OPH

LA FÉDÉRATION

INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

Digitalisation

par Hubert Kratiroff

2 octobre 2018

GRENOBLE ECOLE DE MANAGEMENT

CCI GRENOBLE

ACT THINK IMPACT

OPH LA FÉDÉRATION

AMBA ACCREDITED

AACSB ACCREDITED

EFMD EQUIS

ardèche HABITAT

OFFICE PUBLIC DE L'HABITAT DU DÉPARTEMENT DE L'ARDÈCHE

DOMANYS

PANTIN HABITAT

nantes métropole habitat

habitat 76

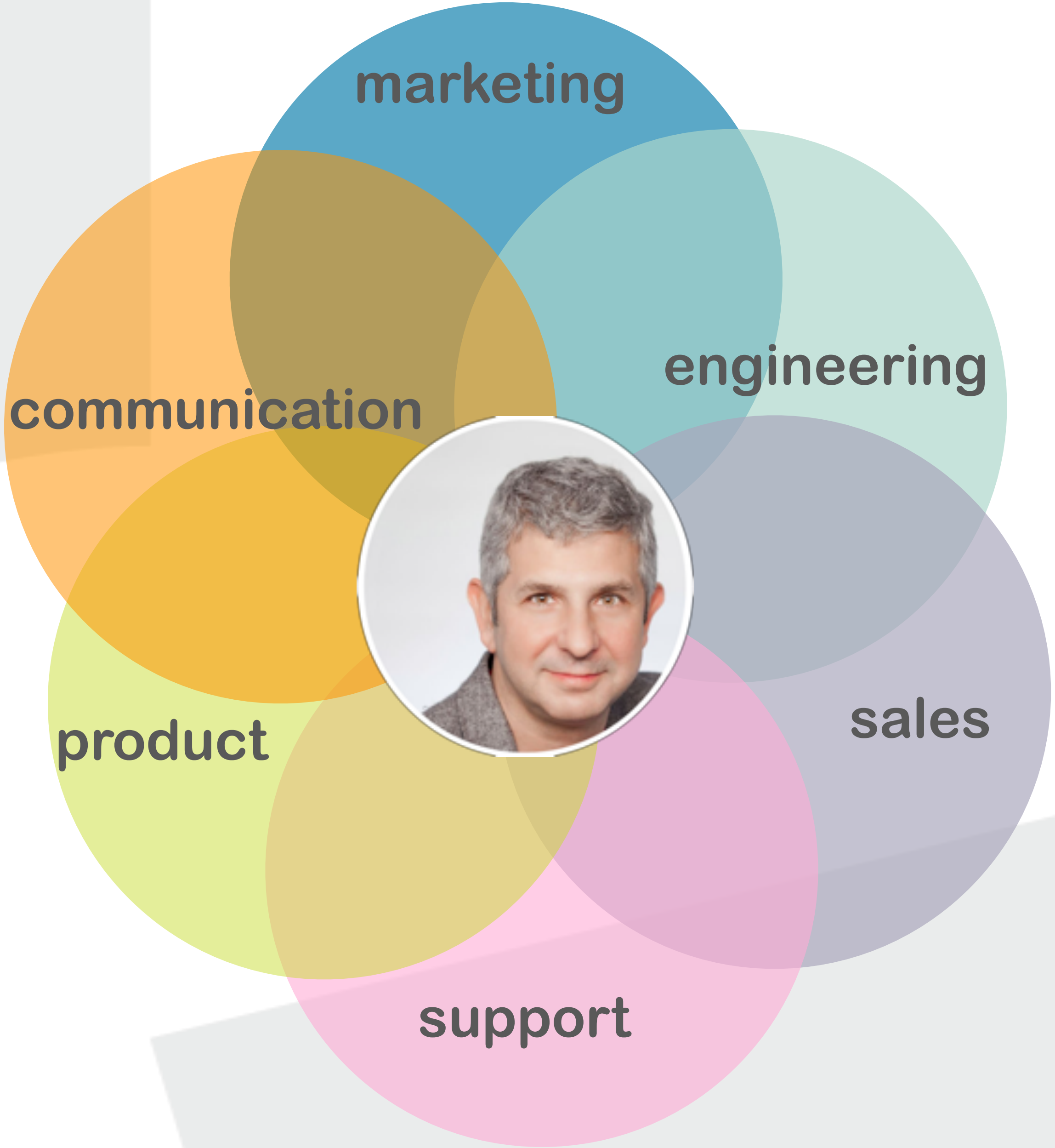
Office Public de l'Habitat Ivry-sur-Seine

advivo
construisons la vie ensemble

CHAUMONT HABITAT

technology evangelist

hubert@kratiroff.com



marketing

communication

engineering

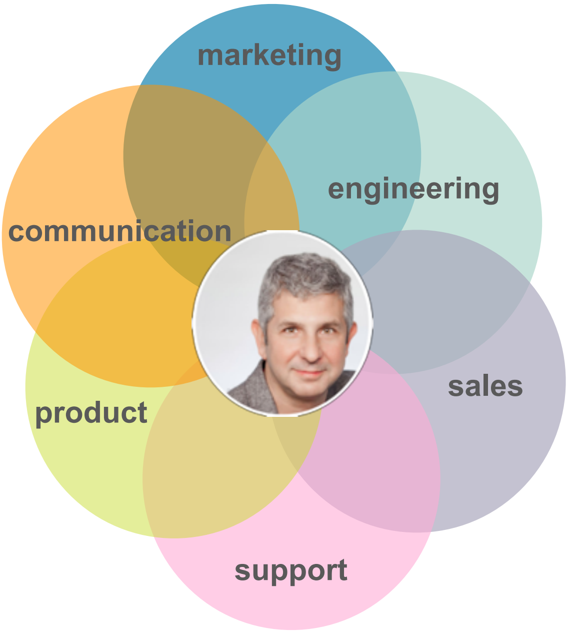
product

sales

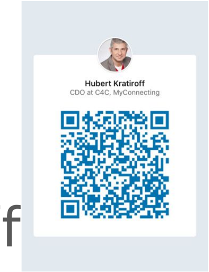
support

technology evangelist

full stack marketer
CDDO: chief digital/data officer
DPO: Data Protection Officer
expert **learn marketing, CMI, marcom**
everyday writing, coding & programming
entrepreneur / consultant


marketing
engineering
communication
sales
product
support

hubert@kratiroff.com
@kratiroff
linkedin.com/in/kratiroff


Hubert Kratiroff
CDO at C4C, MyConnecting

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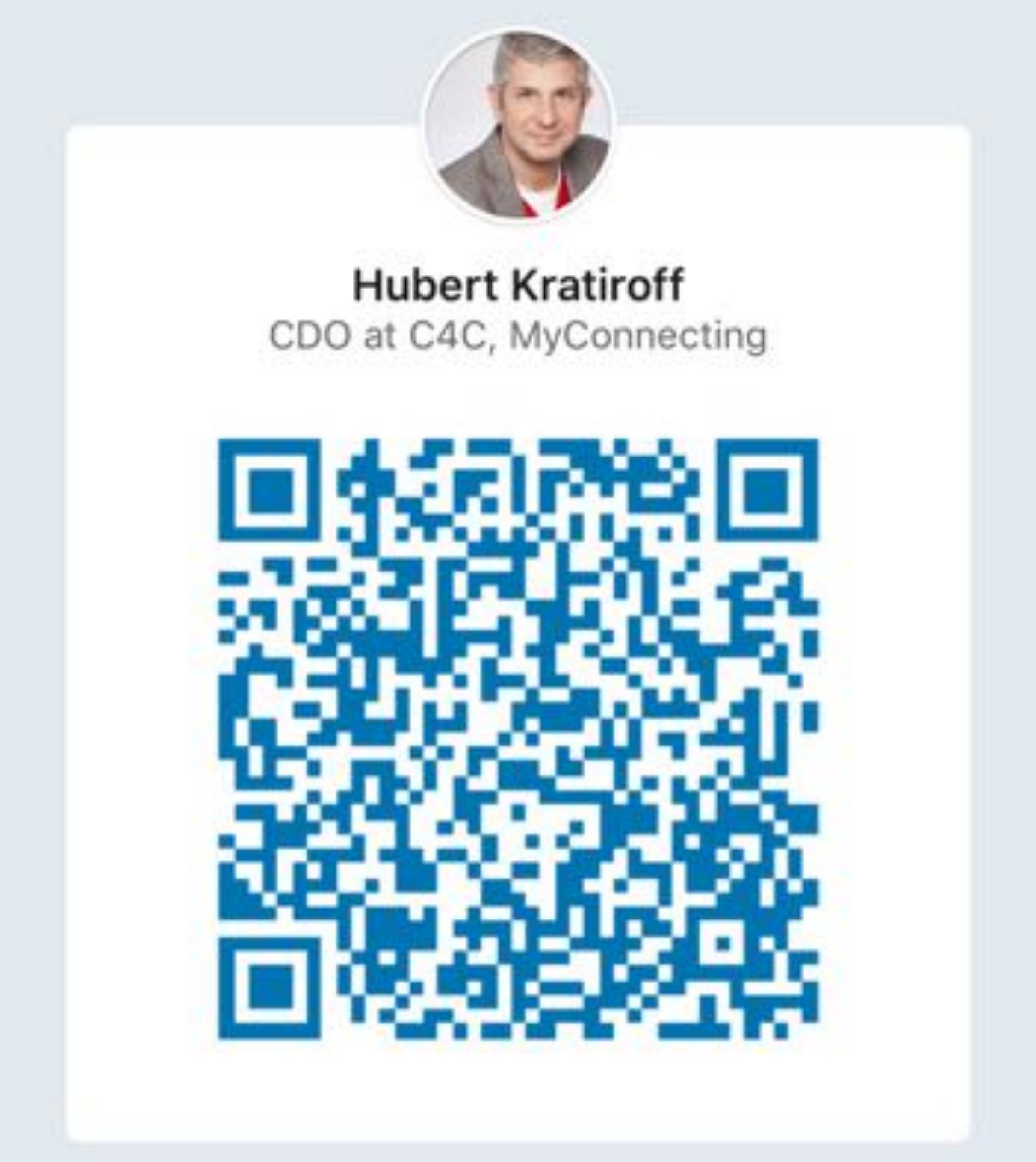
LA FÉDÉRATION

