

Driving the value of the Data & AI transformation at Orange

Customer story - Orange

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Meet YOOI on **booth 307** at Gartner 2022 EMEA Data & Analytics Summit

“By 2025, chief data officers (CDOs) who establish **value-stream-based collaboration** will significantly outperform their peers in driving cross-functional collaboration and **value creation**.”

- Gartner®, Predicts 2022: Data and Analytics Leaders Must Expand Value While Managing Cost and Risk, Donna Medeiros, Adam Ronthal, et al., Nov 29, 2021.

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How to **standardize assessment and qualification** of incoming demands and ideas?



How to **consolidate visibility** on progress and dependencies **across multiple tools**?



How to **assess and track our risks** along the full lifecycle?



How to **demonstrate the value** we get from our initiatives?

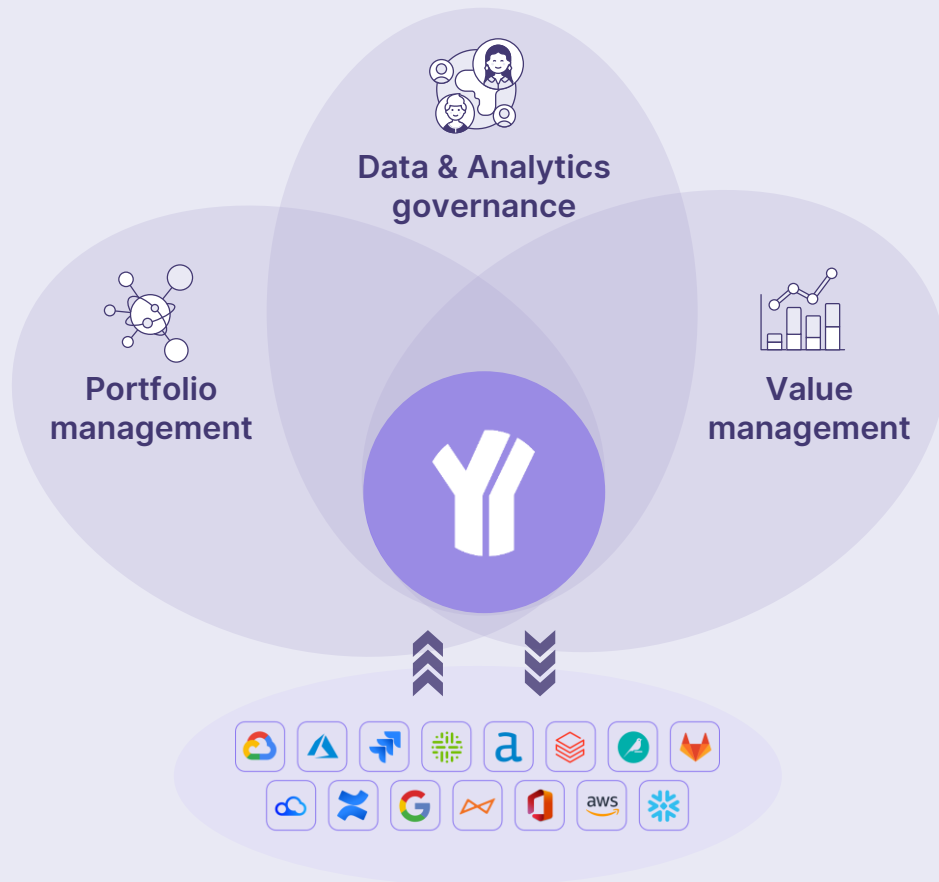
Optimize the business value of Data & Analytics investments

🔗 Consolidate **assets & initiatives** into a **single portfolio** for a **360° visibility**

🗣️ Engage stakeholders in **collaborative workflows**, facilitate reviews and contributions

🎯 Drive the lifecycle end-to-end to optimize **value delivery** at all stages

☑️ **Align data & business strategies**





Orange Data & AI acceleration program

Accelerate the data & AI transformation by:

