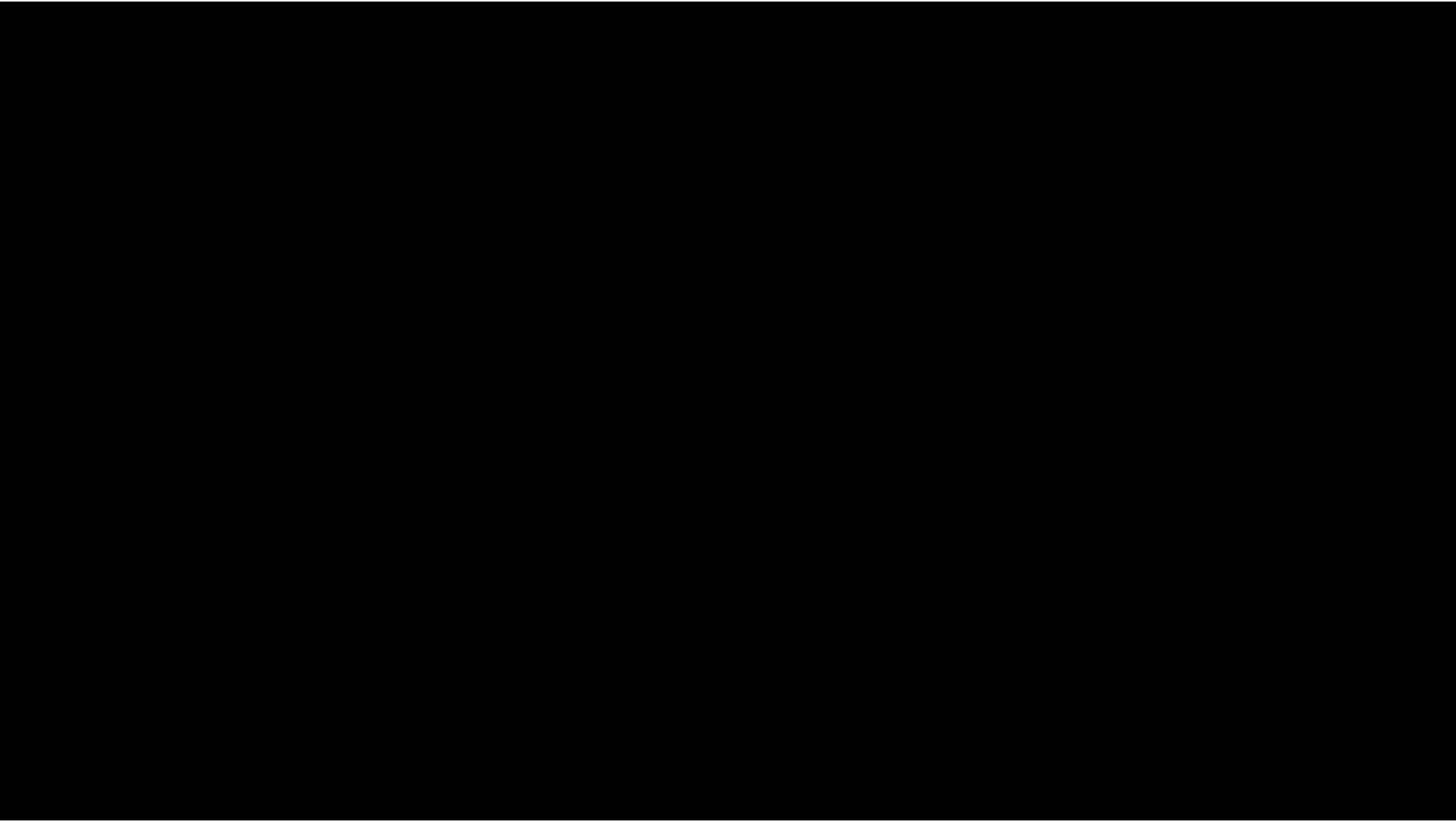


- 1 Retail Marketing (UX-CO2)
- 2 New Economy
- 3 Stratégie - Secret Sauce
- 4 Funnel
- 5 Social commerce
- 6 Plateforme
- 7 Retail Media
- 8 U-commerce
- 9 GA4 - Data Driven Retail
- 10 Plan digital (commun)





**PREVIOUSLY**  
**in 180 sec**





# EP02

## **New**Economy









4<sup>ème</sup> révolution industrielle

Vapeur + moteur

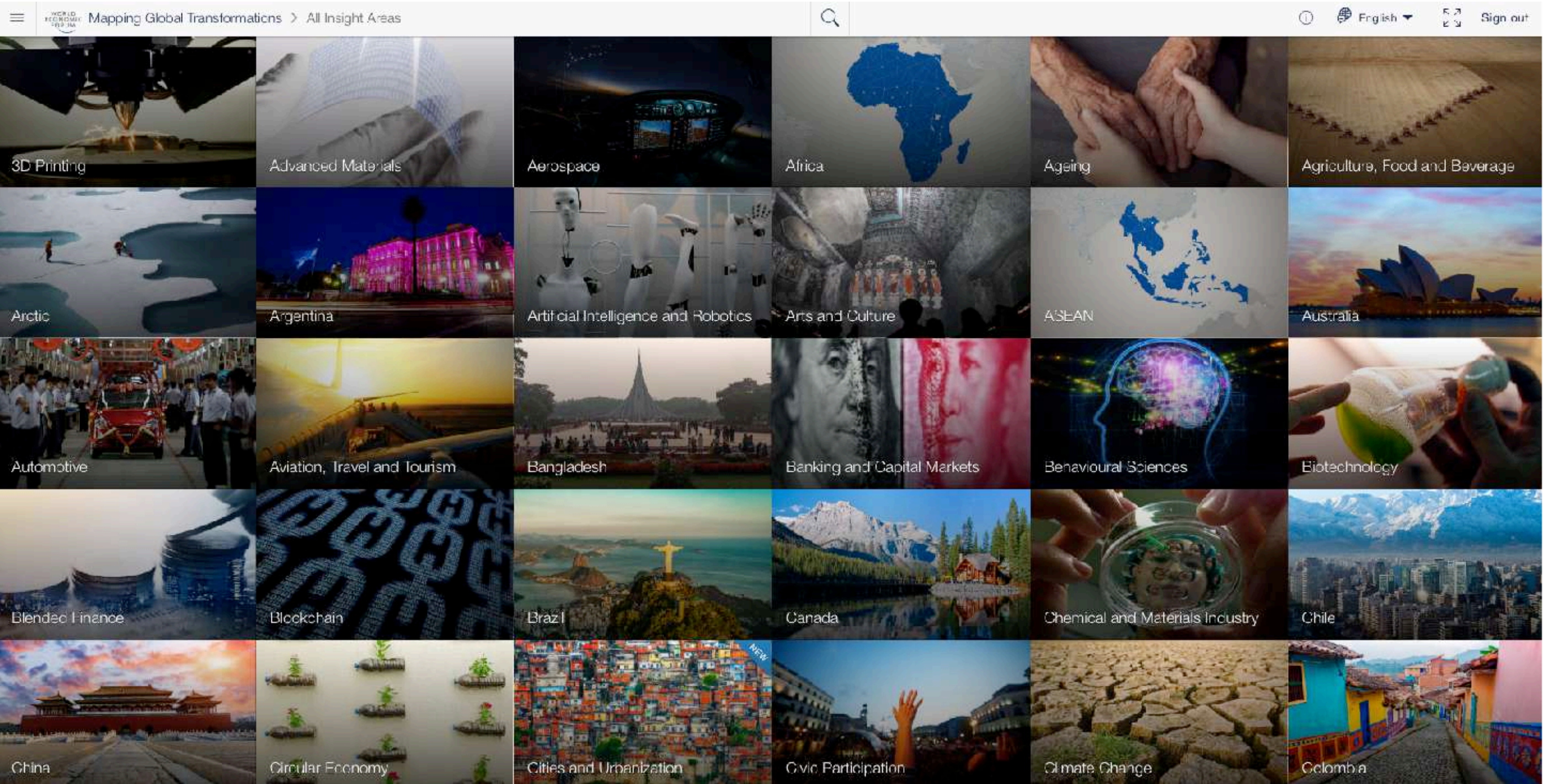
Électricité

NTIC

NBIC



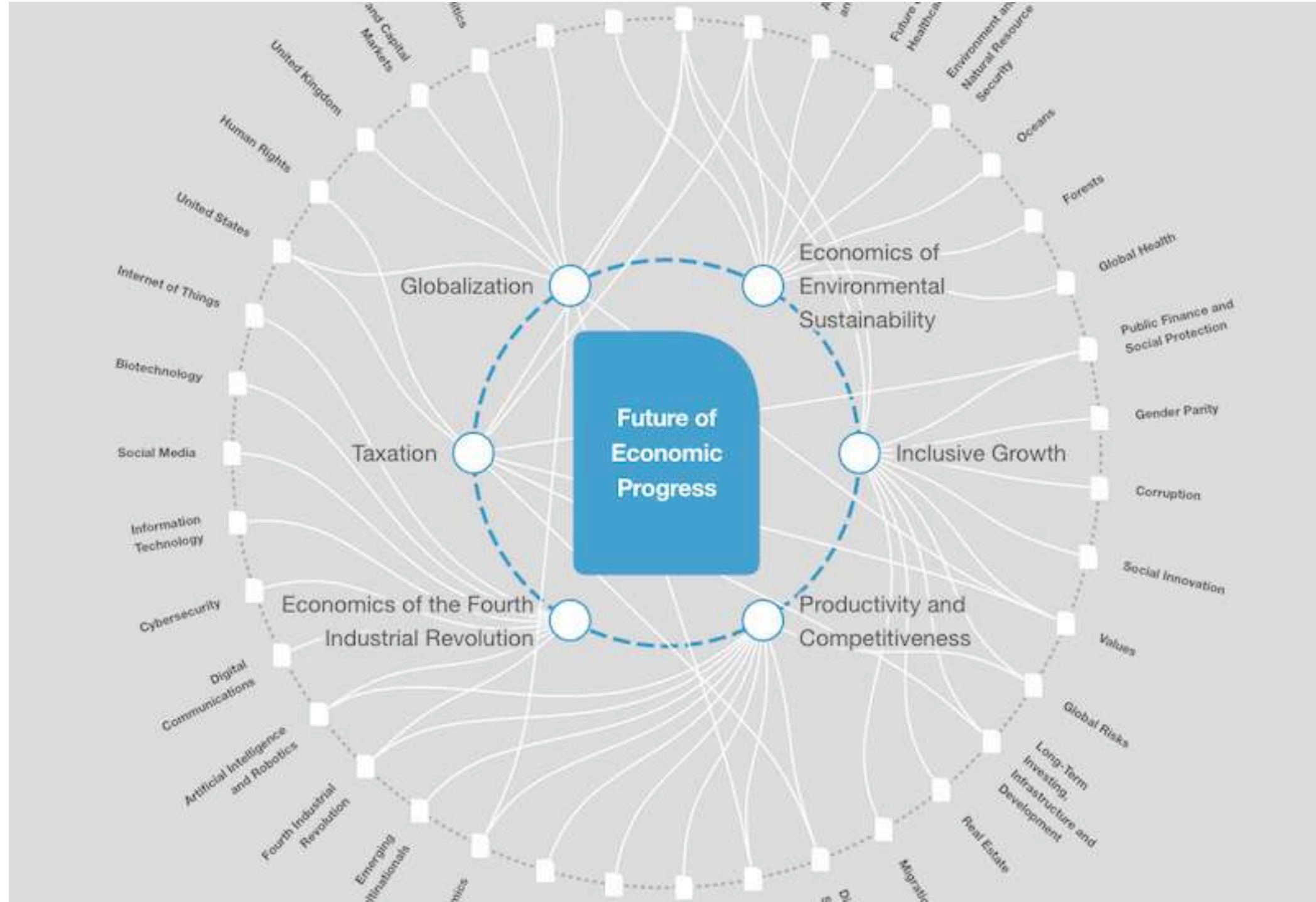




<https://toplink.weforum.org/knowledge/explore/all>

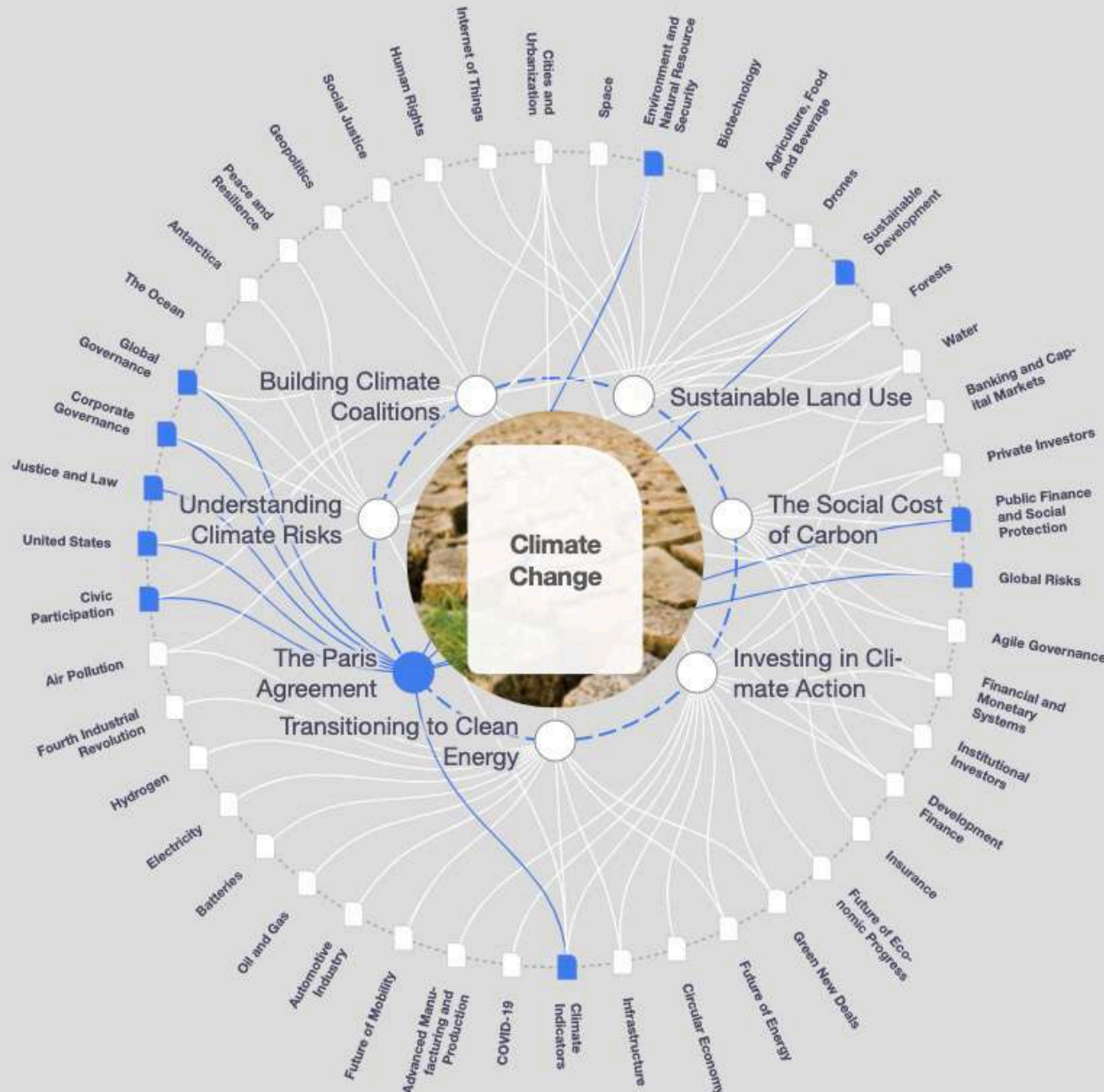
<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>





<https://toplink.weforum.org/knowledge/explore/all>

<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>



GLOBAL ISSUE

# Climate Change

Curation: Yale University

🔊 Listen to an Overview



## The Paris Agreement



The climate change deal ratified in 2016 provides a global framework for action

The Paris Agreement was negotiated at the annual United Nations climate summit in 2015, and provides a means for participating countries to respond to the environmental, social, and economic effects of climate change. The agreement was a significant milestone because it achieved consensus on the need to limit the rise in global average temperature to well below 2°C above pre-industrial levels. 181 countries ratified the deal and submitted initial pledges -

[Read more](#)

## Publications

Showing "All Articles"



## Videos

## Data



### Climate Change and its Impact on Security Provision – The Role of Good Security Sector Governance and Reform

Thu, September 23, 2021, 5:53 AM  
Geneva Centre for Security Sector Governance (DCAF)



### With extreme weather events and other disasters on the rise, how well are Americans prepared?

Wed, September 22, 2021, 6:59 PM  
Pew Research Center



### What are blue carbon credits and how to maximise their impact

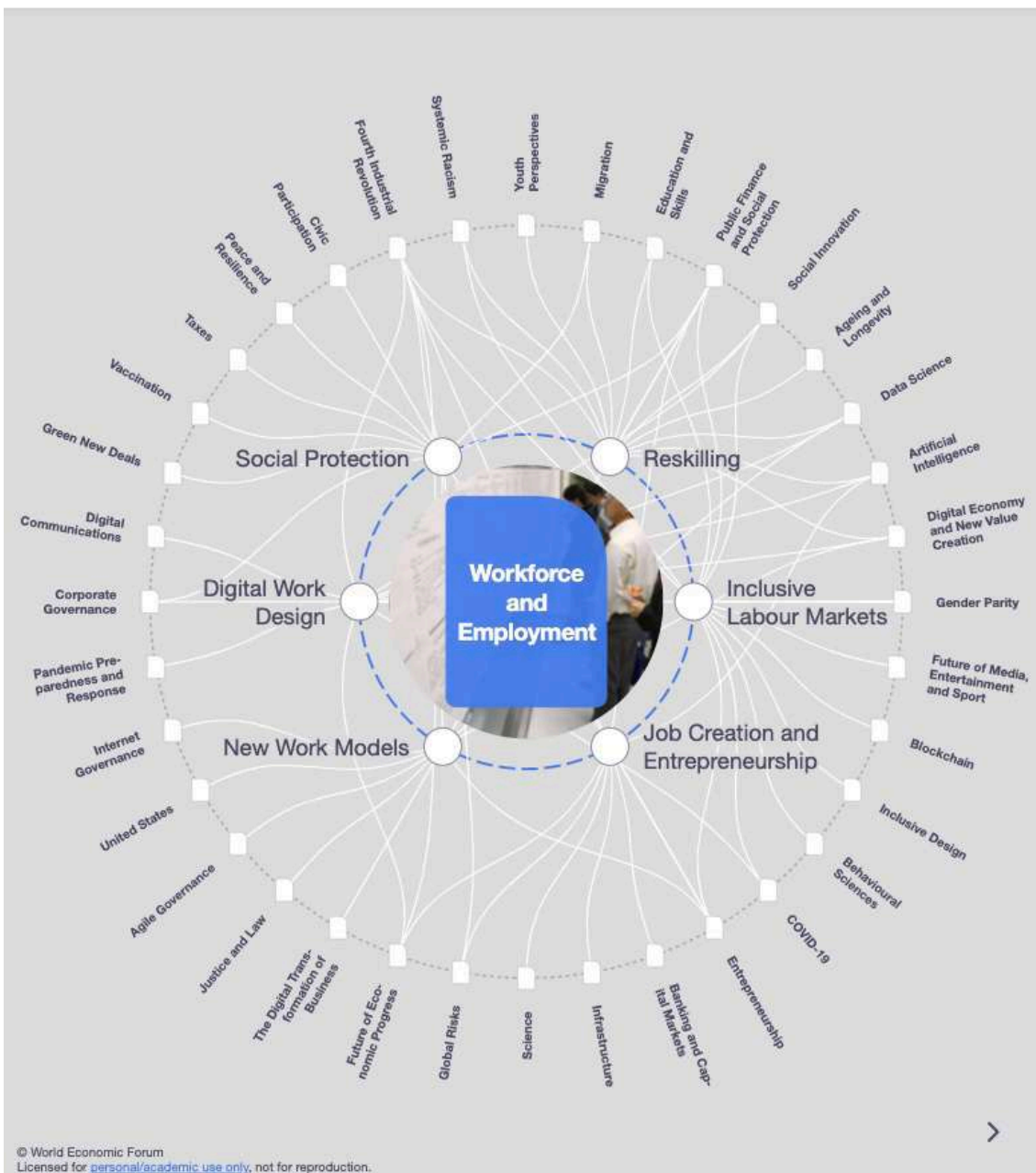
Tue, September 21, 2021, 6:20 PM  
World Economic Forum



### Germany: Five Areas for COP and G7 Climate and Development Leadership

Tue, September 21, 2021, 4:06 PM  
Center for Global Development





GLOBAL ISSUE

# Workforce and Employment

Curation: Technical University of Munich

## Summary

The world of work is changing fast - and mapping out healthy new work models is necessary to channel that change into the creation of stronger labour markets and sufficient safeguards. Job creation was already high on the global agenda before the advent of COVID-19 and resulting economic devastation, as was policy-making that can ideally help both workers and their employers. The most successful approaches will take into account shifting demographics and changing job roles, and will leverage disruption as a means to design workplaces that genuinely serve everyone's

[Read more](#)

## Publications

Showing "All Articles"