www.
toutsurlemarketing
.com
/op

GRENOBLE
ECOLE DE
MANAGEMENT

UX



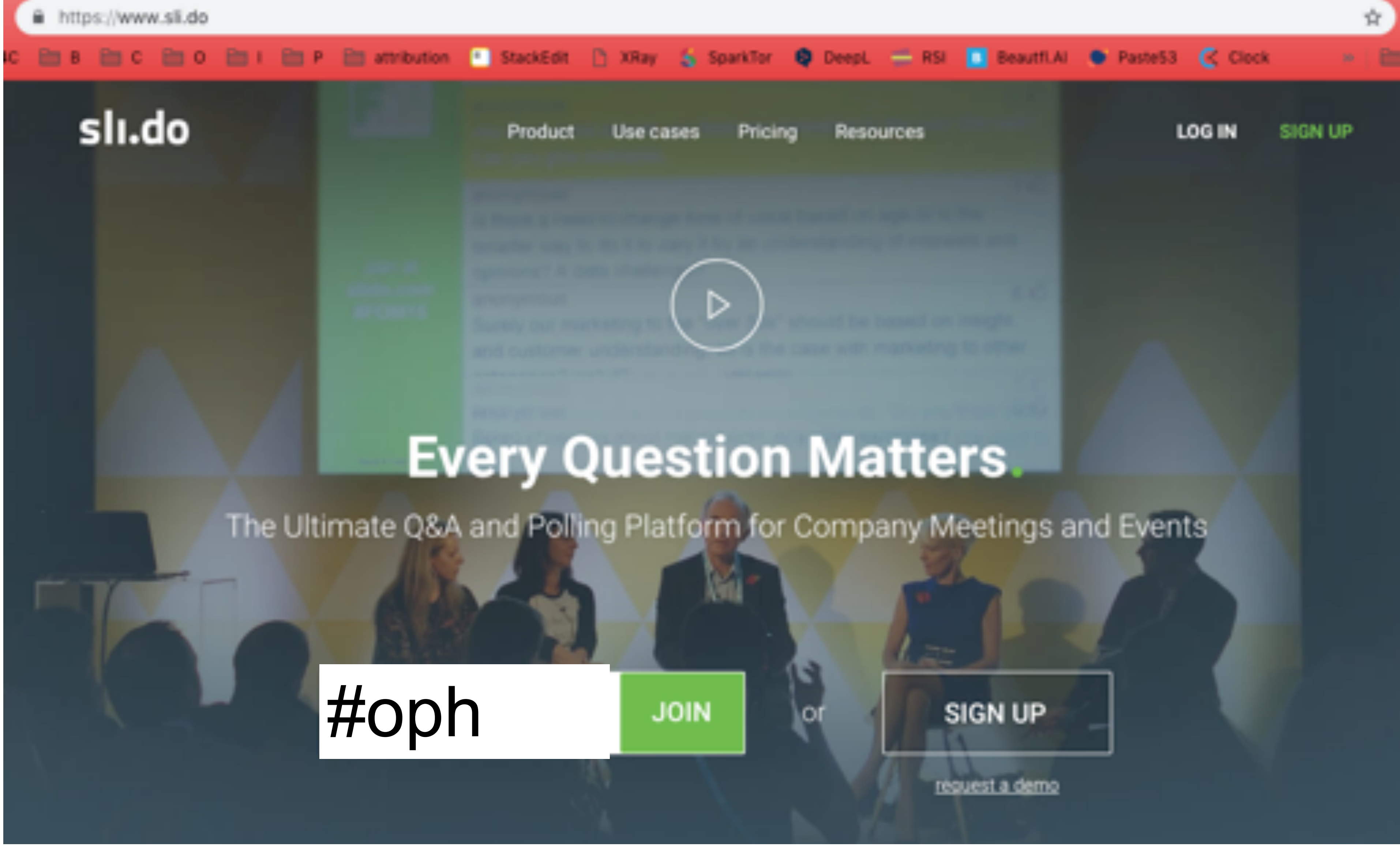
Hubert Kratiroff

CDO at C4C, MyConnecting

One more thing…

sli.do

audience interaction


https://www.sli.do
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StackEdit
XRay
SparkTor
DeepL
RSI
Beautfl.AI
Paste53
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JOIN
or
SIGN UP
request a demo

Every Question Matters.

The Ultimate Q&A and Polling Platform for Company Meetings and Events

#oph

“ YOUR HAPPINESS IS MY BUSINESS ”

hubert kratiroff

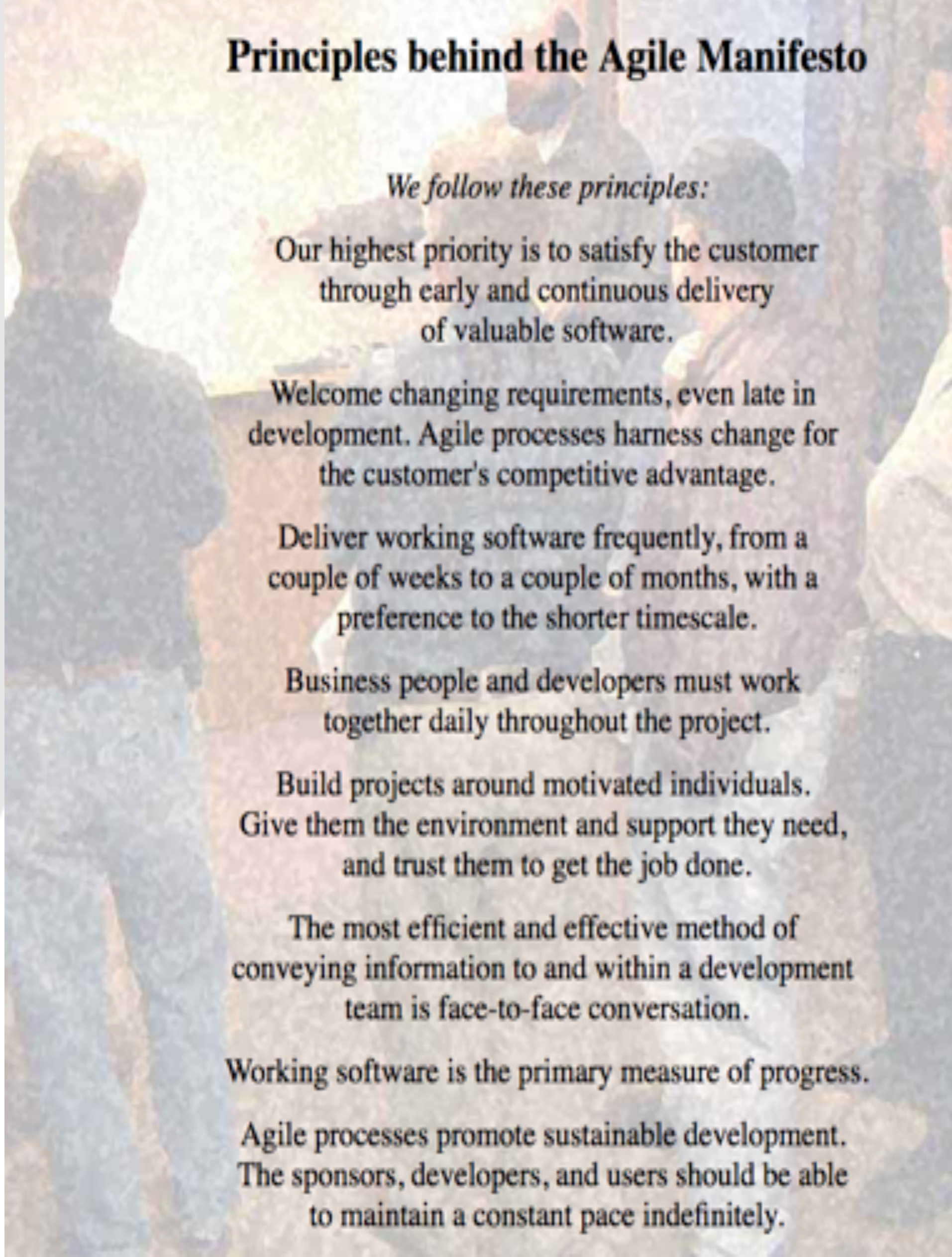
OPH

LA FÉDÉRATION

AGILE

THE DIGITAL AGE

agilemanifesto.org



Principles behind the Agile Manifesto

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

Notre plus haute priorité est de satisfaire le client en livrant rapidement et régulièrement des fonctionnalités à grande valeur ajoutée.

Accueillez positivement les changements de besoins, même tard dans le projet.

Les processus Agiles exploitent le changement pour donner un avantage compétitif au client.

Livrez fréquemment un service opérationnel avec des cycles de quelques semaines à quelques mois et une préférence pour les plus courts.

Les utilisateurs ou leurs représentants et les développeurs doivent travailler ensemble quotidiennement tout au long du projet.

La méthode la plus simple et la plus efficace pour transmettre de l’information à l'équipe de développement et à l’intérieur de celle-ci est le dialogue en face à face.

Un service opérationnel est la principale mesure d’avancement.

Les processus Agiles encouragent un rythme de développement soutenable.

Ensemble, les commanditaires, les développeurs et les utilisateurs devraient être capables de maintenir indéfiniment un rythme constant.

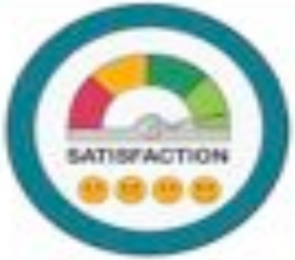
La simplicité – c’est-à-dire l’art de minimiser la quantité de travail inutile – est essentielle.

Les meilleures architectures, spécifications et conceptions émergent d'équipes auto-organisées.

Knowledge
TRAIN

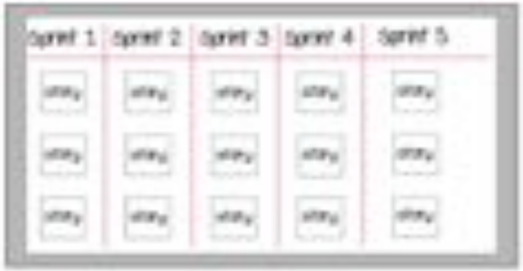
The 12 agile principles*

① Satisfy the **customer**


SATISFACTION

② Welcome **change**

③ Deliver **frequently**


Sprint 1
Sprint 2
Sprint 3
Sprint 4
Sprint 5

④ Work **together**

⑤ Trust and **support**

⑥ Face-to-face **conversation**

⑦ Working **software**

⑧ Sustainable **development**

⑨ Continuous **attention**

⑩ Maintain **simplicity**

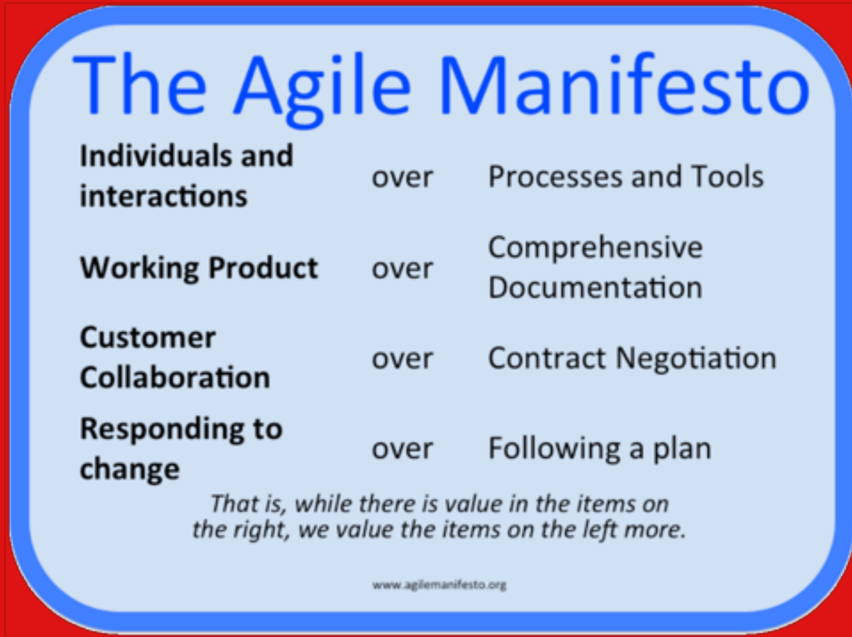
Keep
It
Simple

⑪ Self-organizing **teams**

⑫ Reflect and **adjust**

Fail early, Fail fast, Fail cheap

FAIL : First Attempt In Learning



The Agile Manifesto

Individuals and interactions	over	Processes and Tools
Working Product	over	Comprehensive Documentation
Customer Collaboration	over	Contract Negotiation
Responding to change	over	Following a plan

That is, while there is value in the items on the right, we value the items on the left more.

