



The bridge to possible

Paris 2024

Innovation Program

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France CIL Lead
Feb. 2022



PARIS 2024



PARIS 2024



The Wedding...



Agenda

- 1 Cisco and the Olympics
- 2 Paris 2024
- 3 Innovation Initiative
- 4 Bolt Bets
- 5 Next



CISCO and the Olympics

CISCO official partner of Paris 2024, providing effective technology solutions and building a strong legacy

CISCO and the Olympic Games

CISCO is committed to a long-term movement that transcends sports



High-performance technologies



Common values



A partnership of trust



An ecosystem of partners



A collective commitment

What ?
How ?

london2012

Network

Rio2016

Network
Servers

TOKYO 2020

Network

PARIS 2024

Network
Cybersecurity
Collaboration software

Paris 2024

CISCO is official partner of the Paris 2024 Olympic and Paralympic Games

Global Rights



IOC TOP Partners

Extract of the IT partners



Local Rights



Tier 1 Partner

Tier 2

Tier 3




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PARIS





We are preparing Games at the heart of the City















Agenda

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Objective Olympic 2024

CISCO'S INNOVATION PROGRAM FOR THE OLYMPIC & PARALYMPIC GAMES PARIS 2024



PARTENAIRE
OFFICIEL



Paris 2024 Cisco France Innovation



A historical partnership

- Official Network Equipment Partner, building on its experience of London 2012, Rio 2016 and Tokyo 2020
- Extended to Cybersecurity infrastructures and video conferencing software



Intrapreneurship Initiative

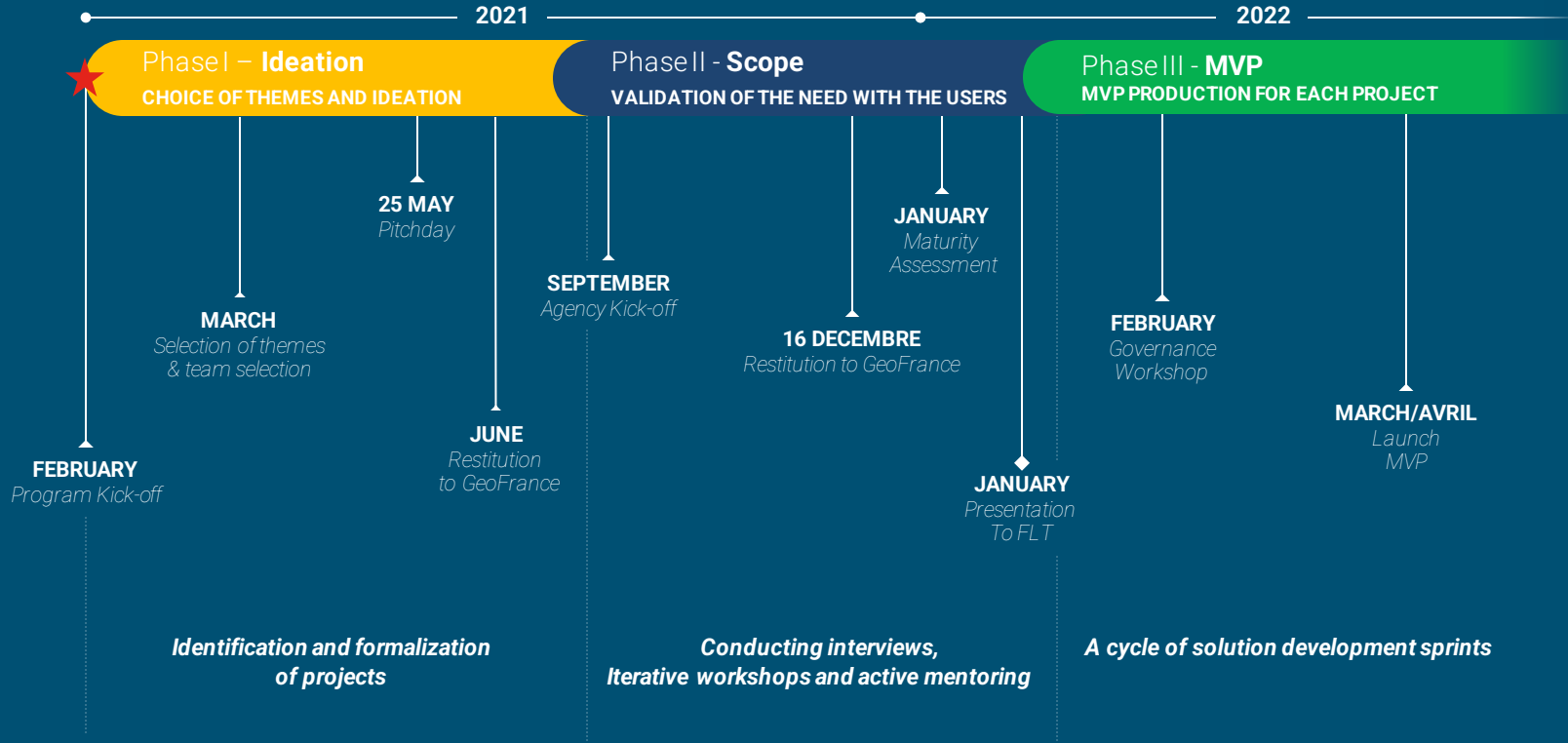
- Mobilization of employees around innovative projects focused on the Paris 2024 Olympic Games
- Structured innovation program in search of impact and strategic relevance for Cisco France.



