ESSEC STRATEGIC BUSINESS ANALYTICS CHAIR
VIDEO TRANSCRIPT

Question: ho are you?

Hi, my name is   abrice   ar ue and I am the Executive   irector of the Strategic usiness Analytics Chair at ESSEC sponsored by Accenture.
I've been working as a consultant for more than   years now, helping organizations to drive growth for marketing, sales and customer experience.
Working with more than 1   customers, I've had the opportunity to lead projects spanning from pure strategy assignments to managing by interim my client's business.

utting things into perspective, I think there are two sets of success factors which have been common to all those projects and which are even more true in those times of transformation, In a context where everything is accelerated by digital disruption the global crisis and the thing for purpose.
One: successful project I've been leading, whatever their size, are all embedding data at their core. The most basic are at least data informed or aiming at transforming an organization to a data centric one. That's often the next step after a journey towards customer centricity which started with better marketing and customer insights.
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a global interaction model with changing expectations?
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The second set of factors leading to success is tightly linked to how organization managed to articulate both strategy and execution.
We all know that a good vision without proper implementation is like no strategy at all. And I'm sure everyone will   uickly forget projects which have been perfectly delivered but which did not create any competitive advantage.
It may seem self-evident but when you think about the number of data or AI related projects which state that the state of proof of concept just because an organization was not ready to operationalize them. Or when you as leaders how confident they are in clearly articulating and realizing the value of such projects   ou understand that there's still a lot to do.

So, building on those business statements we created the Accenture strategic business analytics chair in   1 .

Question: hat are the missions o the Accenture   trate ic usiness Analytics Chair at   C?

Everyone is starting to get used, at least to some extent, in his personal or professional life, to the fact that data is the all the all which fuels and makes sustainable all transformations.

With the chairs leading team, our vision is that the true value of data resides in understanding the extra intelligence it gives to an organization, being able to apply it, and deploy it at the right place and at the right pace.

This applied intelligence increases performance and creates new opportunities for both business and society. With that in mind, the mission of the strategic business analytics chair is to train the next generation of leaders to develop new business strategies, leveraging the numerous applications of advanced analytics.

We achieved that through a multi-faceted learning path based on innovation collaboration and entrepreneurship. Our chair acts as the core of an ecosystem combining data and value creation.

rom purpose and strategy crafting to transformation. Encompassing problem solving data science artificial intelligence culture change and skills development. Supported as Accenture as a founding partner and a group of c-level executives and their companies.

Question: Can you tell us more about those sponsors and their companies?

The cornerstone of the chair consists in cracking a business issue over the academic year using business analytics and data science. The students have six months by team of five and supported by Accenture business coaches and data scientists to build a value-led project.

To do, so we are not recycling outdated case studies. ear after year we are working with a set of executives and their teams. Those executives are CEOs C Os or business leaders. They come from various industries: media, telco, retail, utilities, banking, food, hospitality, e-commerce or non-profit organizations.

And they all have one common point: they are convinced that businesses, their own businesses, can be transformed through the advanced use of data.

So, every year, they incentive their teams to work with us. Every year, they identify an issue their business has. That issue can be related to a part of their operating or business model. And it can be more back office in the fields of HR, finance, workplace, Supply Chain or food management for instance or top line related, marketing, advertising, social intelligence, customer experience and so on.

Every year they make sure the shared students can access their own organization's data set. The one related to the business issue. And that they can use those data to be the solution which will help solving that business issue. And every year they are happy to see their own teams breaking silos in order to work with the students. And enthusiastic when assessing the solution the students have developed. On a more personal note they appreciate the ideas exchange and the cross-fertilization the chair facilitates.

Question: hat s your personal iew on this?

Well I couldn't be more pleased with the results we achieved so far and the perspectives we have. New companies are joining our club on a very regular basis. They think our value proposition is worth their engagement.

We're developing thought leadership and innovative content on all data related topics. And most important I would say, we are winning our challenge to train that new generation of leaders.

After many years running that chair we've stepped back and asked our former

students, the data graduates, how they were performing in their current job and which were their expectations for it.

The result is extremely positive. They told us that their job includes overcoming interesting data challenges, completing various tasks and continuing to upgrade their skills.

Variety and transversality are seen as the fertile ground and our students are building on that. All the ones I meet are happy in their current jobs.

Question: A last word?

I think that success is met for being shared. So, you are welcome to join us.