- 💡 Ensuring strategic focus
- 💡 Deploying an efficient end-to-end governance
- 💡 Rationalizing tools and processes
- 💡 Supporting business lines
- 💡 Growing data skills & literacy
- 💡 Measuring value contribution

With key **objectives**:

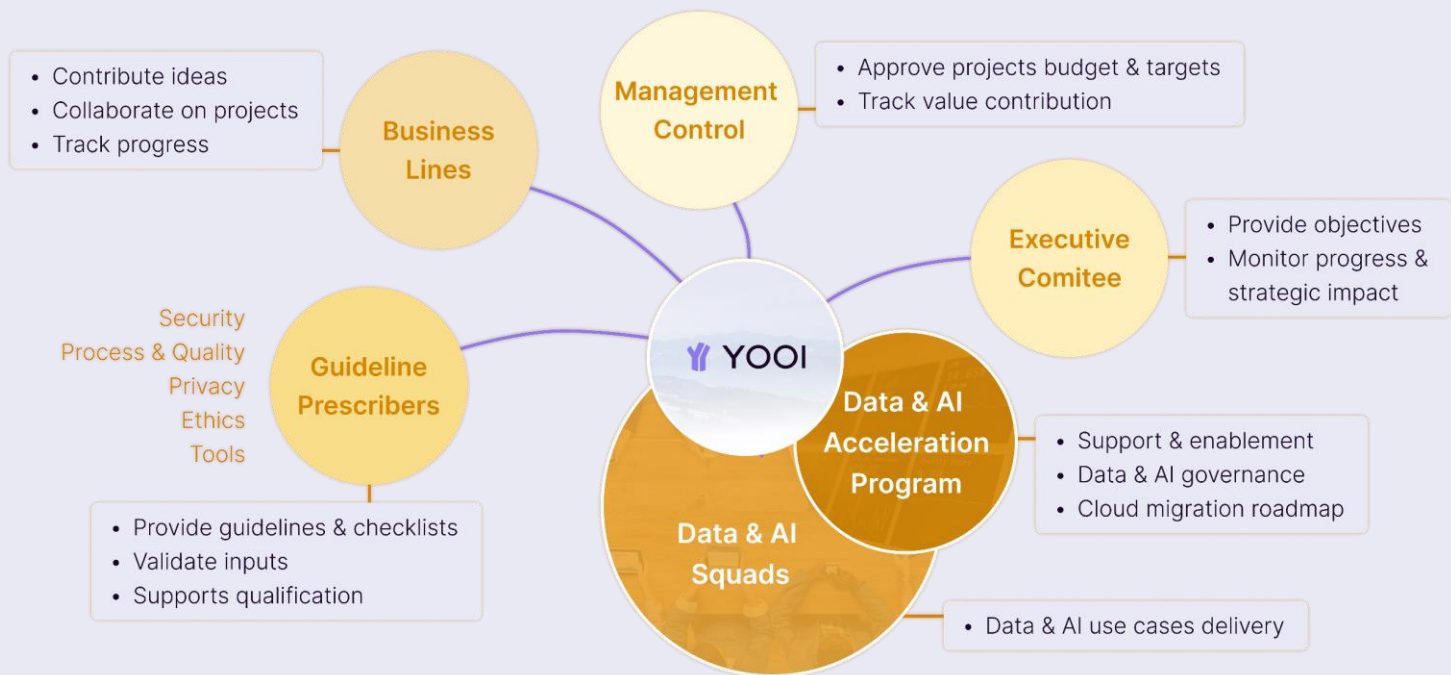
- 🎯 Reduce time-to-market
- 🎯 Maximize ROI
- 🎯 Ensure AI models performance

Supported by a **playbook**:

- 📄 Consolidating best practices and tools
- 📄 Supporting the full lifecycle of initiatives

Orange Data & AI acceleration program

A management cockpit, at the **crossroad of the organization**, coordinating many different contributors



