

# Co-innovation showcase: practical tips on applying AI, automation and creating a data-driven strategy

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## Who & where?

Global presence, local approach for global customers





# 54%

**of innovative companies**

struggle to bridge the gap between  
innovation strategy and business strategy

*PWC Innovation benchmark*



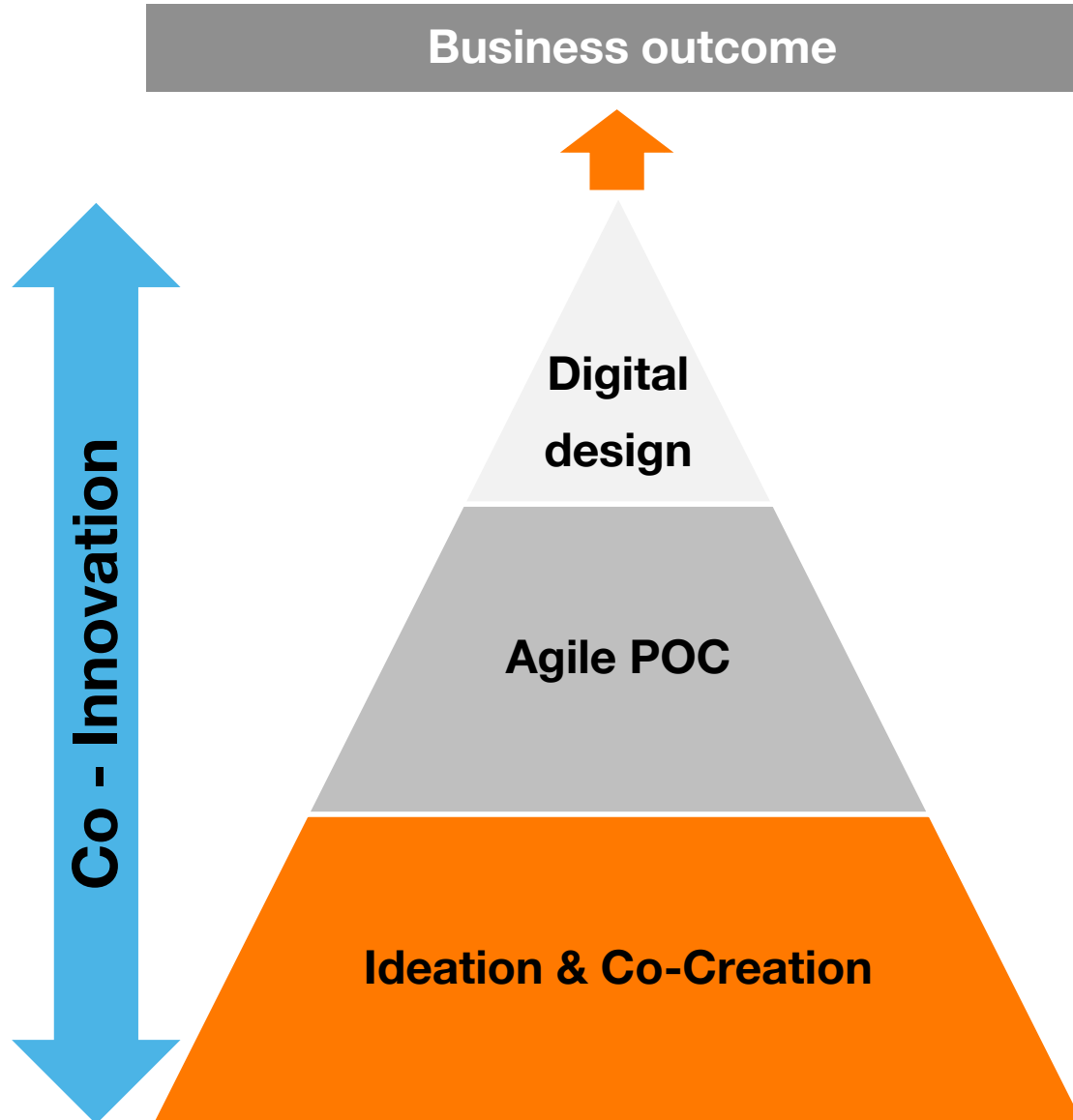
**Business Consulting**

**Advisory Consulting**

**Integration Consulting**



# Deliver your unique data-driven strategy



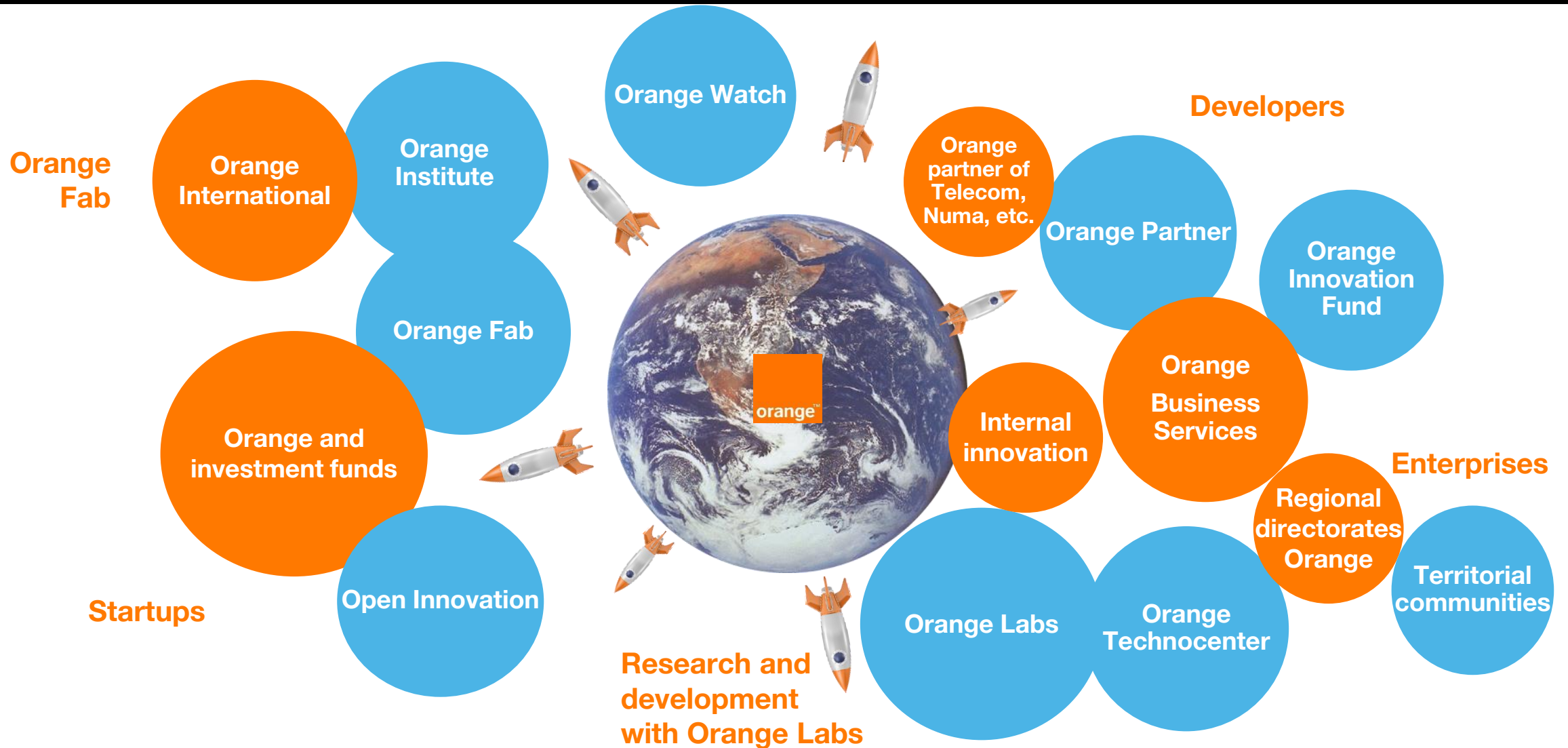
Our **digital ecosystem**:  
**1000 +** researchers  
start-ups