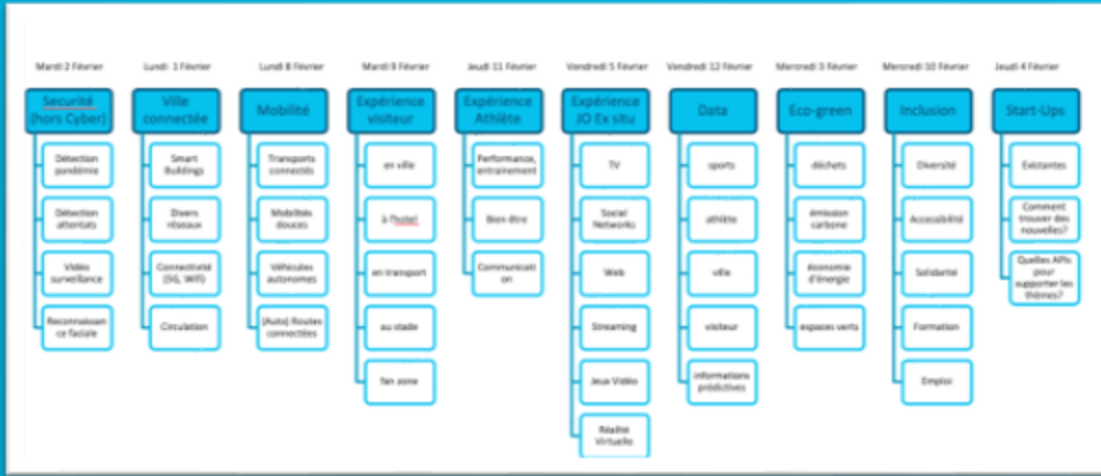
Digital transformation

- Cisco is putting resources to work to capitalize and drive the country's digital transformation
- Delivering real value and growth opportunities with its partner ecosystem

Program Timeline



Phase I - Exploration



FICHE PROJET

Noms des participants : Bruno Laporte, Bruno Adami-Roux, François Blanc-Cogand, Vincent Anon

Finalité : Commerciale, Sociale, Environnementale

Brève description de la solution : WebSite Social Network Bien-être "Compteur" customisé pour les JO en reconnaissance pour faire vivre les JO. Le conteneur serait constitué d'équipe + Mobilier, instrumentation, caméra + Event pour la reconnaissance sur les + Plusieurs villes possibles Possibilité de coopération de villes...

Illustration de la solution : [Diagram showing a person at a computer]

Ressources à disposition : 10ème, 2 Camera, 2 Look Pro, 1 système connectivité Wifi, 1000€€, 1 table + 2 tabourets hauts, 1 table audio

Prochaines étapes : QUOI ? Choisir le matériel meeting de projet et conception

FICHE PROJET

Noms des participants : Adrien Ouhassini, Ming Vrai, Jean-Marc Ekeland

Finalité : Commerciale, Sociale, Environnementale

Brève description de la solution : - Compréhension des émissions de CO2, par programme de plantation d'arbres - Sensibilisation des usagers sur le...

Illustration de la solution : [Image of a person holding a sign]

Ressources à disposition : You have entered a KW 9 KW est plus à venir

Prochaines étapes : Paramétriser l'outil, information de consommation des équipes

FICHE PROJET – Bien-être

Noms des participants : Noémie Agnes, Thamiy Marie-Morgane, Alya, Sachin

Finalité : Commerciale, Sociale, Environnementale

Brève description de la solution : - Application - Expérience Athlète - point d'entrée unique - app évolutive - Expérience village - board, street art, panneau d'informations, plan, sensibilisation enviro etc - Expérience thématisée athlète : conception, dévlop, consultation virtuelle, assistance, communication proches, coach, médias etc - Expérience fans : échange fan, - Expérience handi-athlètes - Expérience logistique

Illustration de la solution : [Image of a smartphone and a person]

Ressources à disposition : Ressources principales : API's services API (carte, météo, temps, géolocalisation, service GPS, DNA Space, site cyber Sports), identité, authent., site physique

