Europlatform 2019

AvescoRent CAT THE Rental STORE

Digital Business Transformation & Marketing Director at Avesco Rent

Strong advocate of digital within the Rental industry

- Member of the Promotion Committee & Future Group
  ERA (European Rental Association)
- IMD, Leading Digital Business Transformation (2017)

Strategic projects :
- Pricing Tool (design & development)
- User eXperience (Social-CRM : marketing & sales alignment)
- Rental Depot of the Future - IoT
- Value Transformation (Data governance - AI)
- Business Transformation: automatisation, digitalization, SI dev.

Publications

khl   Industry 4.0 & rental (May 2019)
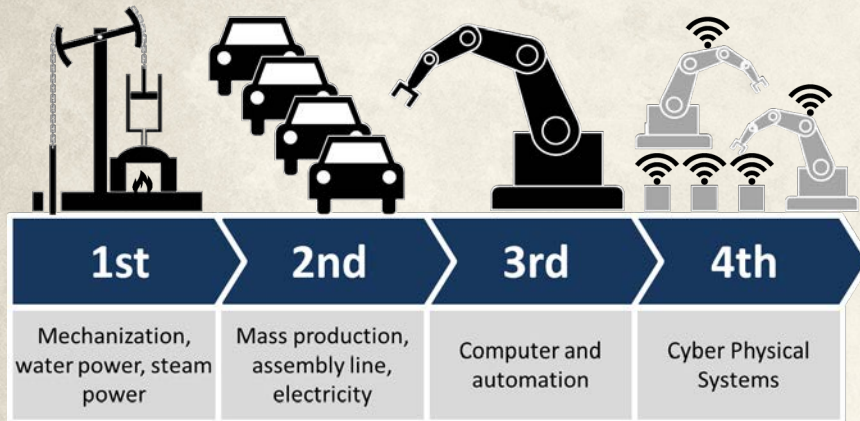   Rental depot of the futur (June 2019)

Rental & Industry 4.0

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1st	2nd	3rd	4th
Mechanization, water power, steam power	Mass production, assembly line, electricity	Computer and automation	Cyber Physical Systems

Interconnection of the physical and the digital worlds

Industry 4.0 brings together the physical and digital worlds through technologies such as **robotics**, **artificial intelligence**, **speech recognition** or **the internet of things** (IoT).

Benefits

1. Allows the **creation of a digital enterprise** capable of more **holistic, informed decision making** to **drive intelligent action back** in the physical world.

2. Generate new **opportunities for new products** and **services**, **better ways to serve customers**, **new types of jobs** and the creation of **new business models**.

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SOCIAL & ENVIRONMENTAL

Shift in how consumers view the economy, how they view the role of organisations in society and their impacts on environment.
Environmentally, rental has been proven to be a more sustainable model than buying.
The rental industry has an opportunity to capitalize on this major competitive advantage
New indicators : SDG, ESG. DSJI

STRATEGY

Factors such as strategy, leadership, culture and customers needs will drive innovation
Traditional rental businesses that are heavily operational will suffer from price pressure and volume sales.
Rental companies need to adopt new business models that thrive within social and environmental limits.

TECHNOLOGY

Technology will be the most powerful differentiator. The most common obstacle are : where to start and what are the priorities ?
Technology change should always be through customers needs and behaviours.