www.agilemanifesto.org

Apprenons à nous tromper

Beter donne
than perfect *

Better done than perfect

** sans faute c’est mieux*

Test and Learn

continuous delivery
welcome change

agilemanifesto.org

LA VITESSE D’ITÉRATION
BAT LA QUALITÉ D’ITÉRATION

PLUS VITE

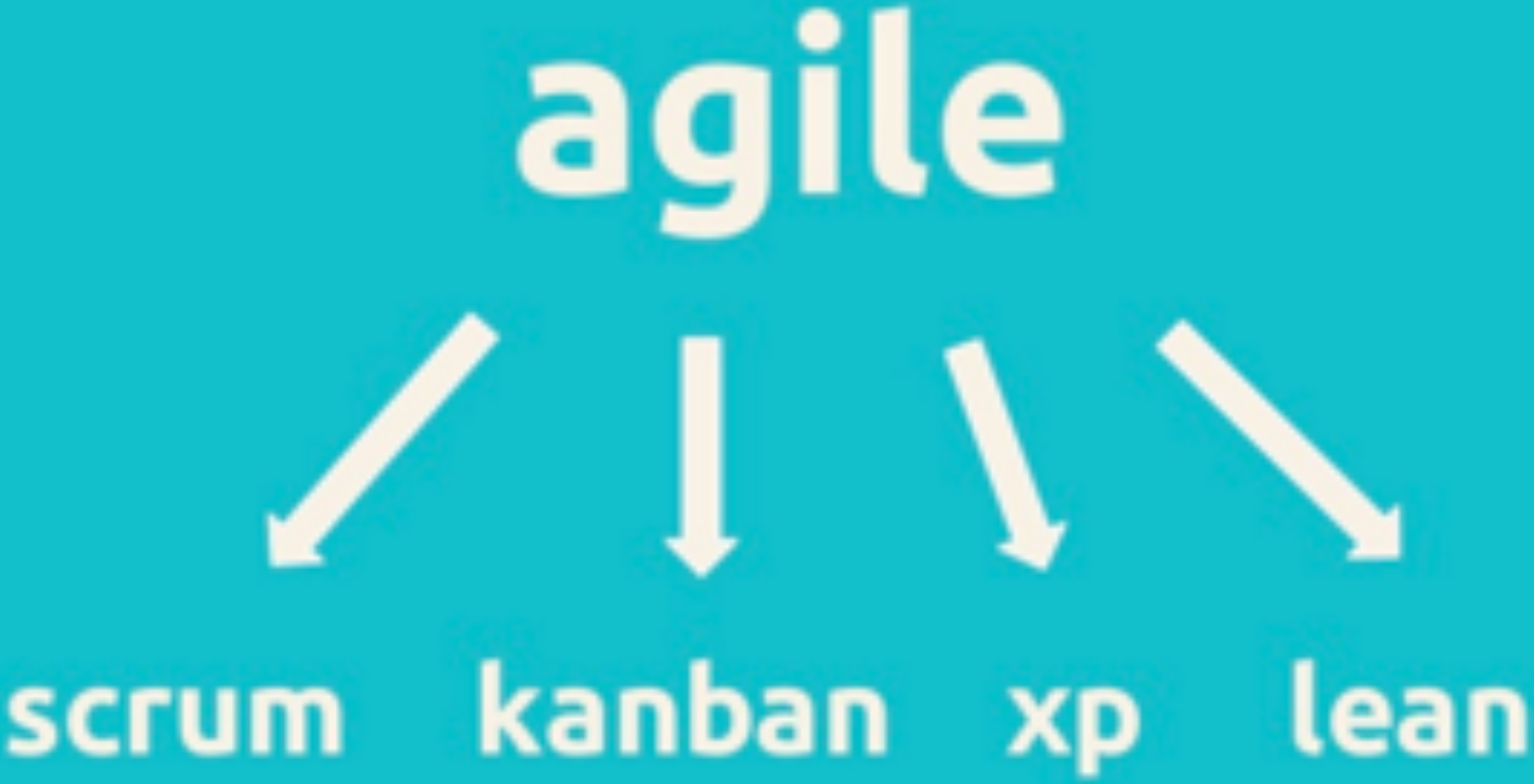
Les users attendent du temps réel

PizzaTeam = 9 personnes

make ~~FAIL~~ FAST

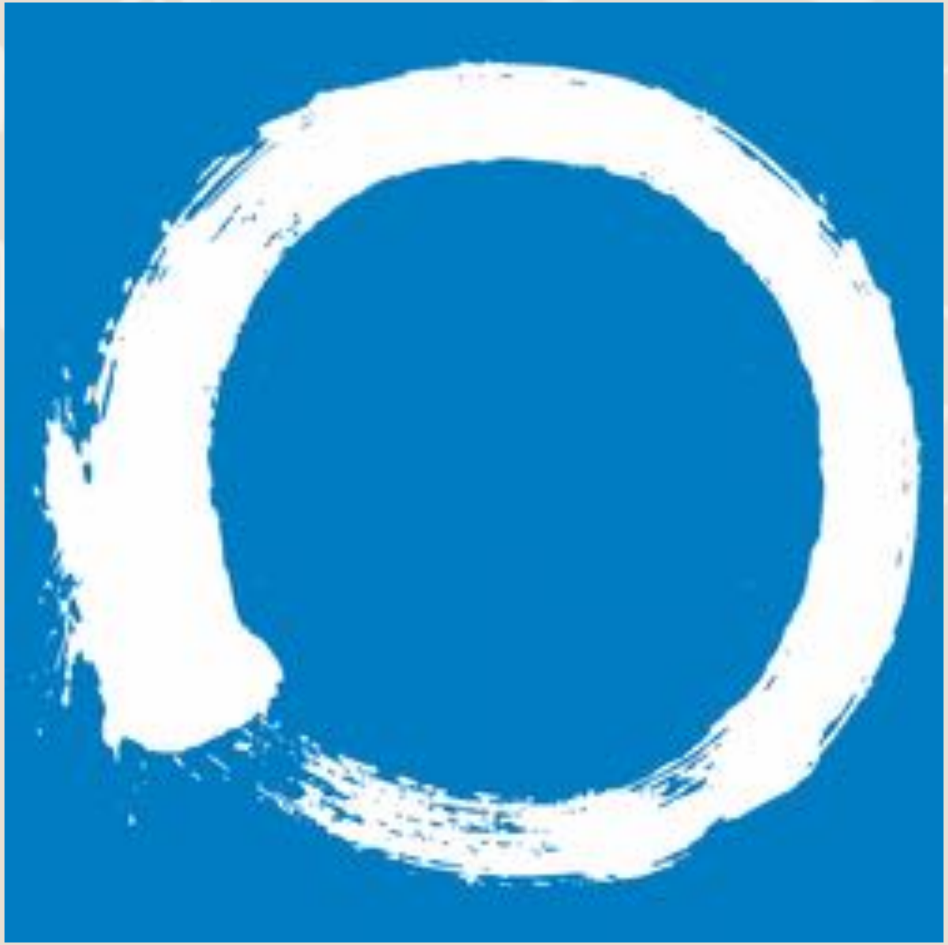
make ~~FAIL~~ EARLY

make ~~FAIL~~ OFTEN


agile
scrum
kanban
xp
lean

AGILE MARKETING 70:20:10

THE
AGILE
Manifesto



THE LEAN STARTUP
ERIC RIES

Plus d’efficacité

Do More With Less

Lean Management

Pizza team

MVP (minimum viable product)

POC (proof of concept)

