

# Strategic consulting in Technologies, Services & Usages - Digital sector and Energy



SIEGE  
16, rue Kléber – 92442 Issy-les-Moulineaux – France  
[www.items.fr](http://www.items.fr)

BUREAUX:  
PARIS : 70 rue Amelot – 75011 Paris, +33 (0)1 43 38 66 48  
MARSEILLE : 146 rue Paradis 13006 Marseille - +33 (0)1 4985 0326

Hervé Rannou - [herve.rannou@items.fr](mailto:herve.rannou@items.fr)



**ITEMS INTERNATIONAL**  
Strategic Consulting In a Digital World

# Global overview

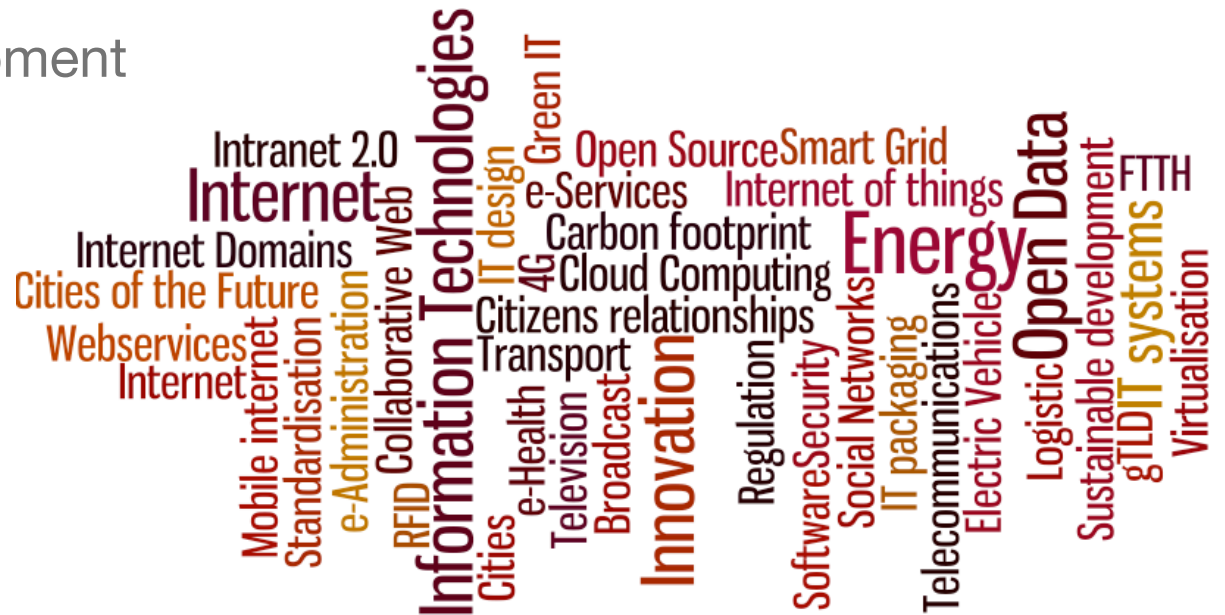
- A core activity in **Digital Technologies, Services and Usages** and **Energy**
  - Three spheres of practice
  - Consulting
  - International Conferencing
- Initiator of the “GLOBAL FORUM – Shaping the future”
- HR Recruitment
- An international network Affiliates & Agencies
  - Offices: Paris, Marseille, Rome, Algiers
  - Represented in: Brussels, Stockholm, Barcelona, Washington, Tokyo, Bucharest, Moscow