TALENT & WORKFORCE

Rental companies need to make a priority to prepare workers to navigate the new technologies by creating a culture of learning and collaboration
Our work force is your greatest asset & differentiator.
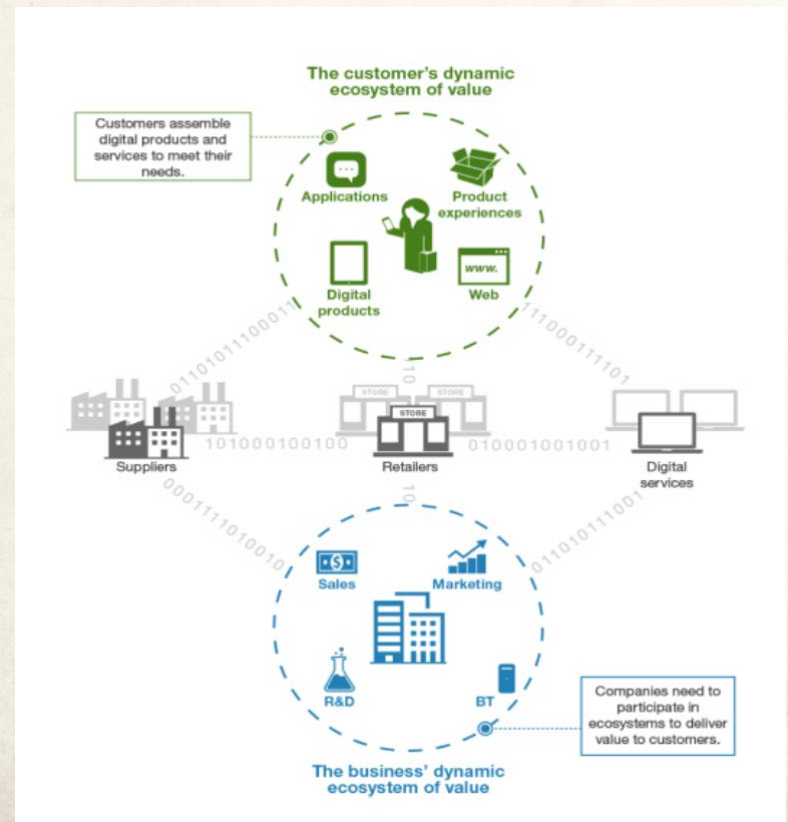
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Paradigm shift based on value

- A **revolution** completely different by its **speed** and **impact**
- **Transform** the entire systems of **production**, **management** and **governance**
- Changing linear value chain to **dynamic ecosystem of value**

Source : Forrester Report «The Digital Business Imperative»

What will be the main difference between a rental services company

and another ?

Its capacity to obtain, use and govern its data

Data is at the heart of Industry 4.0

- maximize how to **govern it**
- ability to **collect and create** data of quality in order to utilize them at best

Value chains digitalisation (horizontal & vertical) in order to get access to the data in real time.

How to transform the data in value ?
Necessary to define a logic and specific strategy

Data governance determines :
who can execute which **action** with which **information** at which **moment** in which **context** and with the help of which **methodology**
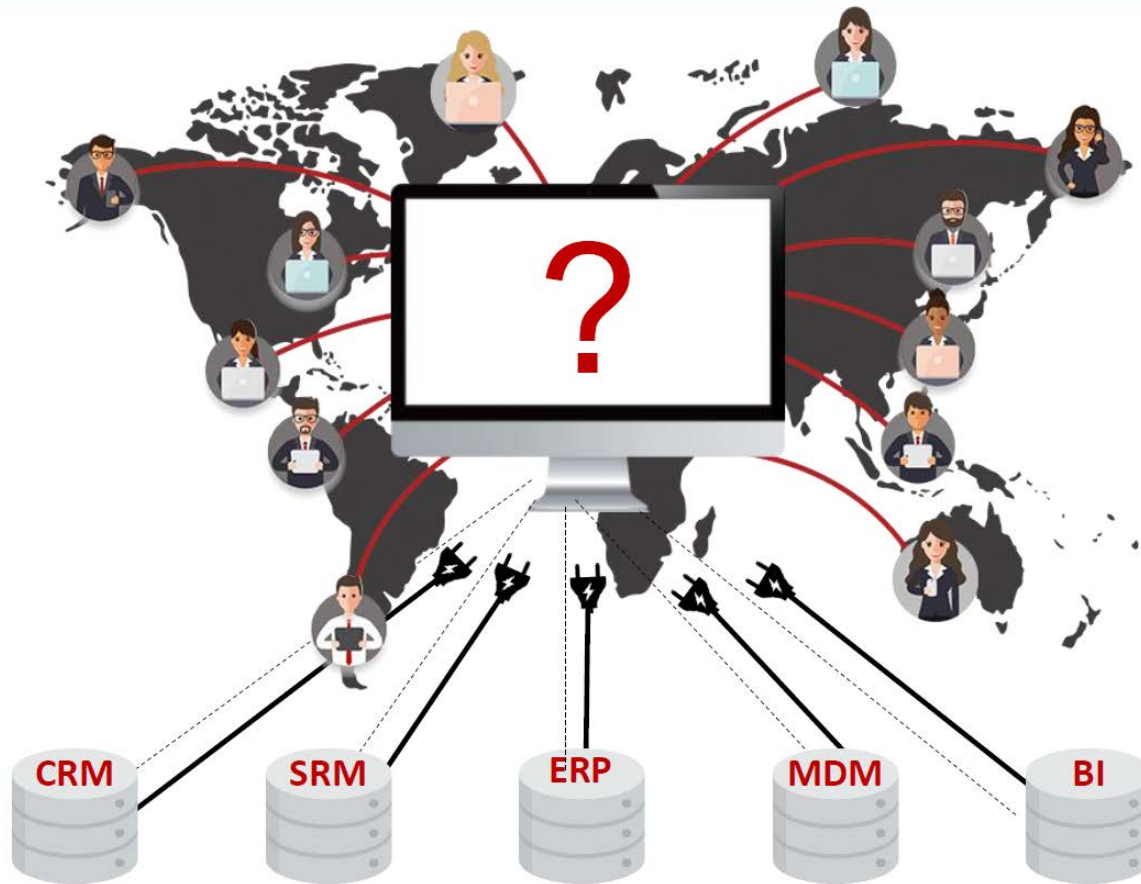
3 problematics put our businesses at risk:

