

2020



cigref
succeed
with digital



Pascal Buffard
President of CIGREF

Succeeding in Digital!

Defining what CIGREF needs to achieve over the next 5 years in order to contribute to the success of our member companies and the development of France's economy: that is the goal of CIGREF 2020!

For 2015, CIGREF's chosen target was to increase its influence among large companies by asserting its position as a platform for information, reflection and discussion on business in the digital world.

With that goal achieved, CIGREF 2020 takes it further by committing to **developing the ability of large companies to control and integrate their digital transition through action**, in order to make them champions in this new environment.



Bernard Duverneuil
Vice-president of CIGREF

From IT challenge to digital success

The “Digital Challenge”, compared to the “IT Challenge” ([Le Pari Informatique](#)) - the 1970 study that heralded the creation of CIGREF - also represents a break with the past, but one that is deeper, broader, and of a different nature.

The sheer size of the cultural and organizational changes involved should not blind us to the technological cornerstone on which such a transformation is based. The fundamentals of IT are not overshadowed by the arrival of digital services. To the contrary: they allow those services to flourish, to be integrated into the company’s systems, and to be securely maintained.

The digital dimension: a critical factor in the company’s strategy and operations

CIGREF’s priority from here to 2020 is successful implementation: the time has come to move on from raising awareness about digital to deploying digital in the enterprise. CIGREF wants to ensure consistency and anticipate the technological developments that will be necessary for tomorrow’s business. We want to consolidate the performance of France’s large companies over the long term, in an environment where digital has become crucial to our economy.

CIGREF 2020 will be a success if large companies recognize that CIGREF has made a significant contribution to the success of their digital transition. How?

- By adapting and adjusting the IS function to these challenges;
- Through the level and quality of the exchanges it has initiated on implementation;
- By integrating large companies into a renewed ecosystem, one that effectively integrates innovative SMBs and start-ups;
- By developing knowledge and research on understanding the digital world.

CIGREF’s new mission

“To enable large companies to develop and to leverage digital capabilities”

CIGREF 2020 is committed to successful digital transition in France’s large companies

CIGREF reaffirms what makes it different

- CIGREF embodies the collective voice of large companies and administrations.
- It draws its **legitimacy** both from its history and from its mastery of technical topics. It maintains the focus on technologies and IT as the core competences and know-how that underpin digital and sustain its future growth.
- It is an independent body for discussion and fertile collaboration between players and practitioners, **recognized as a reference in the industry.**

CIGREF reinforces its 3 historic roles

Activities that are more relevant than ever

- The **Intelligence** role mobilizes the unique potential contained in the competences of our businesses and partners to make a significant contribution to digital transformation. This intelligence, made collectively available in the interests of effective action, pre-supposes **excellence** and **cooperation**.
- The **Influence** role is defined by CIGREF’s ability to promote its members’ beliefs about the opportunities and challenges of digital uses and technologies. It is assessed by its capacity to influence three targets (Business Leaders and Business Functions; the Ecosystem; and the Information Society). This role requires **integrity** and **commitment**.
- The **Inclusion** role is illustrated by the intensity and quality of exchanges between member companies’ practitioners - the people at the front line of digital transformation from day to day. It is characterized by **trust** and **conviviality**.

To deal with the digital stakes and challenges that business will face from here to 2021, CIGREF has defined seven strategic priorities to be implemented over the next 5 years.



For each priority, CIGREF will be proactive in reinforcing its openness to the collective intelligence of its international ecosystem, and in optimizing the deployment of its work in the business environment.

IS FUNCTION Create the conditions for the IS Function to deploy and control digital in the enterprise



The CIO has certain fundamental, indisputable responsibilities which remain unchanged, whatever choices the business makes about its information systems: planning the overall vision, defining the systems architecture and security, delivering operational services and solutions, securing and managing technical competences. To support the IS Function in the performance of its roles and missions, CIGREF will reinforce its members' sense of inclusion through forums and channels of exchange designed to consolidate knowledge and know-how in a climate of trust and conviviality.

Create the conditions for the executives of our companies to share their vision for success in digital

LEADERS



Digital is a strategic topic, handled at the highest level of our organizations. CIGREF must establish regular dialogue with top executives on the question: "What do our businesses need in order to succeed in digital, particularly in France?" A dedicated body will be set up, within CIGREF, enabling top executives to share, with their peers, their vision of the role of digital in economic development and on the conditions and actions that need to be put in place in large companies by 2020.

RESEARCH Pursue our understanding and anticipation of the digital world by conducting meaningful research in order to share the findings



CIGREF's relationship with the academic world is fundamental. CIGREF will continue to support research. CIGREF's interest in research lies in its capacity to reinvest the results for the benefit of business. By setting up an International Scientific Committee, CIGREF will guarantee the continuation of its foresight role.

Act for a dynamic and sustainable ecosystem

ECOSYSTEM



Being a lever for driving and developing start-ups.

CIGREF is committed to making it easier for start-ups to enter the potential market of businesses and their ecosystem. It seeks to encourage them to scale up, gain access to public and private contracts, reinforce their links with large groups and thus collectively contribute to supporting innovation in France.

Recreating relationships with suppliers, as digital continues to disrupt traditional business models.

Today, relations between client companies and suppliers are complex, ranging from highly operational issues to do with the contractual framework (licensing, audits, quality of service...) to questions about strategic alliances (intellectual property, investments, sharing of responsibility, co-creation of value, etc.). The aim of this strategic priority is to transform the existing connections between large companies and their technological partners into a balanced, lasting and effective relationship that fosters collective success.

¹ Reinventing business models, increasing the number of partnerships, rethinking organization to improve innovation, creating value from data, managing new digital risks, promoting a regulatory framework, developing the digital culture, attracting talents, strengthening e-leadership.

COMPETENCES

Make careers in IT more attractive and encourage the development of digital competences in business



To grow the economy and provide effective support for our companies, it is essential to develop new digital competences in every business function: IT, marketing, finance, purchasing, communication, logistics, human resources, etc. CIGREF will reinforce its action and influence in the field of education to help develop the competences essential to the implementation of digital. Furthermore, it will publicly voice its positions on developments in the IT profession, and will contribute actively - in liaison with its ecosystem - to boosting the attractiveness of IT careers.

Position cybersecurity as a strategic area for business competitiveness

In digital security and risk management, CIGREF will help companies to understand and address the issues. It will pursue its actions, particularly in training and sensitizing top managers and informing front-line staff, ensuring that this area remains on the agenda of the Executive Committee and the Board. It will also strive to share and disseminate information on best practices, organizational structures and methods that will enable businesses to cope with new threats between now and 2020.

CYBERSECURITY



ETHICS

Promote ethical uses of digital



CIGREF will continue to draw the attention of companies, the wider ecosystem and government to the ethical impacts of the digital transformation on our society, our practices, and our behaviors. It will endeavor to develop the responsibility dimension of the new economy, particularly in areas such as big data, the Internet of things, and artificial intelligence.

2020

Vision

Succeeding in digital is crucial to economic development

Ambition

CIGREF 2020 will be a success if large companies recognize that CIGREF has strongly contributed to the success of their digital transition

Mission

Enable large companies to develop and to leverage digital capabilities

7 strategic priorities for 2020

Competences

Cybersecurity

Ethics

IS Function

Leaders

Research

Ecosystem

Roles and Values

Inclusion
"Trust & Conviviality"

Influence
"Integrity & Commitment"

Intelligence
"Excellence & Cooperation"