

Human Capital and the Digital Enterprise

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President





***« Promoting
Digital Culture
as a source of innovation
and performance »***



**Understanding how
the digital world
is transforming
our lives and
our businesses**


cigref
Réseau
de Grandes Entreprises



**The digital world
enables the company
to reach out into
its ecosystem**

**Digital society requires
the company to open
itself up !**


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de Grandes Entreprises

**Involving
all departments and
all skill-sets within the
company in preparing
a digital strategy, addressing
every aspect of the company's
business model and
internal culture**

The Digital Enterprise...




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de Grandes Entreprises

...is a company with a digital vision and a digital plan for every aspect of its business model



Engaging your customers
Collaborating with your partners
Trusting your suppliers
Empowering your employees....

**Developing networks of
social practices**


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The Digital Enterprise focuses above all...

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**... on the knowledge, competences
and attitudes that will build the future
of digital business !**

Many thanks for your attention...

Let's meet again on:



The screenshot shows the CIGREF website homepage. At the top left is the CIGREF logo, which includes a stylized 'c' and 'i' above the word 'cigref' in a bold, lowercase font. Below the logo is the tagline 'A network for large companies'. To the right of the logo is the website's mission statement: 'Promoting Digital Culture as a source of innovation and performance'. Below this is a horizontal navigation bar with a dark red background and white text for the following links: Home, News, Cercles, Fondation cigref, Partnerships, Press, Research Program, Publications, and About us. On the far right of the navigation bar is a small logo of the European Union. The main content area is divided into three columns. The left column has a dark grey header 'In a nutshell' and contains two items: 'Information systems for business value' and 'User 2 User advantage'. The middle column features a dark grey header 'Information: the next big challenge for business - Harnessing best practice in IS-driven value creation: 2009 map'. Below the header is a paragraph: 'The link between a company's performance, the effectiveness with which it uses information, and the maturity of its IT function has been clearly established.' The right column has a dark grey header 'Contact us' and contains the text 'By mail' followed by the address: 'CIGREF, 21 avenue de Messine, 75008 Paris, France.'

cigref
A network
for large companies

Promoting Digital Culture as a source of innovation and performance

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In a nutshell

Information systems for
business value

User 2 User advantage

**Information: the next big challenge for business -
Harnessing best practice in IS-driven value creation:
2009 map**

The link between a company's performance, the effectiveness with which
it uses information, and the maturity of its IT function has been clearly
established.

Contact us

By mail

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21 avenue de Messine,
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