Ecosystem Discovery Mission Webinar

III- Presentation of individual corporations’ activities with startups

Julien BONNEL – Head of Innovation
Symag by BNP Paribas PF

SCS Cluster Webinar, March 27, 2020
Hello

Julien BONNEL
Head of Innovation

Ecosystem Discovery
Mission Webinar

III- Presentation of individual corporations’ activities with startups
Symag overview > positioning in the BNP Paribas group
<table>
<thead>
<tr>
<th>Software editor and system integrator</th>
<th>27 years experience in the retail sector</th>
<th>All-inclusive service solution</th>
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</thead>
<tbody>
<tr>
<td>Payment &amp; sales &amp; loyalty &amp; promotion solutions</td>
<td><strong>A BNP Paribas Personal Finance</strong> subsidiary</td>
<td>Call centers</td>
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<tr>
<td>40 000 CLL (sales &amp; loyalty promotion) licenses</td>
<td>200 staff members</td>
<td>Instore maintenance services</td>
</tr>
<tr>
<td>70 000 VLP tills and 190 000 CLBS tills</td>
<td>32 €M turnover</td>
<td>Supervision &amp; outsourcing of maintenance</td>
</tr>
<tr>
<td>200 retailers and 42 000 shops</td>
<td>Headquarters in <strong>Paris</strong></td>
<td>5 000 tills installed each year</td>
</tr>
<tr>
<td>+ 8 billion transactions each year</td>
<td>R&amp;D in <strong>Sophia-Antipolis (Nice area)</strong></td>
<td>300 000 calls handled by the Service Desk</td>
</tr>
<tr>
<td>12 000 days of R&amp;D</td>
<td>IT Services in <strong>Rungis (Paris area)</strong></td>
<td>32 000 instore services each year</td>
</tr>
<tr>
<td>4 000 days of consulting</td>
<td>Call centers in <strong>Brest</strong> and <strong>Krakow, Poland</strong></td>
<td>POS, EFT, Security, BtoBtoU</td>
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**Symag overview > our metiers and activities**

<table>
<thead>
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<th>Julien BONNEL</th>
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<tbody>
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<td>Symag</td>
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97% Retail  
Global presence  
Software & Manufacturer independent
Symag’s open innovation approach

Even if it's arrested now, the world is changing faster and faster
Retail and Banking goes digital, customer journey are diversifying, fast technical evolutions, ..
  • Our solutions are at the heart of transactions: stores and on line
  • We can not cover all the bricks associated with managing the customer experience
An open innovation approach allows to bring value to our solutions to cover and anticipate new customer journey
Retail and banking transformation

Technological Evolution

- HW / Serveurs
- Internet
- Smartphones
- Infras / Cloud
- Tablet
- Geolocation
- Mobiles app
- IoT
- Blockchain

New Business Model
- e-Commerce
- Omnicanal / CrossCanal
- ROPO
- Mobility
- Market Place
- IoT
- Social Media
- Cybersecurity
- m-Commerce
- Geolocation

Evolution of purchasing behavior

Globalisation

More information sources

New Finance Law

Security & Trust

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Open Innovation for local solutions

C-link loyalty
TARGETING - TRACKING
REPORTING - ANIMATION
REAL-TIME

GeoFencing

+ Customer purchasing process follow-up
events / reporting

Social Network Customer Opinion

C-link BeanStore

Promotion Couponing Loyalty

Customer data
Loyalty

Shop assistant

Manager

Customers

Animation Targeting Couponing

Customer data Promotion Couponing Loyalty

Customer

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Open Innovation for all channel

SOCIAL NETWORK
Integrate and operate the Social Media channel

BIG DATA / IA
Cross personal and transactional data with data from third party sources

WEB BROWSING
Internet and Mobile users purchase process analysis

WEB BROWSING
Internet and Mobile users purchase process analysis

WEB BROWSING
Internet and Mobile users purchase process analysis

Customer DB targeting Push

C-link loyalty

C-link BeanStore

CRM
Marketing direct push messages

DB Customer, Transactions, Events, Offers, …

RECOMMENDATIONS
Integrate recommendation engine in the offers rules

Campaigns & Advantages rules engine

Animation, Trigger Multi channel events

Customers, Promotions, Events follow-up DB

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BlockSY > Blockchain Simplified for You

