

CDRT + IoT =



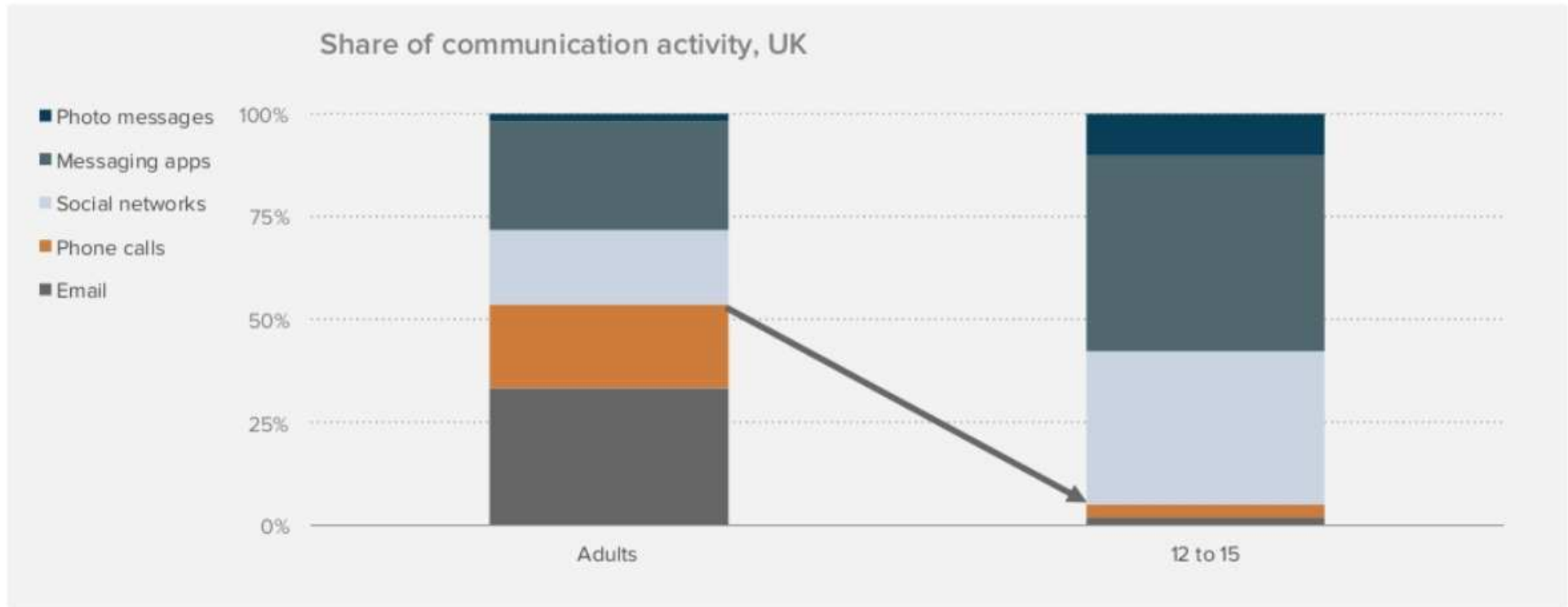
hello

Luc Bretones – Technocentre & Orange Vallée – VP Institut G9+  
12 mars 2015



# Comms are going pure digital, pure mobile

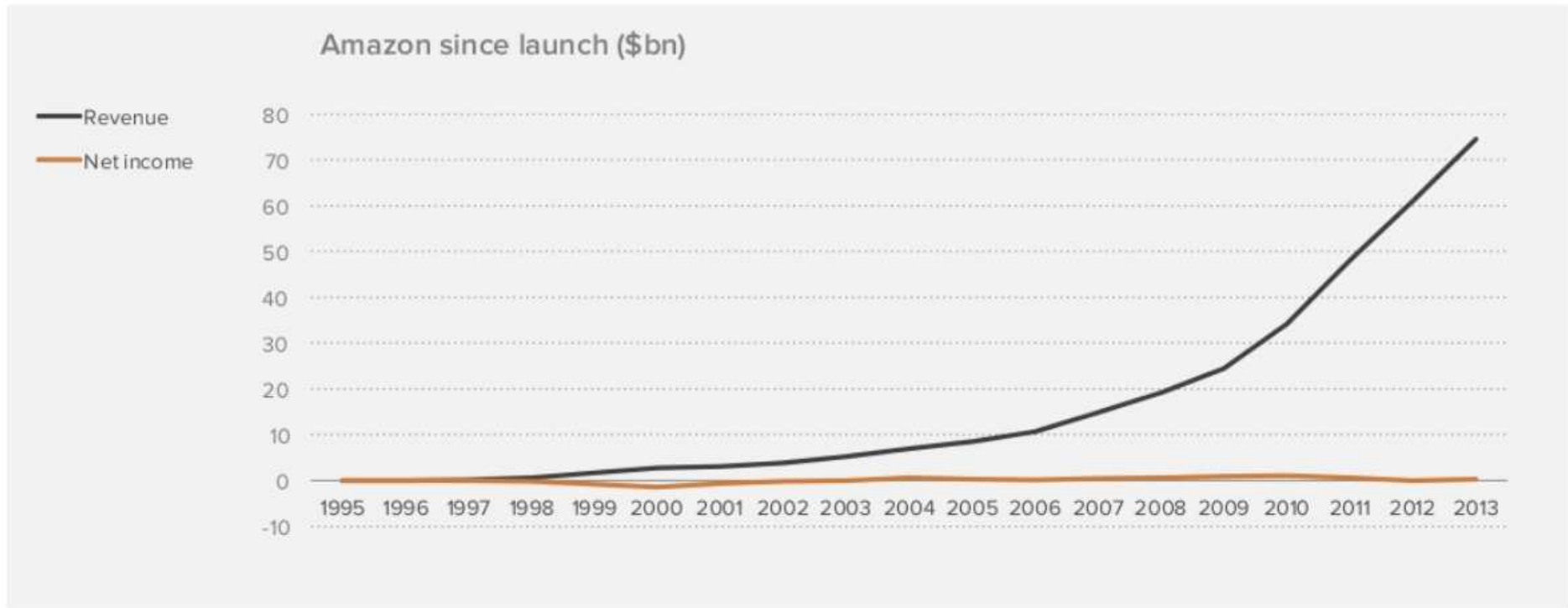
