

# transformer son écosystème en ambassadeur de la marque

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<http://orange-business.com>

Paris – 22 Juin 2010

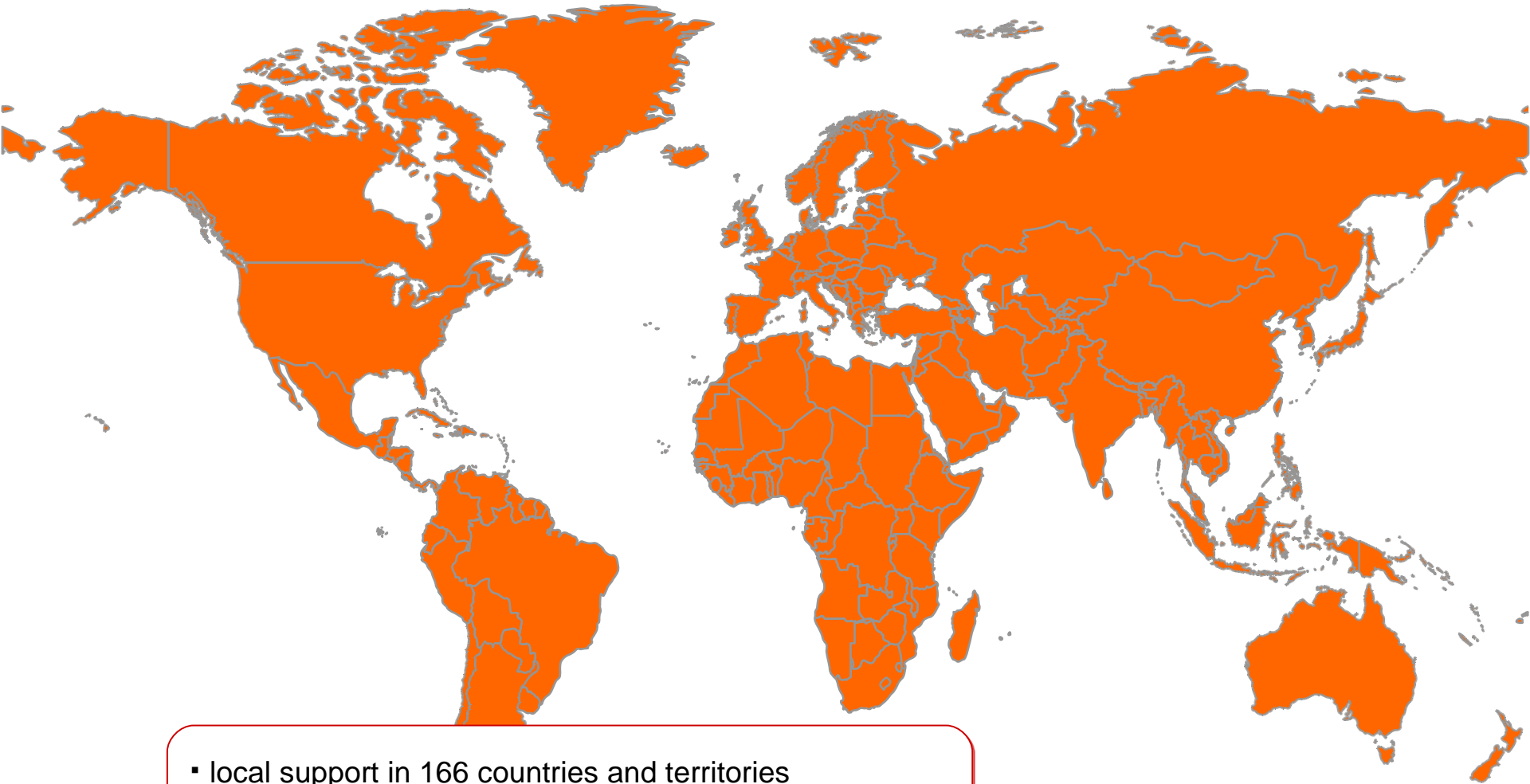
*image by Izabella Bielawska of the Young Creatives Network'*