Crédit : [Diagram showing a cross with 'Faisabilité' at the end]

Prochaines étapes : QUOI ? Tester l'API (accès, réseau, site, carte) app dévlop et migration données à l'échelle nationale

QUAND ? Recherche start-up, IT, Ocio (presse, site, table) Prototype Ocio Choisir partenaires/ développer sites

Prototype MVP (version 1 mini) Validation Paris JO - Horizon 3 mois

200

Cisco France employees

10

Themes

37

Project sheets

Interviews conducted

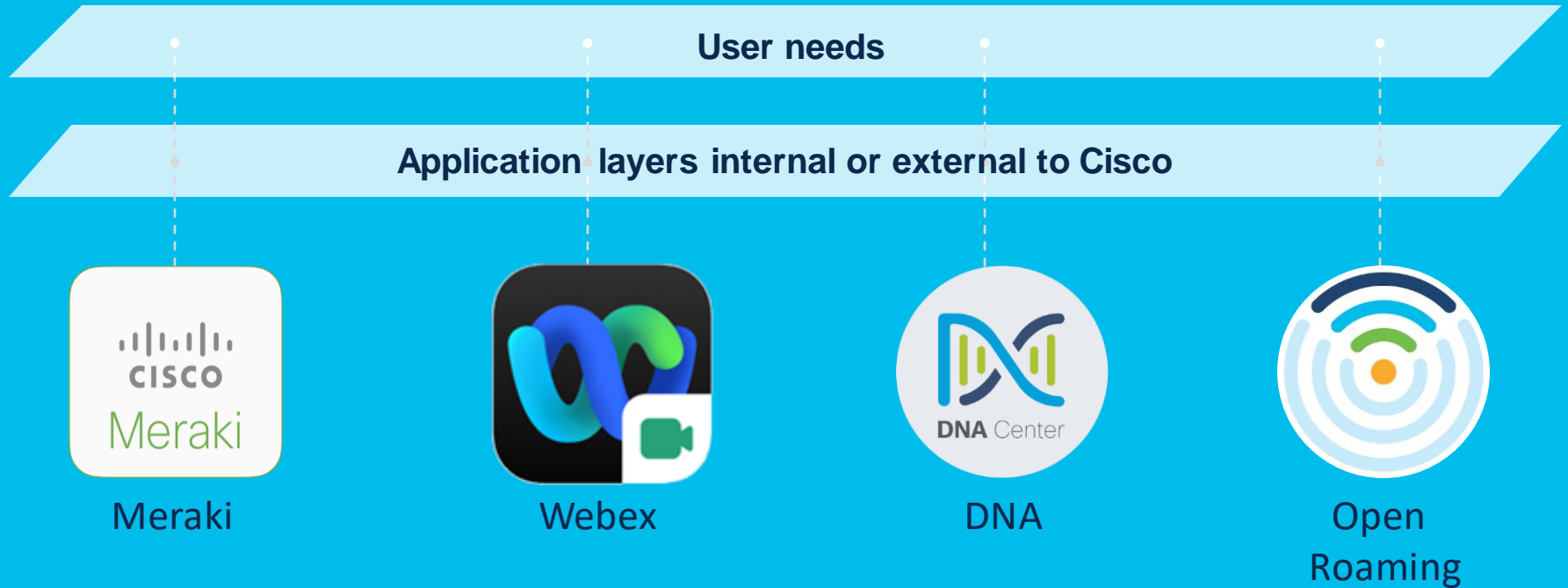
PARTNERS



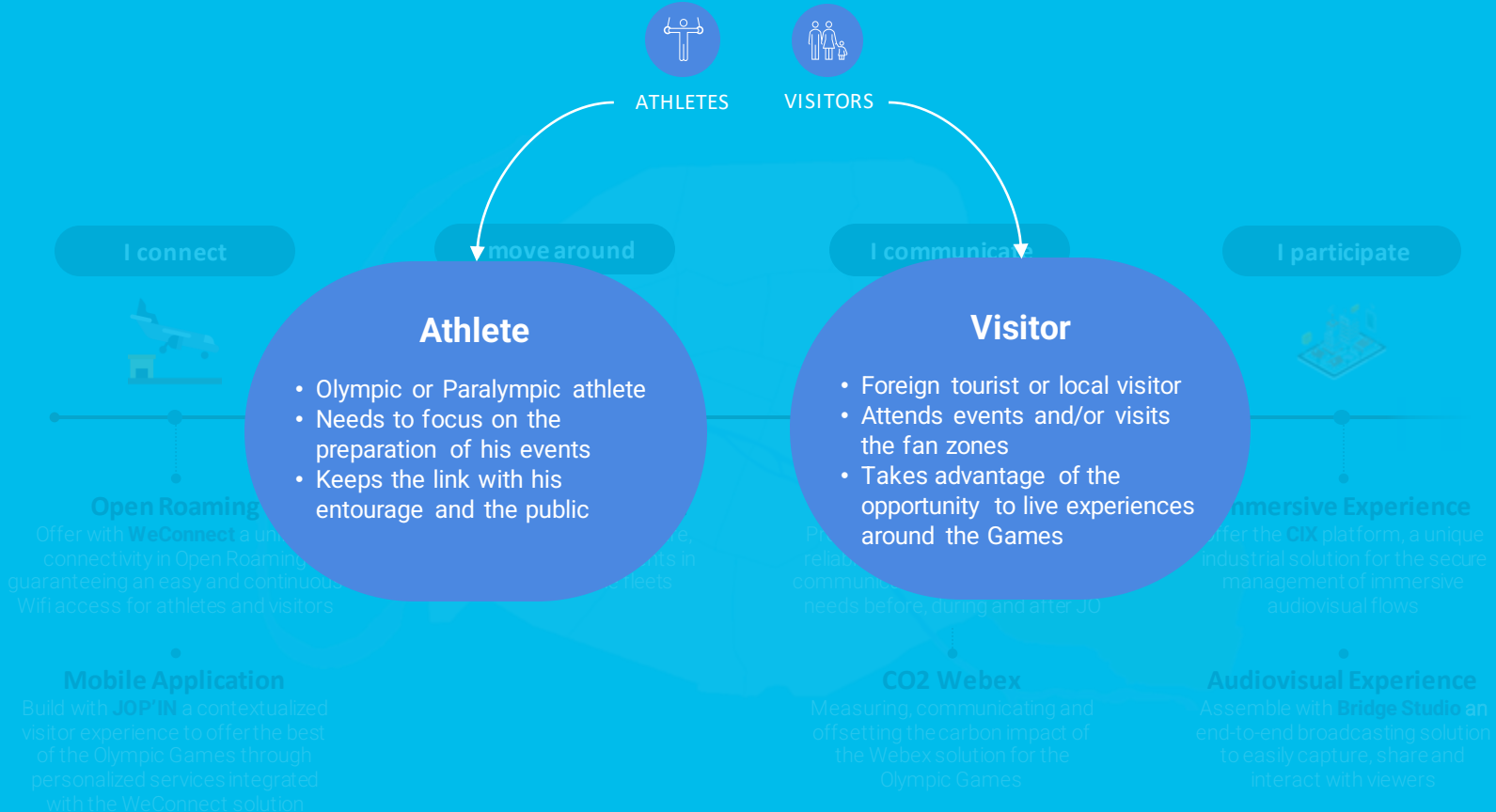
STARTUPS



4 technological bricks at the service of users



Touchpoints on the Olympics Journey



Touchpoints on the Olympics Journey



ATHLETES



VISITORS

I connect



Open Roaming

Offer with **WeConnect** a unified connectivity in Open Roaming guaranteeing an easy and continuous Wifi access for athletes and visitors

Mobile Application

Build with **JOP'IN** a contextualized visitor experience to offer the best of the Olympic through personalized services integrated with the WeConnect solution

I move around



Autonomous transport

Enable **Go Sentinel** to capture, analyze and resolve incidents in autonomous vehicle fleets

I communicate



Webex for Athletes

Provide athletes with access to a reliable, secure and interoperable communication tool tailored to their needs before, during and after JO

CO2 Webex

Measuring, communicating and offsetting the carbon impact of the Webex solution for the Olympic