Email is for grandparents



Source: Ofcom

# Amazon: Sears Roebuck of the 21<sup>st</sup> Century

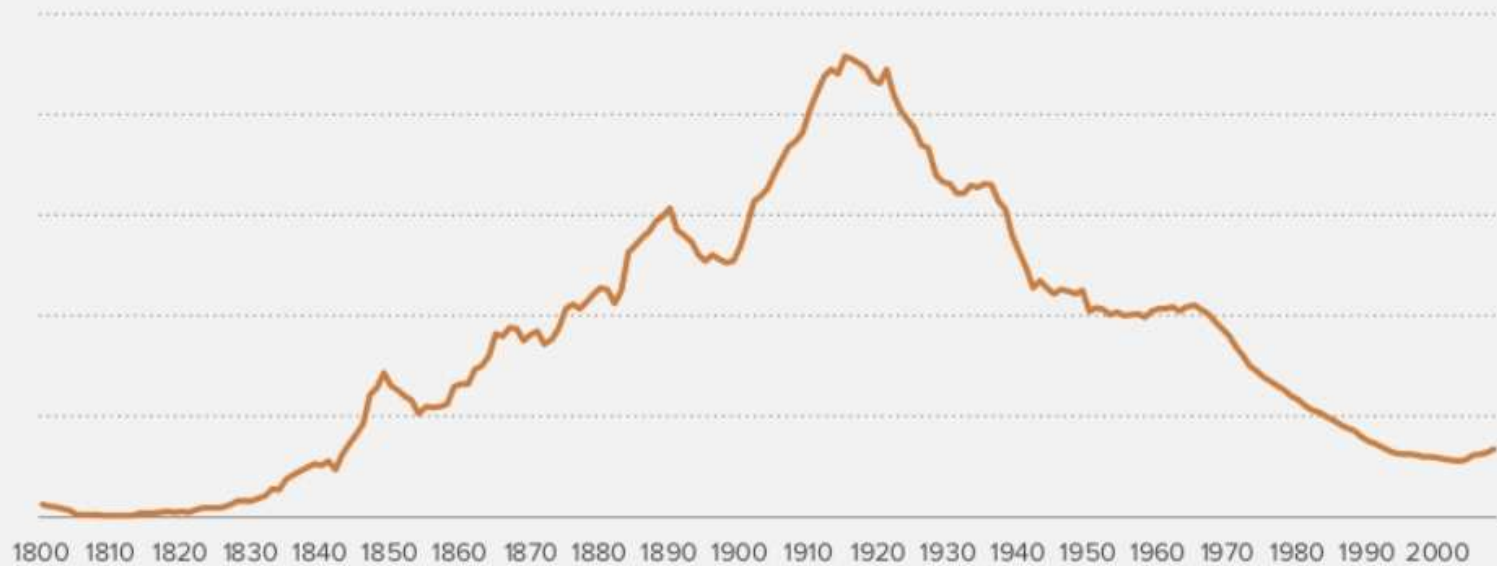
Tech company? Or retailer created with tech?



