

How to become a data-driven company



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**Business
Services**



Co-innovation is the driver to become a data-driven enterprise

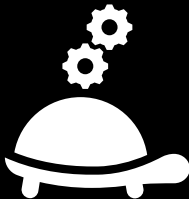
Key challenges



Time-to-market



Mapping business needs



Inflexible legacy systems



Business benefits



Big data



Application availability



**Dynamic resources
(hybrid cloud)**

Orange Cloud for Business and Basefarm

2000

Basefarm was founded

Cloud Managed Services focus



2008

*um was founded

Big Data focus



2017

*um acquired by Basefarm



2018

Basefarm acquired by Orange Business Services

25,000

employees at Orange Business Services

2,200

Cloud experts



2,400

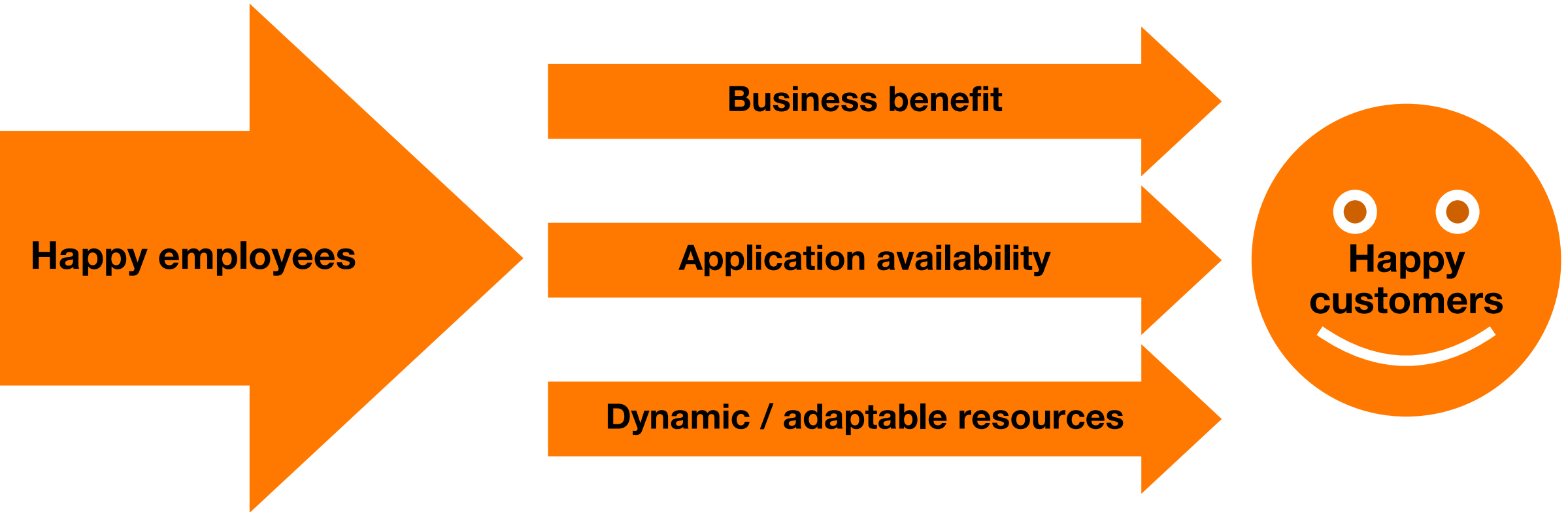
AI and data experts



Store & process



Secure, resilient and compliant



AI and big data: the business behind the hype



Do New

**Introducing
human
thinking to
computing**



Do Better

**Create next
generation
company
assets**



Do More

**Move faster
than your
competition,
costs of big
data platforms
scale linearly**

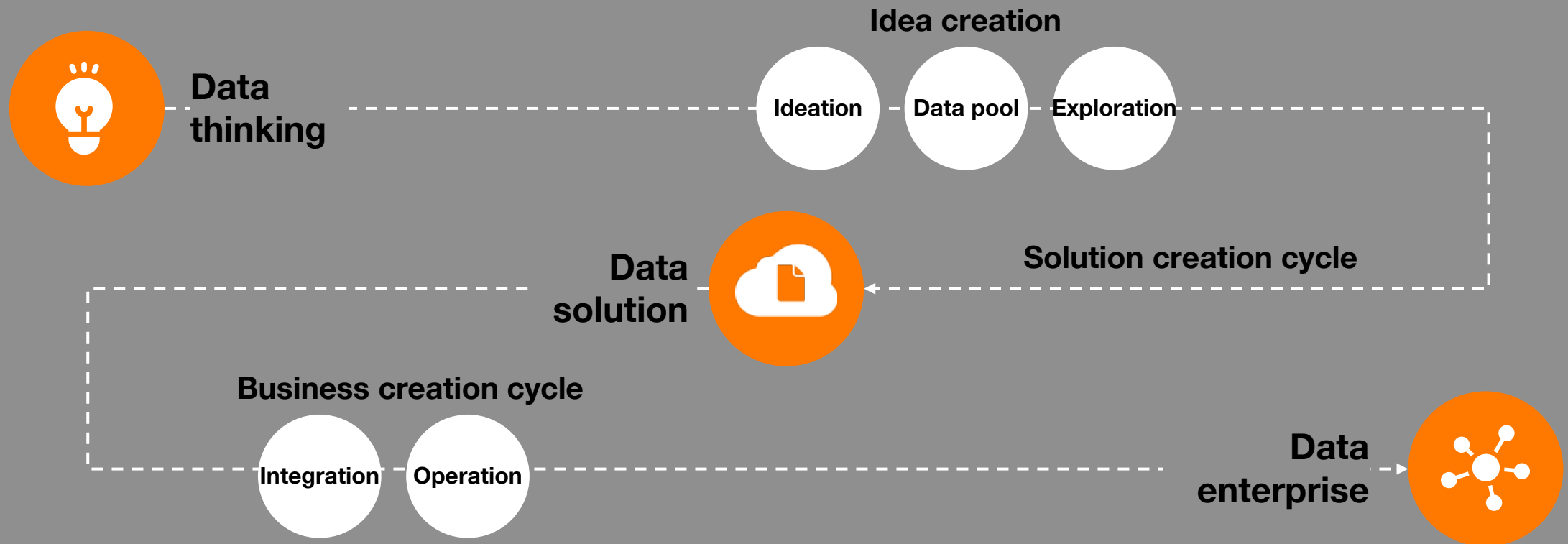
Delivering AI solutions to enterprises

Business benefit

Application availability

Dynamic / adaptable resources

Data leadership process model



Create a big data platform to enable co-innovation (new business models and electric cars)



One of the largest luxury car makers

Used by diverse departments – ranging from mobility-as-a-service teams to product design and manufacturing



