

NICOLAS SAVIO V1.3

# A.I. - 2023

“APPRENDRE SANS RÉFLÉCHIR EST VAIN. RÉFLÉCHIR SANS  
APPRENDRE EST DANGEREUX.”

# «CHECK LIST»

ERP	GRC	MCL	MQL	MIND MAPPING
PGI	SRM	MSL	ROI	RSS
MRP	GRF	RONI	DYNAMIC PRICING	RDF
GPAO	EAI	INBOUND MARKETING	TRANSACTIONNEL	TOPOGRAMME
SI	IAE	BUYER PERSONA	AUTOMATION	HEURISTIQUE
BP	GMS	CLOSE LOOP	SQL	KPI
SCM	NTIC	ORACLE	SAP	RFID
GCL	R&D	SEGMENTATION	BLOCKCHAIN	CLOUDCOMPUTING
CRM	BI	DARK WEB	CLUSTERING	SAAS
BIG DATA	KNOWLEDGE GRA	OLAP	MACHINE LEARNING	API

BASE DE DONNÉES

VEILLE TECHNOLOGIQUE

CRM

IA / KNOWLEDGE GRAPH

ERP

BLOCKCHAIN

CLOUD COMPUTING

BIG DATA



### MODÈLE DE MATURITÉ NUMÉRIQUE

AMORÇAGE

STADE ÉMERGENT

STADE OPÉRATIONNEL

STADE AVANCÉ

STADE DOMINANT

# AU PROGRAMME

## DESPI

CLOUD COMPUTING

BIG DATA

TRACAGE

## EXERCICES

GROUPE DE TRAVAIL CRM->ERP

RESTRUCTURATION DE DONNÉES (BDD , OLAP, OTAP)

COÛTS

IA / KNOWLEDGE GRAPH

## CAS

DATA MINING ACHETEURS FOOD INDUSTRY:  
LES INFLUENCEURS VONT-ILS ÉCRIRE NOS MENUS

ERP COLLABORATIF : DE LA  
CO-CRÉATION CHEZ STARBUCKS  
À L'OPTIMISATION DES ACHATS

## ACADÉMIQUE

BASE DE DONNÉES

AGILE

CRM

ERP

BLOCKCHAIN

VEILLE TECHNOLOGIQUE

# 10 S'INSCRIRE

Pourquoi ?



[HTTPS://GLTR.EU/COURS/DOCS](https://gltr.eu/cours/docs)

[HTTPS://MYACTIVITY.GOOGLE.COM/MYACTIVITY](https://myactivity.google.com/myactivity)