## Videos

## Data



Income shouldn't be the only measure of livelihoods

Thu, September 23, 2021, 8:15 AM  
India Development Review



Enemies of the people

Thu, September 23, 2021, 2:00 AM  
VoxEU



El nuevo motor de la valoración de empresas

Tue, September 21, 2021, 6:46 PM  
IESE Business School



The lasting impact of the Covid crisis on economic potential

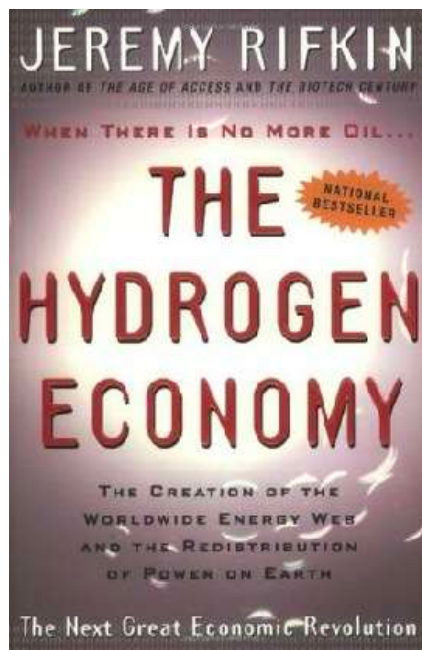
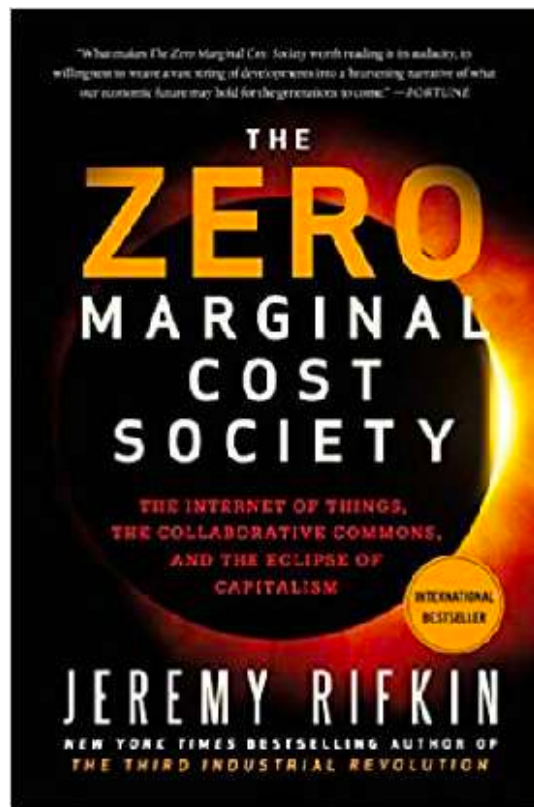
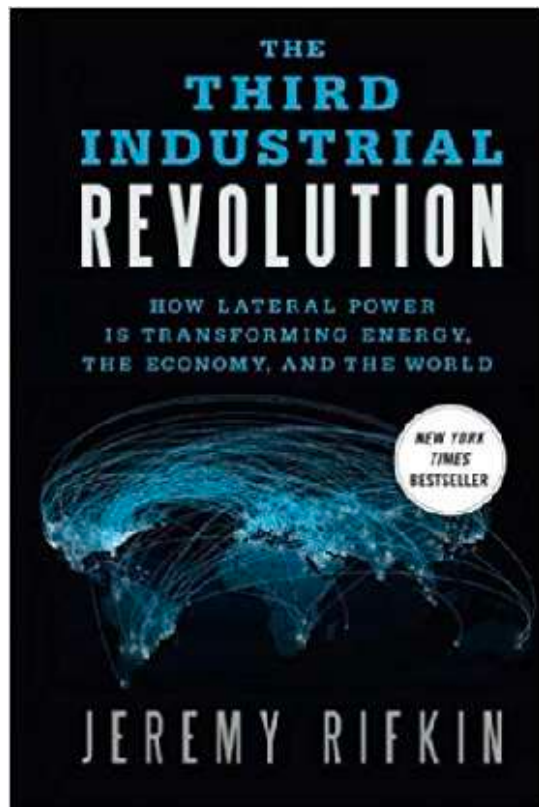
Tue, September 21, 2021, 2:00 AM  
VoxEU



First Responder Claims for PTSD in Workers' Compensation

Mon, September 20, 2021, 10:30 AM  
RAND Corporation









**3<sup>ème</sup> révolution industrielle**

**Vapeur + moteur**

**Électricité**

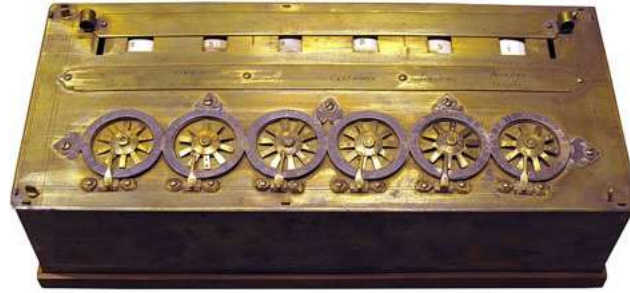
**NBIC (inclus NTIC)**



Code of Hammurabi  
is a Babylonian legal  
1750 BCE



Pascal's calculator is  
invented by Blaise Pascal  
in 1642



1989



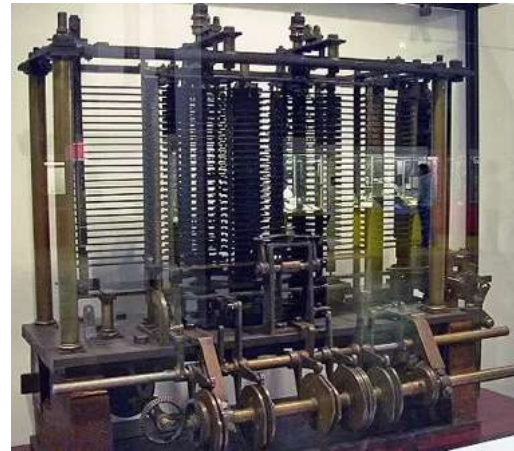
WORLD  
WIDE | WEB



Sumerian cuneiform  
tablet from Uruk,  
Mesopotamia, 3000  
BCE



1455





# Michel SERRES

-3000 écriture  
1450 imprimerie/chiffre  
2000 NBIC



GRENOBLE  
ECOLE DE  
MANAGEMENT  
TECHNOLOGY & INNOVATION



# Luc FERRY

1800 Vapeur  
1900 Électricité  
2000 NBIC

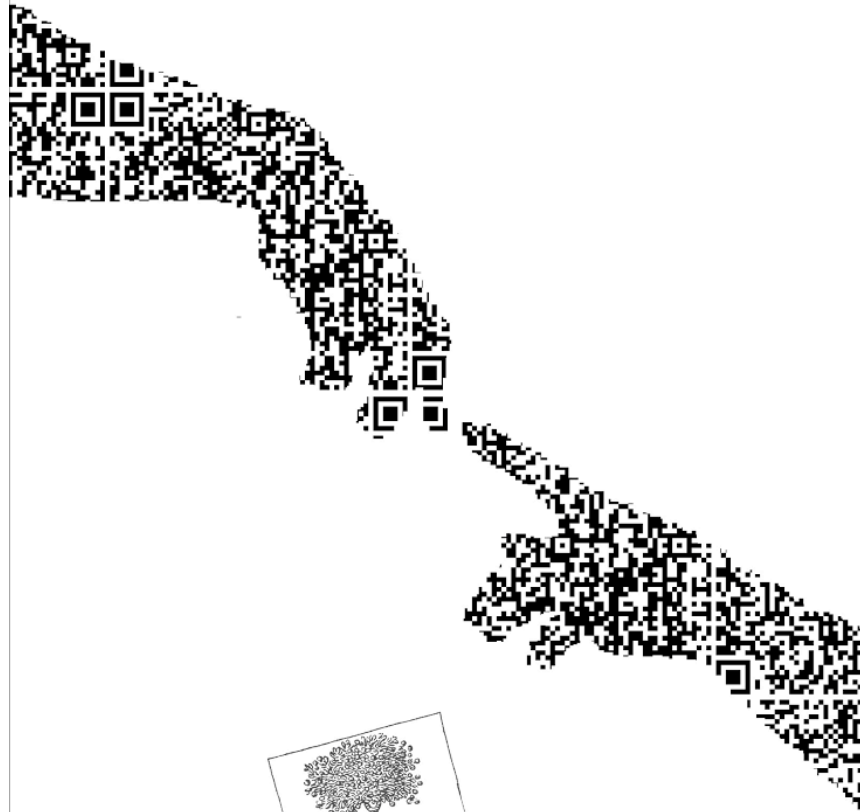


petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER : UNE MANIÈRE

michel serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...



[ MANIFESTES LE POMMIER ! ]

Luc  
Ferry

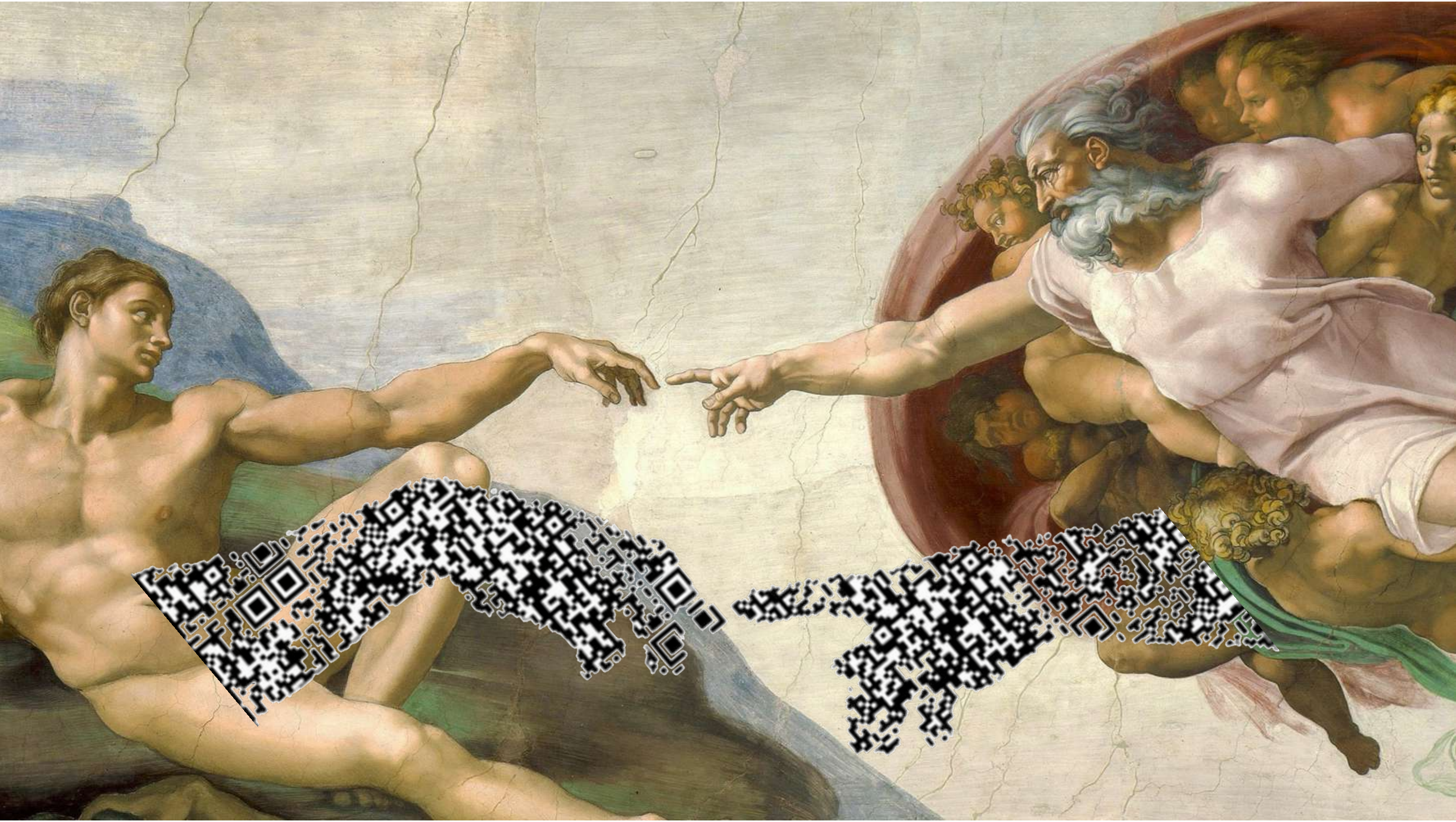
# LA RÉVOLUTION TRANSHUMANISTE

Comment la technomédecine et l'uberisation  
du monde vont bouleverser nos vies



PLON







# petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER : UNE MANIÈRE

## michel serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...



[MANIFESTES LE POMMIER !]

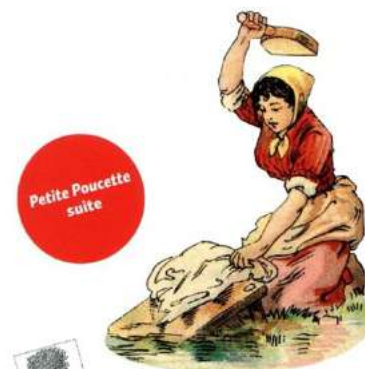
# c'était mieux avant !

DES GRANDS-PAPAS RUMICHONS NE CESSANT DE DIRE À PETITE POUCKETTE, CHÔMEUSE

DU STAGIAIRE QUI PEUDRA LONGTEMPS POUR

## michel serres

DES RETRAITÉS : « C'ÉTAIT MEILLEUX AVANT. » OH, CELA TOMBE BIEN, AVANT, SÛRÉMENT, J'Y ÉTAIS.



[MANIFESTE LE POMMIER !]

# Gutenberg



# Zuckerberg Sandberg





# Révolutions / social économique technologique



**GRENOBLE  
ECOLE DE  
MANAGEMENT**  
TECHNOLOGY & INNOVATION

une école



# RÉVOLUTIONS : SOCIALE ÉCONOMIQUE TECHNOLOGIQUE



**RÉVOLUTION AGRICOLE**  
**INDUSTRIALISATION**  
**TERTIARISATION**  
**DIGITALISATION**

# paradoxe de **Jevons**



Le paradoxe de **Jevons** énonce qu'à mesure que les améliorations technologiques augmentent l'efficacité avec laquelle une ressource est employée, la consommation totale de cette ressource peut augmenter au lieu de diminuer.

Ce paradoxe implique que l'introduction de technologies plus efficaces en matière d'énergie peut augmenter la consommation totale de l'énergie.

## Cas extrême de l'effet rebond

William Stanley Jevons l'a mis en évidence (1865) sur la question du charbon, Jevons observe que la consommation anglaise de charbon a fortement augmenté après que James Watt a introduit sa machine à vapeur, qui était bien plus efficace que celle de Thomas Newcomen. Les innovations de Watt ont fait du charbon une source d'énergie plus rentable, ce qui a conduit à généraliser l'utilisation de sa machine à vapeur au sein des manufactures. Plutôt que de réduire la consommation totale de charbon, les améliorations technologiques et les gains de rentabilité ont conduit à accroître la consommation totale de charbon



# transformations

# DIGITALES

## NBIC - NAT - IA







# Transformations Digitales

TRANSITION - PRODUIT - OFFRE - PROPOSITION

TRANSITION - MARKETING - COM - PROCESS



# Transformations Digitales

1/ PRODUIT  
SERVICE  
OFFRE  
PROPOSITION

2/ Entreprise - Process  
Méthode - Marketing -  
Communication -  
Gestion



### **Produit - Service - Offre**

IA - Innovation - Numérique -NBIC - NAT  
Value Proposition - Fabrication  
Product management - Technologie



### **Durabilité - Empreinte CO2**

Frugalité - Responsabilité  
Écosystème - Smart Grid - RSE - CSRD



### **UX - CX**

Expérience fluide - Personnalisation  
Omnicanalité - La voix du client (VOC)



### **Méthodes - Marketing**

Outils numériques - Agilité - Scrum  
Digital Marketing - Communication digitale  
R&D





Transformations Digitales  
MARKETING - PROCESS - RH  
Management - Supply - FINANCE



### **TRANSITION Produit - Service - Offre**

Innovation - Numérique - NBIC - IA  
Value Proposition + Supply + Tracking  
Product management - Fabrication



### **Durabilité - Empreinte CO2**

Frugalité - Nouvelles énergies  
Écosystème - Déchet - H2 - Pompe à Chaleur  
RSE - CSRD - ESG



### **EX**

Expérience fluide d'onboarding  
Remote Télétravail  
Omnicanalité



### **TRANSITION Méthodes - Process**

Outils numériques & Agilité  
Management - Travail - RH  
Finance & Supply Chain  
Management - Travail



Transformation Digitale

PRODUCT

MARKETING & PROCESS

Digital Transformation 1.0  
Companies using more software



Digital Transformation 2.0  
Companies becoming software

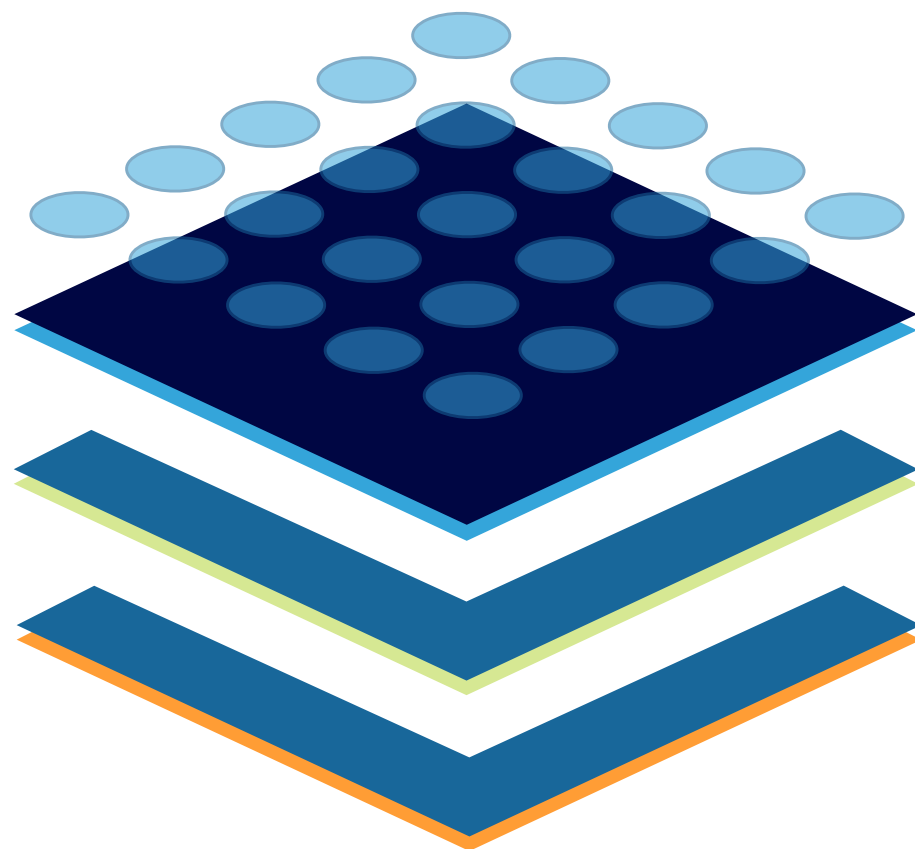


Digital Transformation 3.0 ?

CF

commerce.key



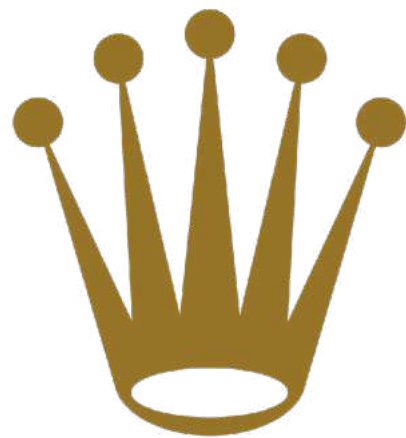


PLATFORM

**servicisation**  
**disruption**  
**uberisation**  
**tycoonisation**  
**platformisation**

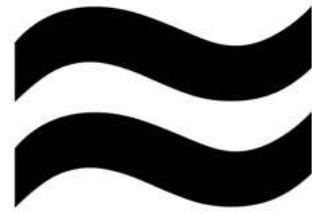
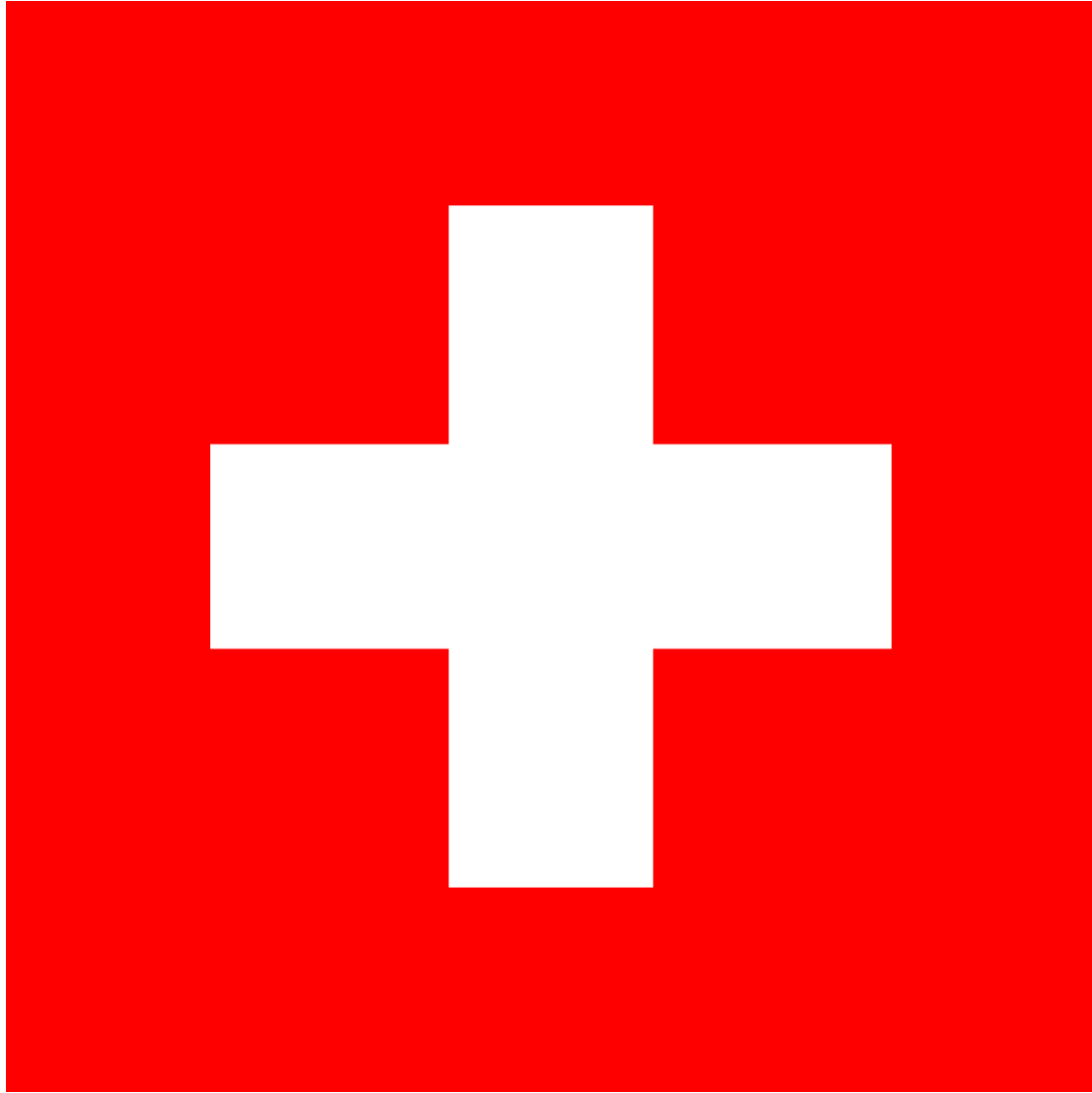
# Nouveaux Business Modèles

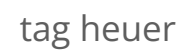




ROLEX











# TAMBOUR HORIZON LIGHT UP CONNECTED WATCH

Louis Vuitton Watches by Jean Arnaud

## TAG HEUER CONNECTED GOLF EDITION

An elegant and versatile watch to take with you to greens worldwide.