I participate



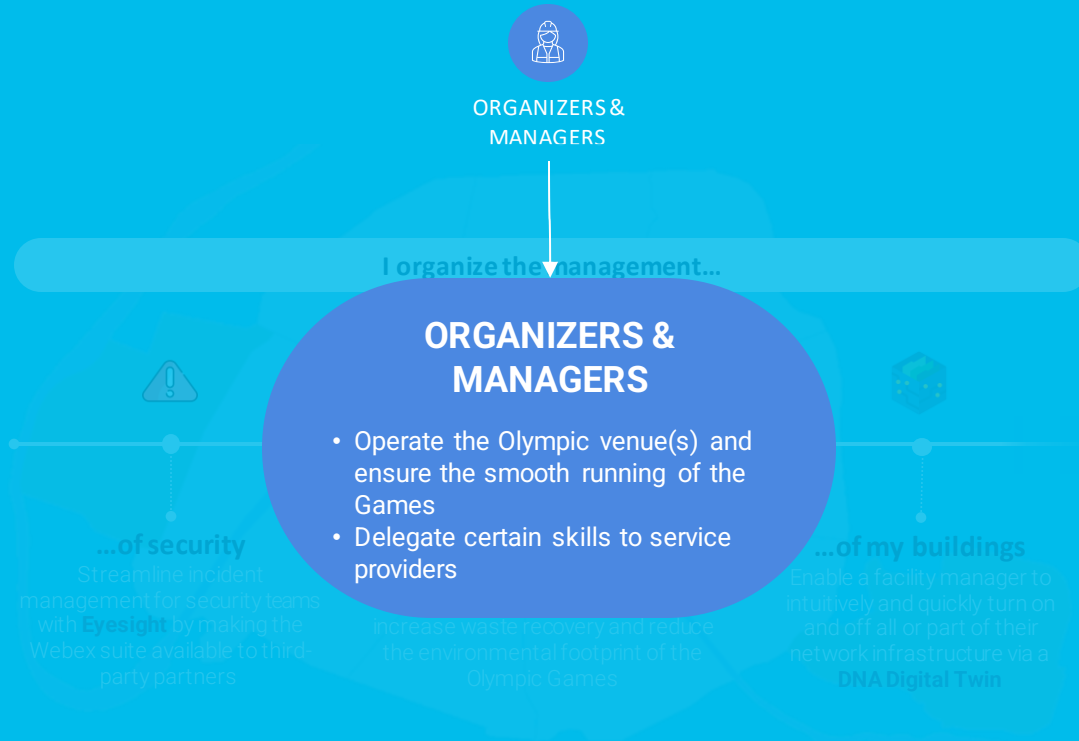
Immersive Experience

Offer the **CIX** platform, a unique industrial solution for the secure management of immersive audiovisual flows

Audiovisual Experience

Assemble with **Bridge Studio** an end-to-end broadcasting solution to easily capture, share and interact with viewers

Touchpoints on the Olympics Journey



Touchpoints on the Olympics Journey



ORGANIZERS &
MANAGERS

I organize the management...



...of security

Streamline incident management for security teams with **Eyesight** by making the Webex suite available to third-party partners



...of selective sorting

Improve sorting and massive waste management with **Green Kiosk** to increase waste recovery and reduce the environmental footprint of the Olympic Games