MVP

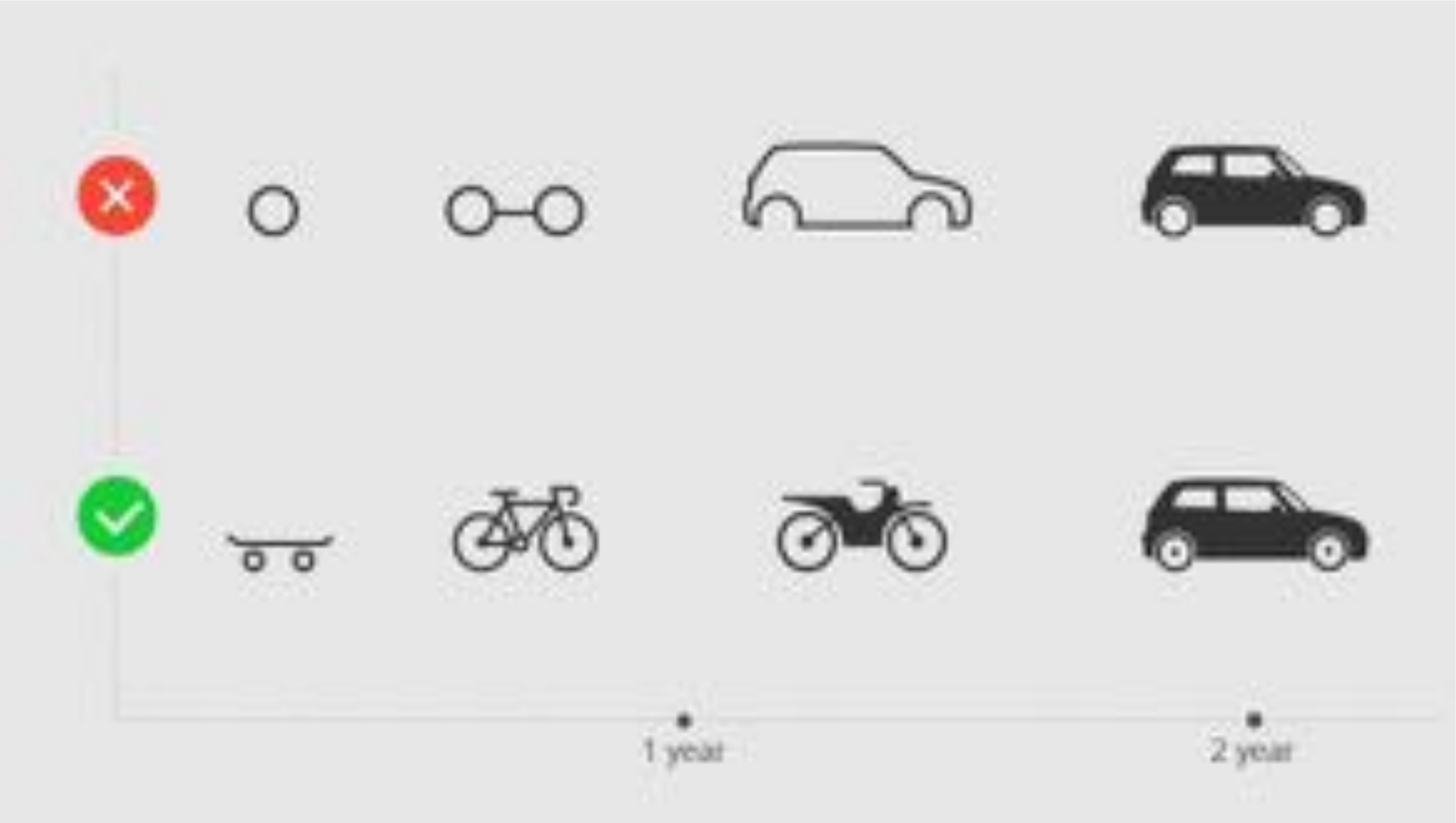
minimum viable product

première version visible et distribuable d’un produit

utile pour les tests et choix des fonctionnalités à ajouter / enlever

utile pour pivoter

MVP


1 year
2 year

2008

Harvard Business Review

HOW TO DELIVER ON A GREAT PLAN

2015

Harvard Business Review

Cybersecurity Lessons from the Pentagon

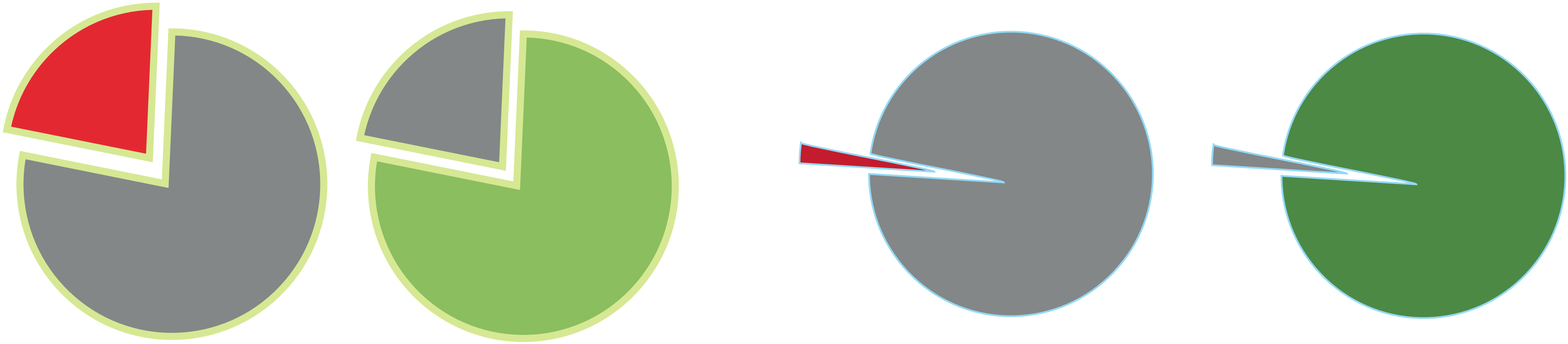
How to Embrace Complex Change

THE EVOLUTION OF DESIGN THINKING

IT'S NO LONGER JUST FOR PRODUCTS. EXECUTIVES ARE USING THIS APPROACH TO DEVISE STRATEGY AND MANAGE CHANGE.
PAGE 55

DESIGN THINKING

Tim Brown CEO de IDEO



Pareto - Digitalto

Vilfredo Pareto

Inc.

GET OUT OF THE BUILDING

Get out of the building

Steve Blank

Make something people want

Paul Graham

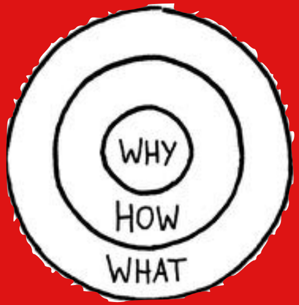
If you’re not on Google,
You don’t exist

Simon Sinek

WHY

Simon Sinek | TEDxPuget Sound

How great leaders inspire action

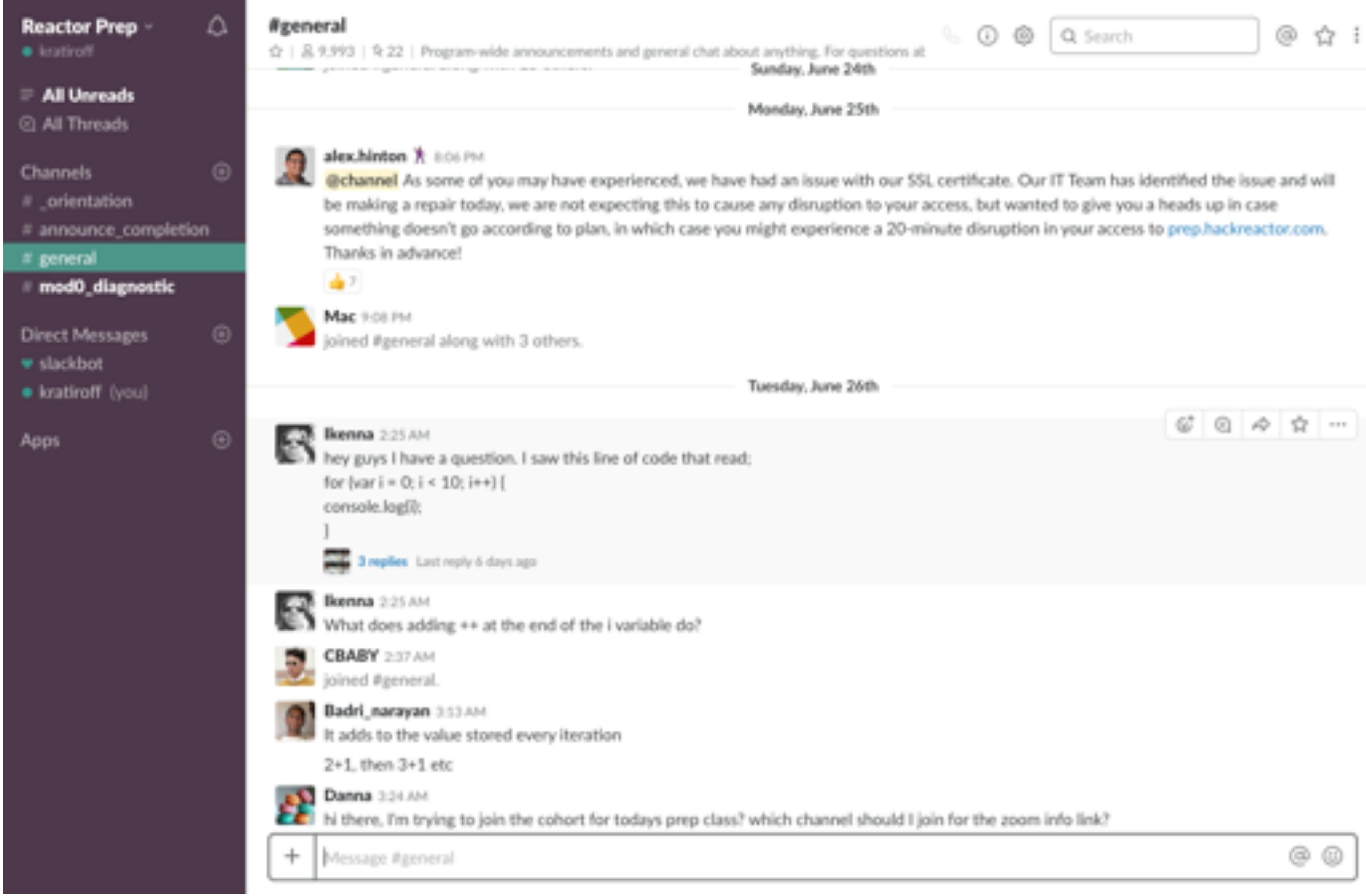

WHY
HOW
WHAT

THE DIGITAL AGE

TOOLS

0

slack


Reactor Prep
kratiroff
All Unreads
All Threads
Channels
# _orientation
# announce_completion
# general
# mod0_diagnostic
Direct Messages
slackbot
kratiroff (you)
Apps
#general
9,993 | 22 | Program-wide announcements and general chat about anything. For questions at
Search
Message #general

Sunday, June 24th

Monday, June 25th

alex.hinton 8:06 PM
@channel As some of you may have experienced, we have had an issue with our SSL certificate. Our IT Team has identified the issue and will be making a repair today, we are not expecting this to cause any disruption to your access, but wanted to give you a heads up in case something doesn't go according to plan, in which case you might experience a 20-minute disruption in your access to prep.hackreactor.com.
Thanks in advance!
👍 7

Mac 9:08 PM
joined #general along with 3 others.

Tuesday, June 26th

Ikenna 2:25 AM
hey guys I have a question. I saw this line of code that read:
for (var i = 0; i < 10; i++) {
console.log(i);
}
3 replies Last reply 6 days ago

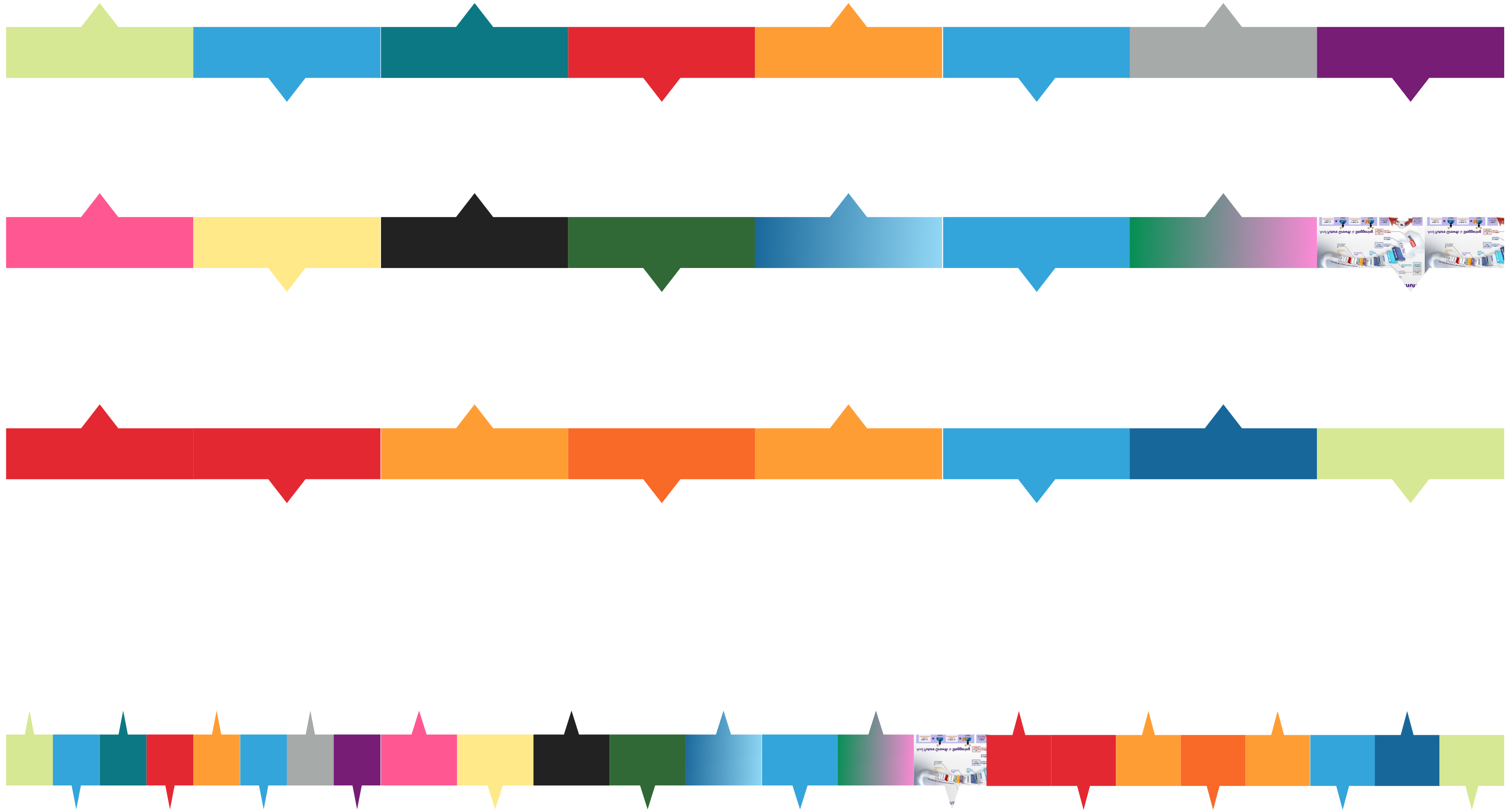
Ikenna 2:25 AM
What does adding ++ at the end of the i variable do?