- ICT

- Internet
- Telecommunications
- Television
- Software & Information Systems

- Energy

- Smartgrids
- Sustainable development
- Electric vehicle



# Technologies et services numériques



# Information and communication technologies

Au **croisement** des Technologies et des Usages

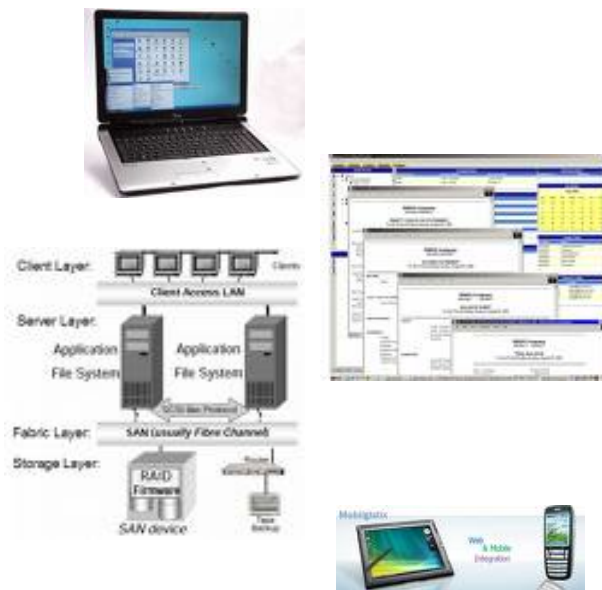
## Telecommunications



## Internet



## IT / Software



## Broadcast / TV



# Internet

Strategic issues to prepare the  
Future of Internet

- Internet between business opportunities and citizen expectations
  - New ways of innovation
  - Development of Social Networks
  - Impact of the Internet of Things
  - Trust & Privacy issues
- Internet Governance
  - Naming and addressing
  - Strategy and assistance for new extensions
  - Internet of Things / RFID
- Partnerships & Business Plans
- Due diligence
- Architecture of new services
  - Collaborative architecture & Web 2.0
  - Web services based on dynamic software components
  - Internet technologies at the heart of IT architectures
  - Interoperability
  - Security
  - TV design
  - ID architecture and tools
  - New extensions opportunities
  - Internet of the Future Architecture
  - Security
- Internet services adoption for citizens
  - Strategic and coherent visions for local authorities
  - Usage adoption improvement
- Efficient services for citizens
  - e-Health
  - e-Education
  - e-Government



# Telecommunication

A wide range of missions in a service-oriented strategy



- Facing technological changes that impact all business models
  - Broadband fixed infrastructures
  - Ubiquitous broadband mobile communications
  - Multichannel Digital TV
  - Communications as Software services
  - The LTE challenge
- Business Plans
  - New values chains in broad convergence
  - Infrastructures PPP
- Marketing and Positioning
  - How to develop new business and get new revenues?
  - How to compete with new soft players?
  - How to get value from triple/quadruple play services
- Due diligence
  - Combining understanding of the technical assets regarding the market perspectives
- Regulation
  - Interconnection
  - Net neutrality
  - Impact of telcos in TV services
  - Software services regulation issues
  - Digital dividend issues
- International benchmarks

# TV and Media Content

A strategic approach to manage the transition to digital content production and multichannel delivery



- **Adapt TV strategies to the new Digital Age**
  - Impact of end-to-end digital content
  - Rich media opportunities and constraints
  - The telcos in the playground
  - Winning strategies for Mobile TV
  - Digital Dividend opportunities
  - Standardization on the move
  - The future of DRMs
- **Business Plans**
  - Trends for the next 10 years
  - Impact of telcos penetration in TV business
  - The protection dilemma
- **Marketing and Positioning**
  - New paradigm for advertisements
  - How to generate new revenues
- **Regulation**
  - Impact of multichannel delivery
  - Net neutrality impact on Future TV services
  - Internet rules in the TV background
  - Legal background
- **Media content impact**
  - Major changes in digital content production
  - Business models trends for producers