- ☐ White Golf pattern strap with green stitching
- ☒ Black rubber strap
- ☐ 18 HOLES BEZEL INDICATORS
- ☒ SAPPHIRE GLASS
- ☒ HEART RATE MONITOR
- ☒ GPS



TAG HEUER CONNECTED CALIBRE E3  
Titanium Case - Black Rubber Strap



TAG HEUER CONNECTED CALIBRE E3  
Titanium Case - Black Rubber Strap



TAG HEUER CONNECTED CALIBRE E3  
Titanium Case - Lime Green Rubber Band



## tag heuer



## LEDGER HUBLOT



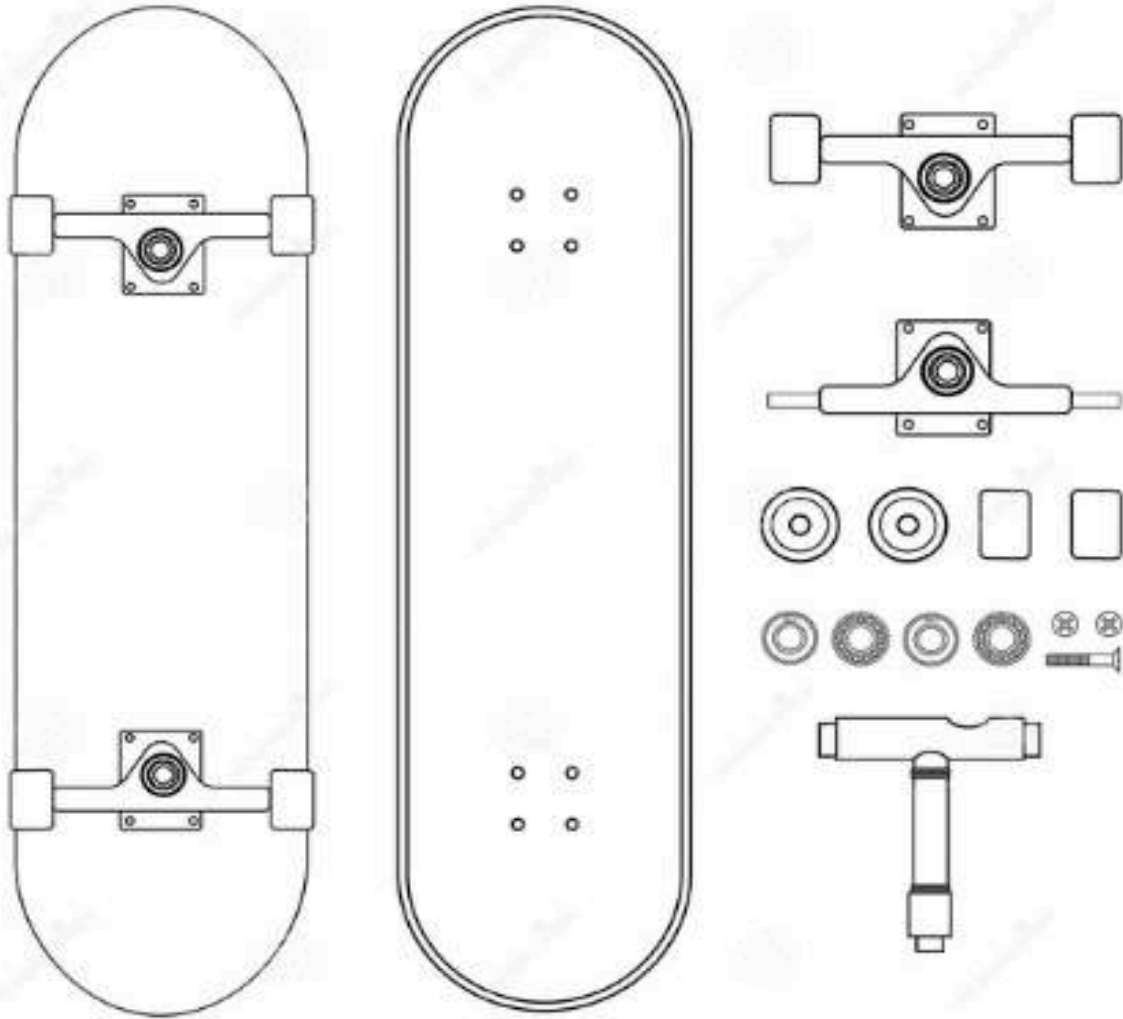
## ZENITH

Frédéric Arnault is appointed CEO of LVMH Watches



# Why we buy: Features vs *Jobs*

Even though people buy this...



...they **really** want this



VALEUR RÉELLE



VALEUR PERÇUE



PROBLÈME DE COMMUNICATION



# NOKIA

**Polaroid**



# #OLDWORLD







PREMIUM



# STARLINK PREMIUM



SWARM

**THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!**

Starlink Premium is not yet available in your area. Please check back for future availability in your area.

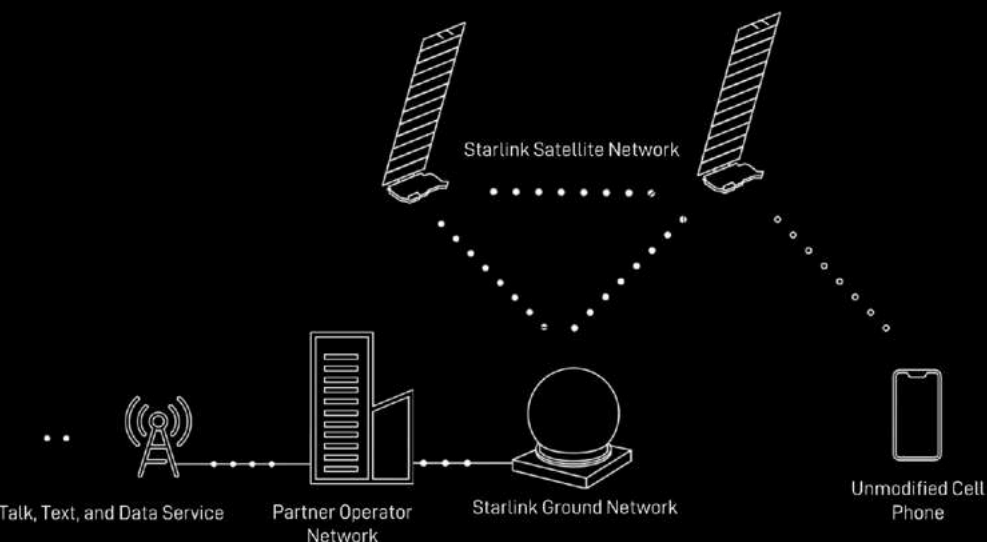
# STARLINK DIRECT TO CELL

Seamless access to text, voice, and data for LTE phones across the globe

GET IN TOUCH

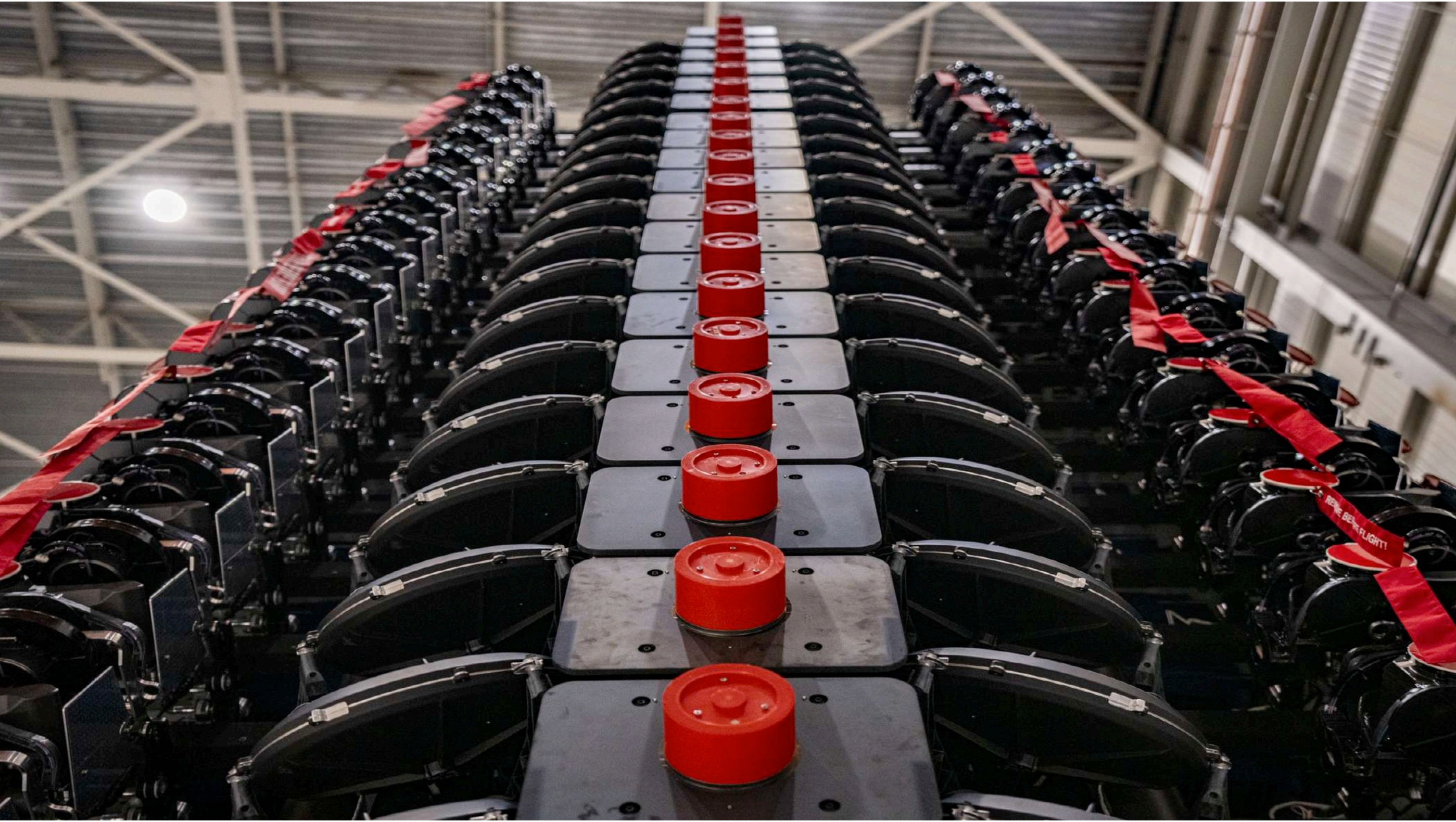
SWARM

## A CELLPHONE TOWER IN SPACE



<https://direct.starlink.com/>









PREMIUM



# STARLINK PREMIUM

Direct  
2  
Cell

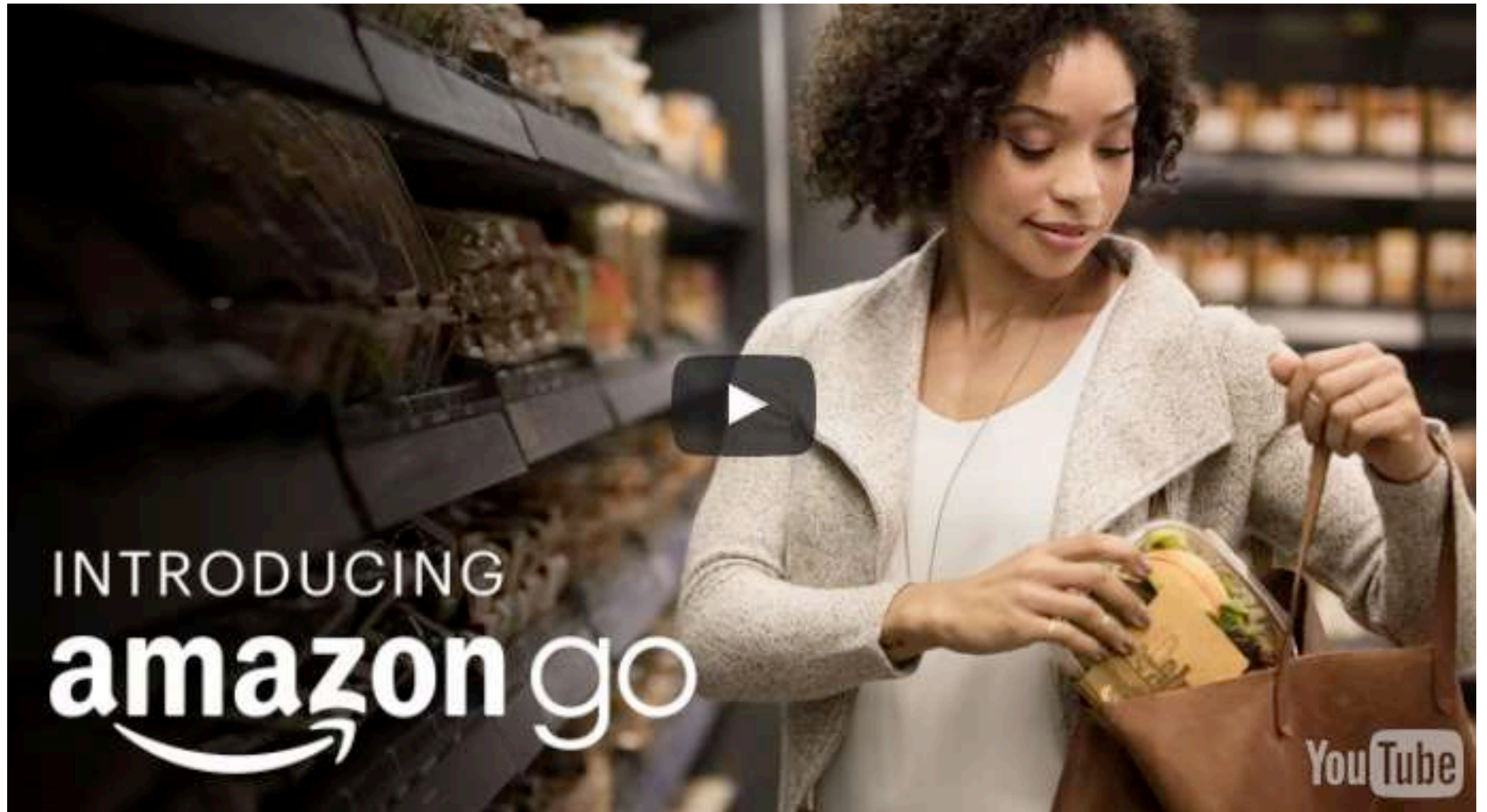
SWARM  
OS 4 IOT



THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.





*AI + **amazon** = amazon go = SHOP OS (operating system)*

WALK  
T O  
S O  
J U  
VERAGE







# 24/7 on-demand care with Prime

**i** This membership benefit is exclusive for Prime members.

Start your 30-day free Prime membership trial

Members can easily book appointments within the app. Appointments are billed to you or your insurance.

For \$9/month, Prime members get access to:



24/7 on-demand care via VideoChat or Treat Me Now



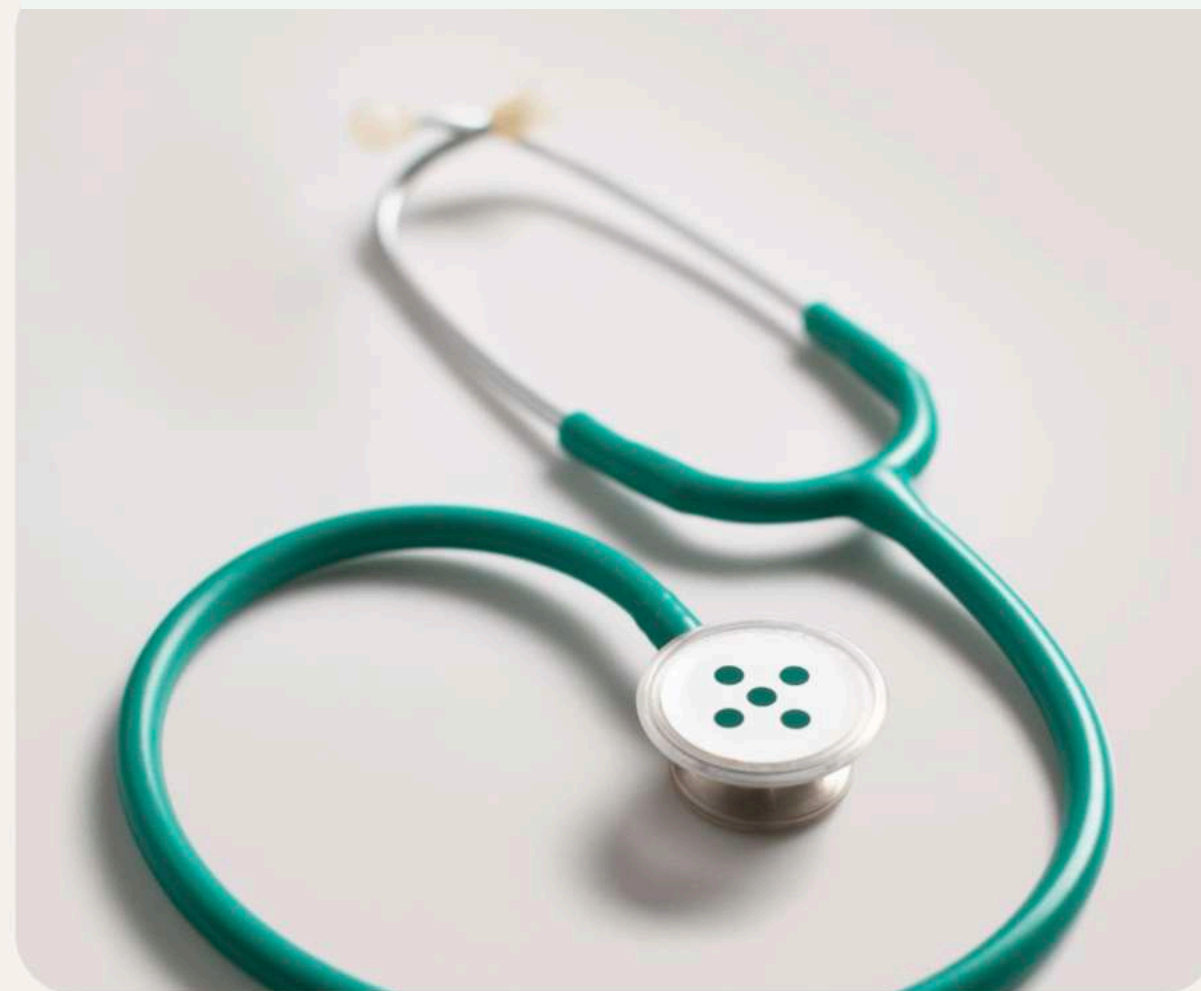
Secure messaging with a provider



In-app health records and care plans



Convenient prescription refill and renewal requests



For \$9/month, Prime members get access to:



PillPack by Amazon Pharmacy

[HOME](#) [HOW IT WORKS](#) [PRICING](#)

amazon pharmacy

# Prefer your meds in bottles?



 **PillPack**  
by amazon pharmacy

# Prefer your meds in packets?



[Help](#) [Sign In](#) [Get Started](#)





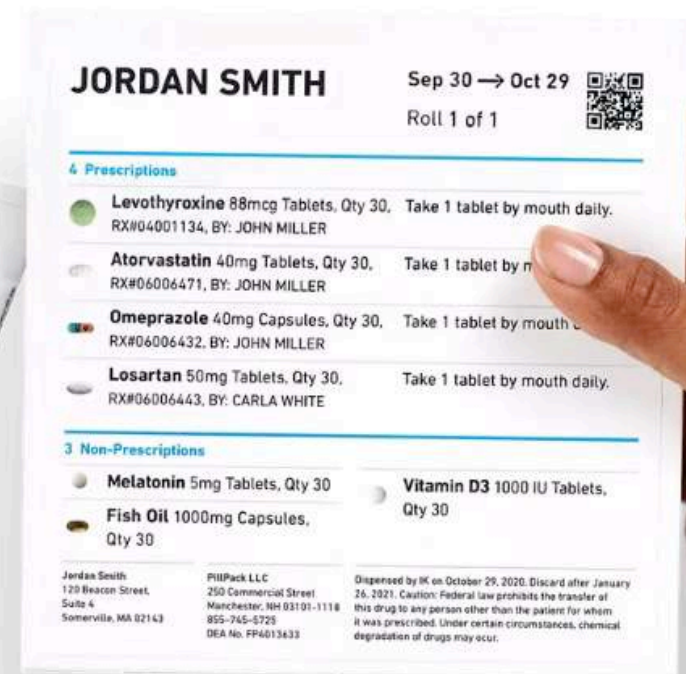


# You'll get the meds you need every month

Pharmacy support  
day or night

Automatic refills  
before you need them

Free delivery  
right to your door





 world





# GLOBAL PARTNERS

Cellular providers using Direct to Cell have access to reciprocal global access in all partner nations.