1. the access to our data is complex

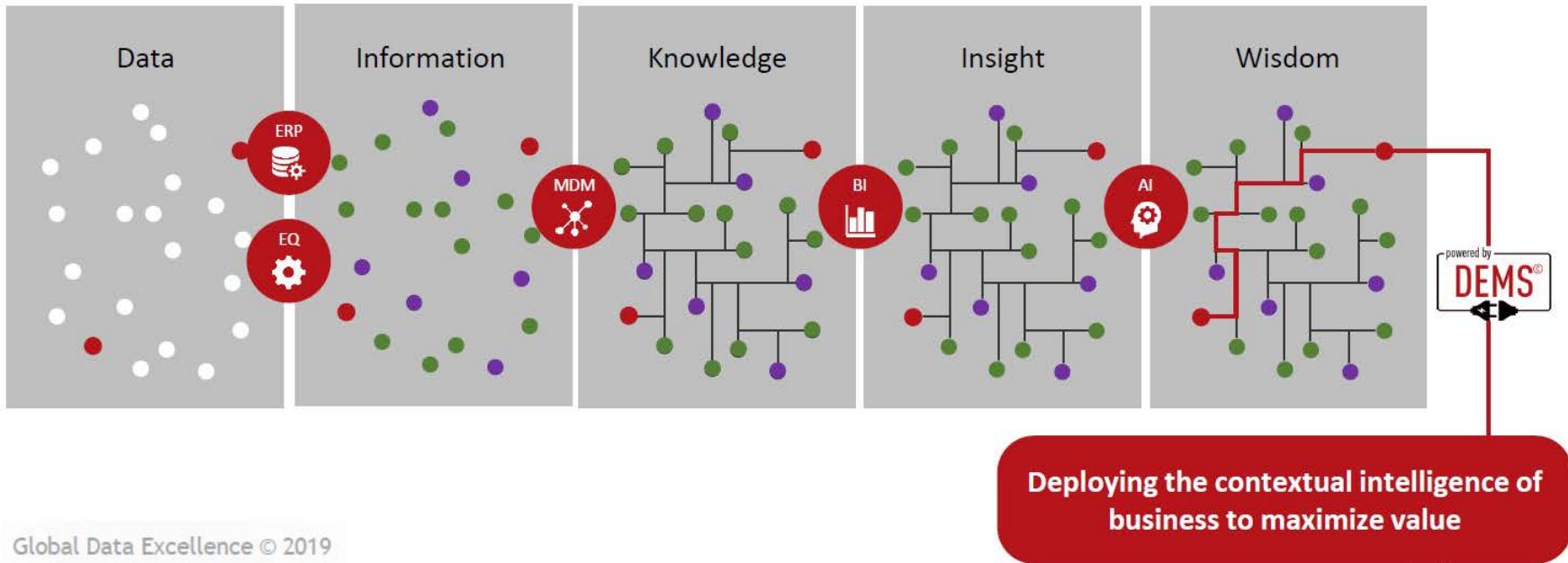2. the quality of our data is poor

3. Under utilisation of the client data

MANAGE DATA AT SOURCE AND SHARE VALUE

All systems have to be powered & compliant by a data governance tool with AI

Global Data Excellence © 2019

Value centric & Data driven

| Data | Information | Knowledge | Insight | Wisdom |

ERP · EQ · MDM · BI · AI

powered by DEMS©

Deploying the contextual intelligence of business to maximize value

Global Data Excellence © 2019

Framework based on **multi contextual intelligence and data sharing**

Revenue maximization (**by 20%**) & **cost optimization** (**by 30%**) in short term while **complying with the existing regulations** (EU General Data Protection Regulation -GDPR-, HIPAA, Payment Card Industry Data Security Standard, FINMA, etc.)

A performant innovation (**advanced AI and a 360-degree approach**)