CBABY 2:37 AM
joined #general.

Badri_narayan 3:13 AM
It adds to the value stored every iteration

2+1, then 3+1 etc

Danna 3:24 AM
hi there, I'm trying to join the cohort for todays prep class? which channel should I join for the zoom info link?



A

B

C

MOI

Mosaïque de temporalité

digital

mat 1ere

Frais

formation

Cash

Douane

usine

compliance

amortis
sement

Frais

fournisseur

projets

AMF

CAC

consolidation

G&A

QrCode

michelleobama

微信支付
WeChat Pay

Tencent 腾讯

QrCode : phygital

Link

analogique/physique

↕

digital

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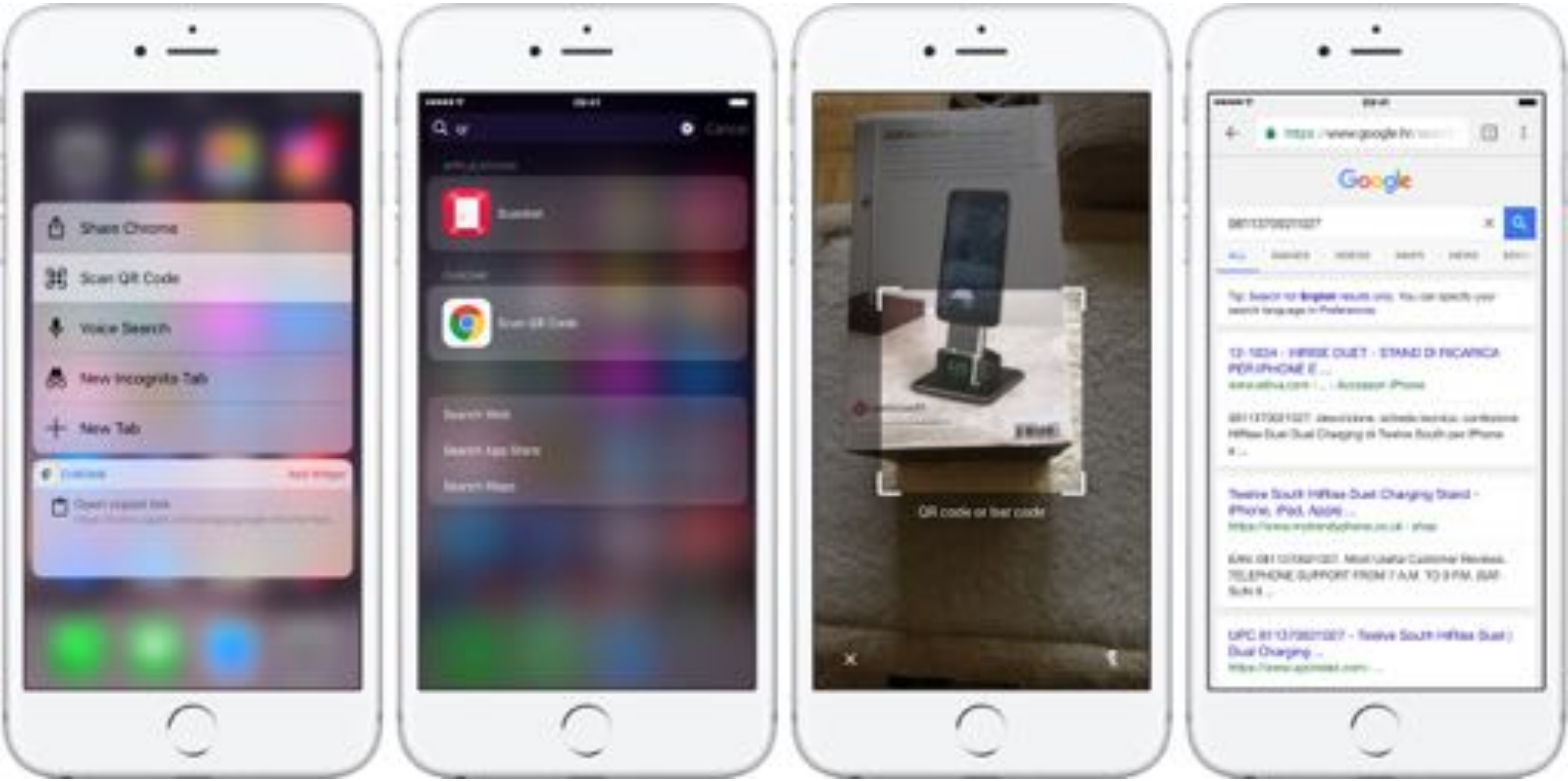
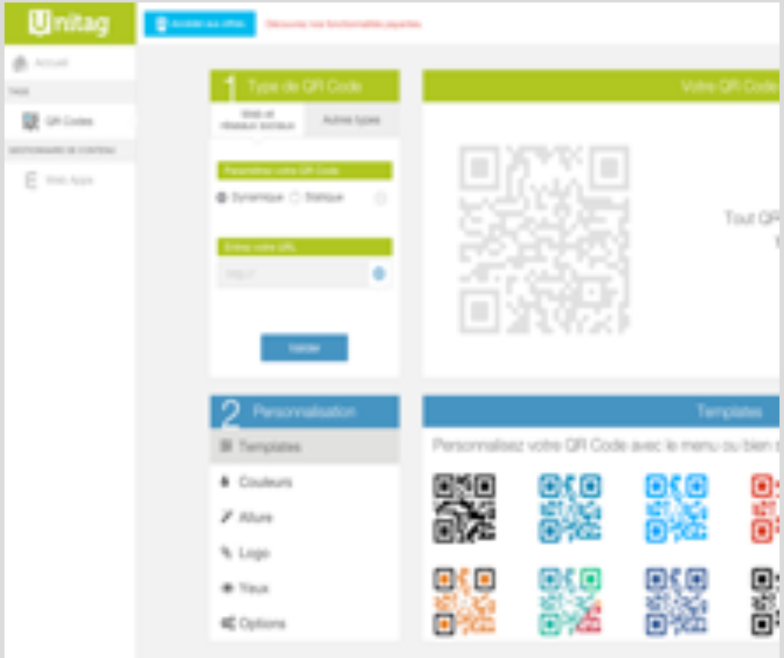

Share Chrome
Scan QR Code
Voice Search
New Incognito Tab
New Tab
Scan QR Code
Search Web
Search App Store
Search Maps
QR code or bar code
Google

1

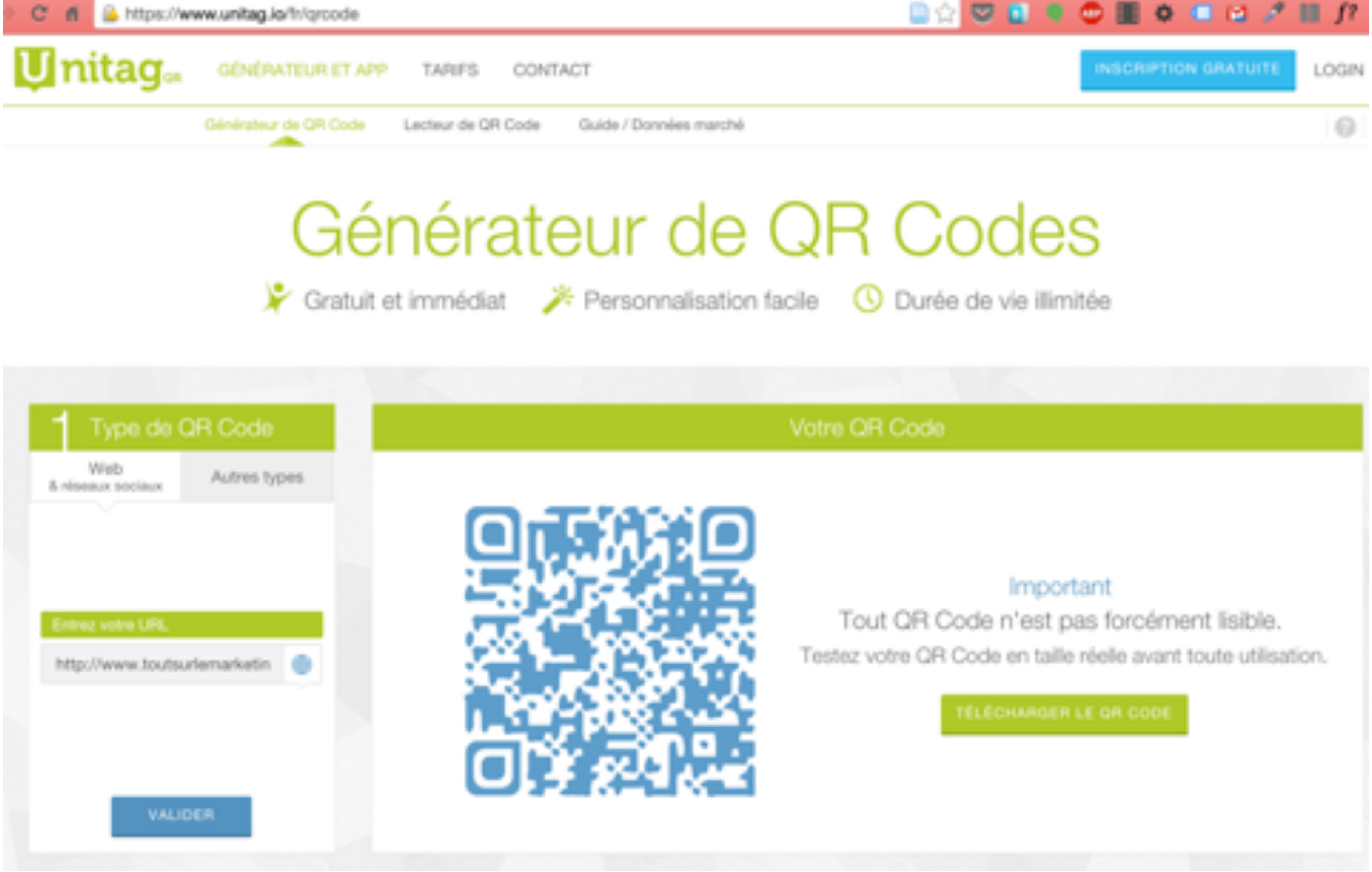
UNITAG
pour encoder
avec action


Unitag
Type de QR Code
Votre QR Code
Personnalisation
Templates
Couleurs
Allure
Logo
Yeux
Options

2

UNITAG
pour lire sur
mobile

MUSÉE
DE
ROYA


https://www.unitag.io/fr/qrcode
Unitag QR
GÉNÉRATEUR ET APP
TARIFS
CONTACT
INSCRIPTION GRATUITE
LOGIN
Générateur de QR Code
Lecteur de QR Code
Guide / Données marché
1 Type de QR Code
Web & réseaux sociaux
Autres types
VALIDER
Votre QR Code
TÉLÉCHARGER LE QR CODE