best of breed **partners**



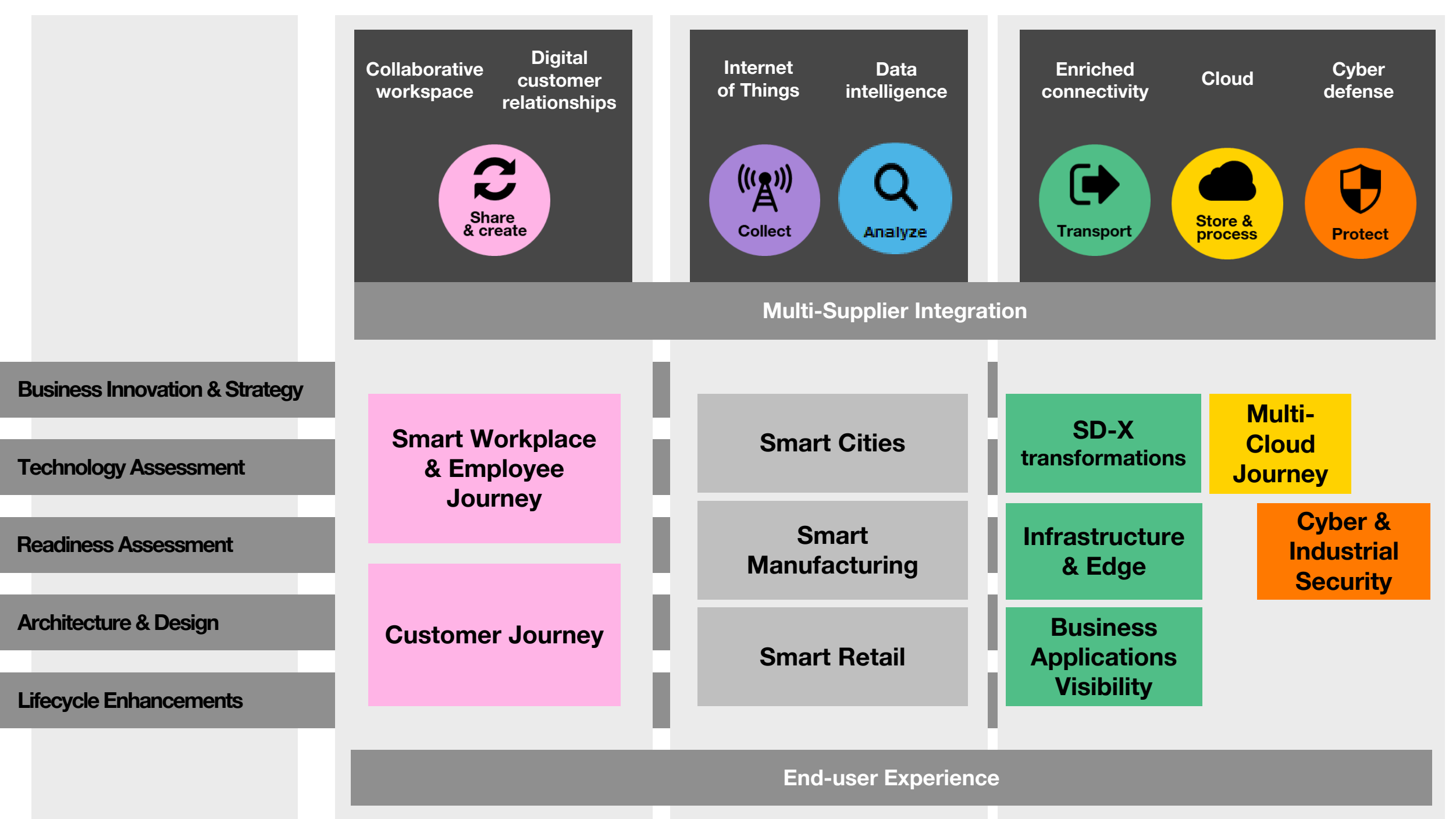
# The Orange Co-Innovation Ecosystem

communities of developers, startups, labs and partner companies



# Innovation & Consulting along your data journey

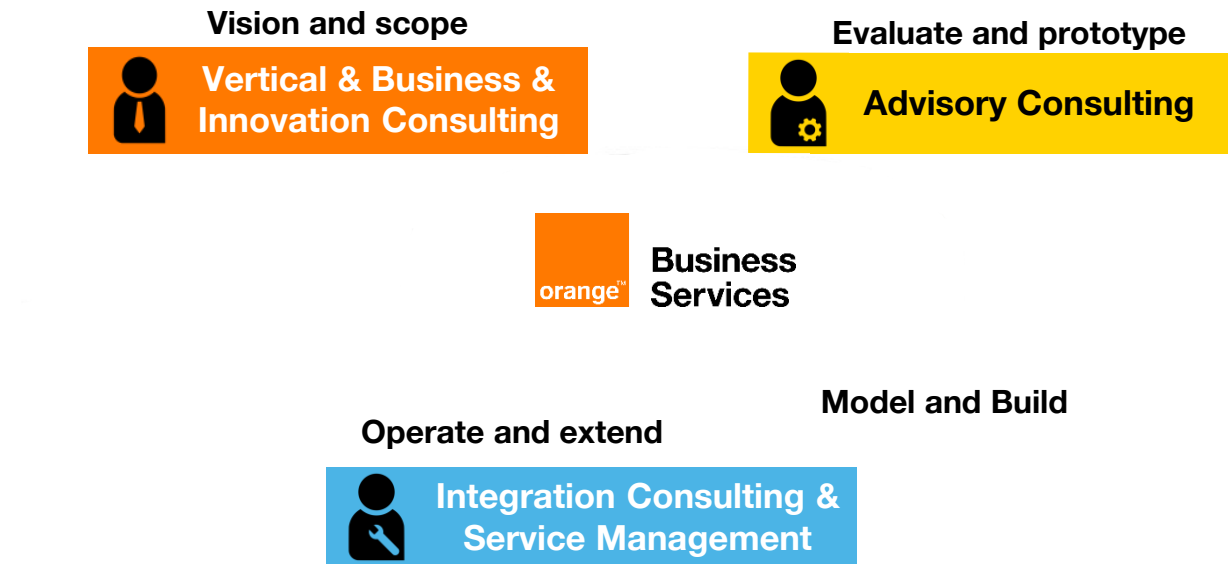






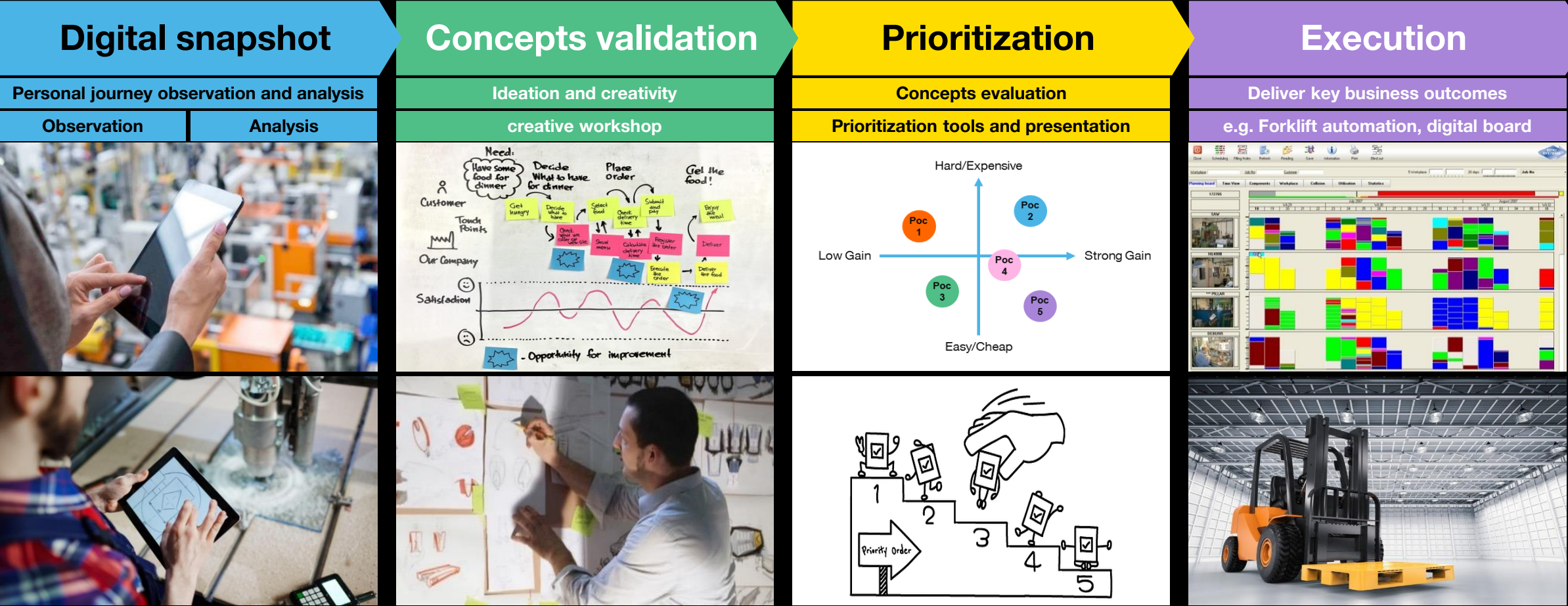
# Innovation & Consulting

## agile methodology



# How did a global manufacturer gain efficiency in the factory

## an Agile & Global Methodology to co-innovate with our clients



# Top use cases for AI

Percentage of EMEA respondents using AI for...



Chatbot



Process Optimization



Fraud Detection



Market Segmentation



Computer Assisted  
Diagnostics



Call Center Assistance



Segment Analysis



# Top use cases for AI

## Percentage of EMEA respondents using AI for...



Chatbot  
**30%**



Process Optimization  
**29%**



Fraud Detection  
**21%**



Market Segmentation  
**16%**



Computer Assisted  
Diagnostics  
**14%**



Call Center Assistance  
**12%**



Segment Analysis  
**11%**

## We do it ourselves

Orange has successfully tested AI & Automation internally

- Improved design efficiency
- Consultants equipment
- RPA

## Key areas for AI and automation

### Customer experience

- Chat Bots
- Speech Analytics
- Customer Behaviour (flux vision, data points)

### Operational efficiency

- Manufacturing & OT
- Supply chain



## **We do it for our customers**

Orange is helping clients from the strategy to the design of AI-enabled solutions

- **AI modules to improve the customer experience**
- **New efficiency with RPA**