- Blockchain technologies are emerging
- Many implementations of the Blockchain coexist
- Features evolves quickly

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BlockSY > Blockchain Simplified for You > features

- Multichain
- Crosschain
- As service and/or local node

API Rest: [https://app.swaggerhub.com/apis-docs/BlockSY/blocksy-api/1.1.0](https://app.swaggerhub.com/apis-docs/BlockSY/blocksy-api/1.1.0)

BlockSY > collaborative projects

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WHAT CAN BlockSY DO FOR YOU?

BlockSY is a revolutionary platform enabling any company or organization to integrate products and services with heterogeneous Blockchain technologies, in a single and effective manner.

WHAT CAN BlockSY DO FOR YOU?

- Blocks on your company or organization to record and track items, transactions, and assets through different types of blockchain technologies, whether public or private, in order to provide your business with total security.
- With BlockSY, your company or organization is now ready to identify, manage, and transact easily on the blockchain while complying with the highest European security standards and legal compliance requirements.

THE BlockSY SOLUTION

- Provides tools and services for blockchain and smart contracts.
- Enables the execution of smart contracts in real-time, automated, high validity, transactional and end-to-end operations.
- Between partners, making compliance and transparency much easier.

EXAMPLE OF USE OF AI MODULES

- The information is annotated and accessible to all stakeholders, allowing on-the-fly decision-making, an unprecedented level of automation, the de-bureaucratization of all processes.

THE PROJECT COMBINES

- Key focus on data transformation into value, offering a single and secure view of all transactions.
- BlockSY combines the power of blockchain technology, AI, and IoT to offer a truly unique solution.

WHAT TOPICS IS IT DEALING WITH?

- The project is dealing with data management, security, and privacy.
- It focuses on improving customer experiences and data management.

WHAT ABOUT THE BLOCKCHAIN?

- It authenticates the skills and qualifications of the users.
- It secures and authenticates the data that flows through the platform.

THE GOALS

- Improves customer experiences and data management.
- "Scuffed" out potential information.
- Customer-centric parameters.
- The customer gets the data back.
- Transparency in the process.
- New cross-collaboration processes.

HUMAN RESOURCES

The open-source project in a project developed co-constructively so as to avoid a mass exodus for the sake of the individuals throughout their life.

MANAGING BLOCKS

- The goals are to improve customer experiences and data management.
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BlockSY > collaborative projects

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Experiment
the #Blockchain with
#BlockSY!

Register on the GuestBook by flashing the QR code, BlockSY simulates a micro-donation via a Blockchain to the NGO of your choice!

* Simulation made in which the gift will not be realized. Information stored in a Blockchain.

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Symag
# Areas of cooperation with startups of #STARTUP³

<table>
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<tr>
<th>IoT</th>
<th>AI</th>
<th>Cybersecurity</th>
<th>AR &amp; VR</th>
<th>Blockchain</th>
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</table>
| Use of IoT in retail:  
- to improve customer experience  
- to improve customer journey  
- ... | Artificial Intelligence applied to:  
- Store management  
- Analysis of customer journey  
- Customer knowledge  
- Product & services recommendations  
- Impulse buying  
- Coaching journey  
- ... | Solutions to improve the security:  
- on points of contact with customers  
- on retailers' information systems  
- ... | Use augmented and virtual reality in Retail:  
- virtual store visit  
- Enriched product information  
- Staff training  
- Help for sellers  
- ... | Exploring the uses of Blockchain in all sectors via cooperation around BlockSY  
+ We can help you to implement Blockchain in your DeepTech projects |

☑️ Collaborative approach to achieve POCs and experiments and demonstrate the viability of projects 🚀
Thank you!

Julien BONNEL - Head of Innovation

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STARTUP³

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