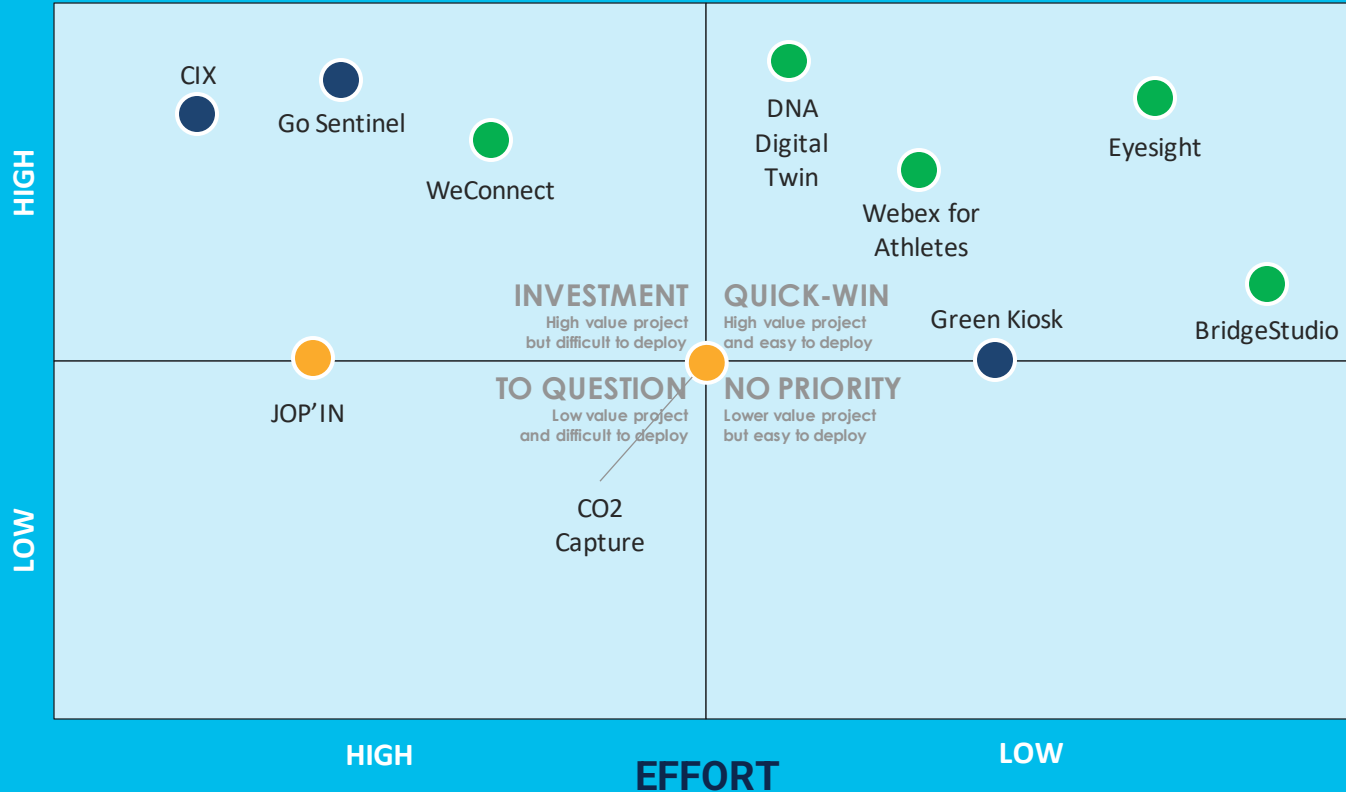


...of my buildings

Enable a facility manager to intuitively and quickly turn on and off all or part of their network infrastructure via a **DNA Digital Twin**


State of Art

RESPONSE TO THE CHALLENGES



 = MVP

 = Definition Of need

 = Off or Stand-by

Agenda

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GO SENTINEL

Problem

Operators and OEMs wish to compensate for the absence of drivers or agents inside autonomous transports

Solution

To automate the capture, analysis and resolution of incidents on board fleets of autonomous vehicles in a secure manner and with reliable results.

Team

Project Lead : Frédéric Delvale

Marc Tastayre Gaetan Feige

Philippe Olmos Maxime Petit

Cisco Experts:

Leopold Fischer Thierry Elkaim

Patrice Nivaggioli

User interviews



Progress

- Choose with the partners the priority use case for the creation of a detection algorithm specific to the Autonomous Vehicle environment
- Define the specifications for the creation of this algorithm
- Involve students in the creation of this algorithm

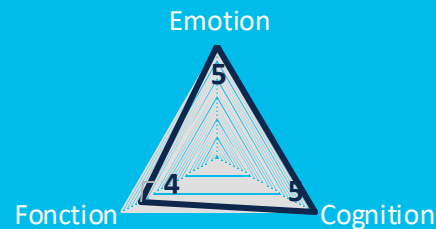
Identified partners



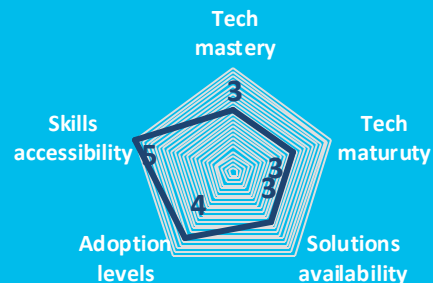
Cisco Technology



Desirability



Feasibility



Viability



DNA DIGITAL TWIN

Problem

Site managers with a high density network have a high electricity consumption related to their network equipment.

Solution

Enable a facility manager to intuitively and quickly turn on and off all or part of his network infrastructure via a Digital Twin

Team

Project Lead : Marc Tastayre

Frédéric Delvale

Yann Drihem

Gaetan Feige

Cisco Experts:

Nirav Turakhia

User interviews



Progress

- Continue discussions with the DNA Spaces and Center teams to find the right contacts in these BUs
- Build the final project team
- Set up a way to calculate the environmental impact reduction for the stages of the implemented solution

Identified partners

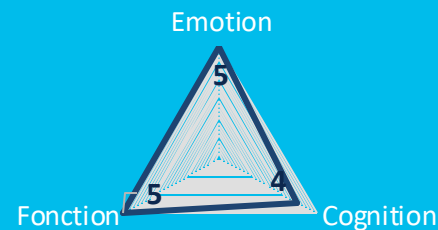


Cisco Technology

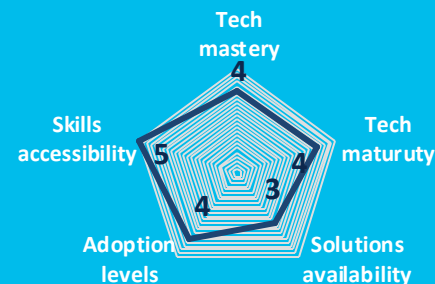


ORGANIZERS &
MANAGERS

Desirability



Feasibility



Viability

Completion time



Gain type



CIX

Problem

The creation and broadcasting of immersive content (augmented reality, 3D, virtual reality...) requires ad-hoc developments for each major event.