**SYLLABUS**

**INTRO**





2020 +

GGN - DID://

2007

IA / RÉSEAUX SOCIAUX

2006

USER GENERATING CONTENT (VIDEO)  
CONSUMER GENERATING MEDIA / BLOG,

2004

WEB 2.0 / ENTRÉE EN BOURSE DE  
GOOGLE

2002

BLOG/ SKYBLOG

2001

CRÉATION WIKIPEDIA

2000

DÉMOCRATISATION /  
FIN DE L'ÉLITISME

1995

ENTRÉE EN BOURSE DE NETSCAPE

CRÉATION DE GOOGLE

CONVERGENCE

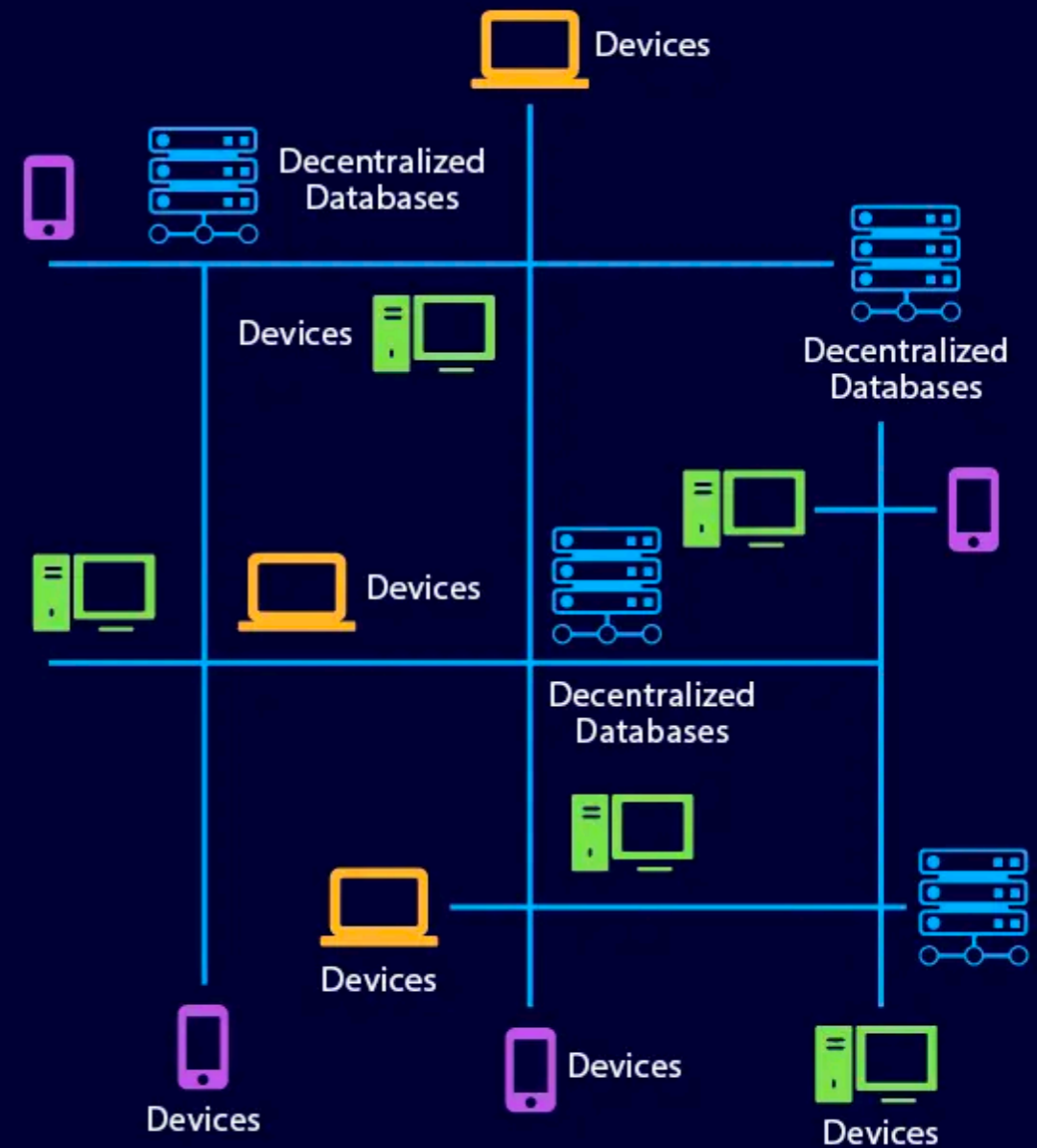
EXPLOSION  
DES  
TECHNOLOGIES

# Centralized vs Decentralized Internet

BEFORE



AFTER



# The Evolution of Web: A Comparative Analysis



1.0

Simple Banner Ads were seen

-----

Basic Content Delivery  
Networks (CDN) were  
introduced

-----

Personal websites were rare

-----

Page views and screen  
scrapping were  
introduced

-----

Contents had directories or  
taxonomy system



2.0

Automatic texts, graphical and  
Interactive ads  
replaced the simple banners

-----

B2B and P2P file sharing  
protocols were invented

-----

Blogging became extremely  
popular

-----

Cost per Click (CPC) and web  
services replaced  
the older methods

-----

Website, image and video  
tagging (folksonomy)  
replaced taxonomy system



3.0

Artificial Intelligence (AI) will  
personalize the ads

-----

Cloud-based file sharing  
system will prevail

-----

Semantic web will take place  
of Wikipedia

-----

User-centric live streams will  
replace blogs

-----

Artificial Intelligence (AI)  
based search engines will  
sort out the search results