[T-MOBILE \(USA\) >](#)

[OPTUS \(AUSTRALIA\) >](#)

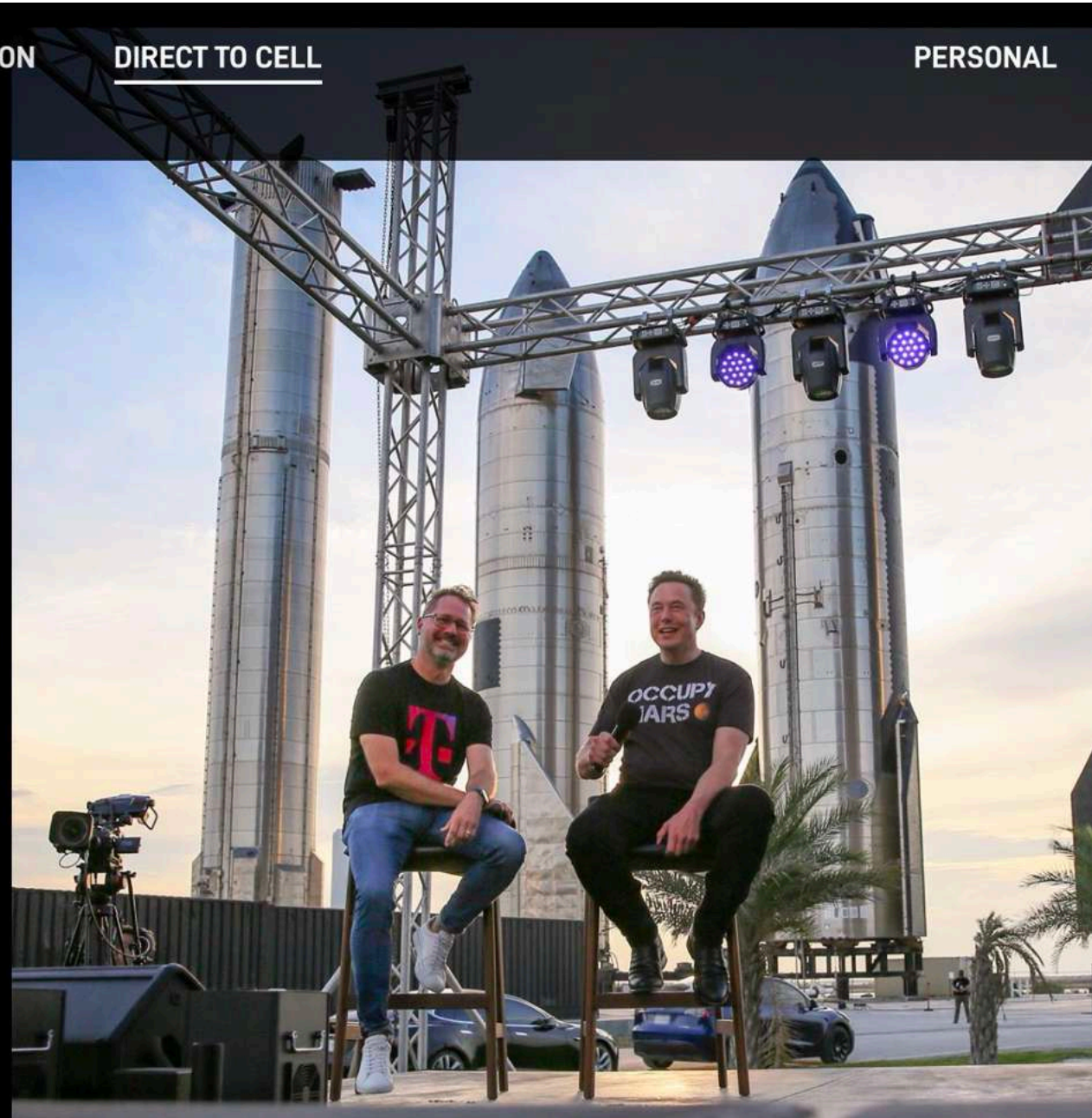
[ROGERS \(CANADA\) >](#)

[ONE NZ \(NEW ZEALAND\) >](#)

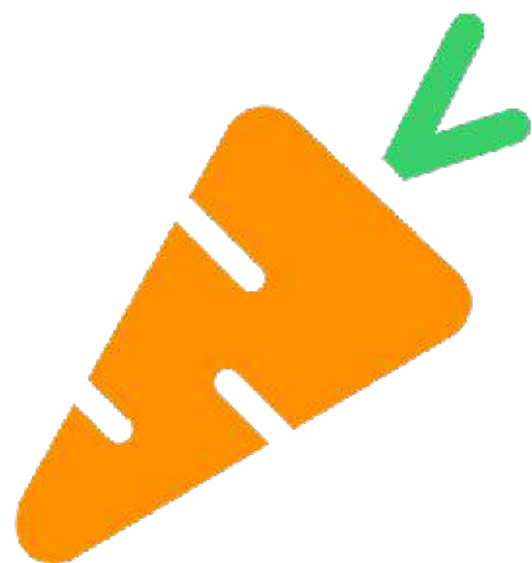
[KDDI \(JAPAN\) >](#)

[SALT \(SWITZERLAND\) >](#)

[ENTEL \(CHILE\) >](#)







*Yuka*



## Take a selfie, know your healthie!™

Anura's intended use is to increase people's awareness of their general wellness

Read our publications



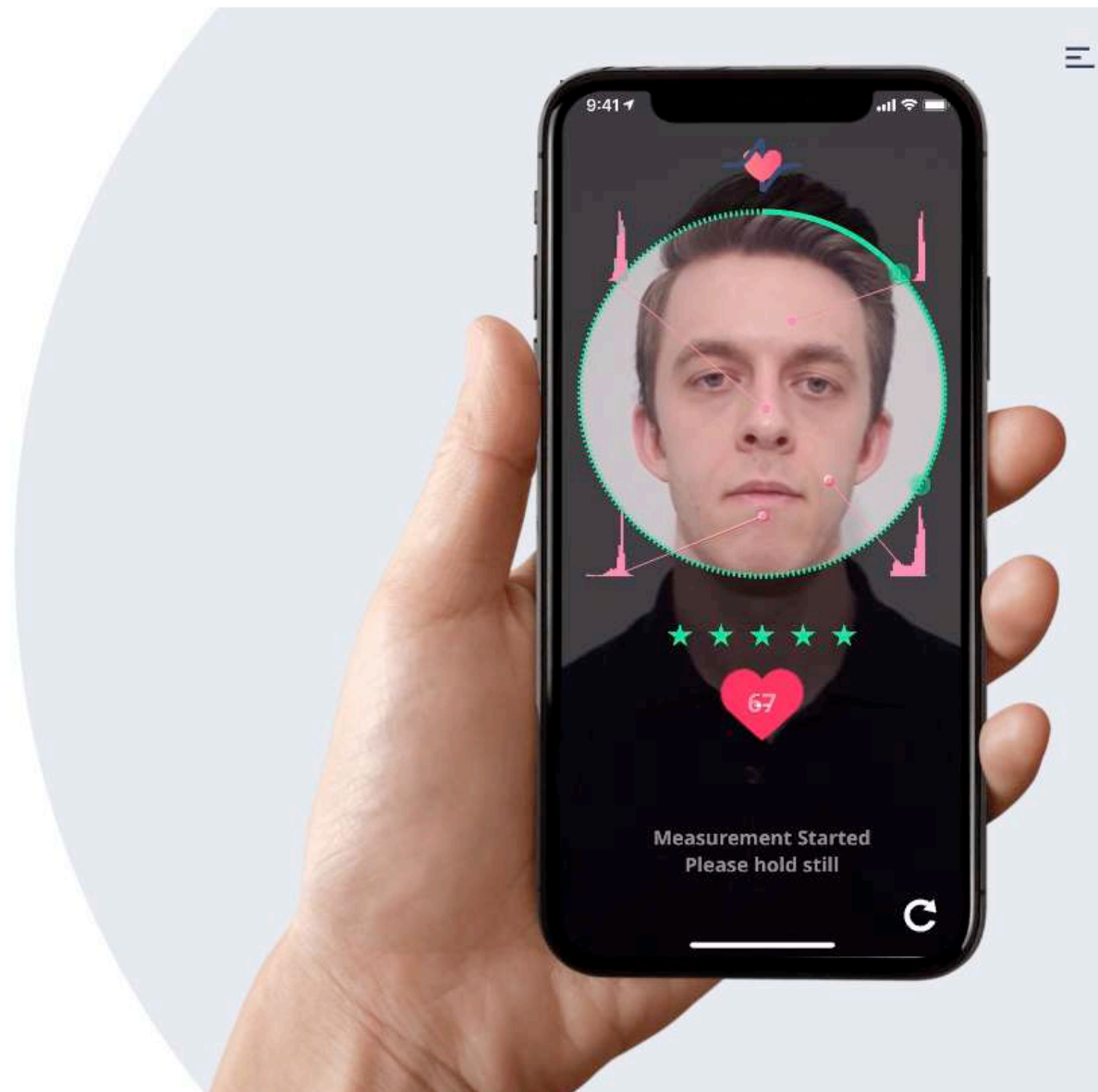
Clinical studies



Research



⚠ Anura™ is not a substitute for the clinical judgment of a health care professional. Anura™ is intended to improve your awareness of general wellness. Anura™ does not diagnose, treat, mitigate or prevent any disease, symptom, disorder or abnormal physical state. Consult with a health care professional or emergency services if you believe you may have a medical issue.





- ☒ I have read and agree with Anura™'s [Terms of Use](#) and [Privacy Policy](#)
- ☒ I consent to the processing of my health data by Nuralogix Corporation provide me with the Anura™ app services as described in the Terms of Use
- ☒ Allow Anura™ to collect anonymous usage data

[More info](#)

Hi, I'm Anura™.  
Let's begin your 30-second Health Check.



[Login](#)

SUBMIT

SIGN UP

Done SNR: 7,9 dB | ★★★★★

OLOGICAL MENTAL PHYSICAL **OVERALL**



VITALS



PHYSIOLOGICAL



MENTAL



PHYSICAL



**For Investigational Use Only.** These numbers are only estimates and are not a substitute for the judgment of a health care professional. They are intended to improve awareness of general wellness.

Done SNR: 7,5 dB | ★★★★★

OLOGICAL MENTAL PHYSICAL **OVERALL**



VITALS



PHYSIOLOGICAL



MENTAL



PHYSICAL



**For Investigational Use Only.** These numbers are only estimates and are not a substitute for the judgment of a health care professional. They are intended to improve awareness of general wellness.



## ACTUALITÉS

**09/11/23**  
POUR CERTAINS EXAMENS :  
PAS DE PRELEVEMENT LA  
VEILLE DU 11 NOV.

**04/07/23**  
CHANGEMENT DE KIT /  
MILIEUX DE TRANSPORT

**16/06/23**  
METANEPHRINES URINAIRES  
ALLONGEMENT TEMPORAIRE  
DU DELAI DE RENDU

**10/05/23**  
Recherche des AC Anti-  
plaquettes - Arrêt de l'examen

**13/04/23**  
VITAMINE B6 : CHANGEMENT  
DE TECHNIQUE

**20/07/23**  
Les perturbateurs endocriniens,  
Nouveautés sur la prise en  
charge en 2023

**21/06/23**  
RUPTURE REACTIF ALDOLASE

**26/05/23**  
Dépistage prénatal non invasif  
par ADNc des anomalies  
chromosomiques (DPNI)

**17/04/23**  
Nouveau Site Cerba Oncology

**12/04/23**  
Nouvel examen // La  
cartographie optique : de  
nouvelles perspectives de  
diagnostic dans les maladies  
rares

Toutes les Actualités →

# Les perturbateurs endocriniens, Nouveautés sur la prise en charge en 2023

Cher confrère,

Par ingestion, inhalation ou encore diffusion percutanée, les sources d'exposition aux perturbateurs endocriniens sont nombreuses ; ils font désormais partie de notre quotidien. Les perturbateurs endocriniens, bisphénols et phtalates, ont fait l'objet de nombreuses mises en garde des services publics et autres autorités de santé.

Le début de la grossesse, l'enfance et l'adolescence restent les périodes les plus à risques où l'organisme est le plus réceptif aux perturbateurs endocriniens.



## MESURER SON EXPOSITION EST MAINTENANT POSSIBLE.

A l'issue des résultats, des mesures de prévention ciblées permettront de réduire son exposition rapidement.

## NOUVEAUX EXAMENS

Panel Bisphénols : bisphénol A, S, F, AF et AP

Panel Phtalates : MeOHP, MeHHP, MECPP, MCP, MEP, MiBP, MnBP, MBzP, MCOP et MCNP

Prélèvement :

Urines (2 ml), sur tube en polypropylène ou en polyéthylène

Privilégier l'urine ponctuelle plutôt en fin de journée (et pas au réveil)

Sur urines des 24h si demandé par le médecin prescripteur

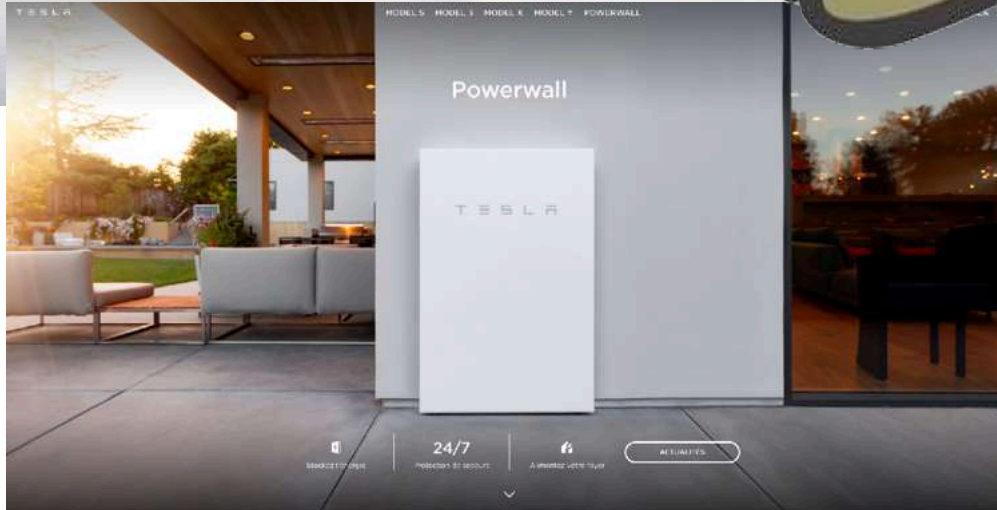
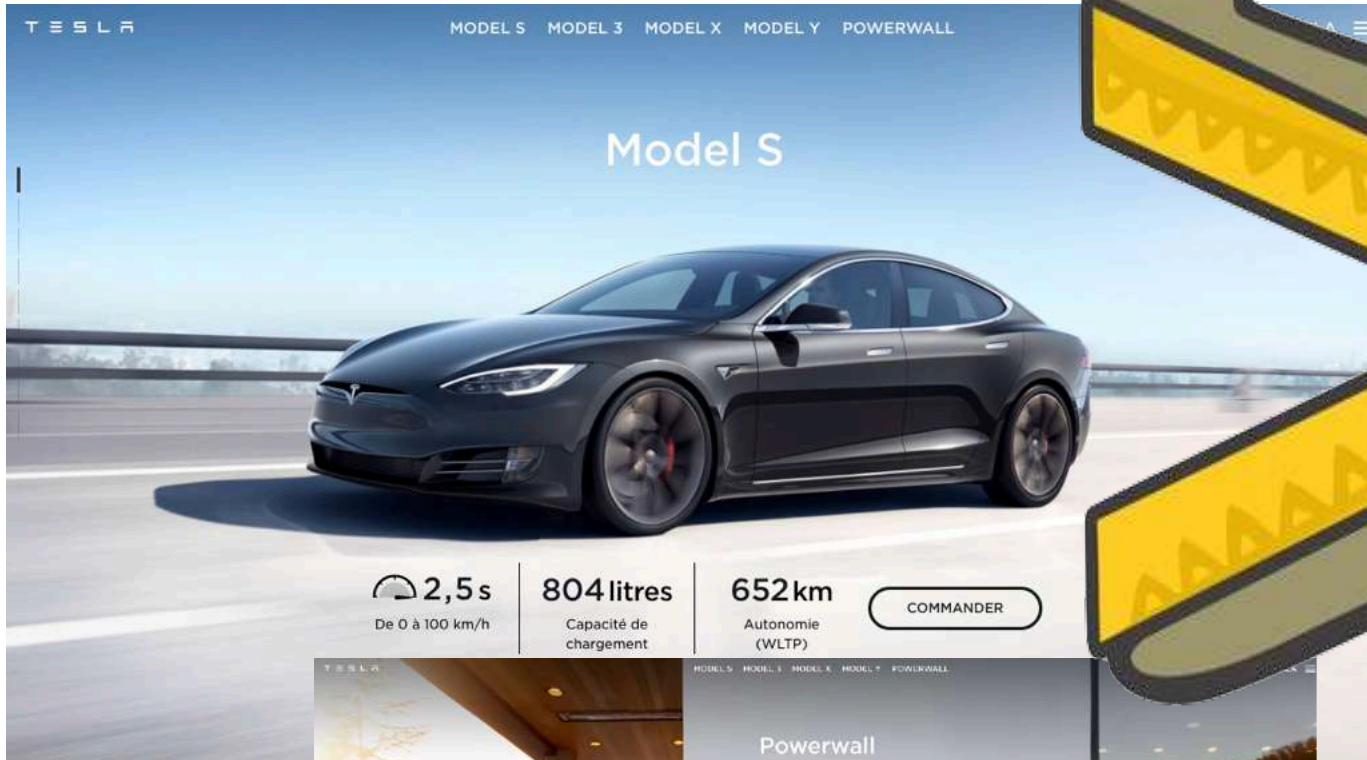
Conservation :

À conserver entre 2 °C et 7 °C (7 jours max) et à envoyer au laboratoire Cerba en congelé.

[Lien vers le catalogue](#)



# YUKA











CyberCab / RoboVan / Optimus

TESLA LIVE

systems lies a complex network of communication protocols that facilitate the exchange of data between various electronic control units (ECUs)

Importance of Communication Protocols in Mechatronics

Communication protocols play a vital role in automotive mechatronics, enabling the exchange of data between ECUs and ensuring the coordination of various systems.

Overview of CAN (Controller Area Network) Protocol

CAN is a widely used communication protocol in automotive systems, developed by Bosch in the 1980s. It is a multi-master, message-oriented protocol that enables the exchange of data between ECUs. CAN is known for its high reliability, fault tolerance, and robustness, making it an ideal choice for safety-critical applications.

LIN (Local Interconnect Network) Protocol and Its Applications

LIN is a single-master, multi-slave communication protocol used in automotive systems. It is designed for low-speed, low-cost applications, such as controlling seat adjustments, mirrors, and lighting systems

Increased data transmission rates: 5G and other emerging technologies will enable higher data transmission rates, facilitating the exchange of large amounts of data between ECUs and sensors.

Improved cybersecurity: AI and other emerging technologies will be used to improve cybersecurity in automotive systems, protecting against cyber threats and ensuring the integrity of communication protocols.

New applications and use cases: Emerging technologies will enable new applications and use cases, such as vehicle-to-everything (V2X) communication and smart infrastructure.

Types of Automotive Communication Protocols

Controller Area Network (CAN) Protocol

CAN is the backbone of automotive communication, allowing multiple ECUs to communicate without a host. It provides:

- High-speed and fault-tolerant communication.
- Message prioritization.
- Applications: Engine management, braking systems, powertrain.

Local Interconnect Network (LIN) Protocol

LIN is a cost-effective alternative to CAN, used for:

- Low-speed applications.
- Control systems like window regulators and seat control.
- Easy wire implementation, reducing cost.

FlexRay Protocol

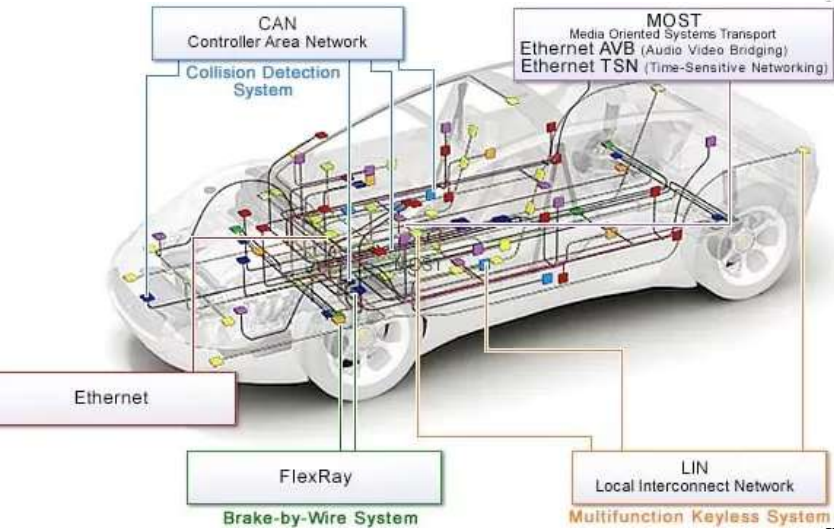
FlexRay is designed for high-speed, fault-tolerant communication in safety-critical applications. It features:

- Deterministic timing for real-time operations.
- Channel redundancy for fail-safe operations.
- Applications: Adaptive cruise control, drive-by-wire systems.