# Software & IT Management

An innovative approach in understanding software issues

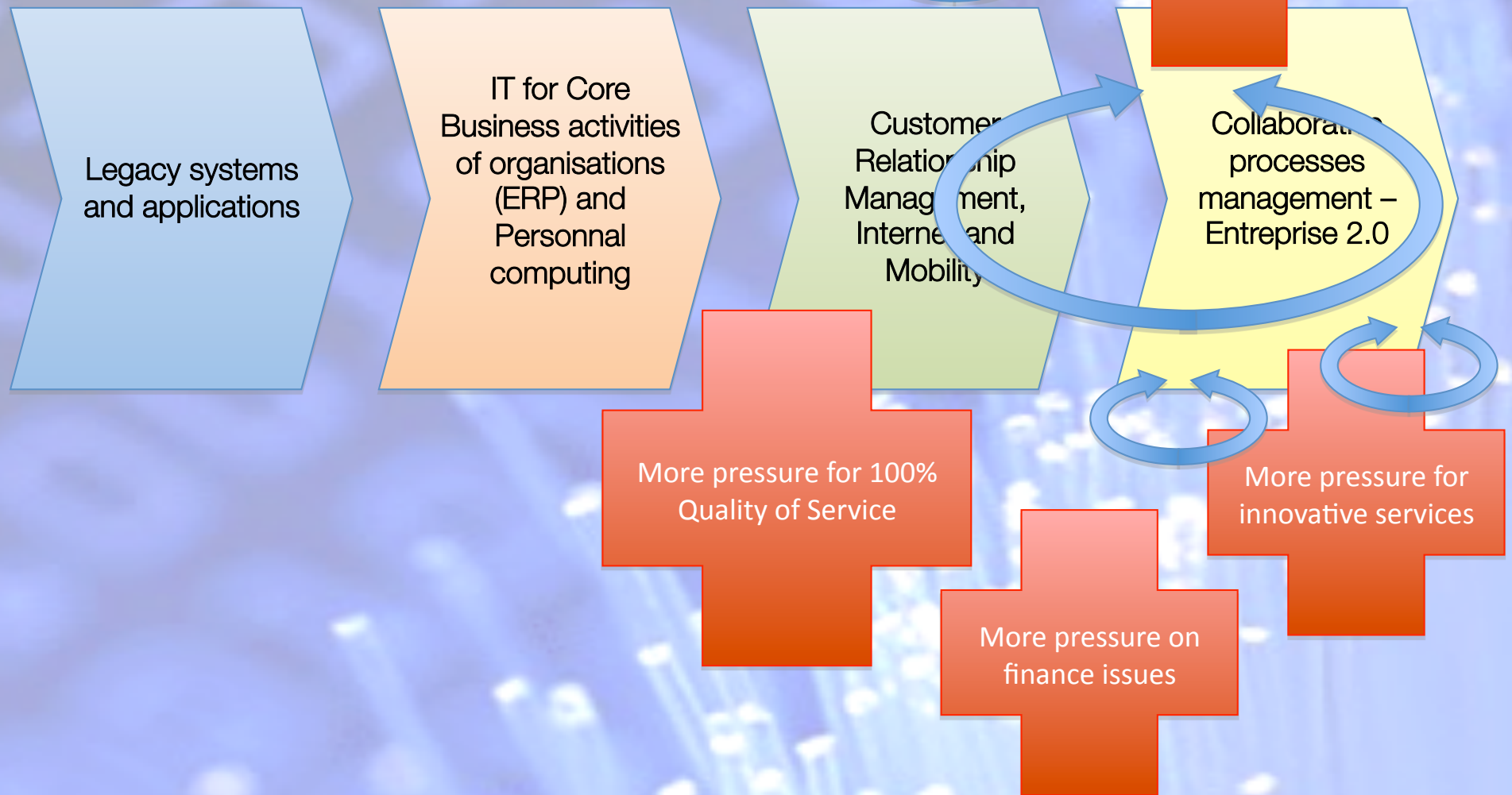


- **IT Management**
  - IT at the service of the core business
  - Balance the stability of IT Architecture with the pressure of a very competitive environment
  - HR management in IT
- **Enterprise 2.0**
  - Collaborative Intranet
  - Towards efficient Social Networks in enterprises
- **Technological hot strategic issues**
  - Web Services to spread out internet architecture in IT architecture
  - SaaS vs product based architecture
  - Role of Cloud Computing in architecture
  - Collaborative services and Social Networks in IT Vision
- **Software in a new environment driven by components and services**
  - The market of software components
  - Open Source as a key factor of competition
  - Software as the driver of innovation in all sectors of ICT
  - Impact of software culture in management
- **Software approaches in ICT strategies**
  - Understanding why software culture change strategies in standardization
  - Understanding of Open Source in the value chain
  - Licenses: Legal rules and constraints
  - How to take advantage of the dynamic of communities
  - The impact of software in economic development

# Information Systems



## Core activities in IT:



# Innovation management in IT



- Software, communications, mobility and virtual architectures at the core of new IT strategies
- Innovation can – and have to – answer to:
  - Internal needs of IT architecture and services,
  - Needs of internal BU,
  - Needs of customers,
  - Market Competition.
- Innovation is an engine for changing organisations
- Innovation has to prevent:
  - To be out of scope of users and customers
  - To introduce risks in QS
  - Make incontrolled direct and indirect costs
  - To change organisation or business without a the support of management

## Enterprise 2.0 Modernisation of internal relationship



- Social Networks for a new generation of Intranets

Informational  
ntranet

Document  
sharing and ad-  
hoc workflow

Collaborative  
Intranet

- Operational approaches for collaborative intranet:
  - Directories (updated by users)
  - Projects areas
  - Integration of internal services including workflow
  - Customized collaborative tools

## Entreerprise 2.0

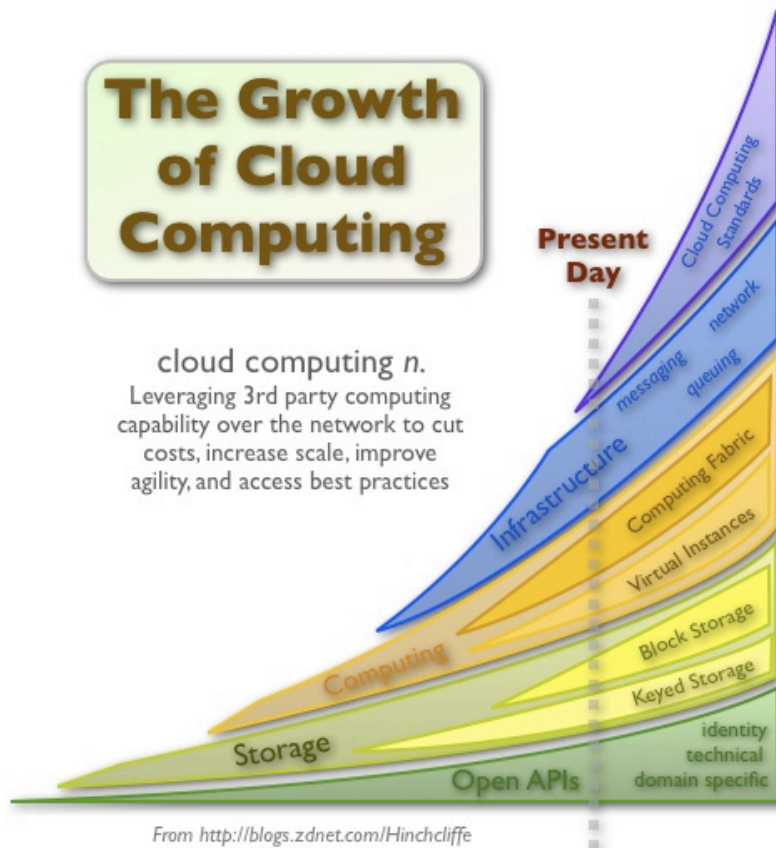
New services for citizens  
and customers