-----

P2P user engagement will  
replace their ancestors

# What Makes Web 3.0 So Unique?



## Semantic Web

Better understands contents web rather than focusing on keywords and numeric values



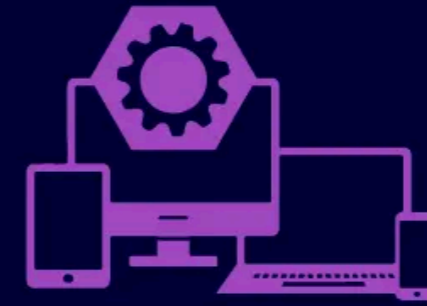
## 3D Graphics

Utilizing Virtual Reality, more realistic and natural looking graphics are extensively used



## Artificial Intelligence

Computers now can understand information like a human being with the ability of natural language processing



## Ubiquity

Every device will be connected to the network. Contents can be accessible by various applications



## Enhanced Connectivity

Web 3.0 uses semantic metadata to provide users better connectivity

## Peer-to-Peer Network

A decentralized network that dissolves the need for a centralized authority

# Non la guerre du 3.0 n'aura pas lieu

{ WEB 2 } , { WEB 3 } => { WEB 5 }

## Web 5 : La Plateforme Web Décentralisée



**Today**

**Vos données sont captives dans des silos dont les entreprises sont Les propriétaires**



**Nouvelle classe d'applications décentralisées et de protocoles rendront le contrôle de vos données à vous seul**

**did://**

**Decentralized Identity authentication and routing**



**Data et Models for cryptographic verification**



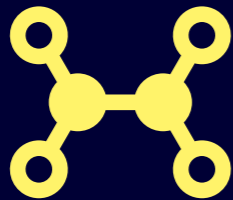
**Data storage & message nodes serve as the foundation of DWP**

{ web 2 } , { web 3 } => { web 5 }

## Web 5 : La Plateforme Web Décentralisée



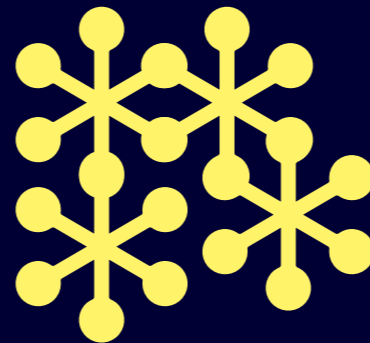
**Universally  
Addressable**



**Replicated**



**Secure**



**Semantic**




**Async Msg Threads**



**Supports any  
Identity type**

(Cie , machines, Humans )

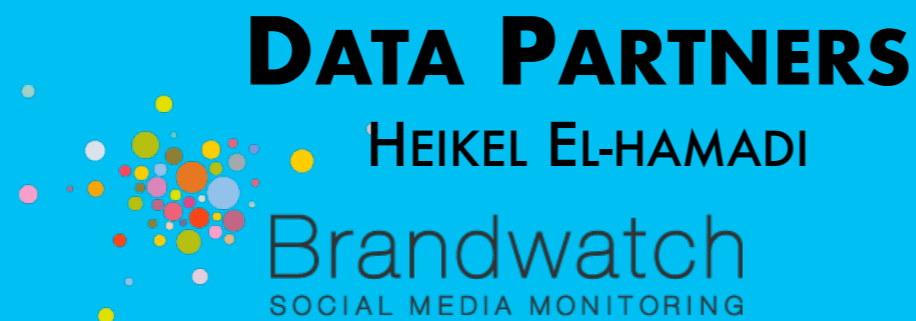


VEILLE & ACHATS

QUESTION POSÉE PAR LES SERVICES ACHATS - SOD/EL/CO/PH

# LES INFLUENCEURS VONT-ILS ÉCRIRE VOS MENUS

**INFLUENCEUR : UNE PERSONNE DONT LES ÉCRITS SUR UNE MARQUE OU UN PRODUIT SONT SUSCEPTIBLES D'INFLUENCER LE COMPORTEMENT D'UN NOMBRE SIGNIFICATIF DE CONSOMMATEURS**