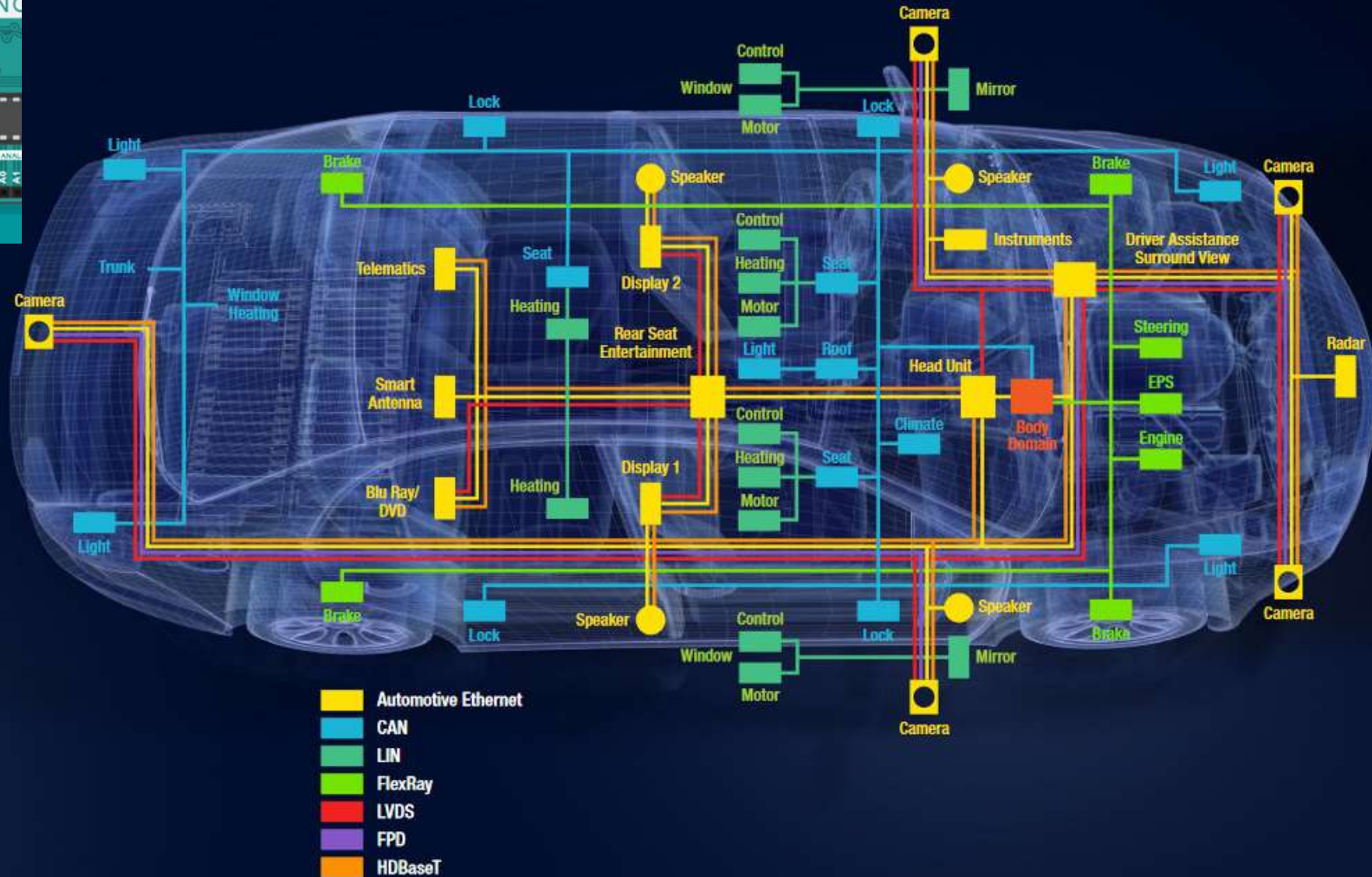
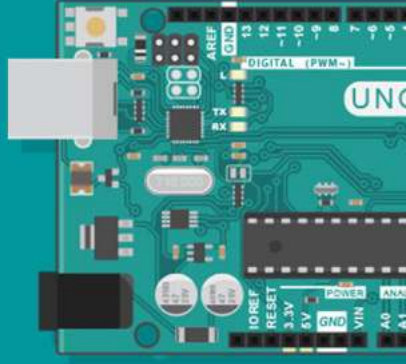
Media Oriented Systems Transport (MOST) Protocol

| Protocol | Speed    | Application                  |
|----------|----------|------------------------------|
| CAN      | 1 Mbps   | Powertrain, safety systems   |
| LIN      | 20 kbps  | Body control systems         |
| FlexRay  | 10 Mbps  | Safety-critical applications |
| MOST     | 150 Mbps | Infotainment                 |
| Ethernet | 1 Gbps   | ADAS, autonomous driving     |

| Protocol | Speed         | Application                                       | Key Features                                                   |
|----------|---------------|---------------------------------------------------|----------------------------------------------------------------|
| CAN      | Up to 1 Mbps  | Safety-critical systems, engine control           | Multi-master, message-oriented, robust error detection         |
| LIN      | Up to 20 kbps | Body electronics, comfort systems                 | Single-master, multi-slave, low-cost, simple protocol          |
| FlexRay  | Up to 10 Mbps | Safety-critical systems, ADAS, autonomous driving | High-speed, time-triggered and event-triggered, fault-tolerant |















Join us at [Paris Motor Show](#) , 14-20 October 2024

# STELLANTIS



CITROËN



DS AUTOMOBILES

FIAT

Jeep



Maserati



OPEL



RAM



VAUXHALL

LEAPMOTOR

LEASYS



Free2move





Prime Air

N1997A



# Market capitalization of Zoom Video Communications vs. the 15 biggest airlines



Notes: Airlines selected based on # of passengers transported in 2019; market cap as of Oct. 26, 2020

Source: Lufthansa Innovation Hub, TNMT.com, Yahoo Finance



# Adaptez vos services de visio-conférence à vos usages en entreprise

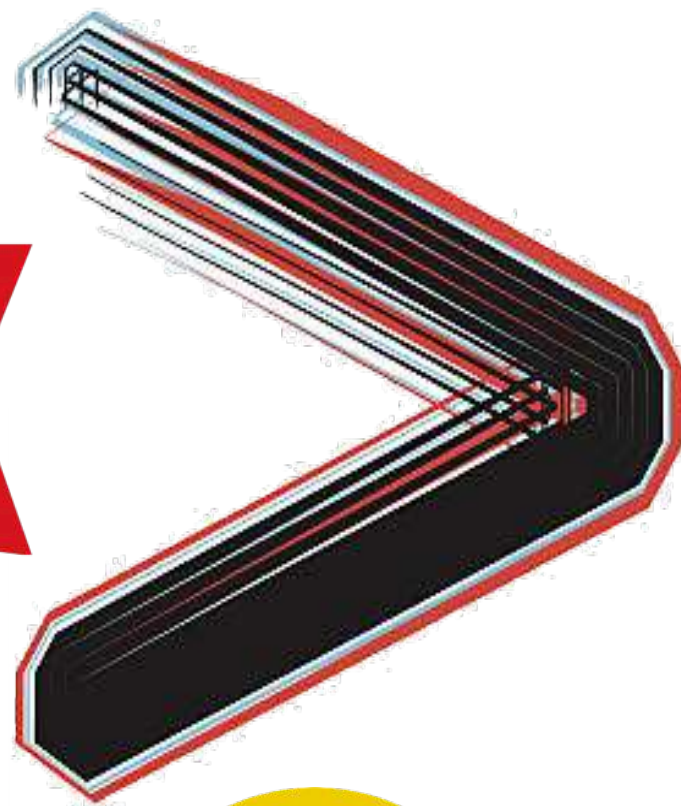
Deux niveaux de licence Basic ou Premium, adaptés à vos usages, sont disponibles pour vos visio-conférences :

> Consulter nos offres

- Keyyo Apps
- Keyyo Visio
- Keyyo Connect
- Keyyo Phone
- Communications Manager
- CallPad
- Switchboard
- Copy & Call
- Keyyo Fax
- Keyyo Update

|                              |                                                                                                                                                                                                                    | Keyyo Visio Basic                                         | Keyyo Visio Premium                                        |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------|
|                              |                                                                                                                                                                                                                    | 2€ <sup>,90</sup> /mois <sup>(*)</sup><br>sans engagement | 12€ <sup>,90</sup> /mois <sup>(*)</sup><br>sans engagement |
| Fermer les détails<br>^      |                                                                                                                                                                                                                    | L'essentiel des services entreprises                      | Le tout-illimité professionnel                             |
| Général, Assistance, support | Nb de participants                                                                                                                                                                                                 | 4                                                         | Illimité <sup>(*)</sup>                                    |
|                              | Durée de la conférence                                                                                                                                                                                             | illimité                                                  | illimité                                                   |
|                              | Support technique par mail/téléphone<br>Jours ouvrés/heures ouvrées                                                                                                                                                | ✓                                                         | ✓                                                          |
|                              | Multisupports :<br>PC, tablette, smartphone                                                                                                                                                                        | ✓                                                         | ✓                                                          |
|                              | 100% web, compatible avec tous les navigateurs web et mobile                                                                                                                                                       | ✓                                                         | ✓                                                          |
| Invitation, Collaboration    | Conférence privée<br>Invitation via URL<br>Rejoindre par téléphone<br>Chat en conférence<br>Partage d'écran                                                                                                        | ✓                                                         | ✓                                                          |
|                              | Conférence planifiée<br>Invitation via Mail ou SMS<br>Partage de documents et pointeur<br>Tableau blanc collaboratif<br>Transfert de fichier<br>Prise de photo à distance<br>Annotations sur les images en partage | ✗                                                         | ✓                                                          |
| Gestion, accès               | Tableau de bord<br>Historique de conférence<br>Suivi de l'usage<br>Enregistrement de conférence<br>Modérer les participants<br>Couper le micro, la caméra<br>Verrouiller avec mot de passe<br>Stockage cloud       | ✗                                                         | ✓                                                          |

# NETFLIX



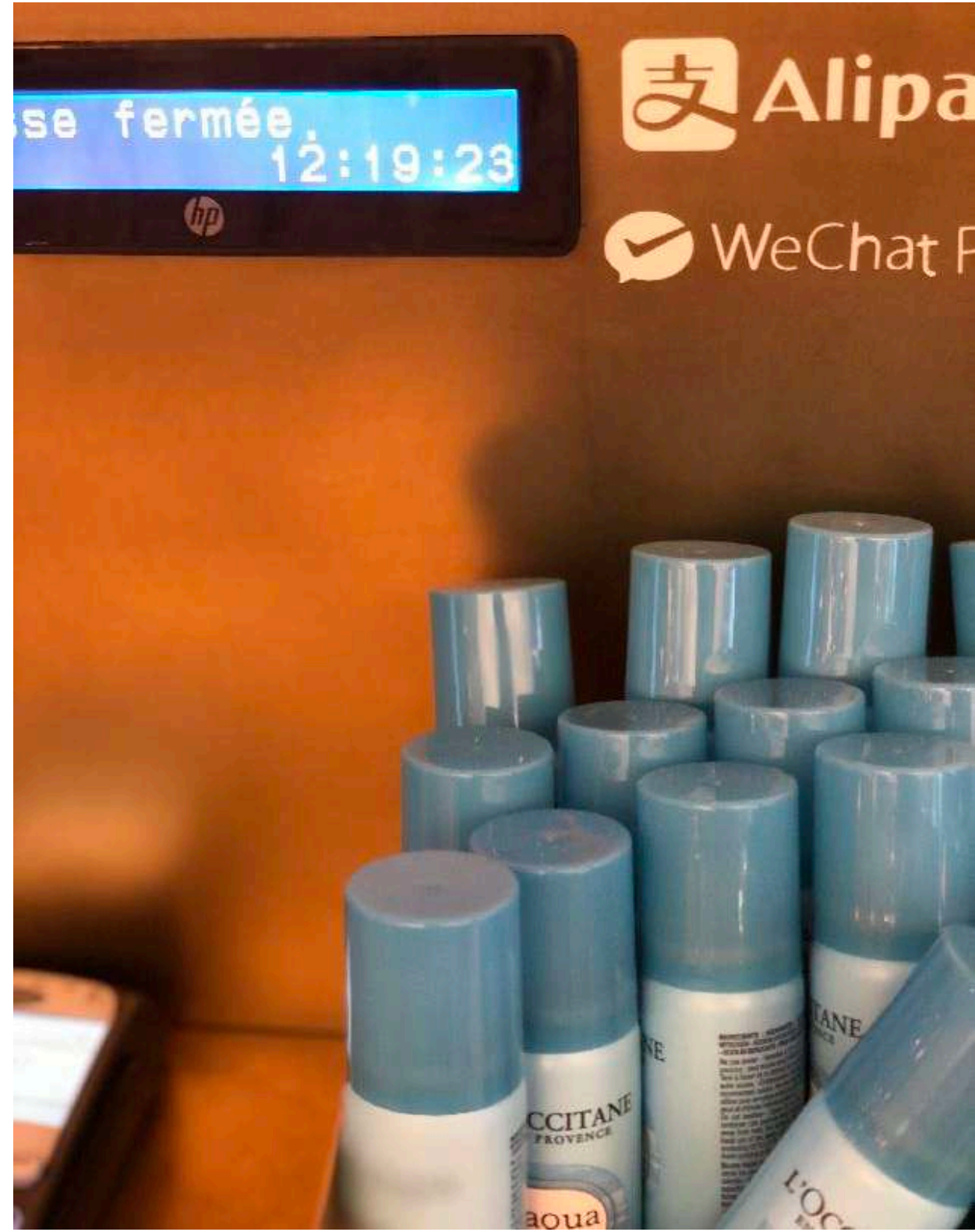
# Disney







| Ranking   | Banking Group              | Market Capitalisation (USD bn) |
|-----------|----------------------------|--------------------------------|
| 1         | JP Morgan                  | 388                            |
| 2         | ICBC                       | 330                            |
| 3         | Bank of America            | 315                            |
| 4         | China Construction Bank    | 270                            |
| 5         | Wells Fargo                | 268                            |
| 6         | HSBC                       | 198                            |
| 7         | Agricultural Bank of China | 200                            |
| 8         | Citi                       | 183                            |
| 9         | Bank of China              | 180                            |
| <b>10</b> | <b>Ant Financial</b>       | <b>150</b>                     |
| 11        | China Merchant Bank        | 122                            |
| 12        | Royal Bank of Canada       | 114                            |
| 13        | Santander                  | 100                            |
| 14        | BNP Paribas                | 90                             |
| 15        | Goldman Sachs              | 91                             |
| 16        | Sberbank                   | 84                             |
| 17        | Unicredit                  | 50                             |
| 18        | Barclays                   | 47                             |



**11/11/2022**

**100 milliards \$ ?**

**2023 / divisé en 6**



Alibaba Cloud

Sponsored •



Au pic du trafic du 11 novembre 2019, les plateformes d'Alibaba ont enregistré un record de 544 000 commandes par seconde. Tout cela s'est déroulé non stop de bout en bout grâce aux infrastructures du Cloud ! Connaissez-vous les technologies qui se cachent derrière le plus grand festival mondial du shopping? Rejoignez notre webinar pour découvrir nos solutions qui rendent possible le Double 11 et qui vous permettront ainsi de développer votre business en Chine.

# Alibaba 11/11 Shopping Festival

**Comment le Cloud rend possible le succès du Double 11 Shopping Festival**

Mercredi 26 Février, 2020

10h ▶ 11h (UTC+01)

Inscrivez-vous ici



Alibaba Cloud

[HTTPS://RESOURCE.ALIBABACLOUD.COM/](https://resource.alibabacloud.com/)

**Comment le Cloud rend possible le succès du Double 11 Shopping Fe...**

Sign Up





Hubert Kratiroff 

France



Scan the QR code to add me on WeChat

# WeChat TenCent



QQ Tencent 腾讯



## 1998

O-ICQ —> QQ  
+ 2011 WeChat  
+2015 WeChat Pay  
Mini MicroProgram  
Open Source SDK

## Gaming Music

Riot Game LOL  
Supercell , UbiSoft  
e-Sport  
TME Tencent Music  
Entertainment  
Karaoke  
Vidéo

## Tencent

Pony Ma  
11e ste mondiale  
5% Tesla



Skip Maurice ►





xxx

AAS

APP

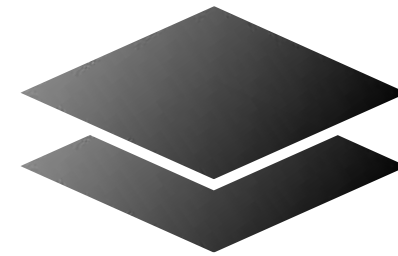
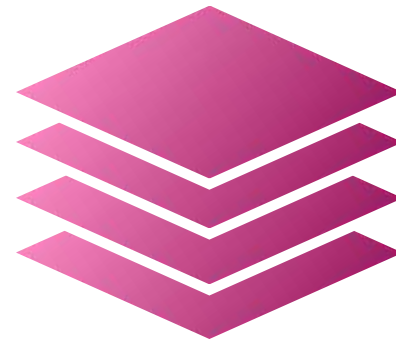
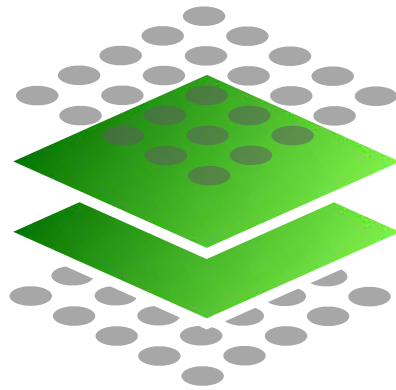
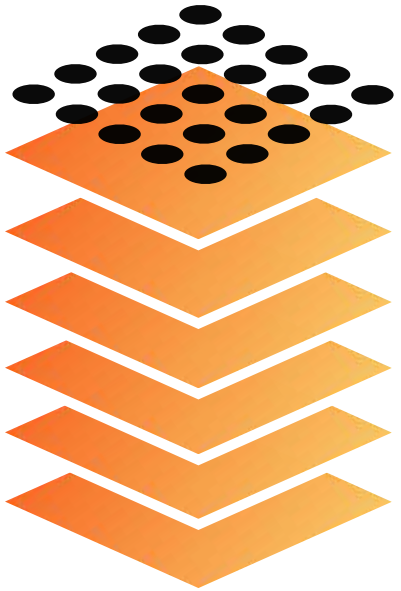
SOFT

USER

ADV

TRUST

DATA



PAAS  
platform as a service



# PLATEFORME VOCALE

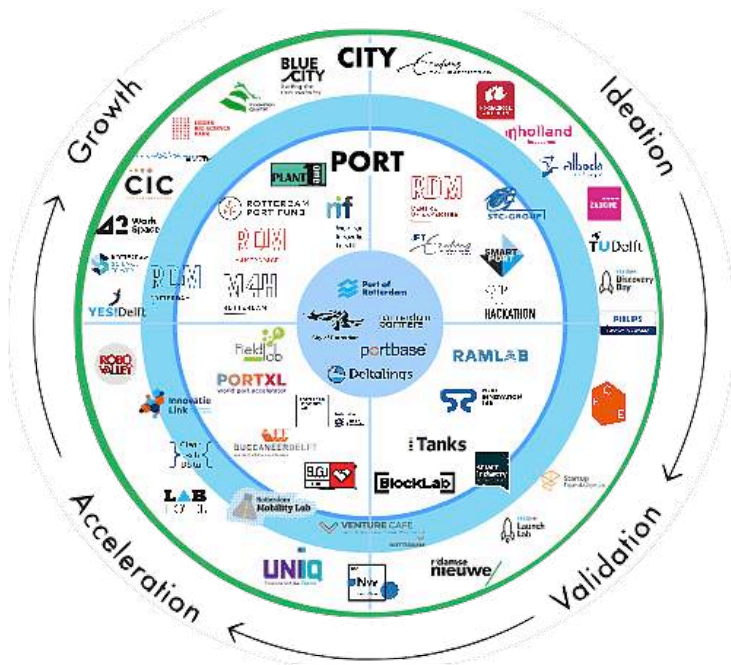


# PLATEFORME DOMOTIQUE

somfy.