Customer experience (CX) moved from competitive differentiator to **business imperative** (Industry 4.0)

Companies have to rely on marketing to help drive new business and more revenue (which effort are paying off and which ones to alter or abandon)

Crucial to make the best use of **customer data** in order to improve the CX

2019 customers expect **highly contextual** and **personalized experiences**
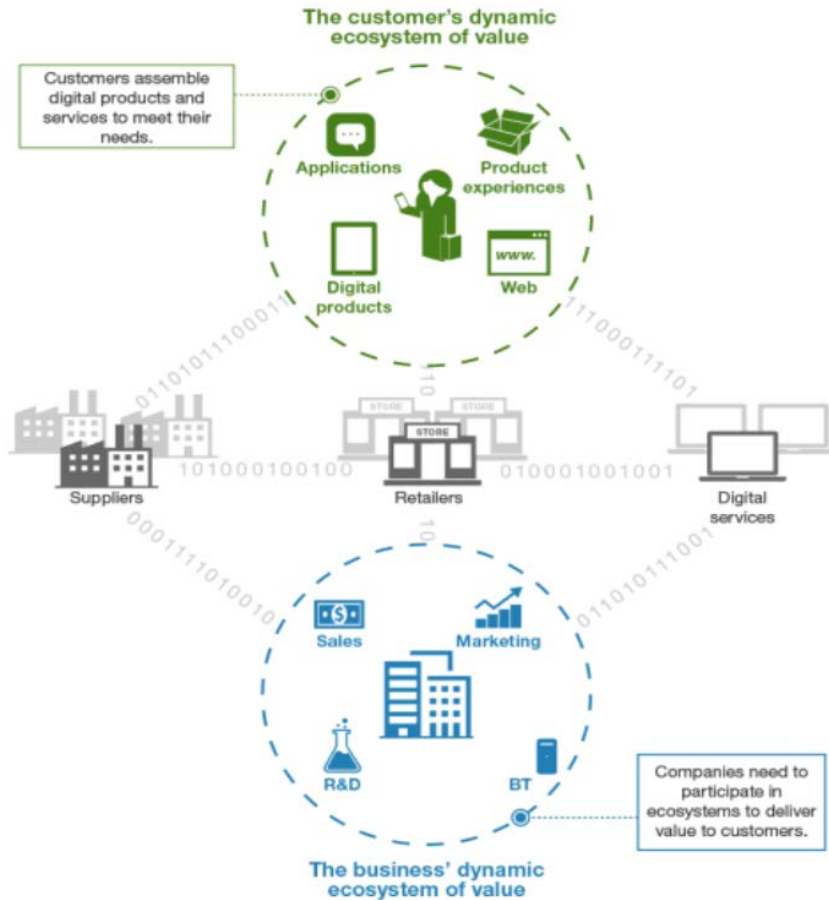**Superior experiences drive business growth !**

Consistent & **tailored CX** based on clients sales historic & previous experience
Personification is no more an option !

Creation of a unique ecosystem

- with a multi contextual-approach

- including proven and innovative technologies

- transversal implementation without operations interruption

- forward decision-making

None is immune to disruption !

Source : Forrester Report «The Digital Business Imperative»

La location, c'est l'intelligence du partage

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