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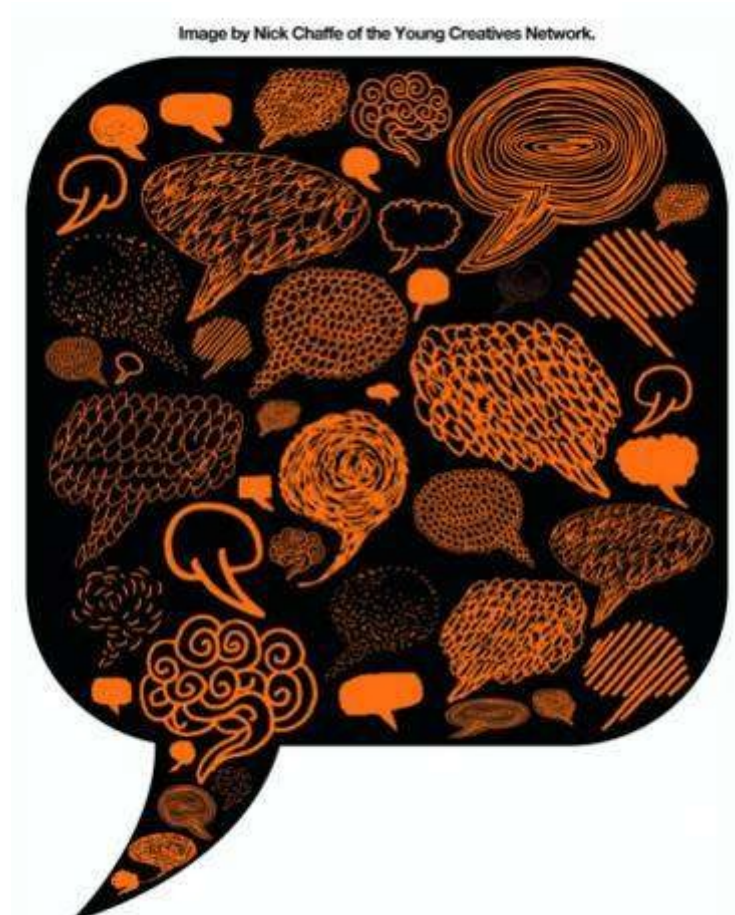
# Orange Business Services dans le monde



- local support in 166 countries and territories
- a seamless network covering 220 countries and territories

# ordre du jour

- > introduction
- > pourquoi les médias sociaux ?
- > des ambassadeurs de la marque
- > mettre en œuvre les médias sociaux



# comptes Twitter d'entreprises françaises (04/10)

- > @orangebusiness n° 1 des comptes Orange et n° 6 des marques françaises

## Les plus gros comptes Twitter d'entreprises françaises

COMPTE	ENTREPRISE	ABONNÉS(*)	ACTIVITÉ
@Y_S_L	Yves Saint Laurent	98 000	Luxe
@Ubisoft	Ubisoft	30 000	Edition de logiciels
@LaRedouteFr	La Redoute	28 500	Vente par correspondance
@Altaide	Altaïde	27 200	Recrutement
@LouisVuitton_HQ	Louis Vuitton	18 500	Luxe
@OrangeBusiness	Orange Business Services	8 400	Télécoms
@Netvibes	Netvibes	6 800	Edition de logiciels
@AirFranceFR	Air France	5 500	Transport aérien

(\*) Chiffres relevés au 20/04/2010.