Générateur de QR Codes

Gratuit et immédiat · Personnalisation facile · Durée de vie illimitée

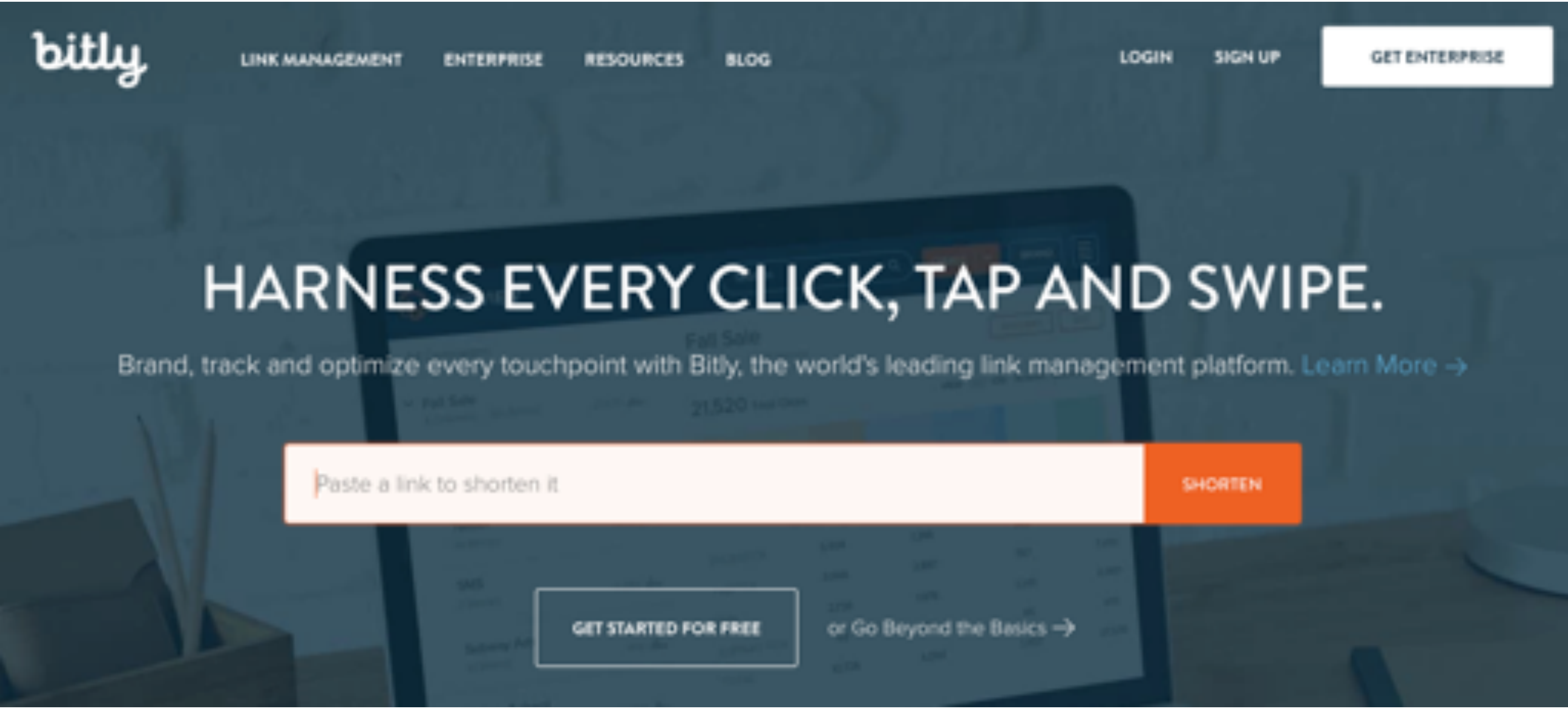
Entrez votre URL: http://www.toutsurlemarketin

Important

Tout QR Code n'est pas forcément lisible.

Testez votre QR Code en taille réelle avant toute utilisation.

URL shortener


bitly
LINK MANAGEMENT
ENTERPRISE
RESOURCES
BLOG
LOGIN
SIGN UP
GET ENTERPRISE

HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. Learn More →

Paste a link to shorten it
SHORTEN
GET STARTED FOR FREE
or Go Beyond the Basics →

Les acronymes du marketing moderne

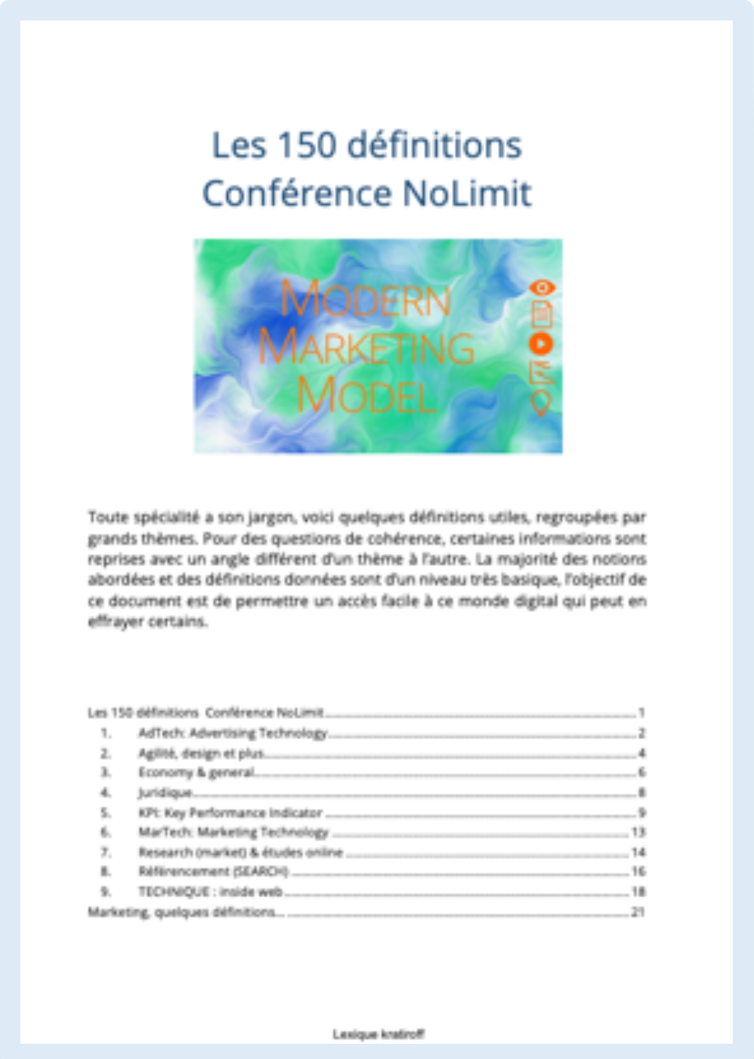
MODERN
MARKETING
MODEL

Toute spécialité a son jargon, en attendant un vrai lexique, voici 250 acronymes – pas tous pertinents - du marketing digital… qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon* que ASS (acronyms seriously suck), sachez que TAWYG (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (au moins utile)

** mail de Elon Musk à ses équipes en 2010 (Tesla, SpaceX, SolarCity, Boring and previously PayPal co-founder)*

AAA: Average active sessions
AAID: Android Advertising IDentity
AARRR: Acquisition, Activation, Retention, Referral, Revenue
ABC: Always Be Closing
ABM: Account Based Marketing
ABT: AB testing
ACSEL: Association pour commerce et services en ligne (ADEN: Association De l'Économie Numérique)
ADEX: Ad Exchange plateform
AdTech: Advertising Technology (cf. MarTech)
ADX: Google DoubleClic Ad Exchange plateform
AIDA: Attention Interest Desire Action "First Purchase Funnel"
AMA: Ask Me Anything
AMP: Accelerated Mobile Pages de Google
APP: Application (a program designed to run on mobile devices)
API: Application program interface (cf. MtoM)
AR: Augmented Reality (ou RA)
ARPU: Average revenu per user
ARR: average recurring revenu (or annual)
ASO: App Store Optimization (cf. Search)
ASF: Apache Software Foundation
ASP: Application service provider
AssurTech cf. insurtech
AtAwAd: Anytime Anywhere Anydevice
AtAwAdAc: AtAwAd + AnyContent
ATF: Above the fold (au dessus du pli, donc visible ; cf. BTF)
ATL: above the line (cf. BTL & media)
AWD: Adaptive web design (cf. RWD)
BAT(X): Baidu Alibaba Tencent Xiaomi (vs. GAFA)
BANT formula: Budget, Authority, Need, Timeline (developed by IBM)
BAU: Business As Usual
BI: Business Intelligence
BMG: Business Model Generation by Alex Osterwalder
BOB: Best of Breed
BOFU: Bottom Of Funnel (cf. ToFu)
BPM: Business Process Management
BR: bounce rate (visite limitée à une seule page ou non réception d'un email)
BRICS: 5 countries competing with Triade and N-11
BTC: BitCoin (XBT)
BTF: Below the fold (en dessous du pli, donc invisible ; cf. ATF)
BTL: below the line (cf. ATL & hors media)
BtoG: business to Government
BtoR: Business to Retail
BYOD: Bring your own device (cf. CYOD)
CAC: Customer Acquisition Cost (ou cycle d'activité client ancêtre du parcours client)
CAD: communication audiovisuelle dynamique (cf. DOOH & digital signage)
CCO: Chief Customer Officer
CCU cf. UCC
CDC: Cahier des Charges
CDJ: customer digital Journey
CDO: Chief Digital Officer (ou Chief Data Officer)
CDN: content delivery network / réseau de diffusion de contenu (AKAMAI)
CDP: Customer Data Platform (it's more than a DMP and CRM)
CEM: Customer Experience Management
CES: Customer Effort Score
CGI: Computer-generated imagery
CHO: Chief Happiness Officer
CLI: command line interface
CLV: Customer lifetime value
CM: Community Manager
CMI: Communication Marketing intégrée (IMC)
CMO: Chief Marketing Officer
CMS: Content management system
CNIL: Commission Nationale Informatique et Liberté (cf. RGPD)
COOC: Corporate Open Online Course
COS: Cost Of Sale
CPA: collective performance et acquisition
CPA: Cost per action (or acquisition)
CPC: Cost per click: amount of money required to produce a single click (or Cost-per-Customer)
CPCV: Cost per completed view (CPCV = Cost ÷ Completed Views)
CPL: Cost per lead
CPM: Cost per thousand (mille)
CPT: Cost-per-Transaction
CPV: Cost per view (see also PPV)
CR: Conversion rate
CRM: Customer relationship management
CRO: Conversion rate optimization
CSAT: Customer Satisfaction Score
CSR: Corporate social responsibility (RSE)
CSS: Cascading Style Sheets
CTA: Call to action
CtoB: Customer to Business (cf. UGC)
CtoC: Customer to Customer
CTR: Click Through rate (number of click on an item/link)
CX: Customer experience (including UX)
CYOD: Choose Your Own Device (cf. BYOD)
D3.js: cf. DDD
DAO: Decentralized Autonomous Organization (holacratie)
DDD: Data Driven Document
DDDM: data-driven decision management
DDS: data-driven strategy
DL: Digital Learning
DM: Direct mail or Direct message sur Twitter
DMExCo: Digital marketing exposition and conference (Cologne, DE)
DMP: Data management platform
DNS: Domain name system (cf. ICANN & registrar)
DNVB: Digital Native Vertical Brand
DOOH: Digital Out Of Home (Digital Signage)
DL: Deep Learning

Lexique



Les 150 définitions
Conférence NoLimit

Toute spécialité a son jargon, voici quelques définitions utiles, regroupées par grands thèmes. Pour des questions de cohérence, certaines informations sont reprises avec un angle différent d'un thème à l'autre. La majorité des notions abordées et des définitions données sont d'un niveau très basique, l'objectif de ce document est de permettre un accès facile à ce monde digital qui peut en effrayer certains.