Source: Amazon

# When tech is fully adopted, it disappears

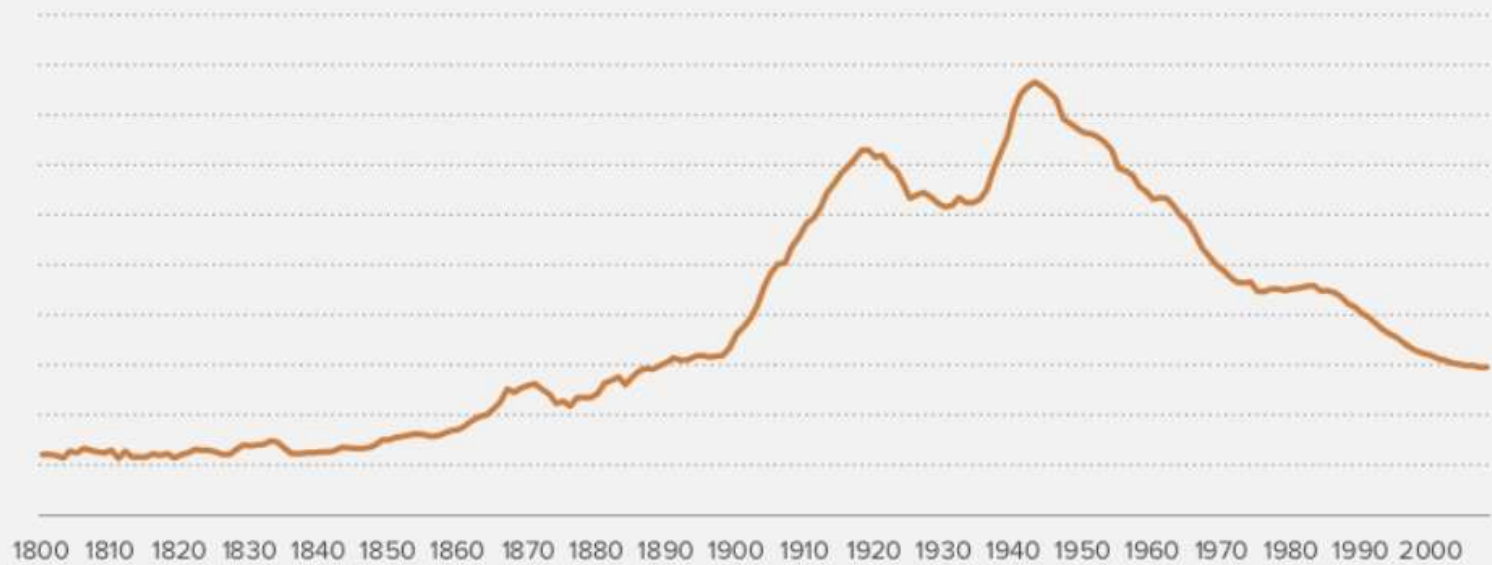
Frequency of 'Railways' in Google Books



Source: Google

# Steel

Frequency of 'Steel' in Google Books



Source: Google

# Computerization

Frequency of 'Computerization' in Google Books



Source: Google



# Software

Frequency of 'Software' in Google Books



Source: Google



A photograph of the Golden Gate Bridge in San Francisco, California, taken during sunset. The bridge is silhouetted against a warm, golden sky. The water of the bay is visible in the foreground, and the surrounding hills are shrouded in a light mist. The overall mood is serene and atmospheric.

## “software is eating the world”

“nous sommes au centre d’un large bouleversement technologique et économique dans lequel les éditeurs de logiciel semblent prêts à conquérir des pans entiers de notre économie”

Marc Andreessen, 2011

- Co-fondateur de Mosaic, Netscape, Andreessen Horowitz
- membre du conseil d’administration de Facebook, eBay, HP
- reconnu “World Wide Web Hall of Famer”





A screenshot of a tweet from Aaron Levie (@levie). The tweet text is: "The big race: can companies outside of software adapt with technology faster than the tech industry can move into their industry." The tweet has 109 retweets and 82 favorites. The interface shows a "Following" button and interaction options like Reply, Retweet, Favorite, and More. A row of profile pictures of users who interacted with the tweet is visible below the statistics.

**Aaron Levie**  
@levie

The big race: can companies outside of software adapt with technology faster than the tech industry can move into their industry.