Solution

To offer a unique industrial platform for the secure management of audiovisual flows to capture, produce and distribute immersive content for the general public

Team

Project Lead : Audrey Lapalus

Bernard Jegoux

Nicolas Rose Bruno Laporte

Yohann Hako MoukamOlivier Rousseau

Cisco Experts:

Frédéric Salat-Baroux Stéphanie Doan

User interviews

**MOMENT
FACTORY**



**SOTIS
SCREENCALL**
france•tv orange

Progress

- Continue conversations via the Cisco BU to identify priority use cases
- Identify possible technological partnerships with other Olympic partners (Panasonic, Orange)
- Propose a demonstration device for the Paris 2024 Games

Identified partners

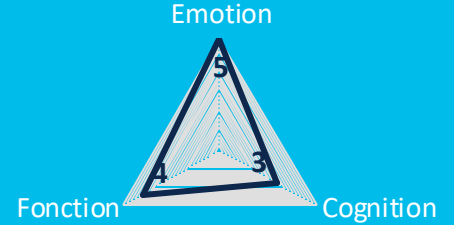
**MOMENT
FACTORY**

Cisco Technology

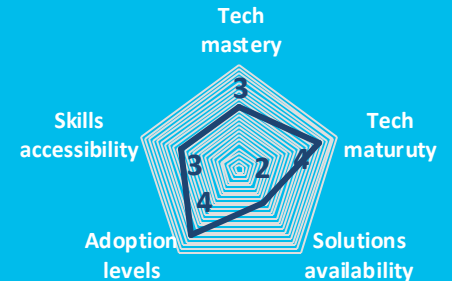


VISITORS

Desirability



Feasibility



Viability

Completion time

< 1 month

2-6 month

6-12 month

> 1 year

Gain type

Attractivity

Turnover

Productivity

BRIDGE STUDIO

Problem

Difficulty - cost and logistics - for federations with less media coverage to capture and disseminate content, within the framework of the Olympic Games, but also outside.

Solution

Assemble an end-to-end broadcasting solution to easily capture, share and interact with viewers

Team

Project Lead : Antoine Spicht

Bruno Laporte Remi Sedilot

François Blanc Vincent Aron

Maxime Petit

Cisco Experts:

David Sarlabous

User interviews



Progress

- The implementation of the MVP can be done once VOGO receives the hardware and once the VOGO team is ready, i.e. in April 2022.
- Clarification with VOGO of the business model to be implemented

Identified partners

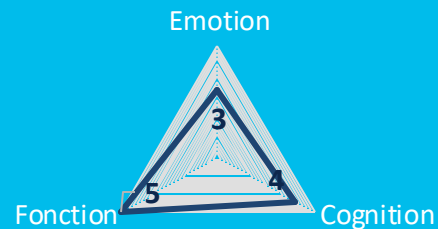


Cisco Technology

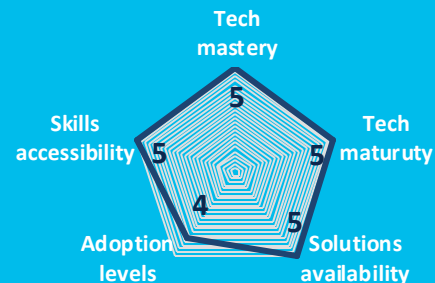


VISITORS

Desirability



Feasibility



Viability

Completion time



Gain type



EYESIGHT

Problem

Current incident detection and management solutions are built in silos and do not have a global vision.

Solution

Streamline incident management for security teams by providing third-party partners with the Webex platform on which they can build their own solution

Team

Project Lead : Béatrice Ghorra

Frédéric Delvale Laurent
 Andriantsiferana

Cisco Experts:

Olivier Proffit

User interviews



Instant Connect



Progress

- Move into the MVP creation phase with stakeholders: Heropolis, DevNet, BU Webex expert, Cisco members, and facilitators.
- Validate the availability of each stakeholder on the next months
- Define and mobilize the roles/skills to be mobilized within Cisco for the scoping meeting

Identified partners

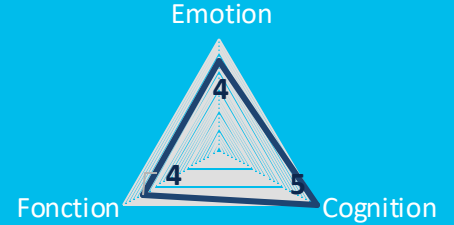


Cisco Technology

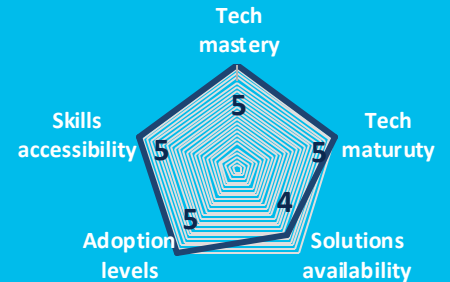


ORGANIZERS &
MANAGERS

Desirability



Feasibility



Viability

Completion time

< 1 month	2-6 month
6-12 month	> 1 year

Gain type

Attractivity	Turnover	Productivity
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WECONNECT

