Paris 2024
Innovation Program

Thierry Gruszka
France CIL Lead
Feb. 2022
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?

London 2012
Network

Rio 2016
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
Agenda

1. Cisco and the Olympics
2. Paris 2024
3. Innovation Initiative
4. Bolt Bets
5. Next
We are preparing Games at the heart of the City
1. To offer exceptional, accessible and popular Games that will leave a **strong legacy to the French people**, while respecting a controlled and responsible budget framework

2. To leave a legacy for the inhabitants of the region in terms of **education, sports practice and quality of life** (the athletes' and media villages will have a second life as new districts for the great Parisians).

3. A **flawless**, perfect organization, the image of France is at stake!
Objective Olympic 2024

CISCO'S INNOVATION PROGRAM FOR THE OLYMPIC & PARALYMPIC GAMES

PARIS 2024

CISCO

PARIS 2024

PARTENAIRE OFFICIEL
Paris 2024 Cisco France Innovation

A historical partnership
- 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 - Ideation
CHOICE OF THEMES AND IDEATION

- Identification and formalization of projects

February
Program Kick-off

March
Selection of themes & team selection

May
Pitchday

Phase II - Scope
VALIDATION OF THE NEED WITH THE USERS

- Conducting interviews, iterative workshops and active mentoring

January
Presentation to FLT

September
Agency Kick-off

December
Restitution to GeoFrance

Phase III - MVP
MVP PRODUCTION FOR EACH PROJECT

- A cycle of solution development sprints

February
Governance Workshop

March/April
Launch MVP
Phase I - Exploration

200
Cisco France employees

10
Themes

37
Project sheets
Achievements

Value chain

identification of use cases

maturity analysis

Press release

Pitch

User Interviews

BU expert meetings

Partners

Major Groups

Press release

Pitch

User Interviews
Interviews conducted

PARTNERS

STARTUPS
4 technological bricks at the service of users

User needs

Application layers internal or external to Cisco

Meraki
Webex
DNA
Open Roaming
**Touchpoints on the Olympics Journey**

**Athlete**
- Olympic or Paralympic athlete
- Needs to focus on the preparation of his events
- Keeps the link with his entourage and the public

**Visitor**
- Foreign tourist or local visitor
- Attends events and/or visits the fan zones
- Takes advantage of the opportunity to live experiences around the Games

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

**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 Games

**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

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**Touchpoints on the Olympics Journey**

**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**

**ORGANIZERS & MANAGERS**

- Operate the Olympic venue(s) and ensure the smooth running of the Games
- Delegate certain skills to service providers

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

...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

...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

I organize the management...
**Touchpoints on the Olympics Journey**

**ORGANIZERS & MANAGERS**

- **...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

- **INVESTMENT**: High value project but difficult to deploy
  - CIX
  - Go Sentinel
  - WeConnect
- **QUICK-WIN**: High value project and easy to deploy
  - DNA
  - Digital Twin
  - Webex for Athletes
- **TO QUESTION**: Low value project and difficult to deploy
  - JOP’IN
  - CO2 Capture
- **NO PRIORITY**: Lower value project but easy to deploy
  - Green Kiosk
  - BridgeStudio

**Webex for Athletes**

**Go Sentinel**

**WeConnect**

**DNA**

**Digital Twin**

**Webex for Athletes**

**Green Kiosk**

**BridgeStudio**

**MVP**

**Of need**

**Off or Stand-by**
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 Delvalle
Marc Tastayre
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

Gain type

Completion time

Solutions availability

Tech maturuty

Skills accessibility

Tech mastery
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
- 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
Orange
Dassault Systèmes
OnePlan

Cisco Technology
DNA

Desirability

Feasibility

Viability
**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 Moukam
- Olivier Rousseau

Cisco Experts:
- Frédéric Salat-Baroux
- Stéphanie Doan

**User interviews**

**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**

**Cisco Technology**

**Desirability**

**Feasibility**

**Viability**

![Venn diagram showing desirability, feasibility, and viability criteria]

- **Completion time**
  - < 1 month
  - 2-6 month
  - > 1 year

- **Gain type**
  - Attractivity
  - Turnover
  - Productivity

![Diagram showing desirability factors: Emotion, Cognition, Function]
**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
- François Blanc
- Maxime Petit
- Remi Sedilot
- Vincent Aron
- 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**

**Desirability**

**Feasibility**

**Viability**

Completion time:
- < 1 month
- 2-6 month
- > 1 year

Gain type:
- Attractivity
- Turnover
- Productivity
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 Delvalle
Laurent Andriantsiferana

Cisco Experts:
Olivier Proffit

User interviews
- Heropolis
- Sensivic
- Instant Connect

Sorama

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
- Heropolis
- Sensivic
- Instant Connect

Cisco Technology

Desirability

Feasibility

Viability

Completion time
- < 1 month
- 2-6 month
- > 1 year

Gain type
- Attractivity
- Turnover
- Productivity
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
< 1 month 2-6 month > 1 year
Gain type
Attractivity Turnover Productivity
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

Desirability

Feasibility

Viability

Completion time

Gain type

Attractivity Turnover Productivity
What’s Next

5 MVPs

3 Scopes

Start-up collaboration

BUs collaboration

Customer Engagement

Paris Experience Center

ET&I interactions
- CIL support
- Design Partners
- Paris Experience Lab
- Bolt Bets connections
- GreenLite...
- + TBD...
Time to join ;-)