- Convergence to propose advanced services:
  - + interactive services
  - + mobile services
  - + images
- ... and integration with innovative technologies
  - Ad-hoc mobile services (for iPhone or Blackberries)
  - RFID
  - Smartgrid ...
- Social networks and new generation of smart cards for customers

## Tructured trends in technologies

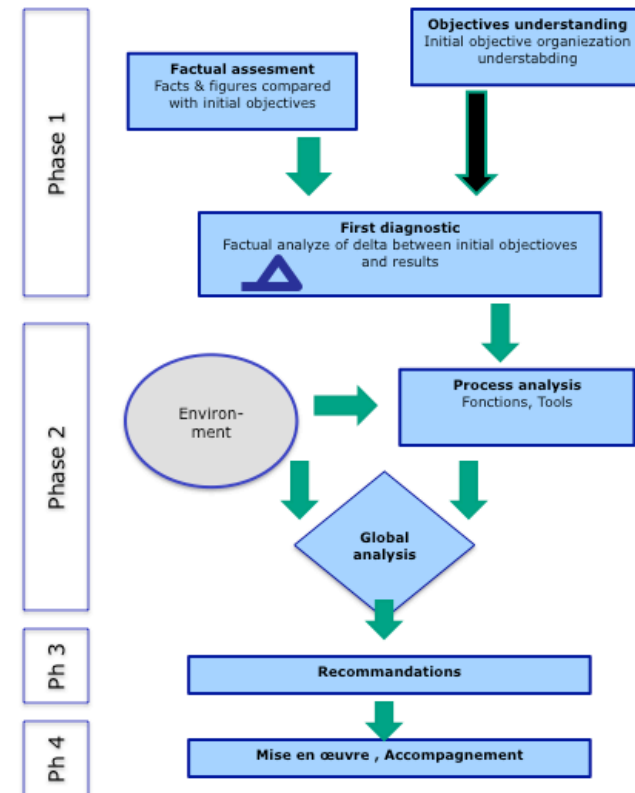
- Ad-hoc answers to:
  - Spread out of web services
  - SaaS vs Progiciels
  - Cloud Computing
  - Open source
    - In middleware architectures
    - Front and back office applications and services
    - On workstations
  - Collaborative tools and social networks
- Software as the engine of innovation in ICT:
  - Software component market
  - Open Source as a key factor of competitiveness
  - Software in business models
  - Understanding of standardizations strategies