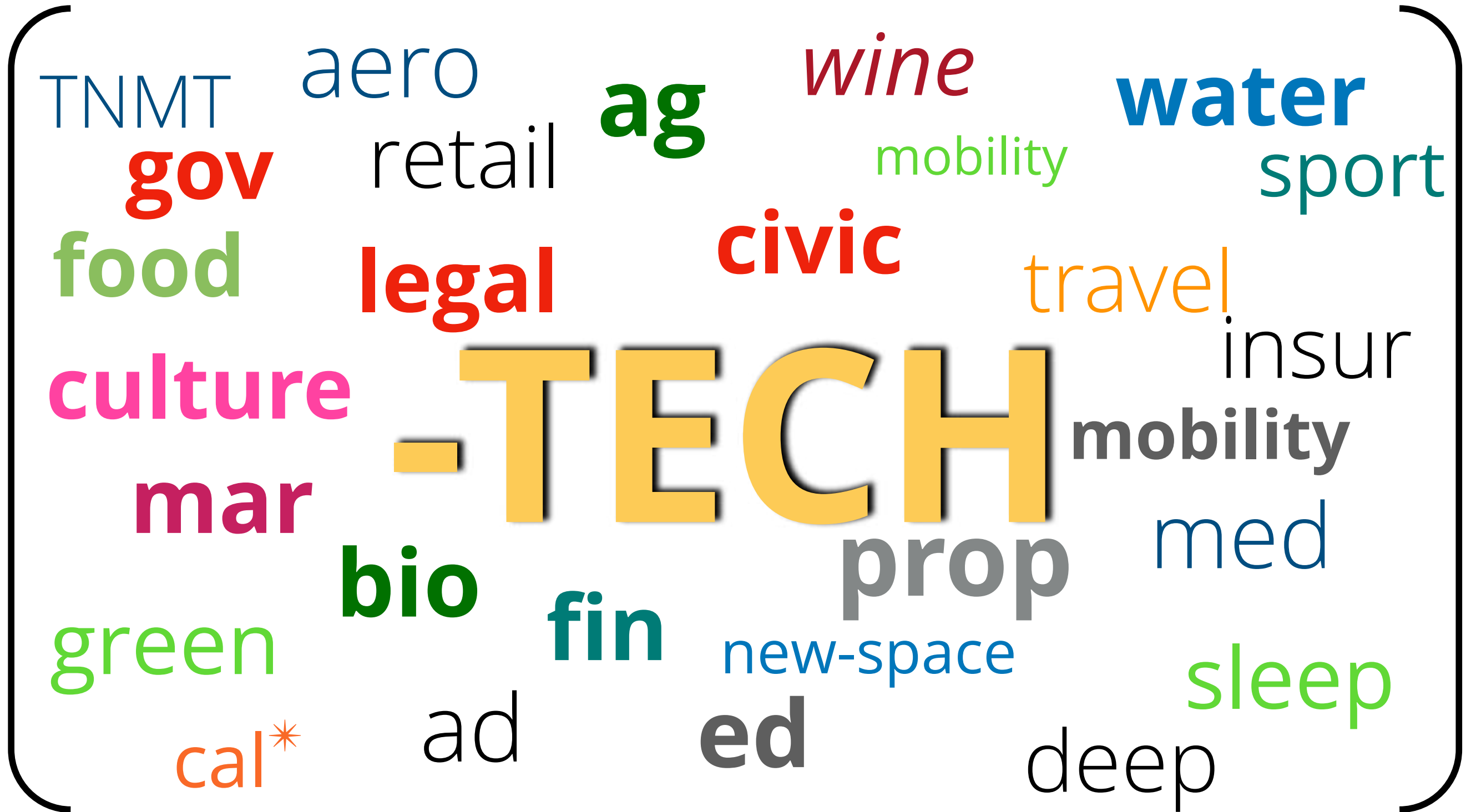


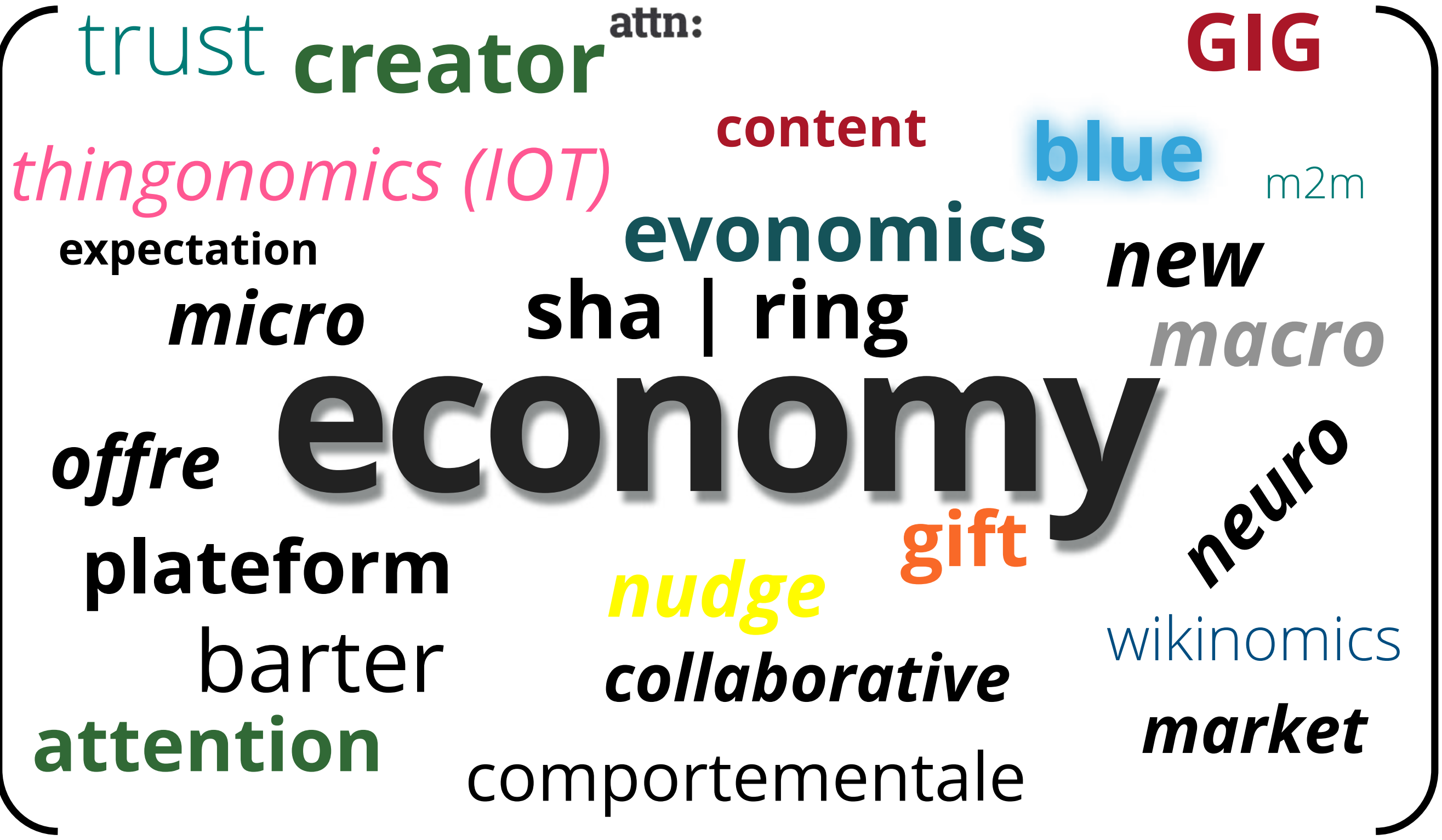
# PLATEFORME SMART CITY

The logo for SideWalk Labs, featuring the words "SIDE WALK" in a bold, sans-serif font, with "LABS" in a smaller font below it, all enclosed in a dark blue rectangular border.



Si les produits  
deviennent des  
services...  
que deviennent  
les services ?





trust **creator**

attn:

**GIG**

*thingonomics (IOT)*

**content**

**blue**

m2m

expectation

**evonomics**

**new**

**micro**

**sha | ring**

**macro**

**offre**

**economy**

**neuro**

**platform**

**gift**

**nudge**

**barter**

**collaborative**

**wikinomics**

**attention**

**comportementale**

**market**



*intelligence*

model

law

funding

sha | ring

power

**crowd**

marketing

open

innovation

lending

collaboration

sourcing

AU MILIEU DU MONDE

*Michel Houellebecq*

# Plateforme

roman

Flammarion

Plateforme

Flammarion

## LES 5 EFFETS DE RÉSEAU

**L'effet de réseau direct** (def.) : la valeur d'un réseau est proportionnelle au nombre de ses participants.

**L'effet de feed-back positif** (def.) : l'utilisateur choisit son service en anticipant celui qui sera le plus populaire (viralité, recommandation), comme dans le cas de [Skype](#), Booking ou Trip Advisor.

**Les effets de réseau indirects** (def.) : la Valeur d'un bien /service provient de la création d'une offre de biens complémentaires ou services partenaires, comme autour de l'iphone d'[Apple](#), d'Android, de [Facebook](#)...

**Les effets de réseau croisés** (def.) : la plate-forme s'appuie sur un marché biface : si un type d'agent croît sur une face A, cela fait croître le nombre d'agents sur la face B, et vice-versa.

**L'effet de verrouillage** (pas propre au numérique) : du fait de coûts de changement élevés le consommateur reste captif au sein d'un même service/bien.



INTERET

Plateformeur / source de revenu / collecte de data / concentration du trafic

Plateformé / économie sur l'investissement initial / profit d'un environnement mutualité

Client et utilisateur / one stop shop / UX

# TYPES

ecommerce

logistique

marketplace

musical / vidéo / contenu partage d'information

Système de messagerie

tourisme resto hotel vol

Réseaux sociaux

software

service lulu über

industriel / technologique

PAAS

Echange ebay vinted

CODE (github bitbucket pastern

OS of IOT

Cloud of IOT

écosystème et cluster

EXEMPLES et écosystème

UBER DIDI

CMS et MOOC

Paielement AliPay PayPal ANT (alipay)

Amazon AWS + marketplace + affiliation + dash + kindle + Alexa

WeChat miniprogram

booking airbnb

triage

spotify deezer soundcloud

amazon video

youtube dailymotin

slack

asos calando

insta FB snap

REDDIT



# Projet Plateforme

Une Plateforme est un investissement avec une infrastructure.  
(ex : entrepôts, logiciel, un site ...)  
et on laisse les autres se servir de cette infrastructure.  
(ex : Market place)

Type de plateforme:  
- Musique  
Type : PAAS

## Exemple hors wechat

Plateforme collaborative :  
Airbnb, Blablacar, Uber  
Plate forme musicale : Spotify, Deezer  
Réseaux sociaux Facebook, Instagram  
Uber, Alibaba

## Intérêt objectif d'une plateforme :

- Utiliser le trafic de cette plateforme
- tm;dd : Too Much; Didn't Download
- Facilite l'accès sans avoir besoin de télécharger de nombreuses applications.
- Multifonctionnelle

## Application 1 WECHAT

WeChat propose de développer des applications sur leur plateforme de communication. Plutôt que le faire dans leur écosystème, les développeurs peuvent le faire sur celui de WeChat qui à 1 milliard d'utilisateurs. C'est l'intelligence du mode plateforme.

WeChat c'est l'application multifonction made in China

## Application 2 IOT

Il faudrait une plateforme universelle  
Exemple d'IOT dans les transports " **Dallas Area Rapid Transit (DART)**"

CA  
≠  
VALO

| RANK | NAME                 | REMOVE ✕                         | REMOVE ✕                                 | REMOVE ✕            |
|------|----------------------|----------------------------------|------------------------------------------|---------------------|
|      |                      | REVENUE PAST FOUR QUARTERS (\$M) | ▼ MARKET VALUE AS OF JUNE 28, 2019 (\$M) | REVENUE 3 YR ANNUAL |
| 11   | Amazon.com           | \$241,545                        | \$932,294                                | 30%                 |
| 78   | Centene              | \$65,366                         | \$21,677                                 | 34%                 |
| 22   | Facebook             | \$58,949                         | \$550,957                                | 45%                 |
| 3    | Micron Technology    | \$29,985                         | \$42,596                                 | 38%                 |
| 60   | PBF Energy           | \$26,599                         | \$3,751                                  | 30%                 |
| 12   | Broadcom             | \$21,813                         | \$114,590                                | 36%                 |
| 95   | CBRE Group           | \$21,802                         | \$17,251                                 | 23%                 |
| 5    | Netflix              | \$16,614                         | \$160,600                                | 33%                 |
| 67   | Applied Materials    | \$15,761                         | \$42,041                                 | 23%                 |
| 39   | Salesforce           | \$14,013                         | \$117,558                                | 26%                 |
| 100  | ONEOK                | \$12,271                         | \$28,402                                 | 21%                 |
| 56   | Molson Coors Brewing | \$10,741                         | \$12,128                                 | 56%                 |
| 7    | Nvidia               | \$10,729                         | \$100,016                                | 35%                 |

# VALORISATION

≠

WeWork

Uber

Tesla



GAFA  
Big Tech  
Magnificent7

# Magnificent 7

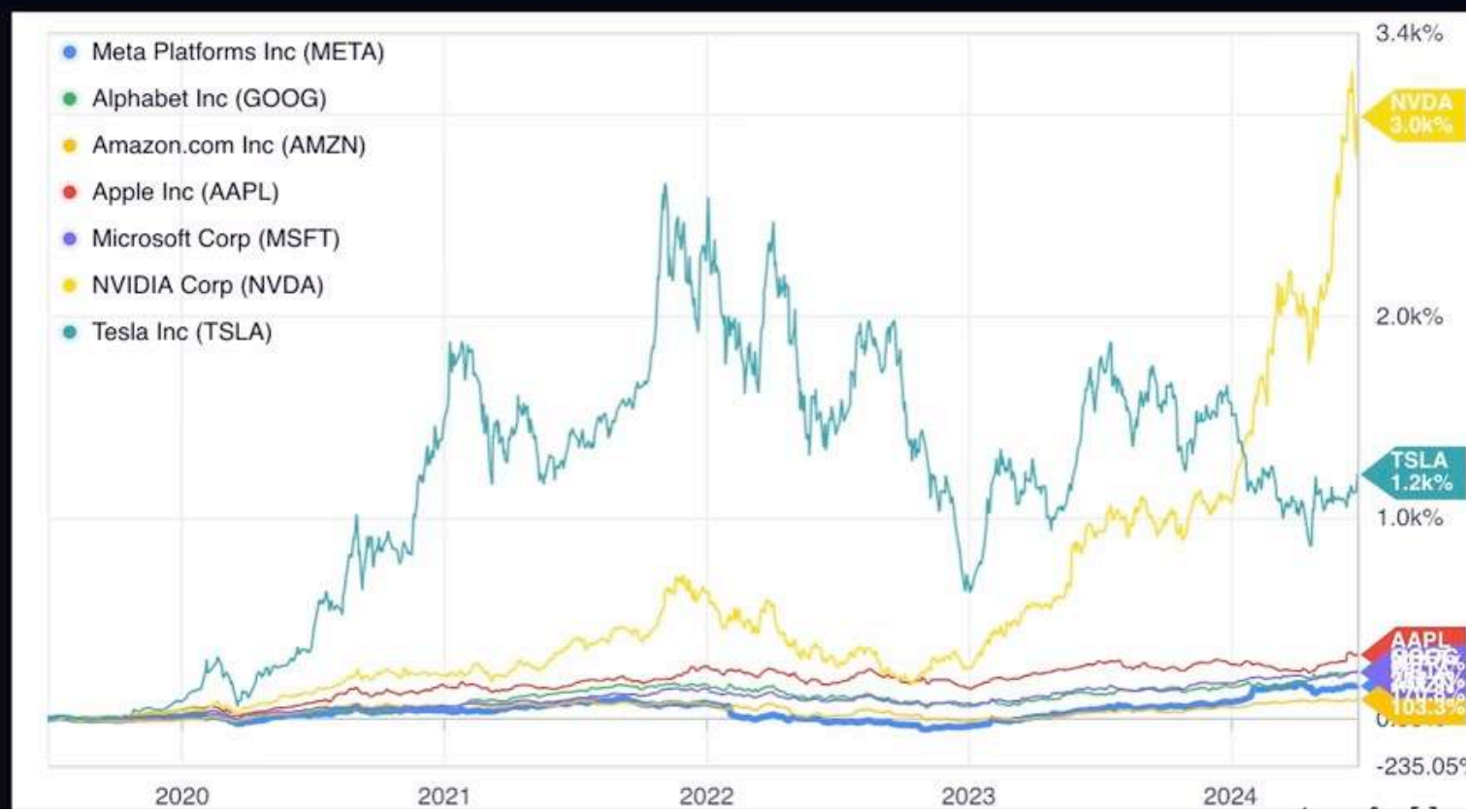
Magnificent Seven tech companies

Apple, Microsoft, Google, Amazon, Nvidia Corp, Tesla and Meta  
= 60% NASDAQ





## THE MAGNIFICENT 7





GAFA

*MSNX*

NATU

*BEY*

BATX

*HBP*

**KNOL**

**GOMAX**



# GAF A

Google \* Amazon Facebook \* Apple

# MSNX

Microsoft Salesforce NVIDIA\*

# NATU

Netflix Airbnb Tesla Uber

# BEY

Booking Expedia Yandex\*\*

# BATX

Baidu Alibaba Tencent Xiaomi

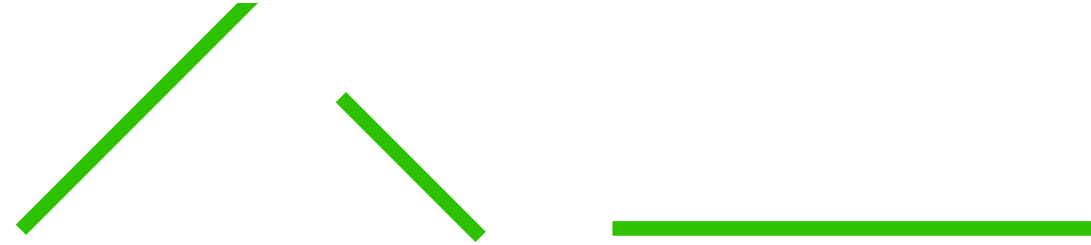
# HBP

Huawei Bytedance Pinduoduo\*\*\*

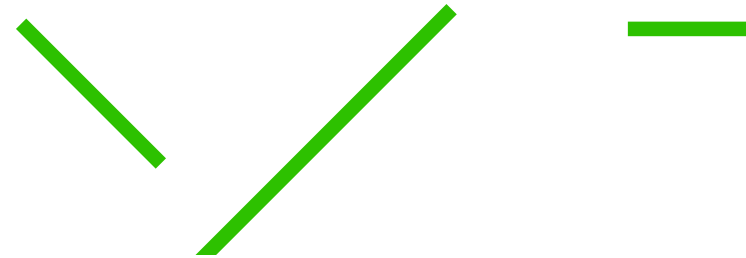
\* Alphabet Meta = MAAMANSX Cisco / Oracle

\*\* Naver / Jumio

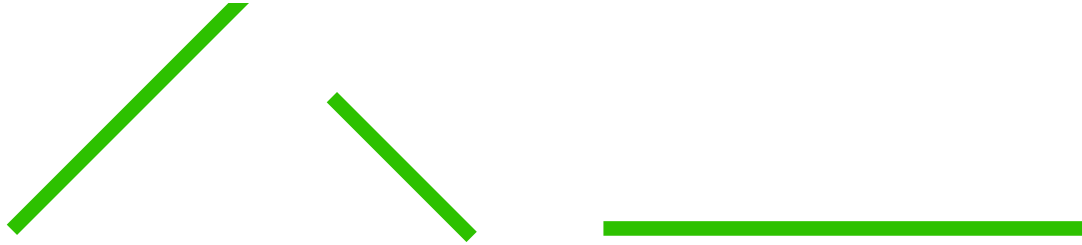
\*\*\* DJI / Hikvision / SheIn



# DISRUPTION



# DISRUPTION



---

## Disruption

O-ICQ —> QQ  
+ 2011 WeChat  
+2015 WeChat Pay  
Mini MicroProgram  
Open Source SDK

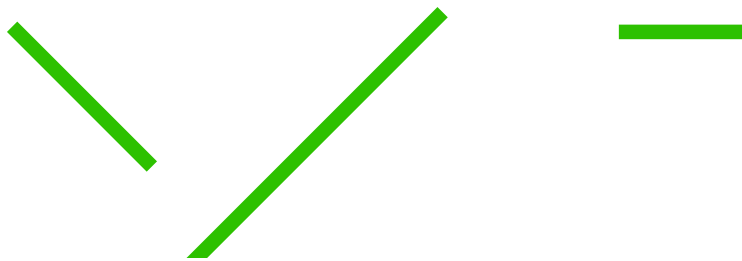
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## Uberisation

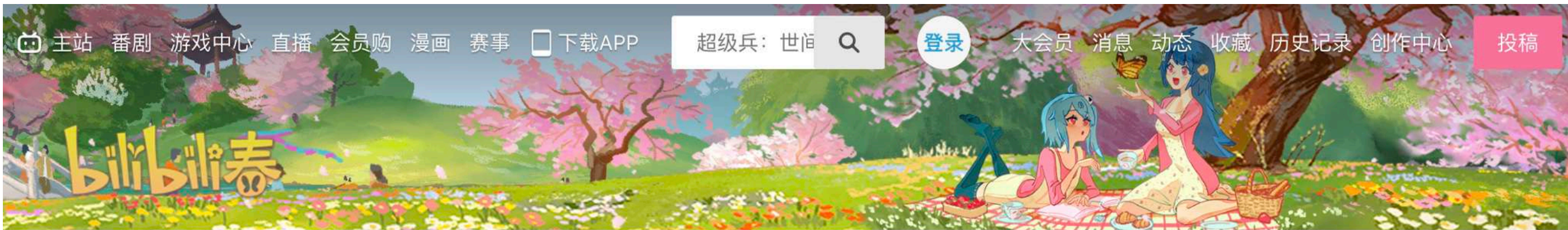
Riot Game LOL  
Supercell , UbiSoft  
e-Sport  
TME Tencent Music  
Entertainment  
Karaoke  
Vidéo

## Taycoonisation

Pony Ma  
11e ste mondiale  
5% Tesla







动画 957 音乐 999+ 舞蹈 214 知识 887 生活 999+ 时尚 255 娱乐 999+ 放映厅 19  
番剧 28 国创 60 游戏 999+ 数码 195 鬼畜 40 资讯 9 影视 999+ 更多 ▾

专栏 活动 小黑屋  
直播 课堂 音乐PLUS

联系客服



直  
动  
番  
国  
漫  
音  
舞  
游  
知  
识







Pinduoduo

App store screenshots

UISOURCES



Pinduoduo. 300M people are fighting: Shopping app. Newcomer exclusive: 888 yuan red envelope