Orange Data & AI playbook

DEMAND MANAGEMENT

Manage demands into initiatives and prioritize them into a D&A roadmap

PROJECT + PORTFOLIO MANAGEMENT

Achieve visibility on the delivery value chain (xOps) on full portfolio

VALUE TRACKING

Demonstrate and monitor the value and ROI of the D&A portfolio

COCKPIT AI STUDIO



ECOSYSTEM



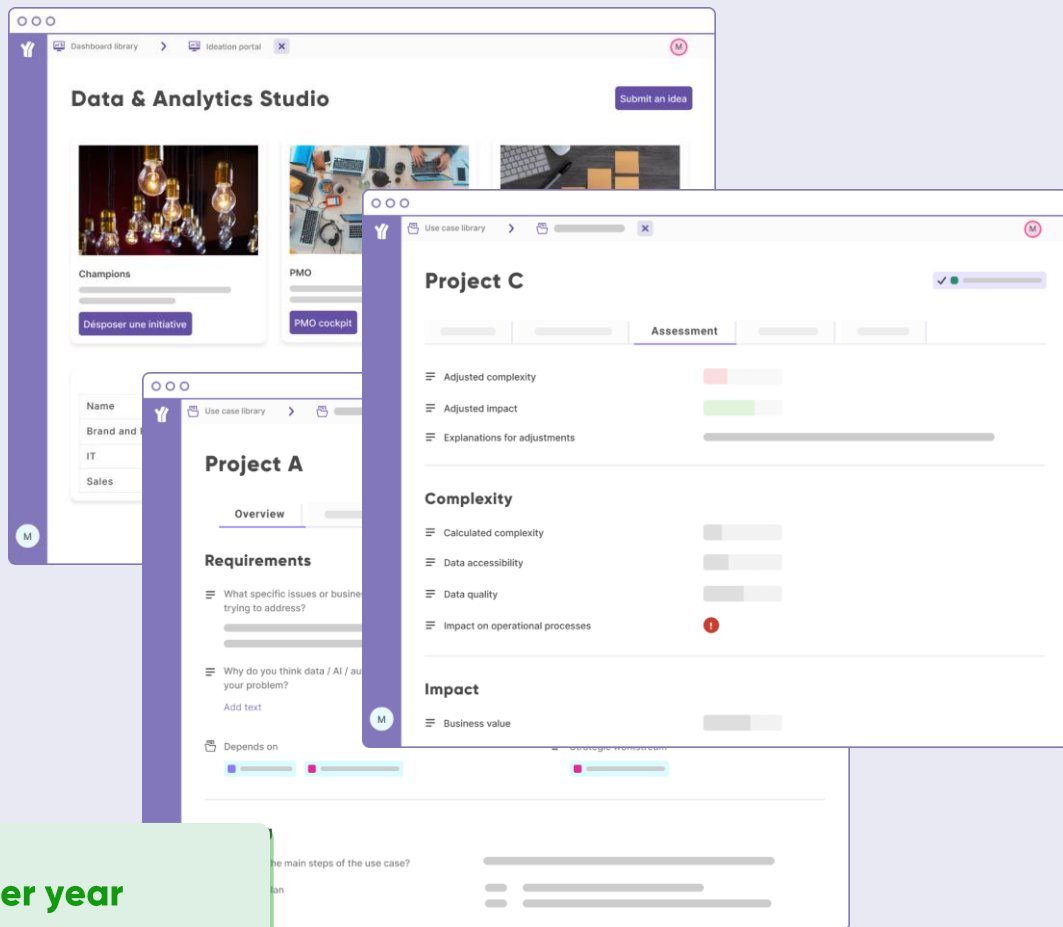
+ Orange internal tools

DATA & AI PLAYBOOK

DEMAND MANAGEMENT

A single entry-point for demands submission and qualification

- ✓ Dedicated portal
- ✓ Pre-qualification framework
- ✓ Standard risks and compliance checklists & guidelines
- ✓ Animate ideation workshops on strategic topics