## General assistance

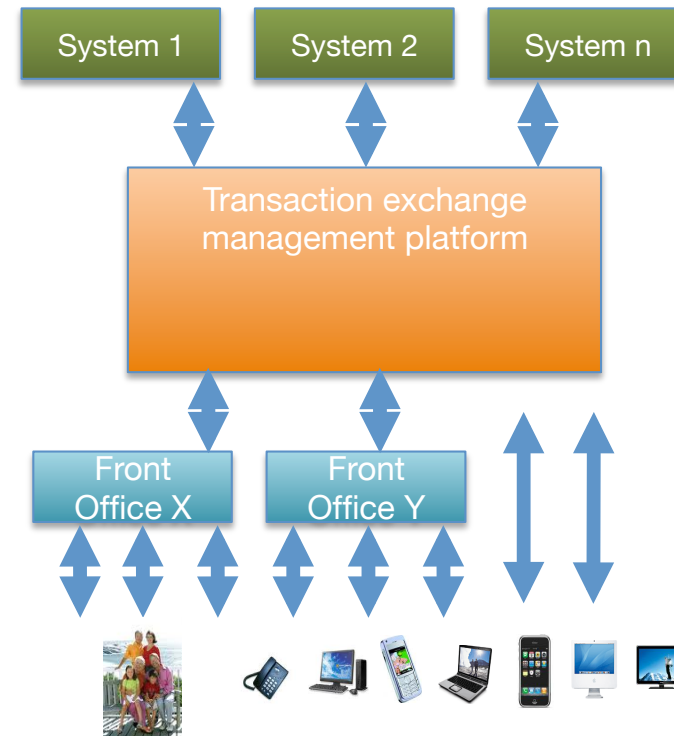
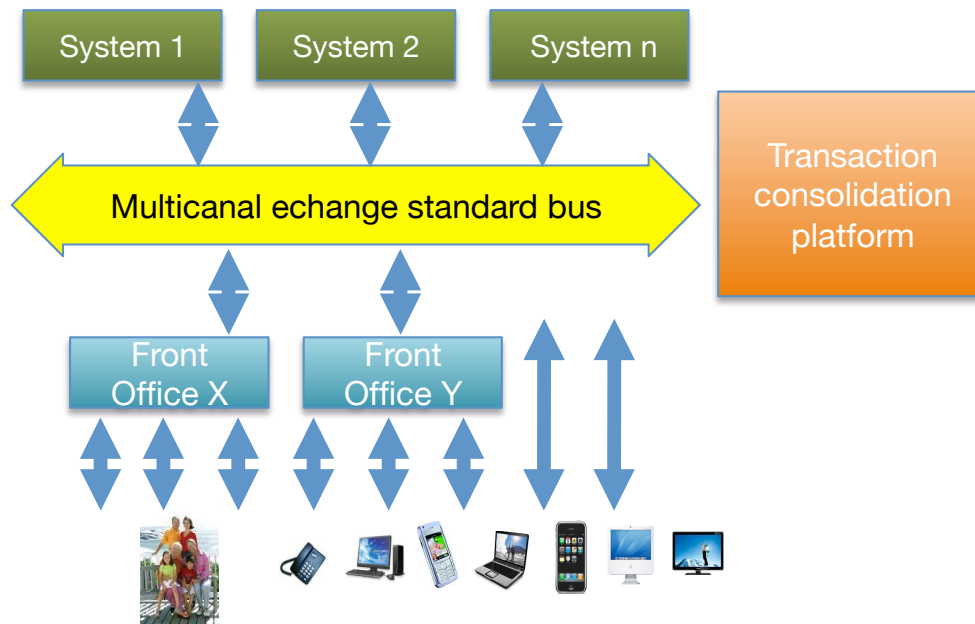
Methodology based on experience on managing projects including deep changes due to new technologies

- Strong methodology:
  - Set of Work Packages / WP defined to control organizations issues and processes
- Work Packages:
  - WP1 – Organization & coordination
  - WP2 - Assistance on projects management
  - WP3 – Assistance to drive tenders
  - WP4 : Assistance on project engineering
  - WP5 : Evaluation & Action Plans
  - WP6 : Consulting and Change Management
  - WP7 : Vision



# Interoperability & Platforms

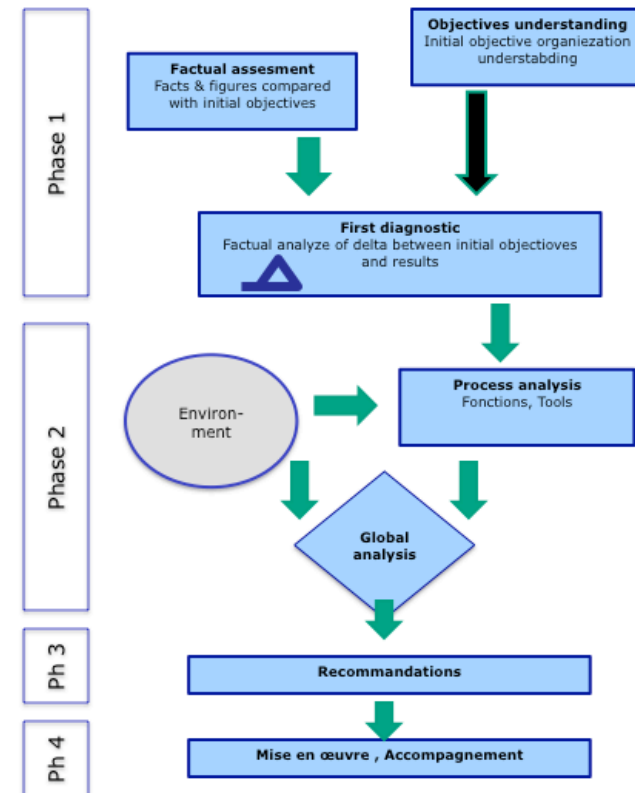
- Expertise in standardization issues and interoperability
- Strategic analysis including industrial approaches ( IP & Patents) user needs (IT, final users)
- Interoperability platform design



## General assistance

Methodology based on experience on managing projects including deep changes due to new technologies

