



PRESS RELEASE

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GROUPE BPCE TEAMS UP WITH TÉLÉCOM PARISTECH TO SUPPORT THE BIG DATA & MARKET INSIGHTS CHAIR

Groupe BPCE is joining Groupe Yves Rocher, Voyages-sncf.com and Deloitte as a partner of Télécom ParisTech's Big Data & Market Insights Research Chair launched with Télécom Business School in December 2013. The Chair's inter-disciplinary work is geared to improving companies' knowledge of their clients, to helping them to personalise products and services and to develop techniques for preventing IT fraud and intrusions.

Led by Talel Abdessalem, Professor in Télécom ParisTech's IT and Networks Department, the Chair combines Télécom ParisTech's expertise in the field of big data processing and web mining with Télécom Business School's know-how in the digital marketing area.

The Chair stimulates the partners' R&D efforts in the big data field and ensures their business needs are incorporated into research activities.

"The partnership seeks to respond effectively to the considerable issues related to the constantly-increasing volume of data we produce, while also taking into account its varied and evolving nature. Through this long-term collaboration we aim to gain a better understanding of the behaviour of the clients of the various Groupe BPCE companies and thereby serve them better within the context of a lasting relationship built on confidence and trust" explains Philippe Poirot, Head of Digital Development, Transformation and Quality, Groupe BPCE.

"We are delighted to welcome Groupe BPCE as a partner of the Big Data & Market Insights Chair. Firstly, like our existing partners, Groupe BPCE recognises the major challenges raised by big data and the interest of joining forces with a specialist research team in order to maximise the understanding and use of this data both for the benefit of the Group and of its clients. And secondly, the fact that our partners come from different sectors of activity enables us to enhance our knowledge of the various business issues and needs linked to big data and to develop effective solutions tailored to these individual issues and needs. Groupe BPCE's entry into the Chair means we can incorporate the needs of the banking and insurance industry into our research work" underlines Talel Abdessalem.

"The Chair's Management Committee and its existing partners - Groupe Yves Rocher, Voyages-sncf.com and Deloitte – are happy to have Groupe BPCE join the Big Data & Market Insights Chair. Groupe BPCE will bring a complementary business view and interesting practical issues to the Chair. All partners are ready to share their experiences and internally-tested use cases in order to improve the relationship with their clients and to adapt products and services in accordance with their needs" says Frédéric Burtz, Voyages-sncf.com, Chairman of the Chair's Management Committee.

The Big Data & Market Insights Chair was set up with the support of Fondation Télécom. It is the 9th Télécom ParisTech research chair funded by backers. It is the 3rd big data-related research chair in which Télécom ParisTech participates within the scope of Institut Mines-Télécom. It rounds out the mathematical and statistical approach of the Machine Learning for Big Data Chair and the legal, technical, economic and philosophical approach of the Values and Policies of Personal Information Chair.

For more information on Télécom ParisTech's big data activities: www.telecom-paristech.fr/bigdata

Find the joint interview of Philippe Poirot and Talel Abdessalem on www.bpce.fr

About BPCE

Groupe BPCE is France's second-largest banking group and is underpinned by two autonomous and complementary commercial banking networks, comprising 18 Banques Populaires regional banks and 17 Caisses d'Epargne regional banks, respectively. The Group also operates through Crédit Foncier in the real-estate financing field. It is a major player in wholesale banking, asset management and financial services via Natixis. Groupe BPCE possesses over 36 million clients and an extensive presence in France through 8,000 branches, 115,000 staff and over 8.8 million co-operative shareholders.

www.telecom-paristech.fr

About Télécom ParisTech

Télécom ParisTech delivers training geared to fostering innovation and entrepreneurship in the digital world. It provides a range of degree courses for engineers, PhD students and professionals throughout their careers, with over 55% of course participants of international origin. Teaching and research activities cover all scientific and technological disciplines related to the fields of IT and communications. By focusing on unique expertise in six strategic fields - Big Data, Very Large Networks and Systems, Digital Trust and Confidence, Real-Virtual Interactions, Modelling, Interdisciplinary Innovation – Télécom ParisTech provides responses to the major challenges in the digital world.

Télécom ParisTech is earmarked to be the future digital innovation college of the Université Paris-Saclay, whose aim is to become one of the world's leading innovation centres.

www.bpce.fr

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