Problem

Visitors and participants encounter difficulties in accessing mobile data or wifi networks during large events

Solution

Offer a unified connectivity in Open Roaming guaranteeing an easy and continuous Wifi access for athletes and visitors, in addition to associated services

Team

Project Lead : José N'Goran

Edouard Vinson Floris Grandvarlet

Marie-Daniele Fofana Marianne Spinoso

Cisco Experts:

Gaetan Feige

Bart Brinkman

Sam Wood

User interviews



Progress

- Continue conversations with potential partners (HubOne, Orange, Paris City Hall, SNCF, RATP) to confirm the business model and technical details
- Proceed to the MVP phase on several pilot sites

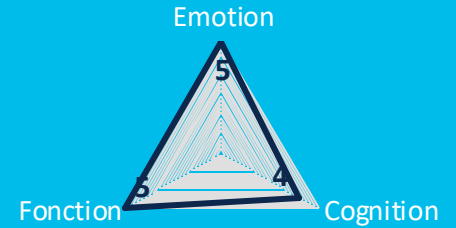
Identified partners



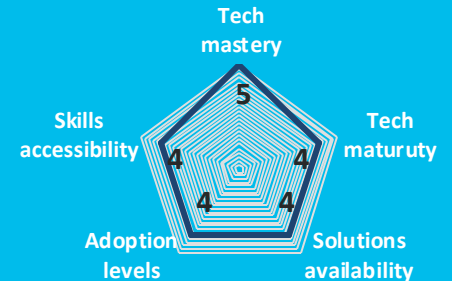
Cisco Technology



Desirability



Feasibility



Viability

Completion time



Gain type



WEBEX FOR ATHLETES

Problem

Olympic and Paralympic athletes and their teams lack the right tools to prepare and communicate during the Games

Solution

Provide a reliable, secure and interoperable communication solution for athletes, their teams and sports organizations

Team

Project Lead : Pierre-Alexandre Poulain

Audrey Lapalus

Nicolas Moquereau

Frederic Trate

Frederic Delvalee

Elie Dib

Eric Elmaleh

Cisco Experts:

Nicolas Moquereau

User interviews



Progress

- Recruit Cisco sponsored athletes as beta testers
- Define the Webex domain sponsor entity to launch the pilot
- Obtain agreement from sports organizations to join the pilot

Identified partners

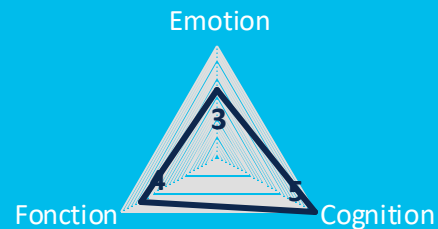


Cisco Technology

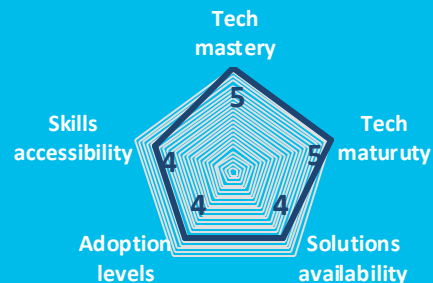


ATHLETE

Desirability



Feasibility



Viability

Completion time

< 1 month

2-6 month

6-12 month

> 1 year

Gain type

Attractivity

Turnover

Productivity

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What's Next

5
MVPs



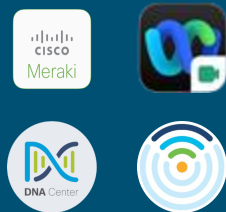
3
Scopes



Start-up collaboration



BUs collaboration



Customer Engagement



ET&I interactions

- CIL support
- Design Partners
- Paris Experience Lab
- Bolt Bets connections
- GreenLite...
- + TBD...



Time to join ;-)

Designer

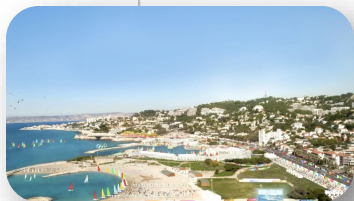
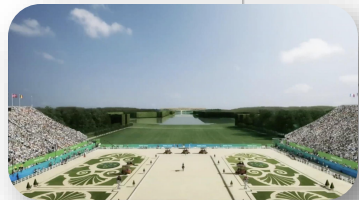
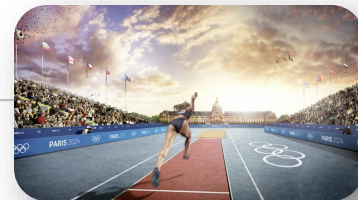
WE

NEED

Engineer

YOU

Expert



Questions...



CIL

Thank You