# 53 INFLUENCEURS & INCIDENCE/RISQUE ?



#VEGO

PEACE

#NOFOIEGRAS

#METOO

#PETA

#SAVEWHALES

#FOOD



#BALANCETONPORC

#MOIAUSSI

#SAVEMYFISH

#NOFISHING

# 57 MICRO-MARKETING, MICRO-INFLUENCEURS A PARTIR DES 36 MILLIONS DE MESSAGES

OBJECTIF : DÉVELOPPER UNE COMMUNAUTÉ EN 4 SEMAINES

RÉSULTAT : 30 000 FOLLOWERS ACTIFS

**AUDIENCE**

**RESONNANCE**

**PERTINENCE**

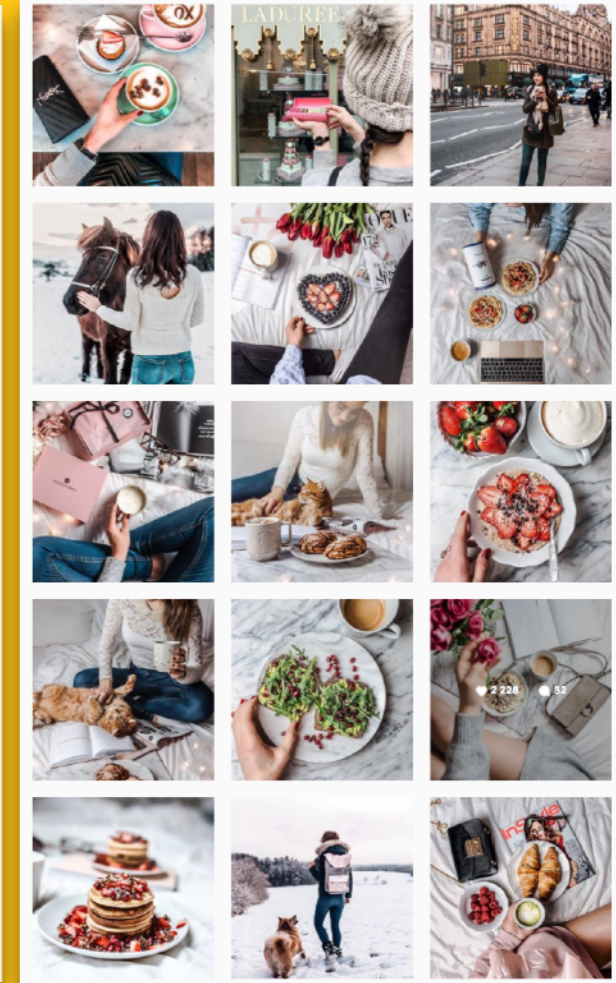


0,22% À 10%..