Discount area: nine nine special sale

Time limited flash sales: 1 yuan

New in winter



精彩活动

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精选专题

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## 拍照搜题

随手一拍，答案立现



## 1对1辅导

求助老师，在线答疑



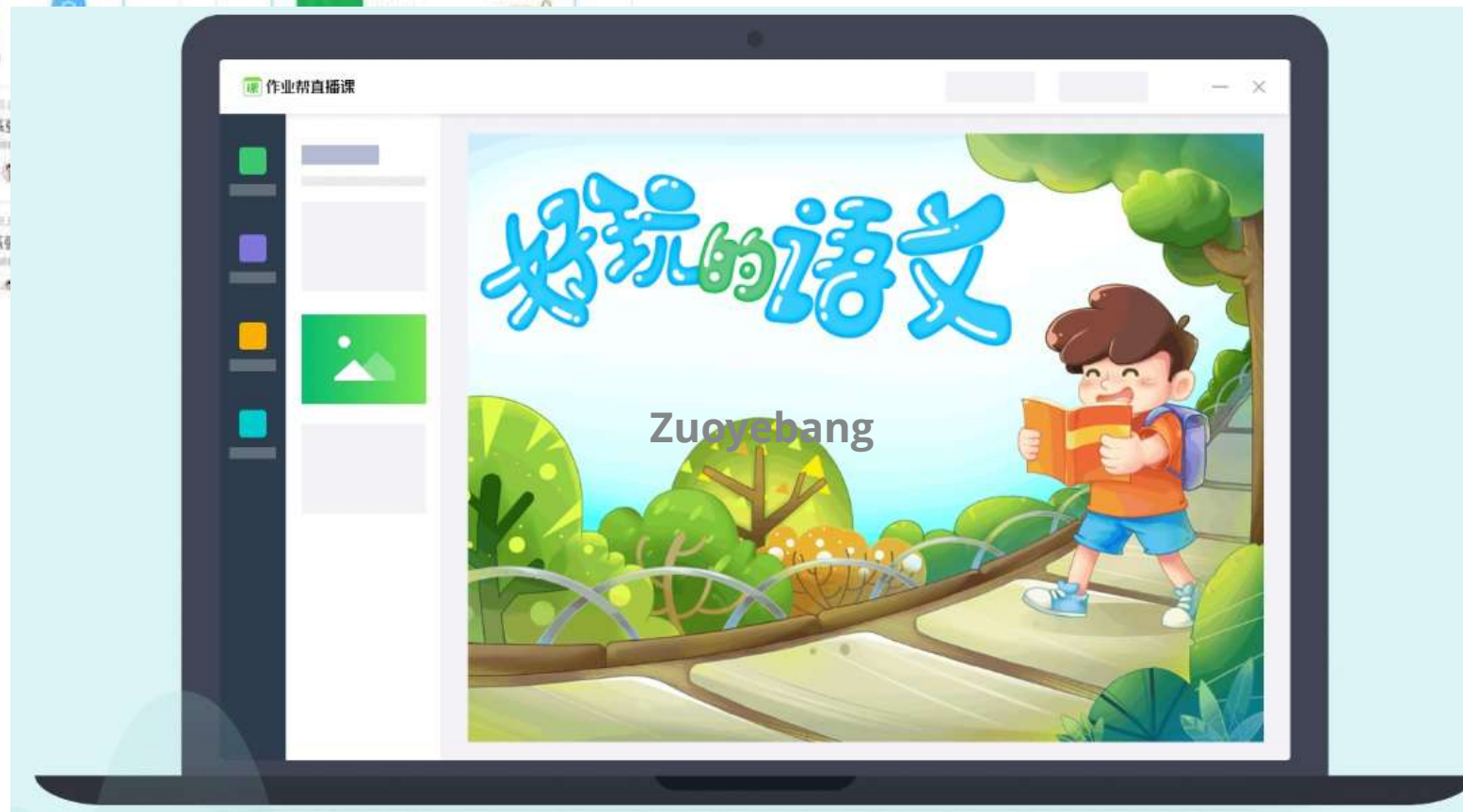
## 作业帮一课

见证进步每一课



## 作业帮一练

精选练习，刷题必备



**servicisation**  
**disruption**  
**uberisation**  
**tycoonisation**  
**platformisation**



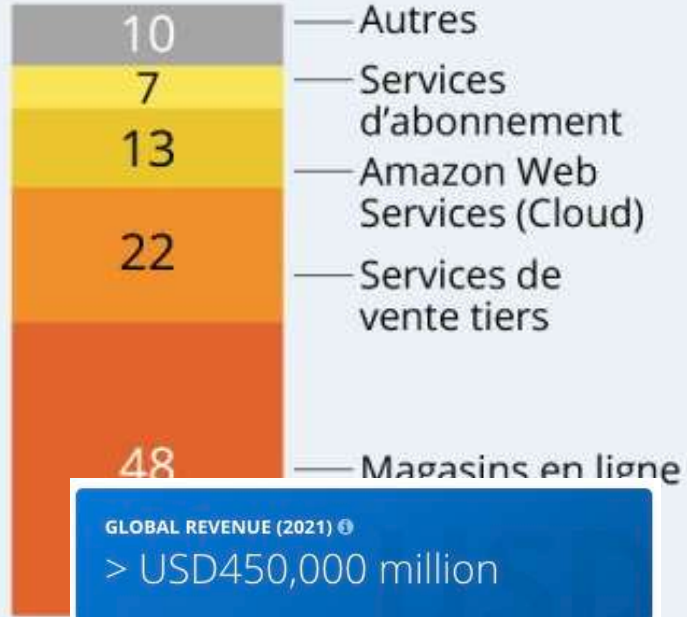


“Big Dogs” / Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), IBM cloud, Oracle, Alibaba AliCloud

China companies / Alibaba, Huawei, Baidu, Tencent, Kingsoft Cloud

The term is often associated with cloud computing and the very large data centers / Facebook, Google, Amazon Netflix

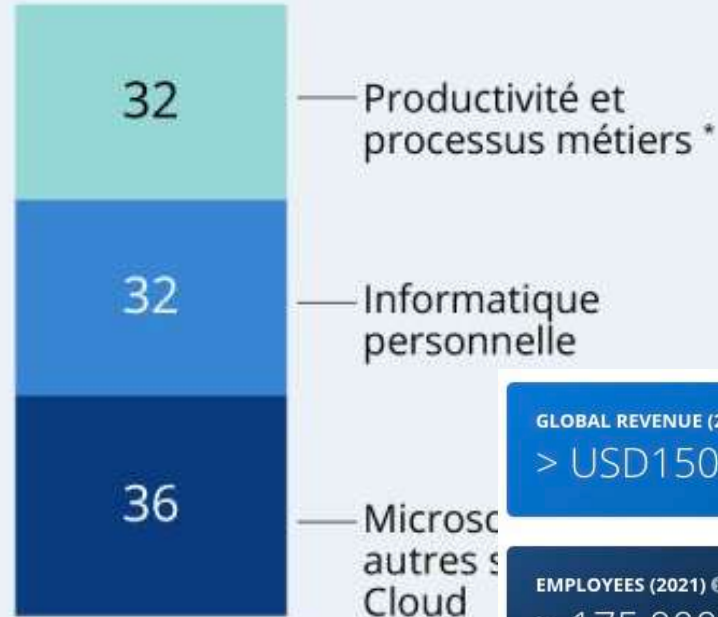
amazon



GLOBAL REVENUE (2021) €  
> USD450,000 million

EMPLOYEES (2021) €  
> 1,500,000

Microsoft



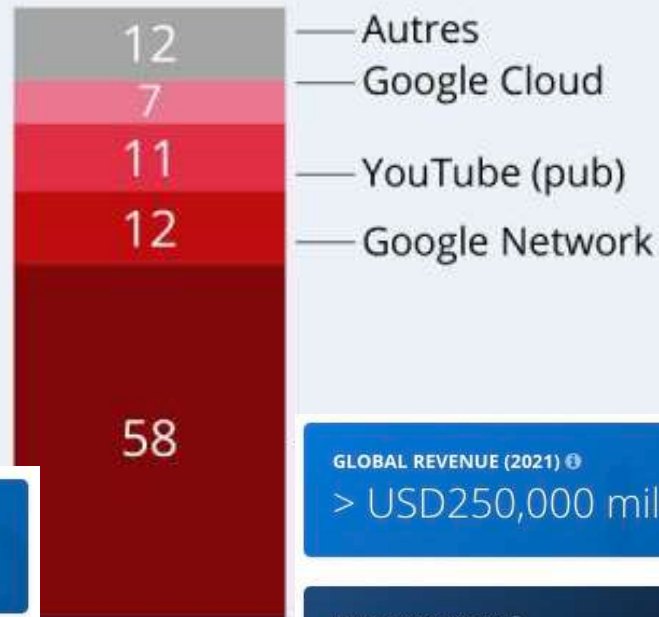
GLOBAL REVENUE (2021) €  
> USD150,000 million

EMPLOYEES (2021) €  
> 175,000

Alphabet / Google



GLOBAL REVENUE (2021) €  
> USD350,000 million



GLOBAL REVENUE (2021) €  
> USD250,000 million

EMPLOYEES (2021) €  
> 150,000

**soit on invite  
l'écosystème sur  
notre plateforme**



**soit on se retrouve sur  
une plateforme tiers**



Qui disrrupte  
les  
BATXBBDH?

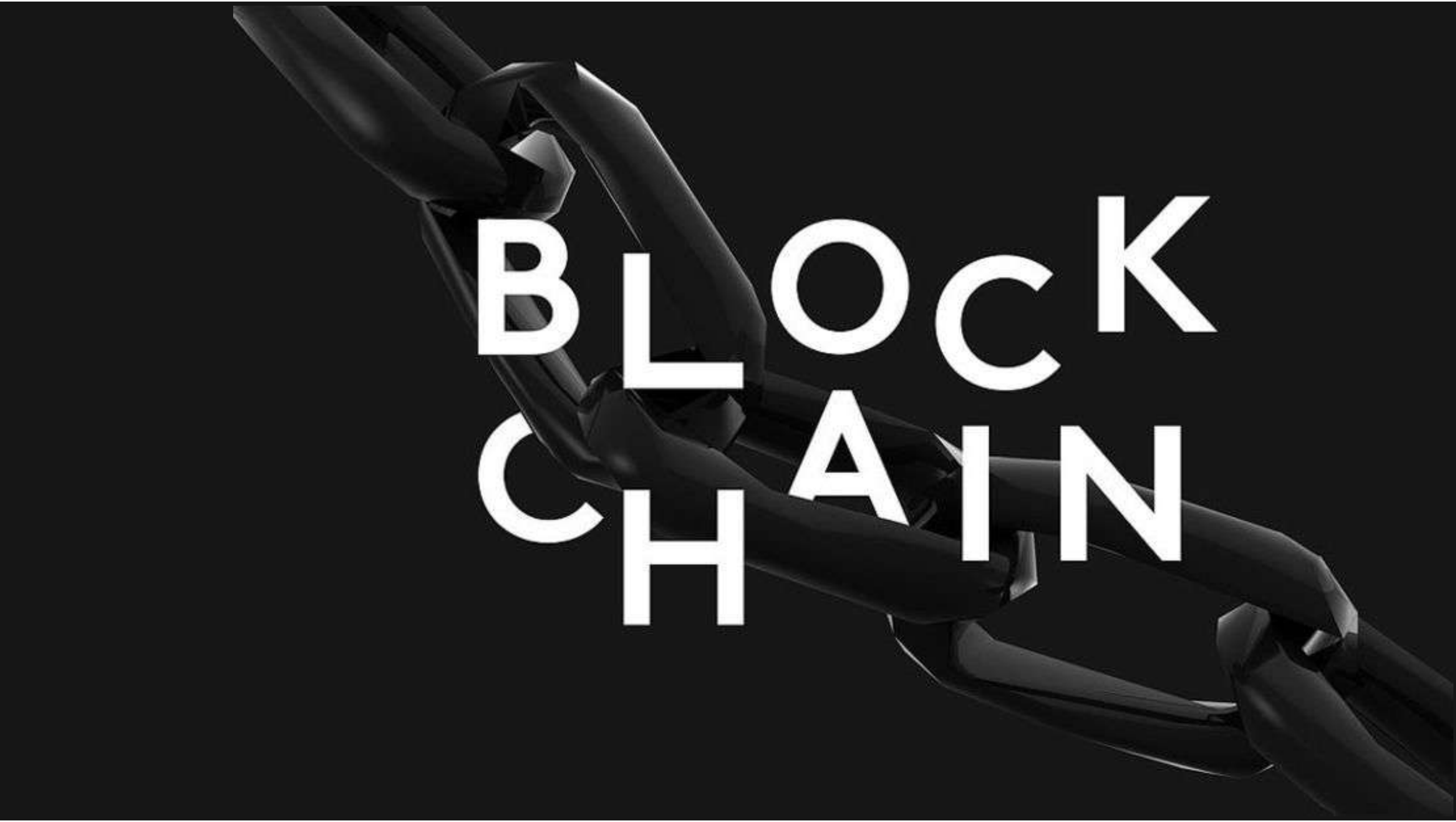
Qui disrrupte  
les  
BATXBBDH?

NOKIA



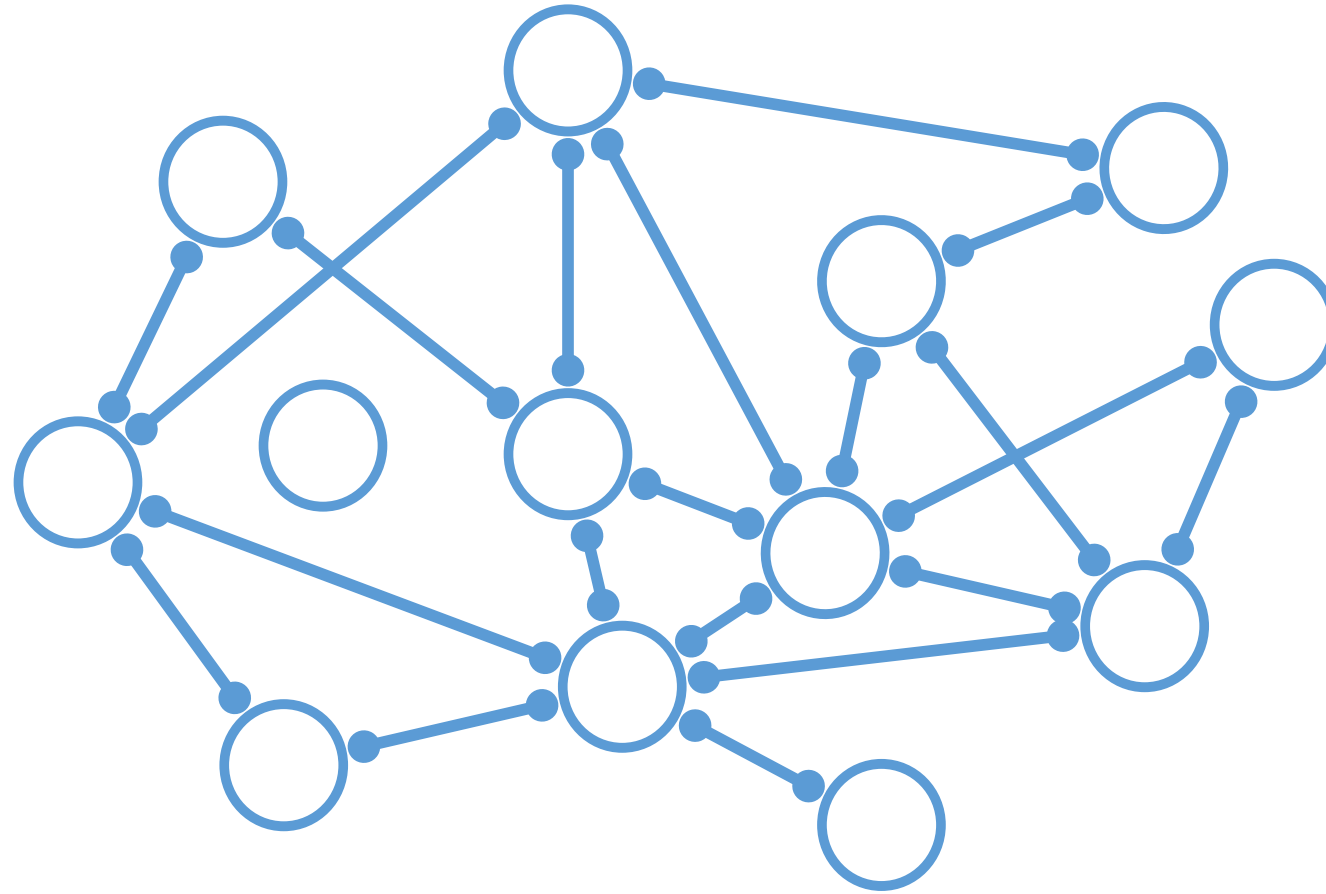
# #OLDWORLD





# BLOCK CHAIN

DeFi / decentralized finance



DAO / decentralized autonomous organization







Les critères du FT120 sont perfectibles parce que l'écosystème French Tech est extraordinairement divers", selon Kat Borlongan



## Kat Borlongan

Entrepreneuse

Katherine Borlongan, dit Kat Borlongan, née le 30 janvier 1983 à Manille, est une consultante en innovation et une entrepreneuse française, directrice de la Mission French Tech depuis 2018.

[Wikipédia](#)

**Date et lieu de naissance :** 30 janvier 1983 (Âge: 37 ans), [Manille](#), [Philippines](#)





# Welcome

## Clara Chappaz

NOUVELLE DIRECTRICE DE LA MISSION FRENCH TECH









A dark background with a bokeh effect of out-of-focus light circles in various colors like teal, pink, and yellow.

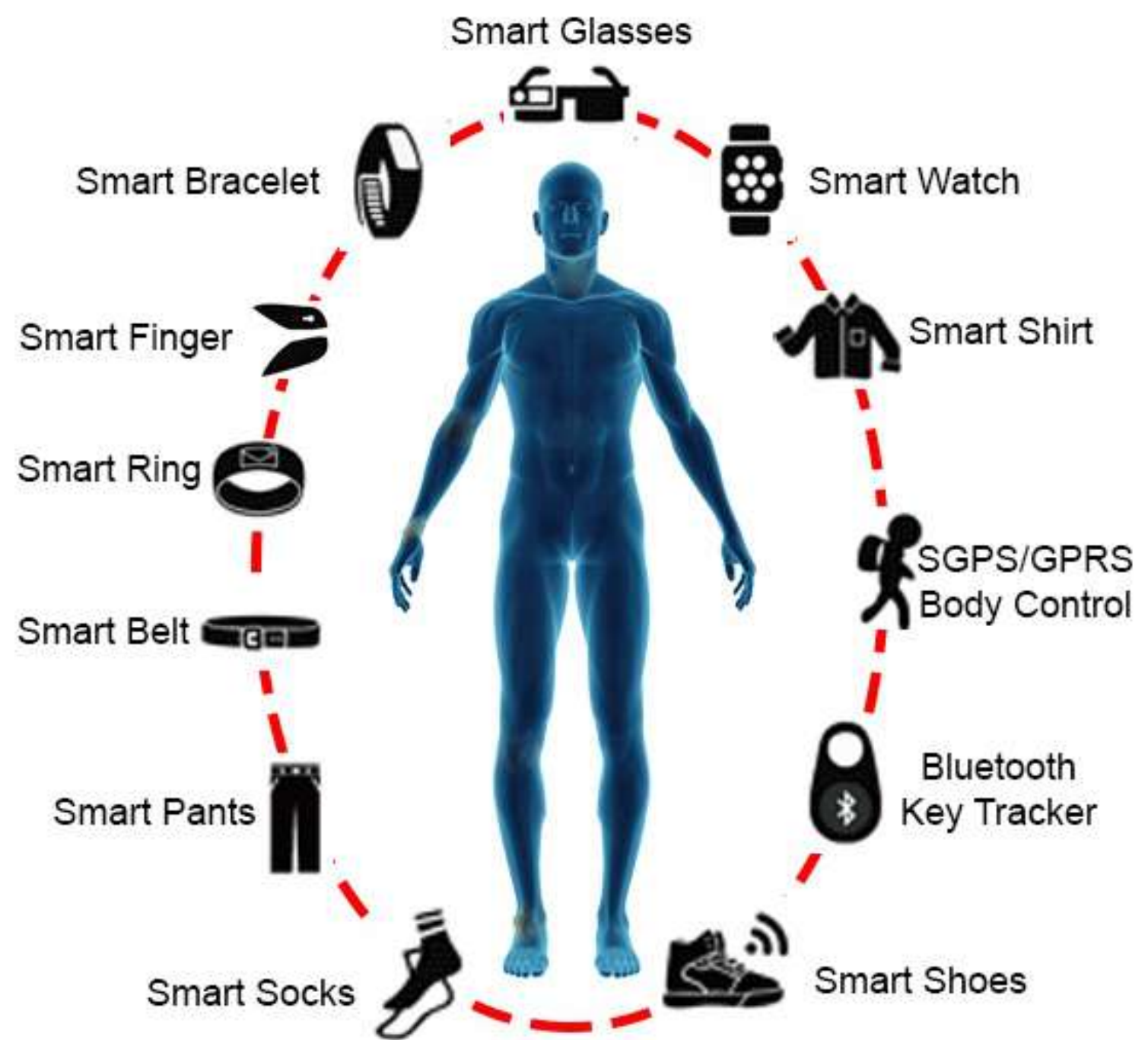
# DNMB



# wearable



VO2MAX



# Cargo Cult

[https://fr.wikipedia.org/wiki/Culte\\_du\\_cargo](https://fr.wikipedia.org/wiki/Culte_du_cargo)

## Cargo cult

From Wikipedia, the free encyclopedia

*For other uses, see [Cargo cult \(disambiguation\)](#).*

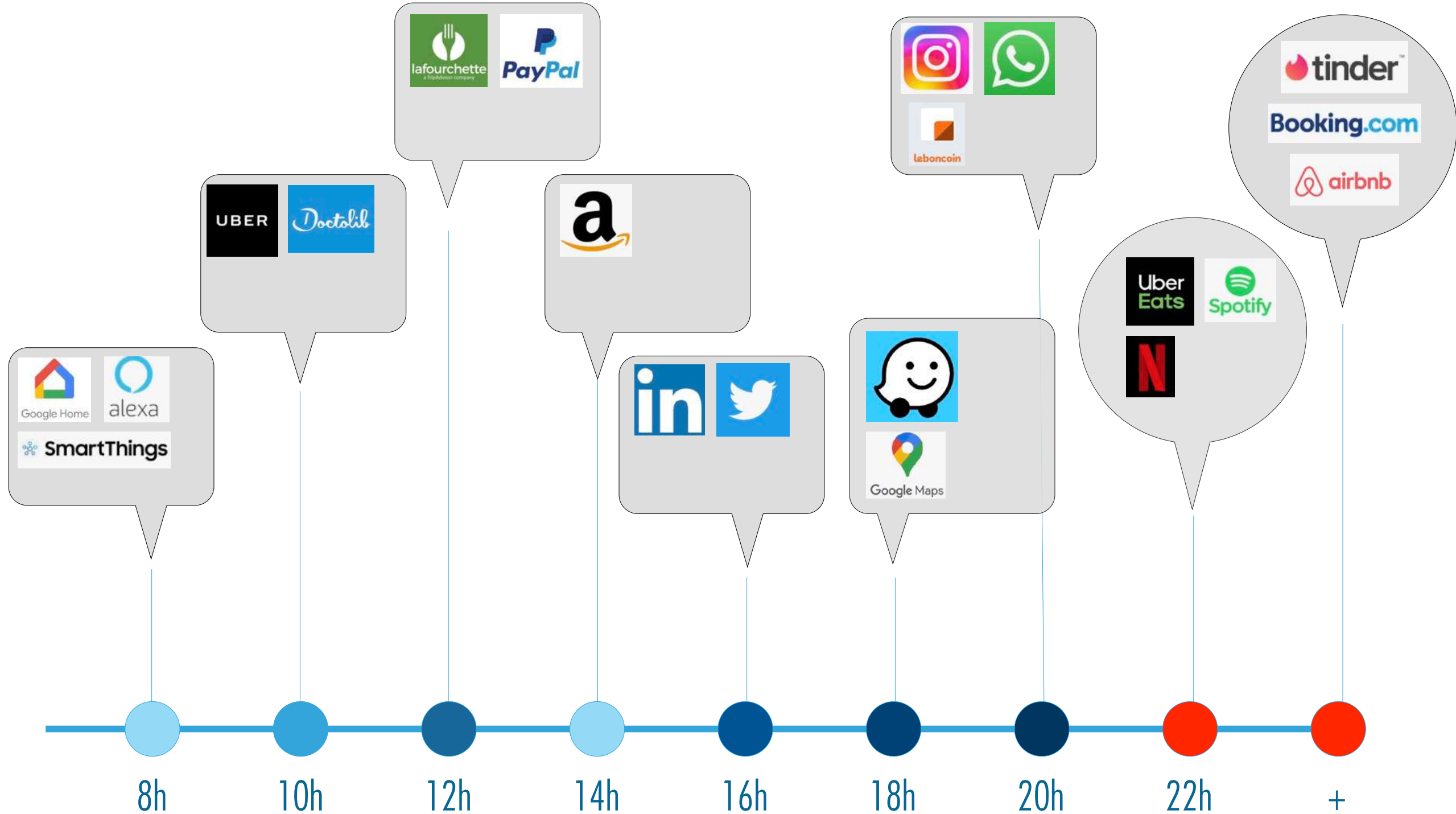
A **cargo cult** is a millenarian belief system in which adherents perform rituals which they believe will cause a more technologically advanced society to deliver goods. These cults were first described in Melanesia in the wake of contact with allied military forces during the Second World War.