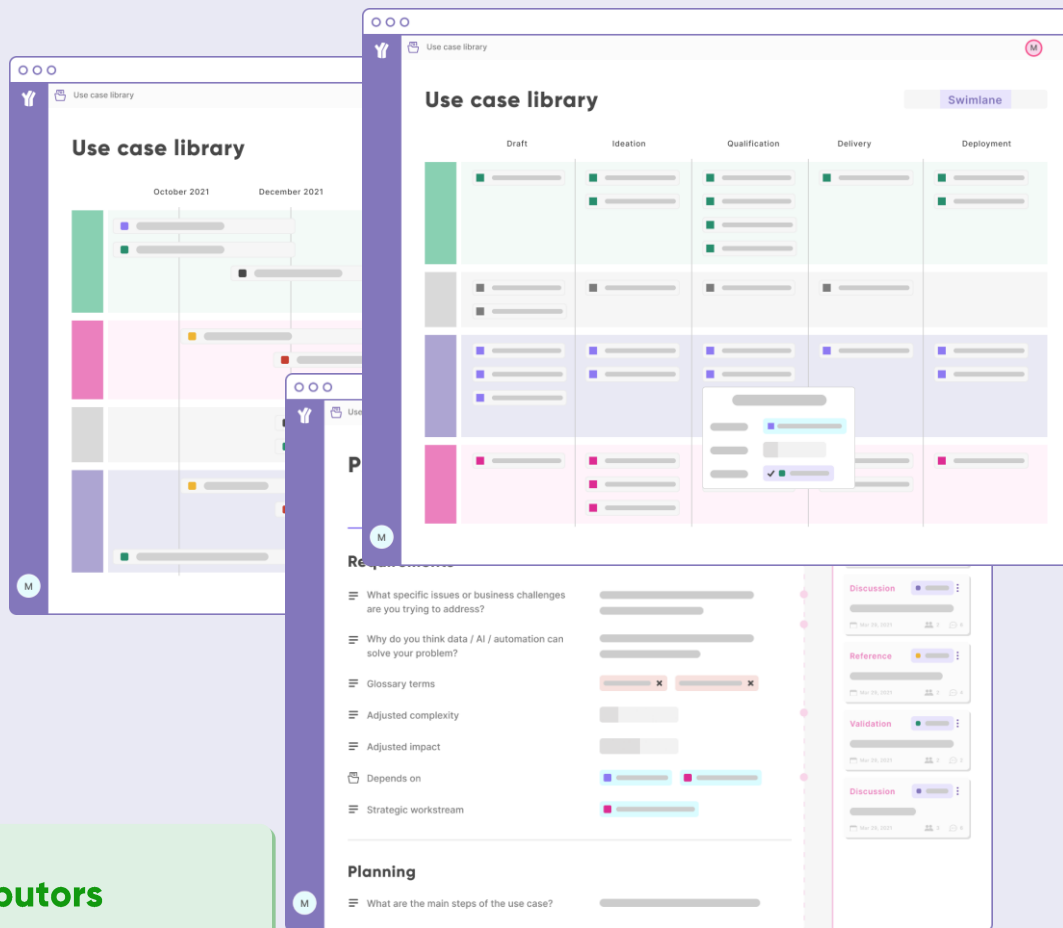
 **Collect and qualify 500+ demands per year**

PROJECT + PORTFOLIO MANAGEMENT

A consolidated vision of progress

- ✓ 360° visibility, across multiple sources
- ✓ Streamlined governance workflows
- ✓ Collaboration with contributors and stakeholders
- ✓ Flexible and consolidated reports