Les 150 définitions Conférence NoLimit 1
1. AdTech: Advertising Technology 2
2. Agilité, design et plus 4
3. Economy & general 6
4. Juridique 8
5. KPI: Key Performance Indicator 9
6. MarTech: Marketing Technology 13
7. Research (market) & études online 14
8. Référencement (SEARCH) 16
9. TECHNIQUE : inside web 18
Marketing, quelques définitions... 21

PERSONA

USER STORY / USE CASE

John

« QUOTE : happy to be an entrepreneur in IOT »

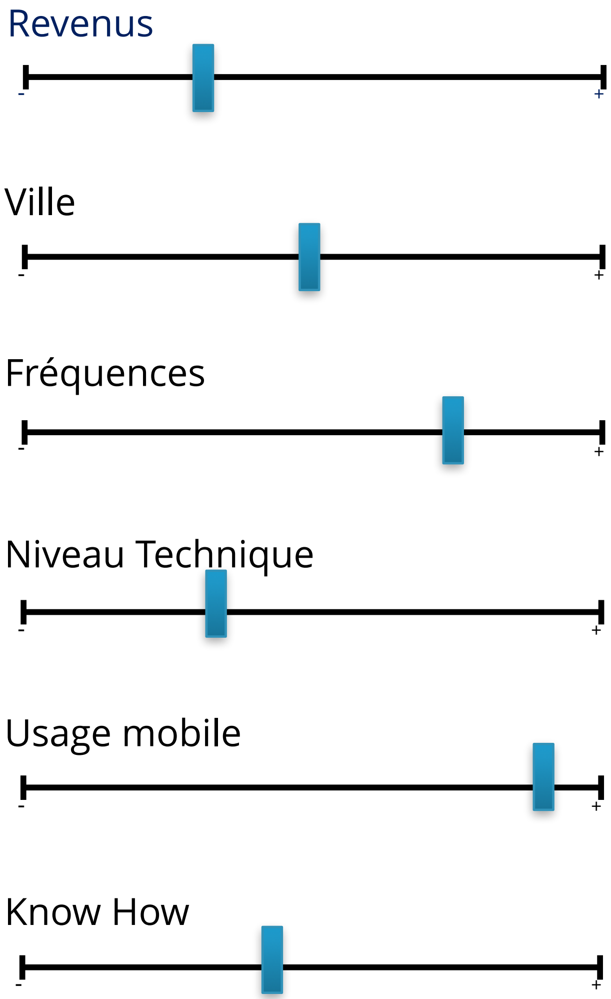
Name	JOHN
Age	36
Live	Paris
With	Jeanne no kids
Education	sup
Resumé	GEM+DBS master
Company	FUN IOT funded in 2012
Products:	iBeacons for retail

Description: funder of an IOT company

9 employees

7 millions euros turnover

29 clients with 650 shops



Revenus

Ville

Fréquences

Niveau Technique

Usage mobile

Know How

user stories / use cases

MUST

As …

I Want ...

For ...

En tant que

En tant que

En tant que

En tant que

En tant que

As …

I Want ...

For...

SHOULD

As …

I Want ...

For...

En tant que

En tant que

En tant que

En tant que

En tant que

As …

I Want ...

For...

COULD

As …

I Want ...

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En tant que

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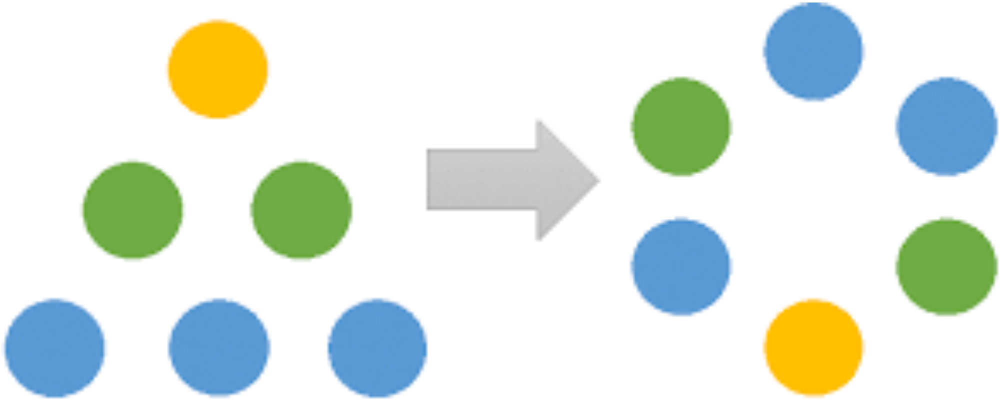
En tant que

As …

I Want ...

For...

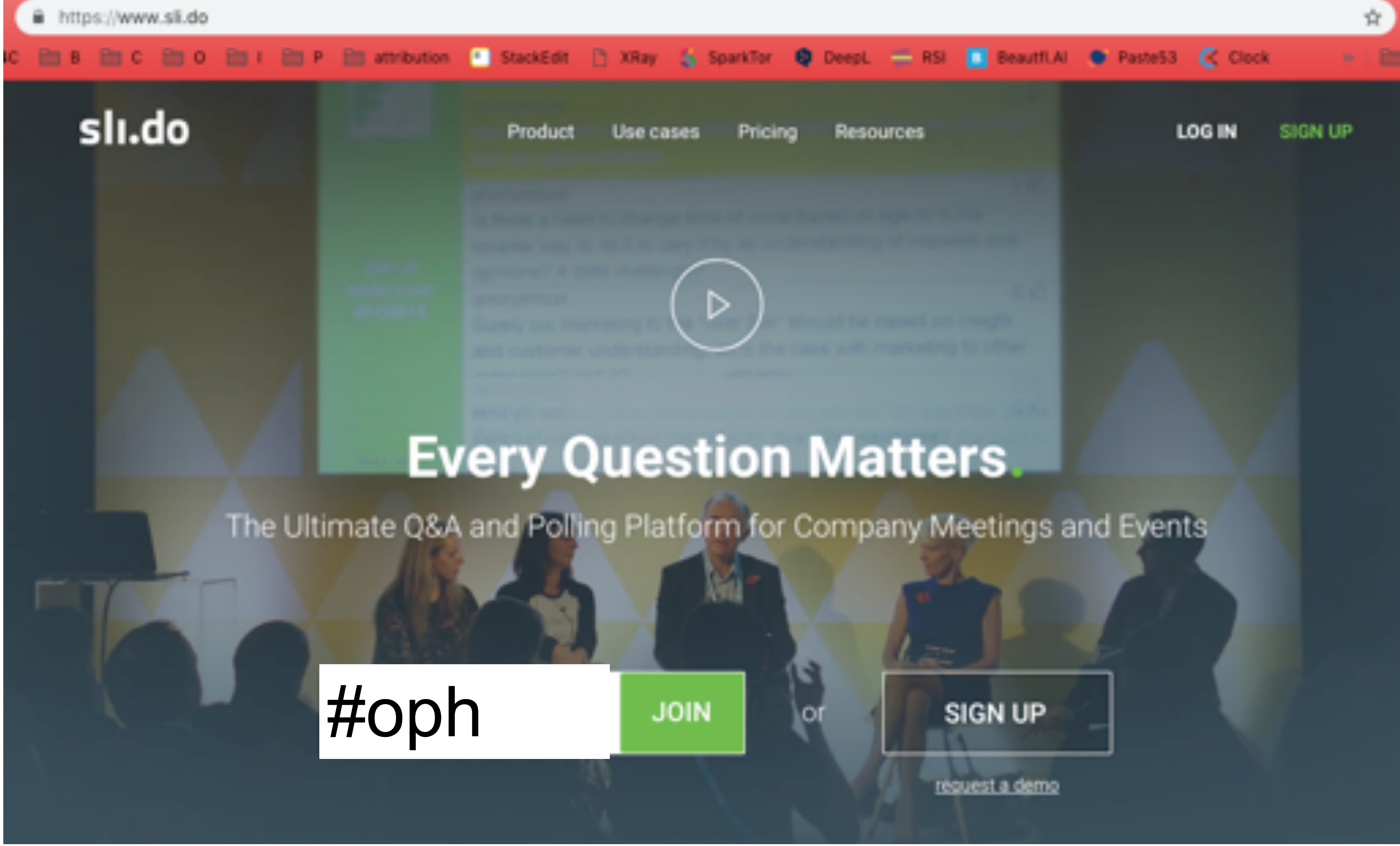


Top-down

Holacratie

sli.do

audience interaction


https://www.sli.do
C
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I
P
attribution
StackEdit
XRay
SparkTor
DeepL
RSI
Beautfl.AI
Paste53
Clock
sli.do
Product
Use cases
Pricing
Resources
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SIGN UP
JOIN
or
SIGN UP
request a demo

Every Question Matters.

The Ultimate Q&A and Polling Platform for Company Meetings and Events

#oph

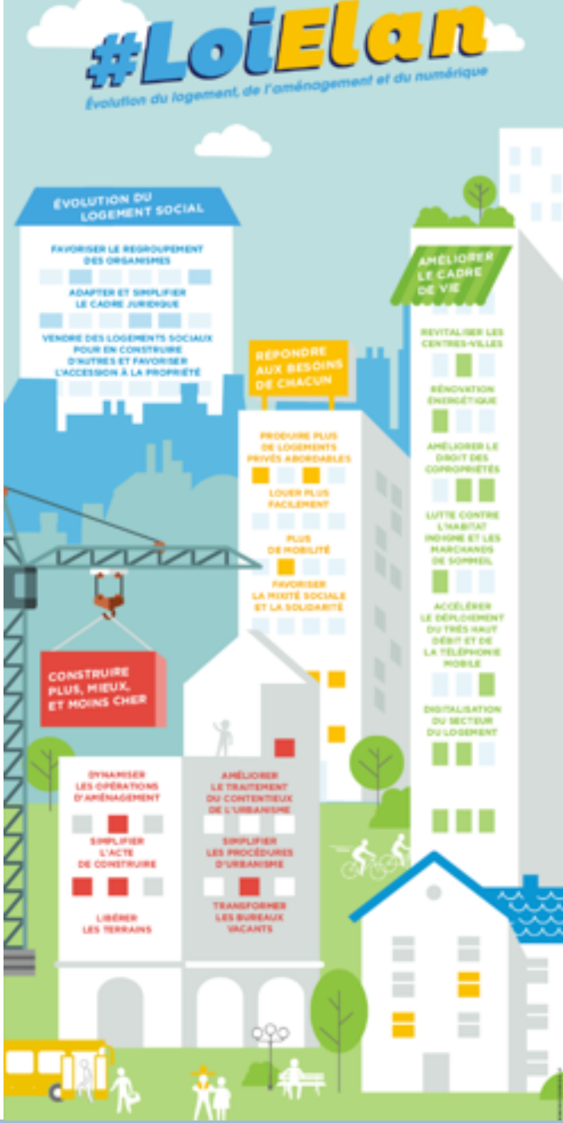
Key TakeAways

ce qu'il faut retenir

GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

1. user
2. user
3. user
4. user
5. user

Les Atouts du digital


#LoiElan
Évolution du logement, de l'aménagement et du numérique
ÉVOLUTION DU LOGEMENT SOCIAL
FAVORISER LE REGROUPEMENT DES ORGANISMES
ADAPTER ET SIMPLIFIER LE CADRE JURIDIQUE
VENDRE DES LOGEMENTS SOCIAUX POUR EN CONSTRUIRE D'AUTRES ET FAVORISER L'ACCESSION À LA PROPRIÉTÉ
RÉPONDRE AUX BESOINS DE CHACUN
PRODUIRE PLUS DE LOGEMENTS PRIVÉS ABORDABLES
LOUER PLUS FACILEMENT
PLUS DE MOBILITÉ
FAVORISER LA MIXITÉ SOCIALE ET LA SOLIDARITÉ
AMÉLIORER LE CADRE DE VIE
REVITALISER LES CENTRES-VILLES
RÉNOVATION ÉNERGÉTIQUE
AMÉLIORER LE DROIT DES COPROPRIÉTÉS
LUTTE CONTRE L'HABITAT INDIGNE ET LES MARCHANDS DE SOMMEIL
ACCÉLÉRER LE DÉPLOIEMENT DU TRÈS HAUT DÉBIT ET DE LA TÉLÉPHONIE MOBILE
DIGITALISATION DU SECTEUR DU LOGEMENT
CONSTRUIRE PLUS, MIEUX, ET MOINS CHER
DYNAMISER LES OPÉRATIONS D'AMÉNAGEMENT
SIMPLIFIER L'ACTE DE CONSTRUIRE
LIBÉRER LES TERRAINS
AMÉLIORER LE TRAITEMENT DU CONTENTIEUX DE L'URBANISME
SIMPLIFIER LES PROCÉDURES D'URBANISME
TRANSFORMER LES BUREAUX VACANTS