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# Energy Smart Grids



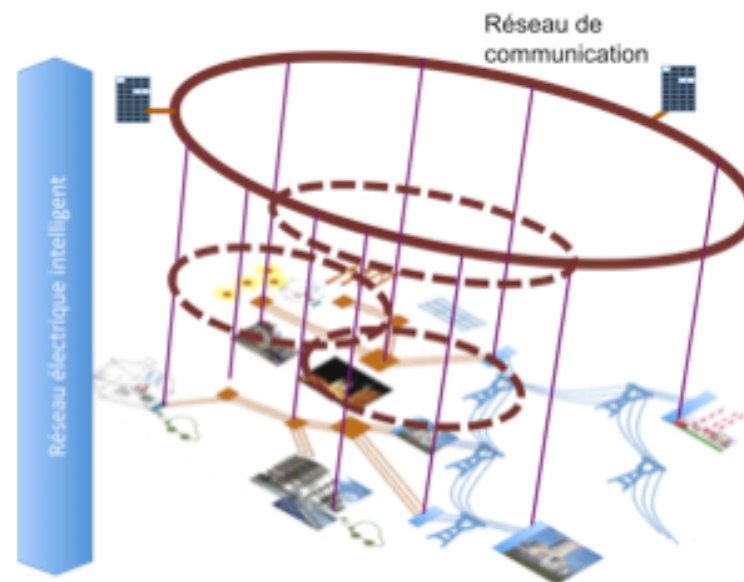
## ITEMS Energy

A global approach with a specific focus with the intelligent energy networks

- Understand the global models including Production, Transport, Consumption
  - EnR integration in energy grids
  - Smart Grid
  - Carbon impact
  - Green Data Center
  - Green IT
  - Electric Vehicle
  - Local issues
  - Special focus on islands
- Building up new models for the future

# Smarts Grids

- Understanding the conjunction of constraints in the field of Energy
- Local stakes as a major issues in the future of energy grids
- Setting up new architectures and new business models including PPP

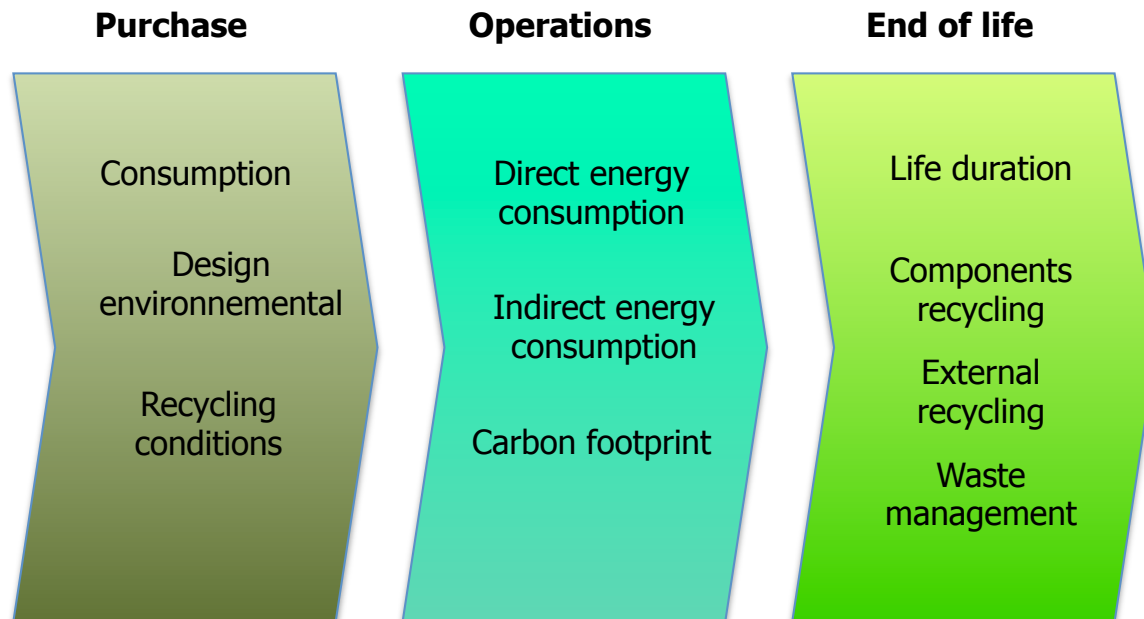


# Electric vehicles

- Strategy
  - Global approaches
  - Specific focuses: Batteries, Renewable energies, CO2, Services vs Purchases...
- Energetic balances
  - Consumption balances
  - CO2
  - Strategies for local authorities
- Stakes (Economy, Environment, Infrastructures),
  - Models for the futures
  - PPP
- Electric Vehicles & Smart grids