Ceremonial cross of John Frum cargo cult, Tanna island, New Hebrides (now Vanuatu), 1967



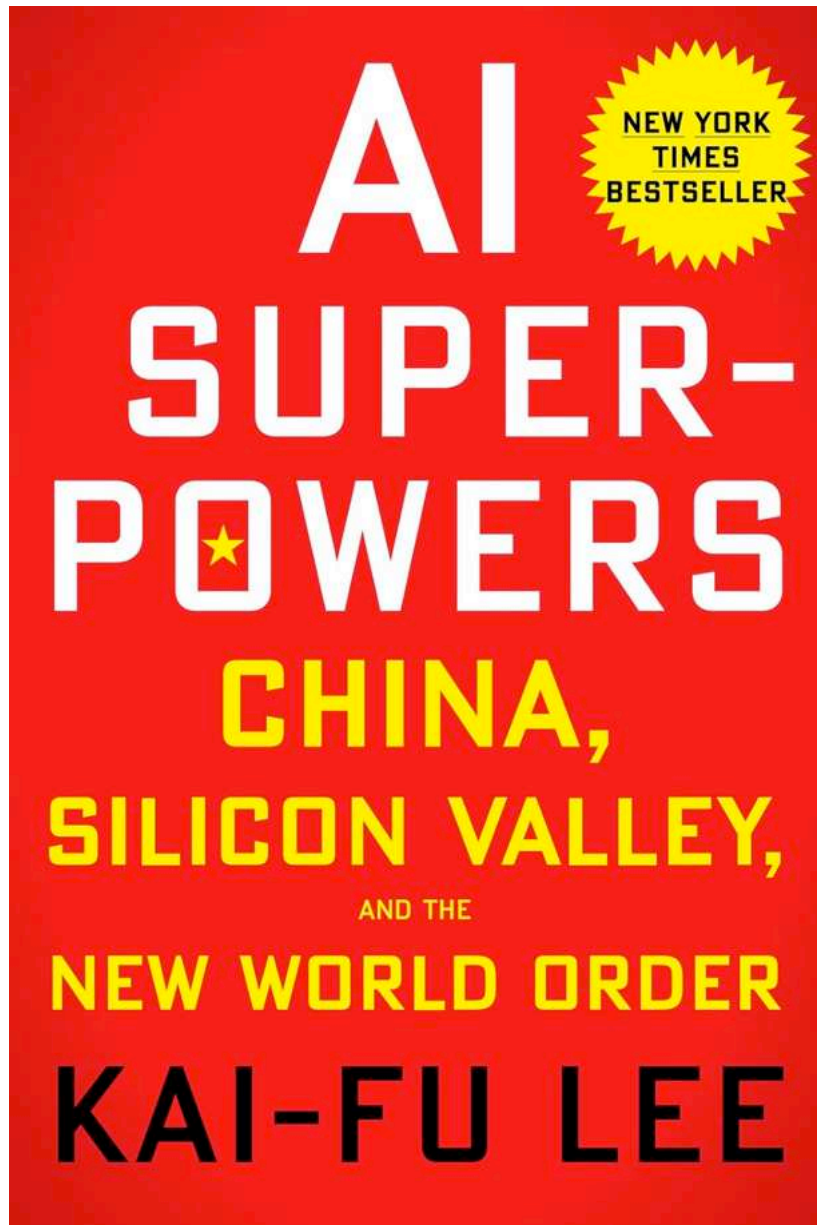
**servicisation**  
**disruption**  
**uberisation**  
**tycoonisation**  
**platformisation**







# Kai-Fu Lee



# \$100 Million Club

Portfolios with over 100 million USD in valuation.





"Admirable in its scope... what makes *The Zero Marginal Cost Society* worth reading is its audacity, its willingness to weave a vast string of developments into a heartening narrative of what our economic future may hold for the generations to come." —*FORTUNE*

# THE ZERO MARGINAL COST SOCIETY

THE INTERNET OF THINGS,  
THE COLLABORATIVE COMMONS,  
AND THE ECLIPSE OF  
CAPITALISM

JEREMY RIFKIN  
NEW YORK TIMES BESTSELLING AUTHOR OF  
THE THIRD INDUSTRIAL  
REVOLUTION

“JEREMY  
RIFKIN”



Amazon · En stock  
Amazon.fr - The Gre...



Amazon · En stock  
Amazon.fr - The Age ...



Foundation on Econo...  
Books - The Office of ...



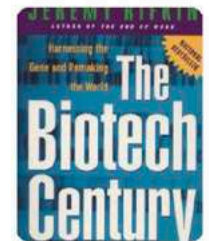
Amazon · En stock  
Amazon.fr - The Zer...



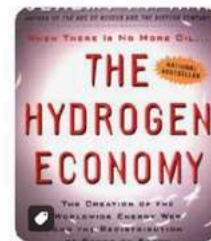
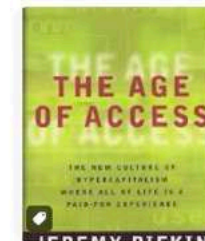
Amazon  
Amazon.fr - The Emp...



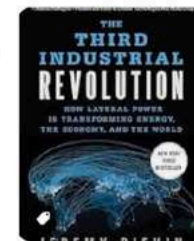
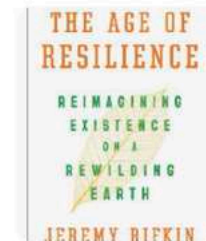
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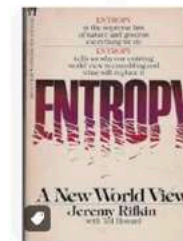
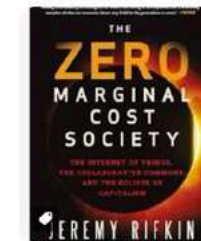
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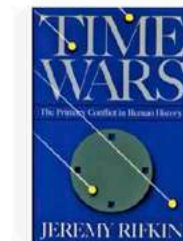
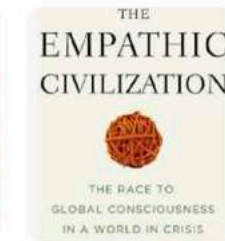
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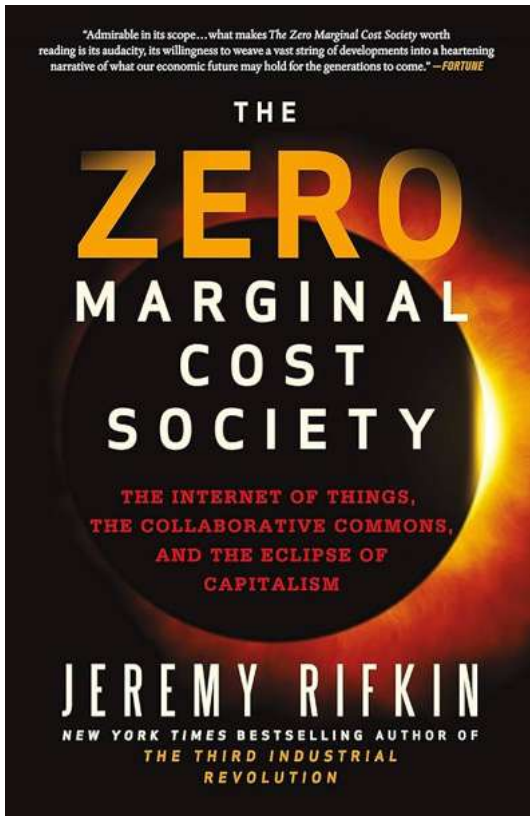


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"The Zero Marginal Cost Society" by Jeremy Rifkin explores the transformative impact of the digital revolution on the economy.

Rifkin argues that technological advancements, particularly the Internet of Things (IoT), are driving the cost of producing many goods and services close to zero. This shift is leading to a new economic paradigm where traditional capitalist systems are being disrupted.

1/ Zero Marginal Cost: Rifkin contends that the cost of creating many goods and services is approaching zero due to technological advancements. This phenomenon is driven by the IoT, which allows for efficient production and distribution with minimal additional costs.

2/ Collaborative Commons: The book introduces the concept of the "Collaborative Commons," a new economic system where goods and services are shared rather than owned. This system is facilitated by digital platforms that enable collaborative consumption and production.

3/ Eclipse of Capitalism: Rifkin predicts the decline of capitalism as the traditional economic model becomes less relevant in a world where goods and services are nearly free. He suggests that a new economic paradigm will emerge, characterized by decentralized and collaborative production and consumption.

Internet of Things (IoT): The IoT plays a central role in Rifkin's vision. It enables the seamless integration of physical objects with digital networks, leading to unprecedented levels of efficiency and productivity. This connectivity is crucial for achieving zero marginal cost in production and distribution.

Energy Transition: Rifkin discusses the transition to renewable energy sources, which he believes will further reduce costs and increase efficiency. This shift is part of a broader movement towards sustainable and decentralized energy systems.

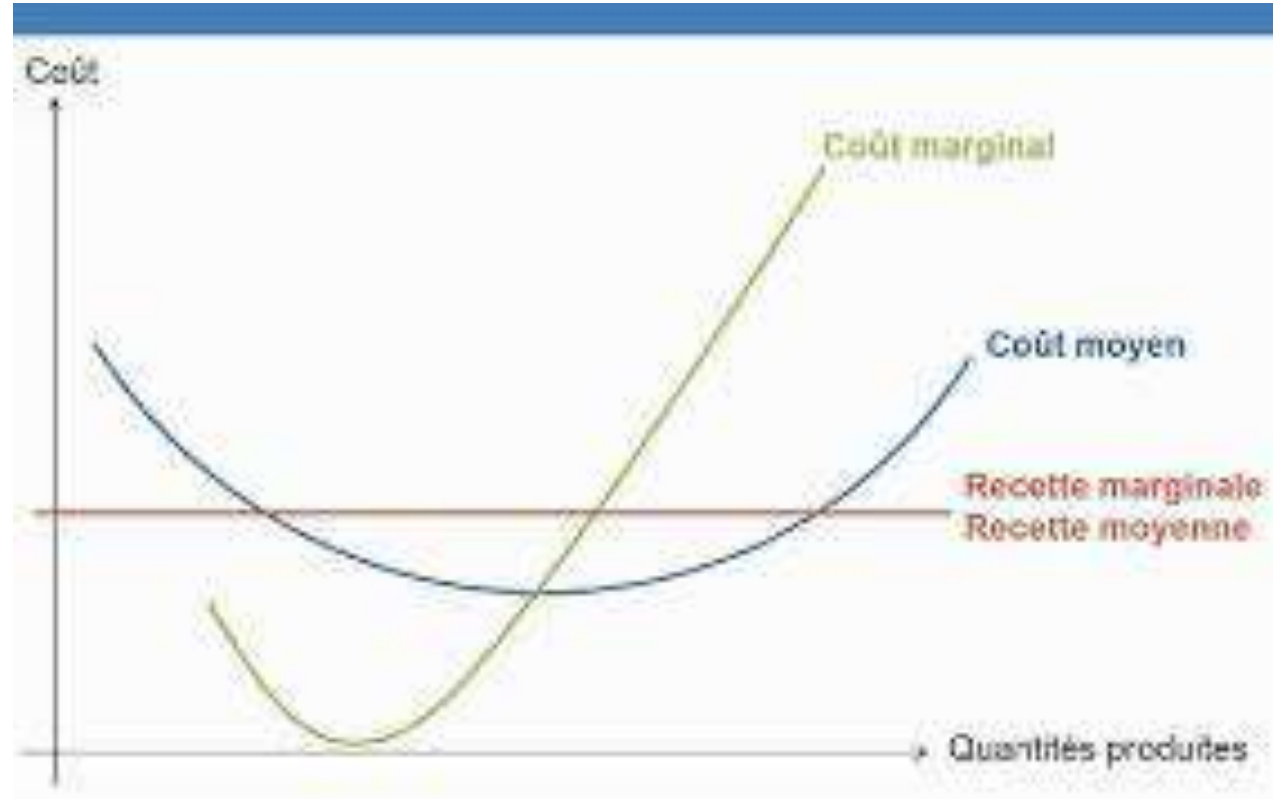
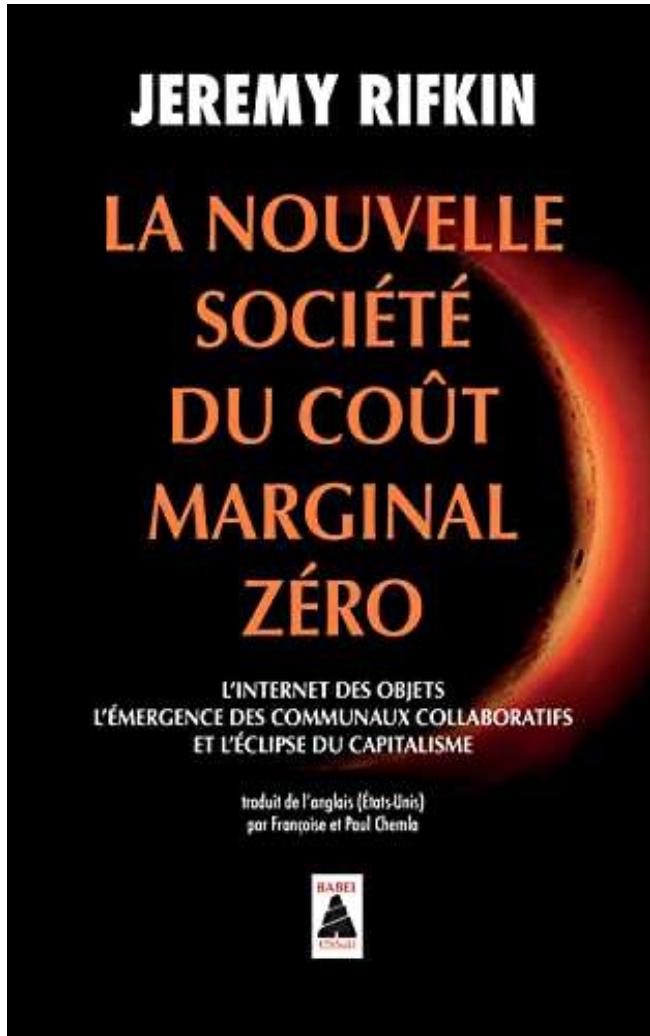
Impact on Employment: The book examines the potential impact on employment as automation and digital technologies reduce the need for human labor in many industries. Rifkin suggests that this could lead to significant changes in the labor market and the nature of work.

Social Implications: Rifkin explores the social implications of a zero marginal cost society, including changes in consumer behavior, business models, and social structures. He argues that these changes will lead to a more equitable and sustainable society.

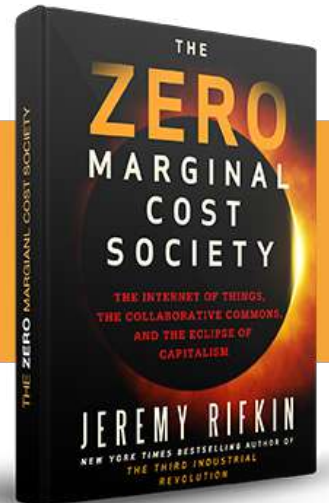
Technological Innovations: The book highlights the role of technological innovations in driving economic transformation. Rifkin emphasizes the importance of continuous innovation in maintaining efficiency and reducing costs in production and distribution.

Future Outlook: Rifkin provides a visionary outlook on the future, suggesting that we are on the brink of a new economic era characterized by near-zero marginal costs, collaborative consumption, and sustainable energy systems. He believes that this transition will fundamentally change how we live, work, and interact with each other.

In summary, "The Zero Marginal Cost Society" presents a compelling argument for a future where technological advancements lead to a new economic paradigm, driven by the Internet of Things and characterized by nearly free goods and services, collaborative consumption, and sustainable energy systems.



BEST SELLING AUTHOR  
JEREMY RIFKIN



GAFA  
NATU  
BATX

BIG  
TECH  
HYPERSCALER

DN  
VB



BLOCK  
CHAIN

*platform*  
*x-tech*

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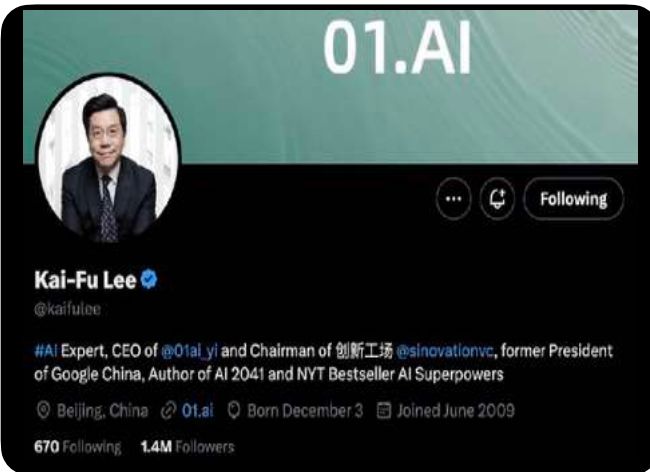
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uberisation - tycoonisation  
plateformisation

SAAS  
X-AAS

BIFACE  
TRI-FACE  
TWO-SIDED MARKET





**Act  
Think  
Impact**



# L'école en quelques chiffres.

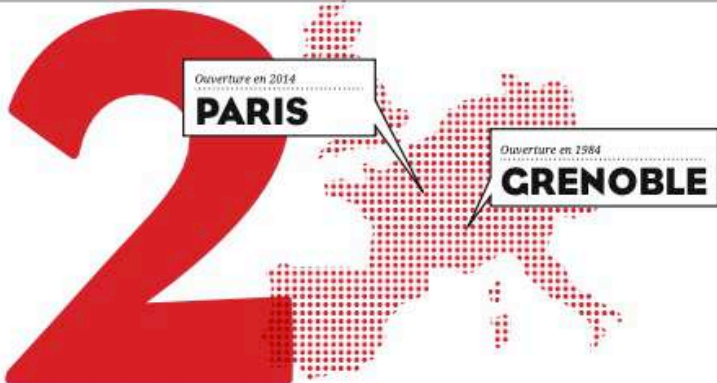
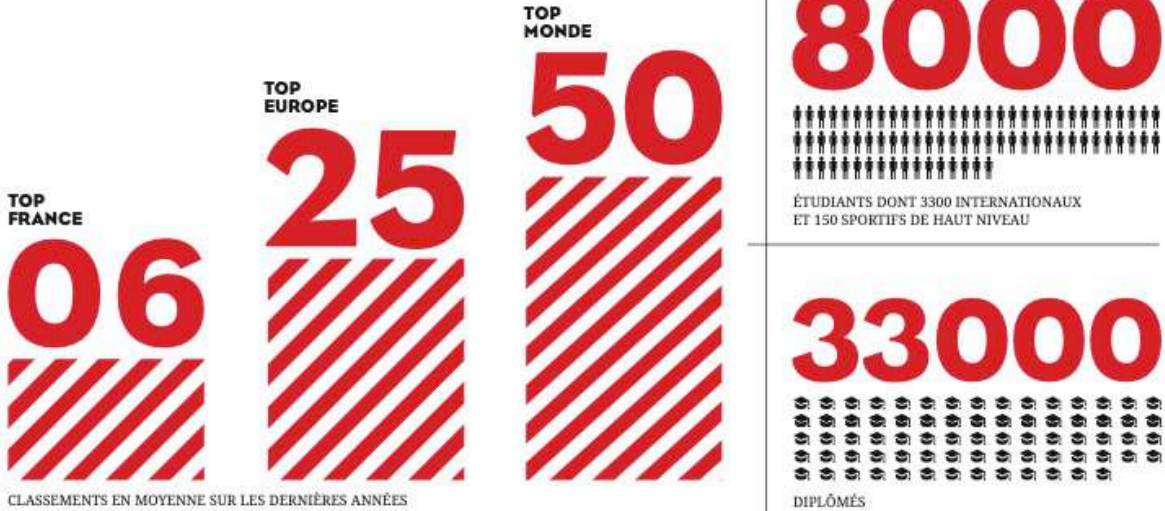


- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERRE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE : RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 CHAIRES



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12 rue Pierre Sépard - 38000 Grenoble

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