Reply Retweet Favorite More

109 RETWEETS 82 FAVORITES

8:33 AM - 13 Jan 14

**Aaron LEVIE, 28 ans, fondateur de box.net, valorisé à \$2bn (pré-introduction en bourse)**

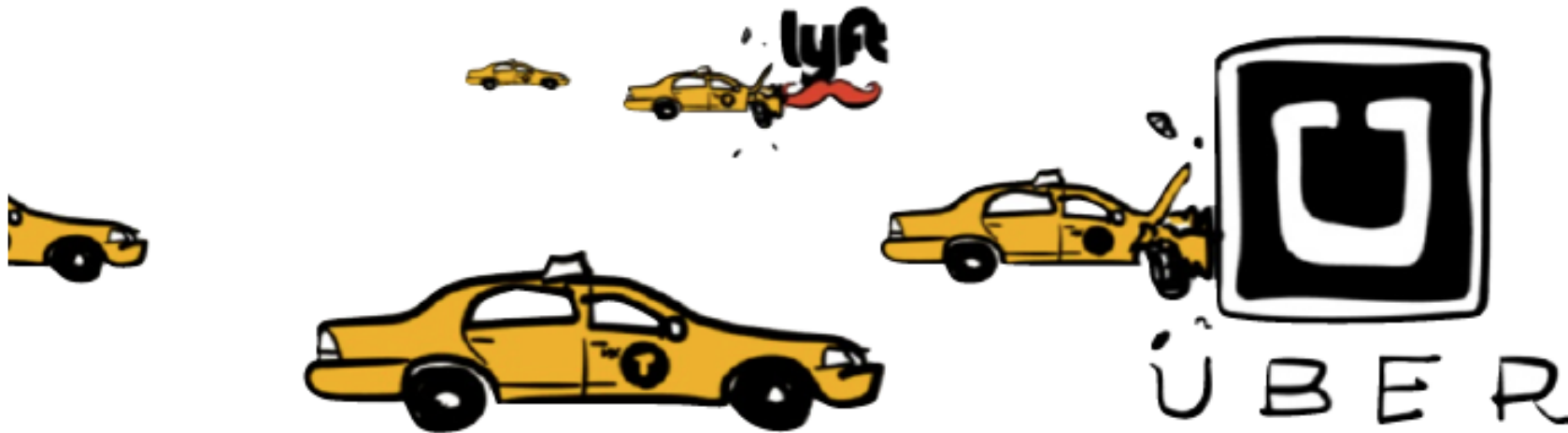
**ARE YOU FAST  
ENOUGH?**

ANALYSIS 2024/09/14 @ 2:51 PM | 30,000 views  
**WhatsApp Could Be Worth \$100 Billion Once It Monetizes Like Its Asian Peers**

# > TO AVOID UBERIZATION

AT CURRENT CHURN RATE, 75% OF THE S&P 500  