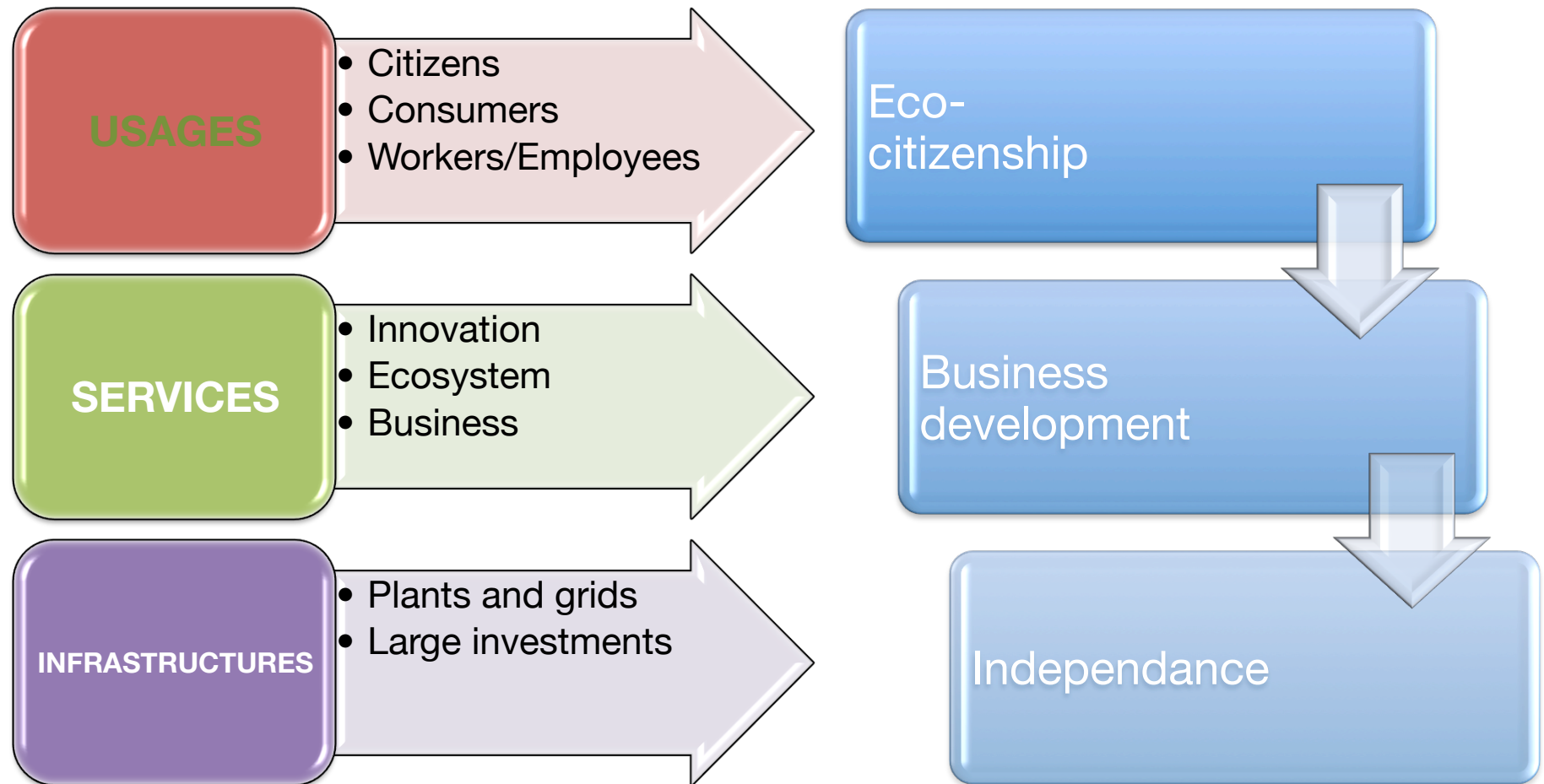
# Green ICT

- Green ICT strategy
  - Managing ICT development and Green ICT strategy
  - Benefits understanding
  - Impacts on other strategic issues and on operational processes
  - Product footprint management
  - Logistic real time processes impacts
- Green IT strategy
  - Data processing consumption
  - Energetic balance
  - Recycling constraints
  - Green Data Center constraints



# The Infrastructures tryptic– Services – Usages as the key to imagine new business models

- A model coming from



# Human Resources Recruitment



# Human Resources: Personal commitment

## ■ Ethics values:

- Service oriented
- Totally focus on assessable results
- Respect of human ethics
- Full commitment
- Respect of time schedule

## ■ Ad-hoc processes:

- IT tools adapted to demands
- Personal approaches

# Human Resources : Methodology

## ■ Consulting

- Job description
- Qualification analysis
- Searching strategies

## ■ Applicants searching

- Specialized targeting
- Identification of applicants
- Qualification evaluation

## ■ Evaluation

- Interviews results
- Motivation
- references

## ■ Follow-up

- Contract finalization assistance
- Integration follow-up

# Human Resources: Sectors

- Domains of expertise:

- R&D
- Marketing
- Business Development
- Project Managers

- Sectors of activity:

- Industry,
- Operators,
- Services providers.

## Conferences and international relationships



# Conference & International Networking

- Global Forum – Shaping the Future: a reference in ICT conference setup un close relationship with European Commission
- Conferences & Workshops background:
  - Mobile TV,
  - Internet of Things-Internet of the Future,
  - Open World Forum,
  - Future TV,
  - e-Book,
  - Digital Culture ...
- Experience in international sponsorships
- Conference operation assistance for other organizations, governments and local authorities
- Development of communities (Forums, Think Tank, Social Networking ...) based on conferences networking
- Organization of trips: Business relationships, Best practices assessment, Public policies understanding ...