3%

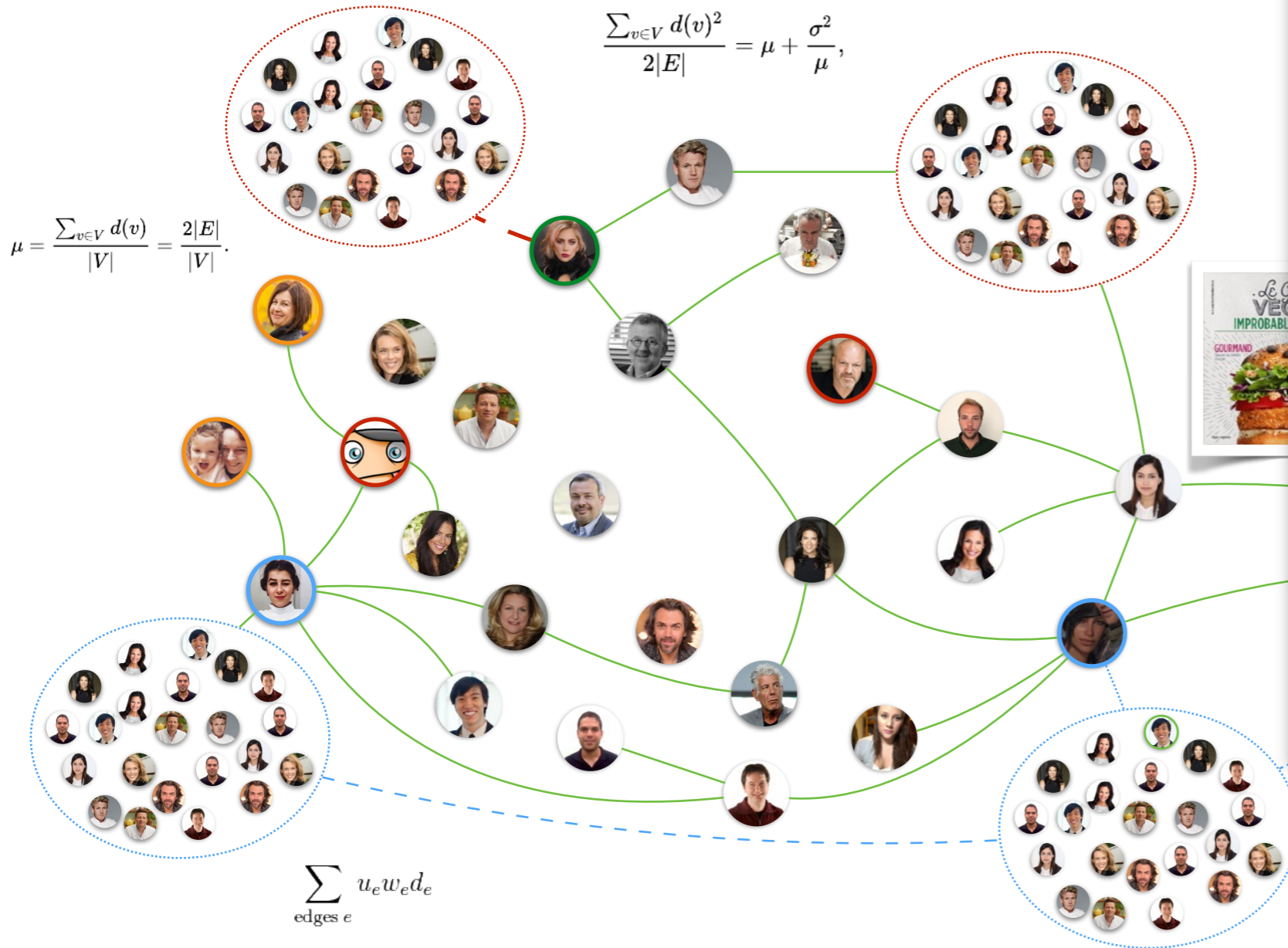
SOCIAL PERSONA

THÉORIE DES GRAPHES /  
TENSERFLOW/ML





# 59 MICRO-MARKETING, MICRO-INFLUENCEURS



**chefstalent** Abonné(e) ...

342 publications 16,5k abonnés 4 259 suivis

Chefs & Me #chefs #cooking #patisserie #gastronomy #instafood Use #ChefsTalentFood to be featured to be reposted