WILL BE REPLACED BY 2027.

DATA: INNOSIGHT/Richard. N.Foster/Standard&Poor's



# Key: mobile leverage

Increased sophistication from mobile is as important as the increase in scale

2-3x more  
smartphones  
than PCs by  
2020

X

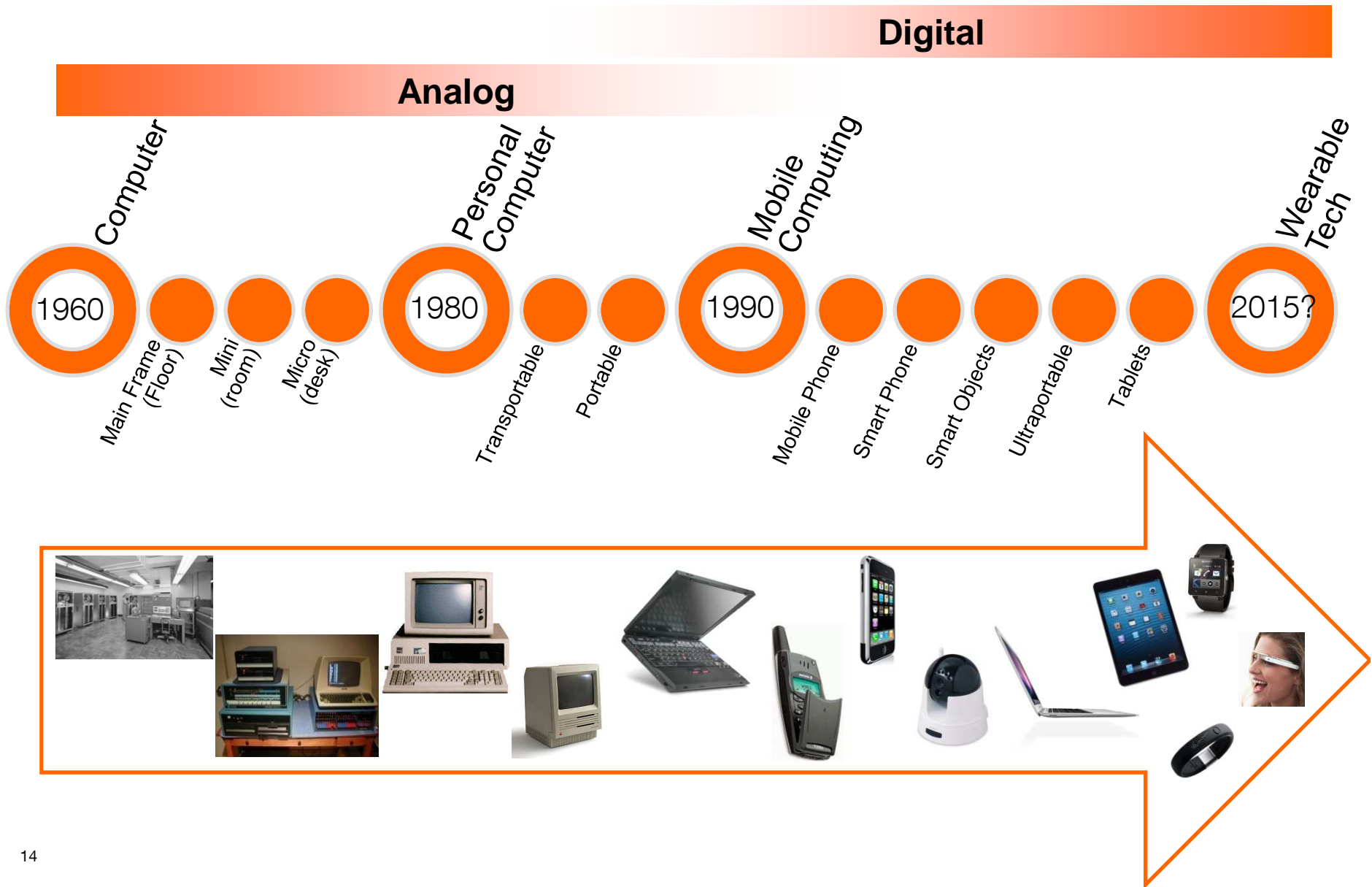
Personal  
Taken everywhere  
Frictionless access  
Sensors, cameras  
Location  
Payment  
Social platform  
Much easier to use