## ITEMS Innovation

ITEMS innovation is a product oriented approach. ITEMS Innovation does not answer to a request or a call for tenders but invests by itself on innovative product or services in order to propose them to potential players



ITEMS Innovation

### ■ Setup innovative concepts based on emerging technologies :

- Mobiles and nomadic Innovations to develop
  - New usages for citizens
  - New services for clients
- Innovations in new models to create value in relation with software
- New Digital Usages

### ■ Innovation and local development

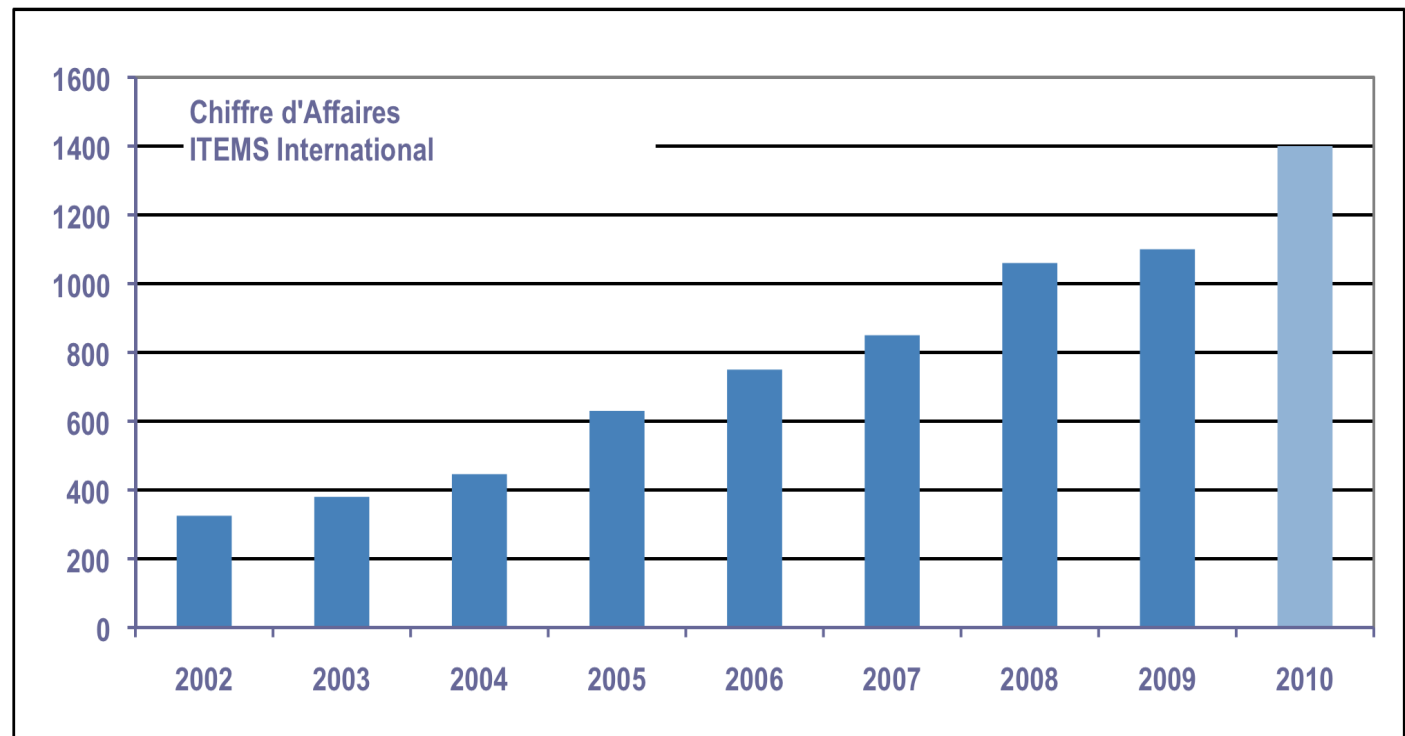
- Models, Practices & Creation of value

### ■ ITEMS international network at the service of innovations

- Mix the models
- Mix the practices

## Figures

- 7 consultant managers
- 6 senior consultants
- 5 junior consultants
- 1 legal consultant
- 5 regulars external consultants experts in Telecom, Media, Software



# ITEMS Innovation

- Création de concepts innovants basés sur les technologies émergentes
  - Innovations dans les technologies et les services permettant de développer :
    - les nouveaux usages citoyens
    - les nouveaux services pour les clients
  - Innovations dans les modèles de création de valeur entre infrastructure, services et usages
- Innovation et développement des territoires
  - Repères et création de valeur
- Le réseau international d'ITEMS au service de l'innovation
  - Mélange des modèles
  - Mélange des pratiques



ITEMS Innovation