Abonnés : portaltaday, morelmeicoim, et frocentrofle

PERSONA  
principalement des **hommes**  
dans la tranche **18-24**

PAYS

2.6

cher

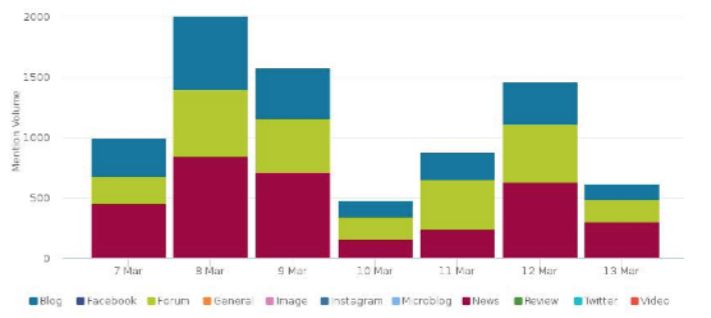
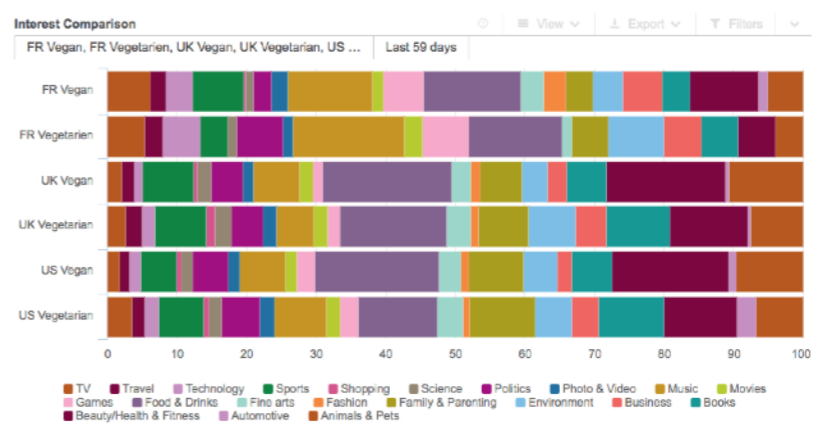
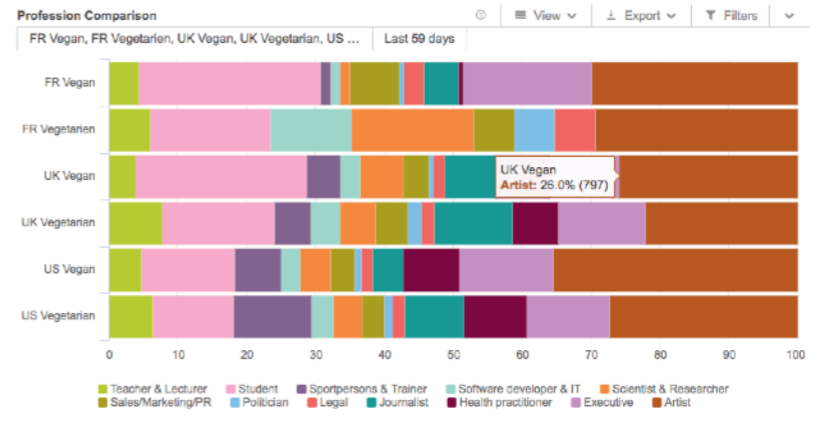
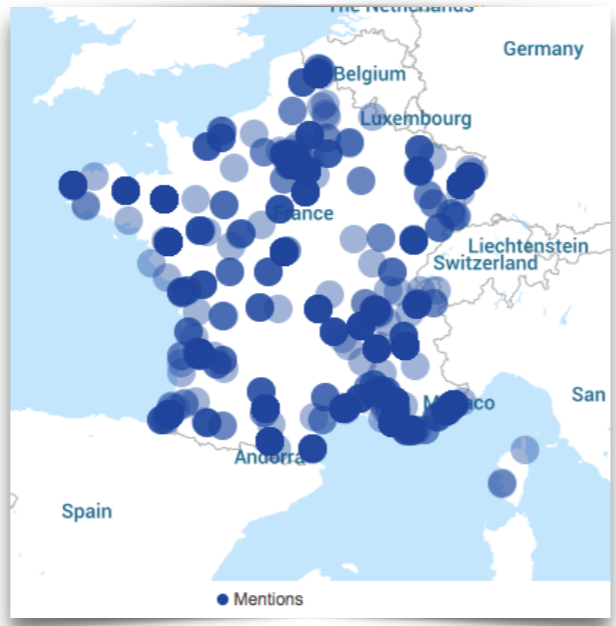
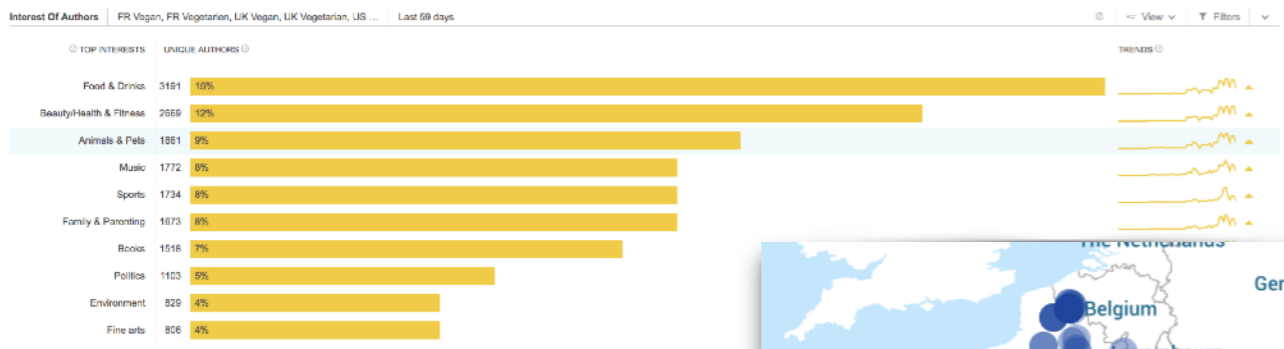
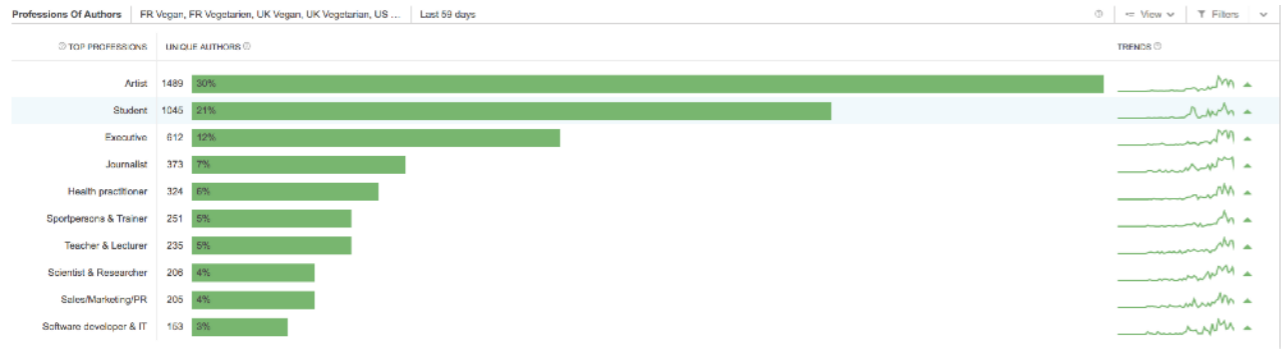
1.5