=

10x the  
opportunity

Vous avez dit #IdO?

# From a floor to your eye: an history of computing



# Wearables subgroup : sport, wellness and health

Sportives, health & beauty-conscious, geeks



Jawbone



Misfit Shine



iBGStar

Consumers as patients



Withings



GlucoDock



Withings



Nike



Fitbit



HAPI fork

Carers



Withings



AMBER Alert



Fitbit



Remeo



Equinox



Tagg

## Motion and brain trackers : board of imagination





# Ub-y, an ubiquitous and simple user experience



**PROMOTE**  
exchanges  
between people

**FACILITATE**  
access of citizens  
to city services

**DEVELOP**  
tools for local  
professionals



An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger, submerged part is below. The sky is blue with light clouds, and the water is a deep blue. The text 'Objects' is positioned above the water line, and 'Services' is below it. At the bottom, a large title reads 'From the Internet of Things to the Internet of Services'.

**Objects**

**Services**

**From the Internet of Things to  
the Internet of Services**



## Orange's commitments to personal data and privacy protection

Digital society is undergoing some major changes. As more and more of our day-to-day activities go electronic and digital, very large volumes of data concerning us are becoming available. This phenomenon is being compounded by technological factors (increasing number of smart sensors, internet of things, etc.) and behavioral factors (growing use of online services such as e-commerce, people exposing their private life online, etc.).

In this way, the web is transforming into a vast ocean of data, an essential part of which is made up of personal data, produced by users themselves.

Today, many firms are building their business models around their use of this data, especially for advertising. This use can also generate services that will benefit both individuals and society in general.

Telecommunications operators are adapting to this new landscape and developing new forms of interaction based on the use of personal data. As a result of these changes, they are expanding their field of expertise in order to personalize their offers and their relations with customers in real time.

Orange firmly believes that the digital market and data-based services will only be able to develop within a secure and reassuring framework for all users.

In this way, Orange aims to be recognized as a trustworthy operator for its customers, services and partners.

Faced with the rapid development of digital uses and growing threats (viruses, spam, etc.), simple tools need to be put in place to help our customers and users to cope with, manage and control their data and how it is used.