DIGITAL
NoLimit

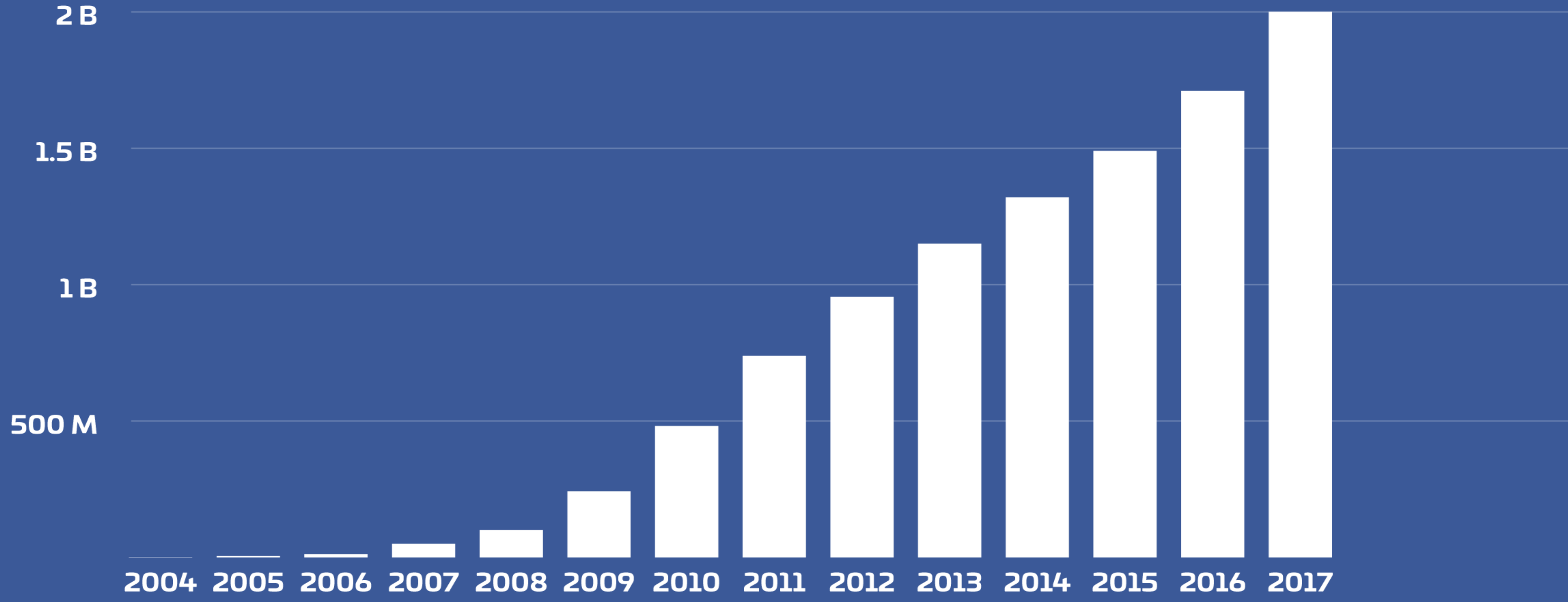
LIQUID

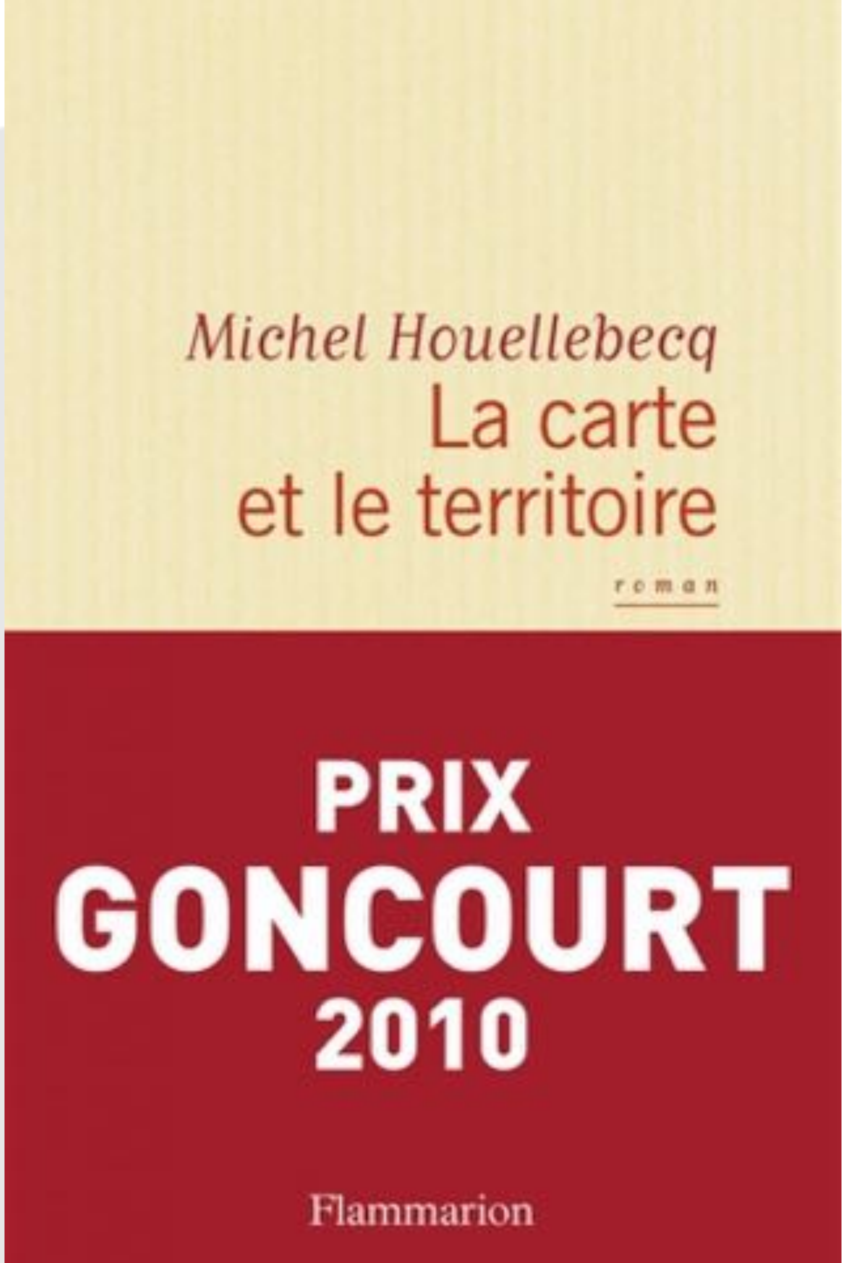
NOLIMIT

Un nouveau continent ...

FACEBOOK MONTHLY ACTIVE USERS

JUNE 2017





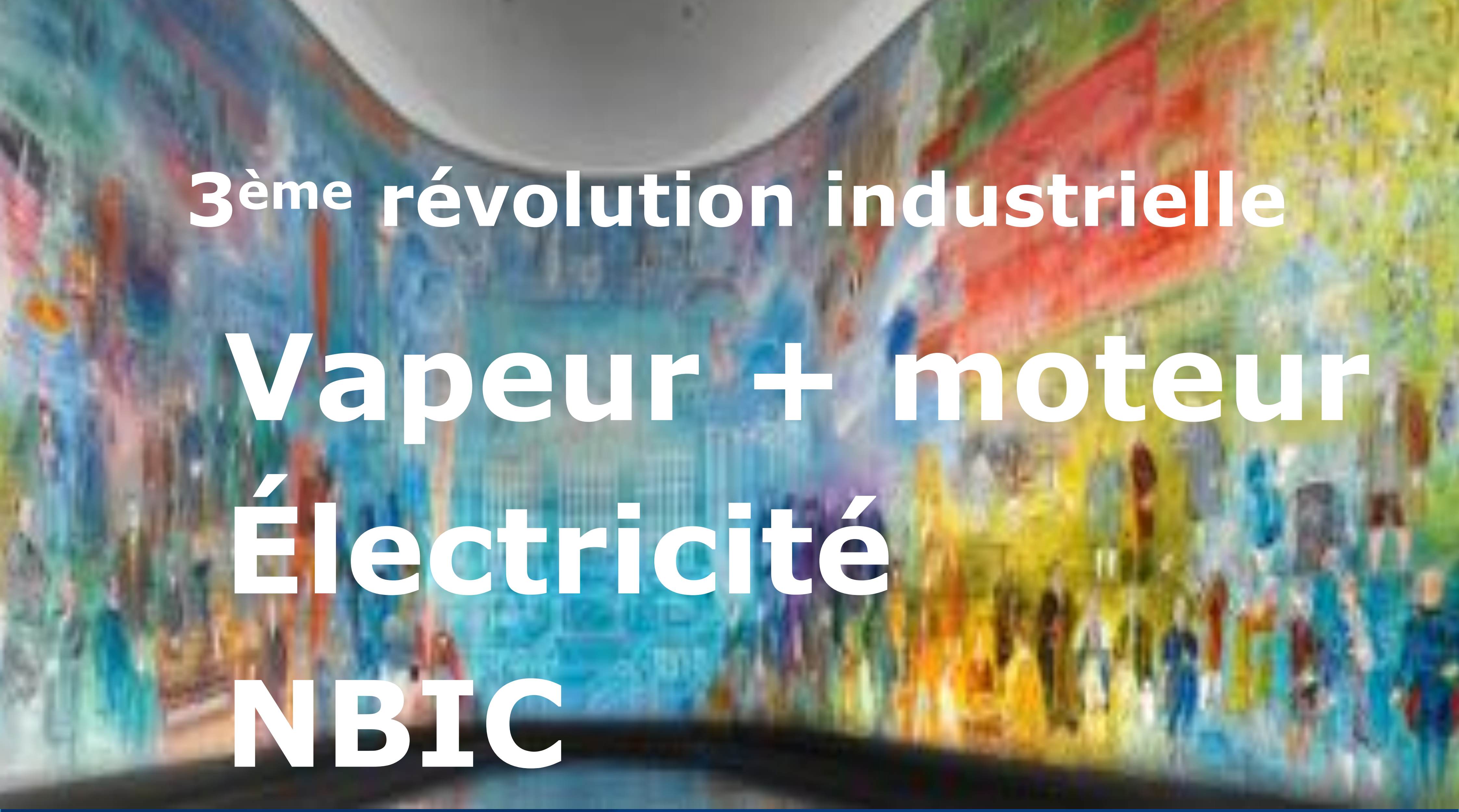
Michel Houellebecq

La carte
et le territoire

roman

PRIX
GONCOURT
2010

Flammarion



3ème révolution industrielle

Vapeur + moteur

Électricité

NBIC