is Schneider 1111

0.2

Christian Ennesser	Sig Strasbourg	Nicolas Schuster	Fredéric Halbwachs	Lionel Neichel
4711	2574	1528	1311	1282
0.2	0.2	0.8	0.1	0.1
Lilian Mosby Anweiler	Baptiste Wendling	Kevin M Jaalita	Thomas Will	Lilian Dumoulin
1172	1155	1007	1002	998

# 64 BRANDWATCH SOCIAL INTELLIGENCE : LES VEGAN

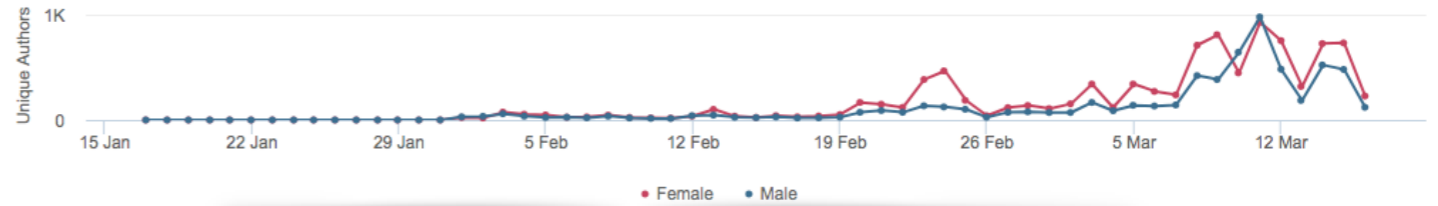


# 65 DÉMOGRAPHIQUES

Gender split



Gender split trend



TOP INTERESTS	UNIQUE AUTHORS
Food & Drinks	3191 (15%)
Beauty/Health & Fitness	2669 (12%)
Animals & Pets	1861 (9%)
Music	1772 (8%)

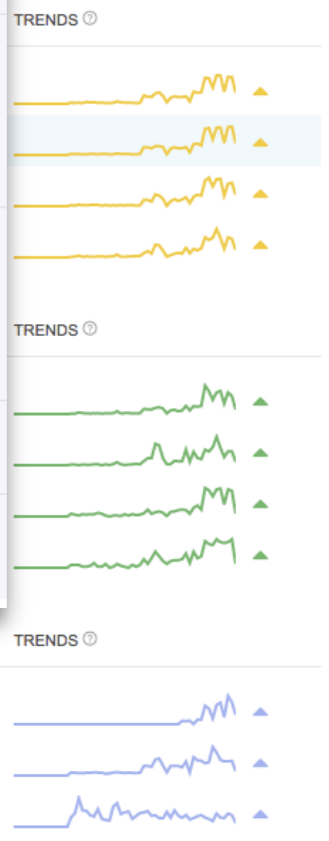
  

TOP PROFESSIONS	UNIQUE AUTHORS
Artist	1489 (30%)
Student	1045 (21%)
Executive	612 (12%)
Journalist	373 (7%)

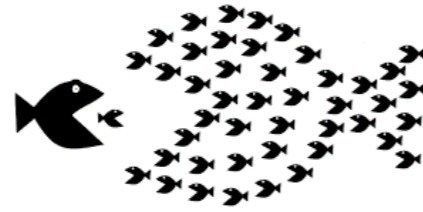
TOP COUNTRIES	UNIQUE AUTHORS
United States	33372 (65%)
United Kingdom	14468 (28%)
France	3218 (6%)

	INDEX	% OF AUDIENCE
<b>TOP PROFESSIONS</b>		
Student	+136%	33%
Sales/Marketing/PR	+120%	11%
Health practitioner	+83%	11%
Software Dev & IT	+83%	11%
Sports & Trainer	+83%	11%
<b>TOP INTERESTS</b>		
Beauty/Health & Fit	+620%	36%
Food & Drinks	+500%	36%
Environment	+200%	3%
Animals & Pets	+133%	7%
Science	0%	2%
<b>GENDER</b>		
Female	+33%	61%
Male	-28%	39%
<b>ACCOUNT TYPE</b>		
Organization	+375%	19%
Individual	-16%	81%





# DE NOUVELLES VALEURS ET UNE EXPLOSION DE L'OFFRE : MICRO-BRASSERIE, MICRO-RESTAURANT, MICRO-ÉPICERIE, FOODTRUCK...



## 2022

- LOCALE &
- DEV. DURABLE
- HONNÊTETÉ
- SINCÉRITÉ
- TRANSPARENCE
- CUSTOMIZATION
- XPÉRIENCE
- EASY
- UGC
- HEALTHY
- SNACKING
- SHARING
- OPENMINDED