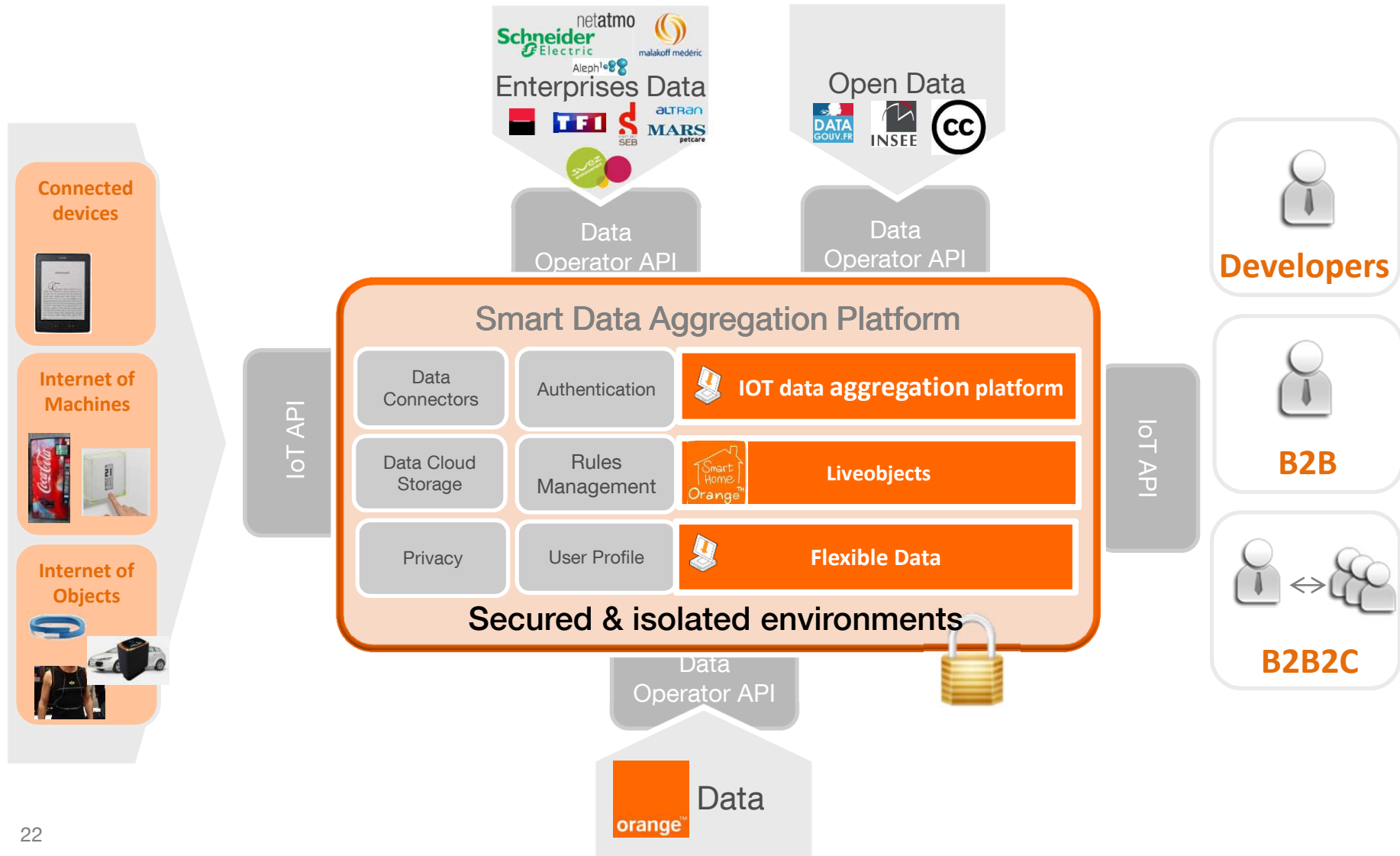
That is the rationale behind Orange's commitment to the European Commission to offer its customers a personal data dashboard by 2015.