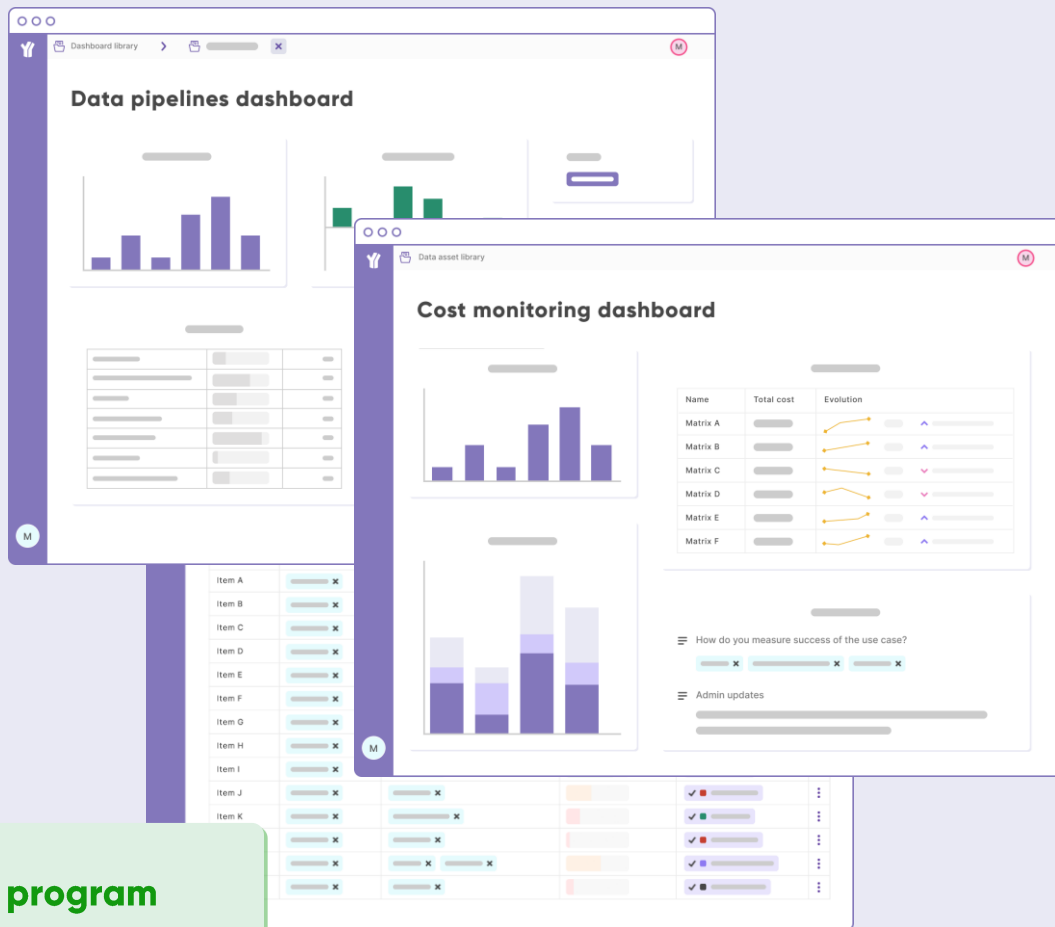
 **Execute projects across 300+ contributors**



VALUE TRACKING

Portfolio optimization

- ✓ Standardized impact and cost metrics
- ✓ Impacts validation workflows
- ✓ Consolidated value reporting
- ✓ Animate the data transformation with visible outcomes



🚀 **30% efficiency gain on managing the program**

Current results

Master the **full lifecycle of initiatives and assets**, to unlock **business value & operational excellence**

- ✓ **Optimize business processes**
- ✓ **Accelerate delivery projects**
- ✓ **Increase revenue**
- ✓ **Realize data transformation**



Next steps

REUSE

- 🔒 Encourage and facilitate reuse of assets and best practices
- 🔒 Centralize usage metrics and contexts to drive the assets portfolio and roadmap

ETHICS & COMPLIANCE

- 🔒 Achieve 100% of projects with guidelines fully filled-in
- 🔒 Ensure auditability



YOOI is a key enabler to deliver the expectations of Orange's Data & AI acceleration program

Its' official mission:

"Simplify the operational and financial management of initiatives and epics, ensuring compliance with the new guidelines related to migration to the Cloud."



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