Do New



Predict and simulate machine behavior in the factory



Manufacturing
company



Do Better

Detect anomalies in machine & sensor data. Predict when a machine is about to fail

Deep Learning-as-a-Service for a mobile app for complex factory assembly tasks



Manufacturing
company

Enable factory workers to
identify construction parts.
Learn new objects on the fly



Do Better

**Flexible, highly available
platform for consumers to
access data across new
channels**



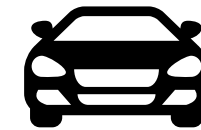
**Omnichannel banking platform
(mobile, online) to replace
legacy system**



Do More



Gamification – mobile car recommendation app using machine-learning-as-a-service



Sports car manufacturer

Learn the user's taste in a fast and reliable manner. Hold their attention

Machine Learning for post-disaster damage based on aerial imagery



Ultra-fast and accurate damage assessment.
Enable prioritization.
Reduce dependency on external parties.



Do Better



**Companies thrive
on innovation.**

**We work to
shape yours.**

Hello! World

A woman's face is shown in profile, looking slightly to the right. A glowing blue digital grid is overlaid on her face, particularly around the eyes and nose, suggesting facial recognition or AI. The background is dark with some blurred lights and a faint grid pattern.

Data strategies for AI and co-innovation

Creating a customer-centric business