To go further, Orange is making commitments in four areas:

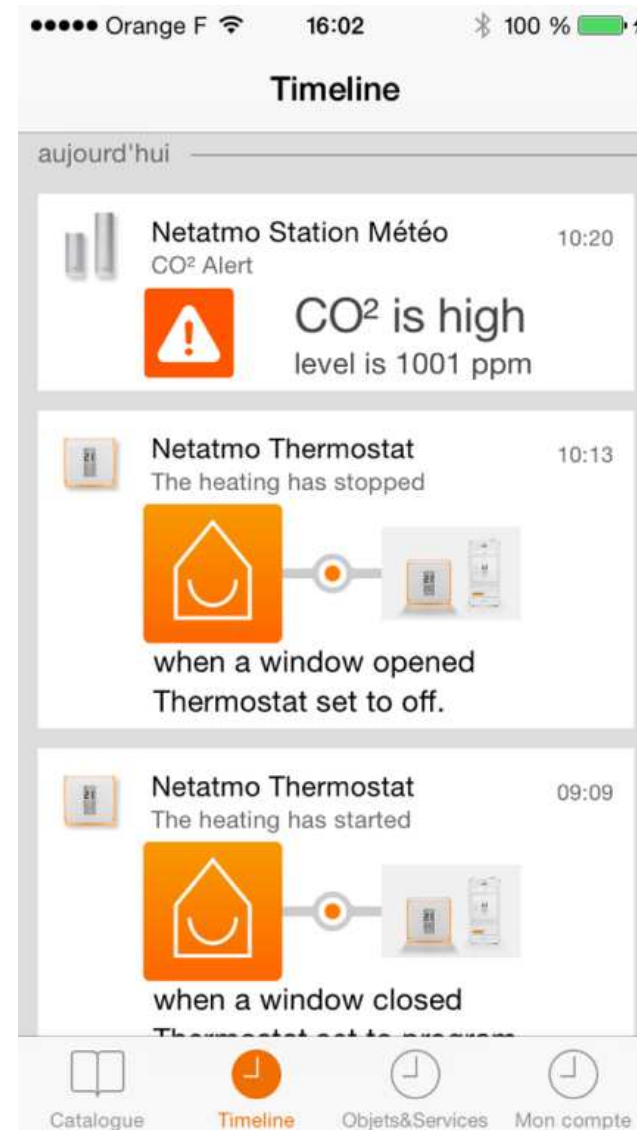
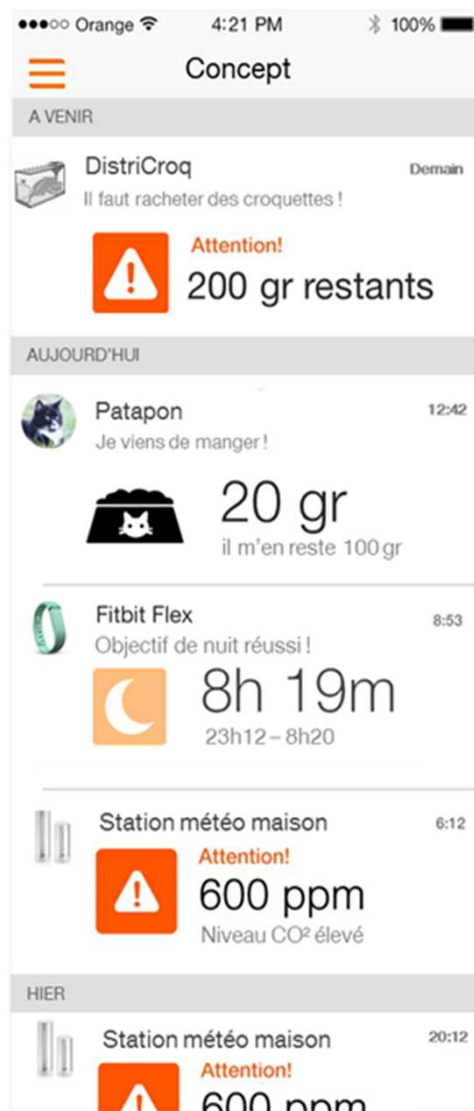
- security
- control thanks to a personal dashboard
- transparency
- support for all its customers and users



# Orange is working on a data powered open platform for the development of new services for enterprises and the mass market : Orange Datavenue



# Liveobjects, from aggregation to interaction



merci

@bretones likes CRDT!