## **Key areas for AI and automation**

### **Customer experience**

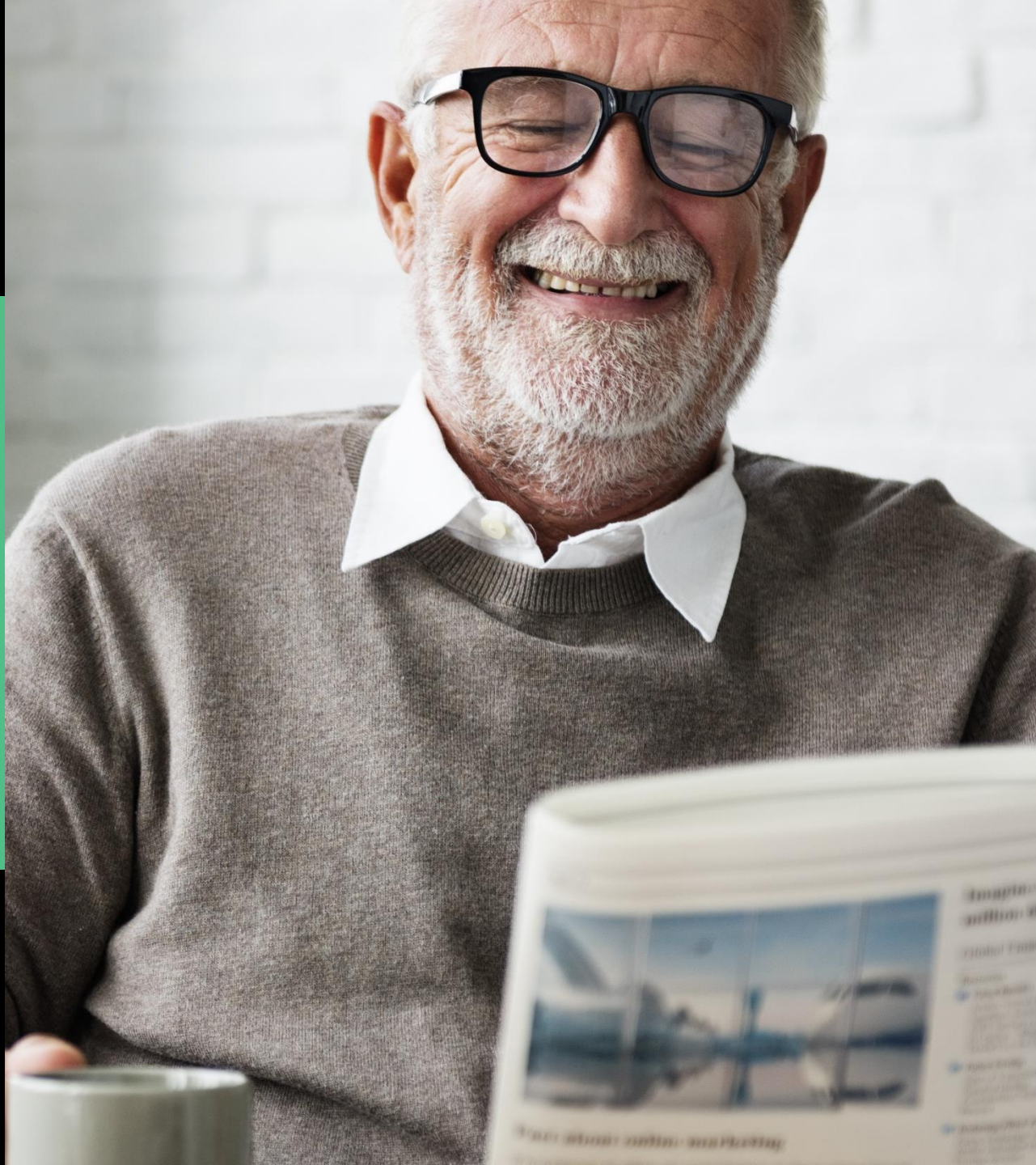
- Chat Bots
- Speech Analytics
- Customer Behavior (flux vision, data points)

### **Operational efficiency**

- Manufacturing & OT
- Supply chain







**Large Pension Fund**

**Service improvements**

**Smart platform enabling  
cloud integration**



# International Supply Chain

Increased app reliability

**25mn**

time saved for transactions from  
manual to automated



# Key Takeaway

## Define & Test Use Cases

Leveraging a co-innovation and ideation phase

## Ecosystem Integration

To integrate seamlessly into existing environment

## Anticipate Operations

To fully benefit from AI and Automation





# Come and see us:

## Demo booths:

- **CO-CREATION & DESIGN LAB:**  
Experience live our co creation LAB and design your business future!
- **ORANGE MSI:**  
Join us for real life business situations with real life tools to be applied

**Boost your efficiency, combine your digital ecosystem with our know-how and carrier grade service integration capabilities**

**Let's build the future - together!**



**Thank you...**  
**we're listening**

**Companies thrive  
on innovation.**

**We work to  
shape yours.**