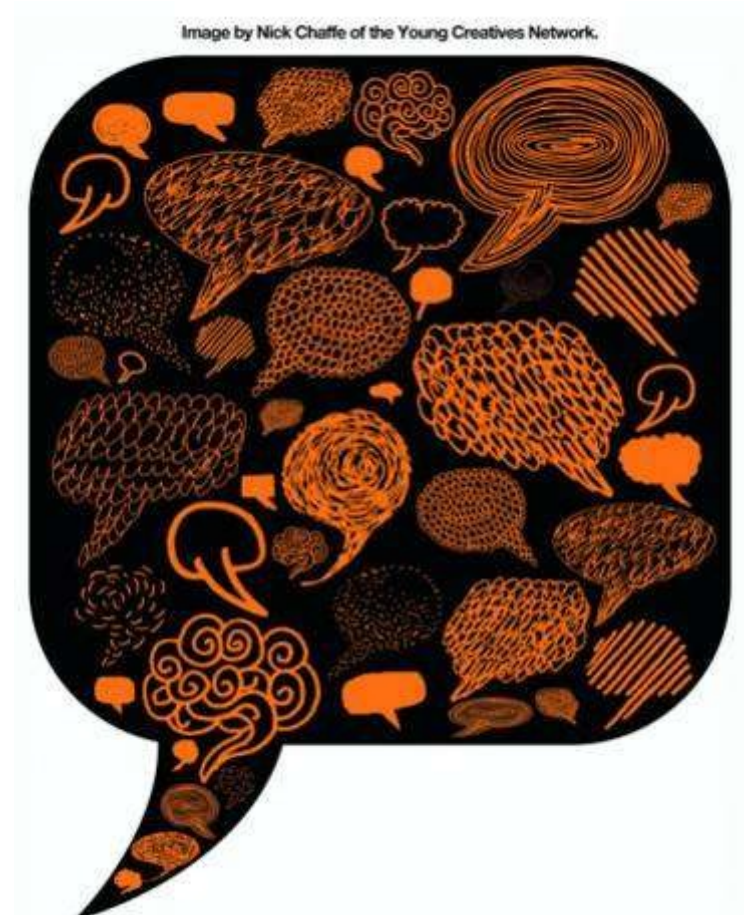
# des centaines de contributeurs

The image shows a screenshot of the Orange-business.tv web TV interface. At the top, the text "Orange-business.tv web TV" is displayed. Below this is a list of video sources, numbered 1 through 9. Each source is accompanied by a small thumbnail image. Several callout bubbles are overlaid on the screenshot, pointing to specific sources:

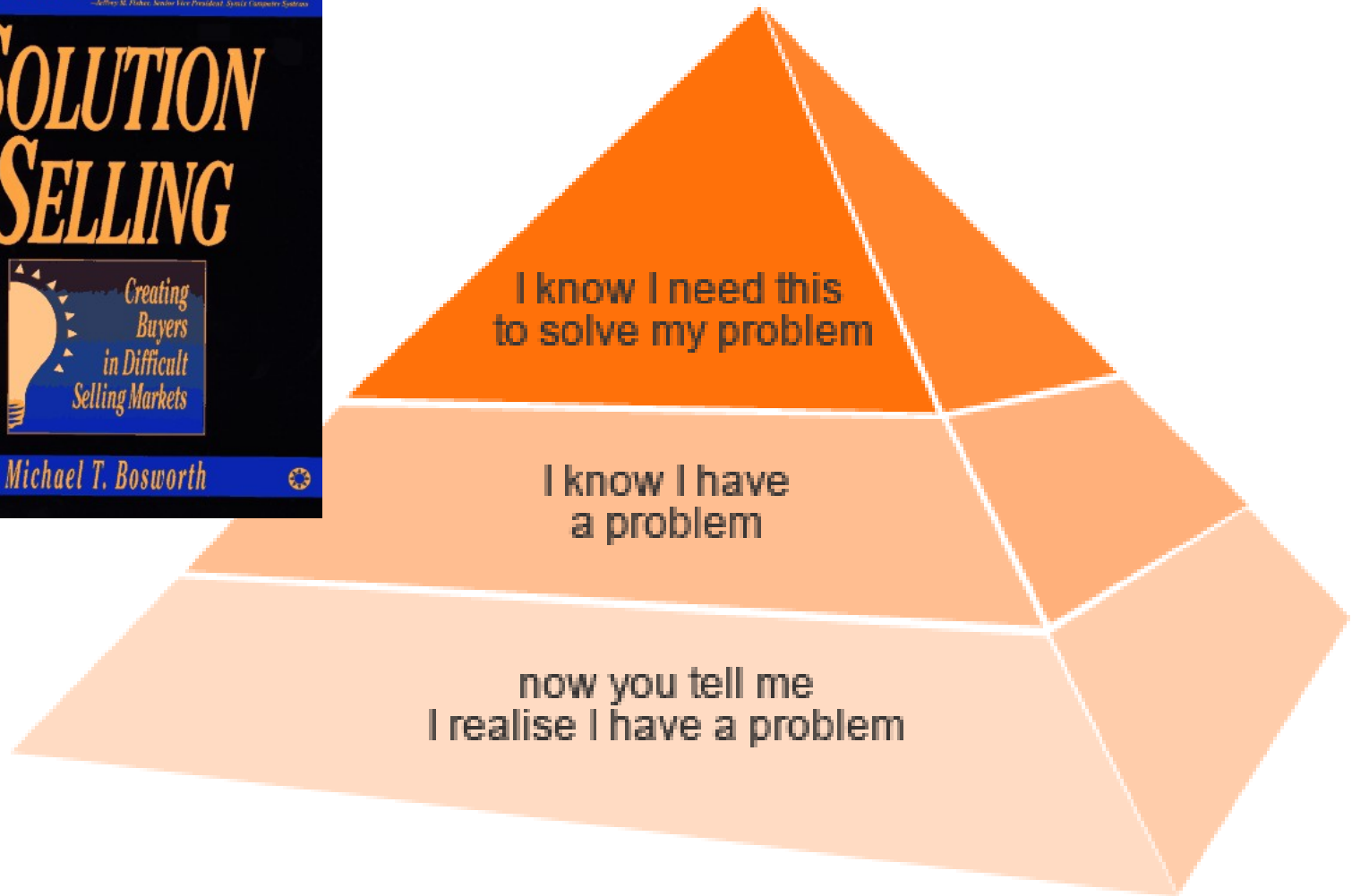
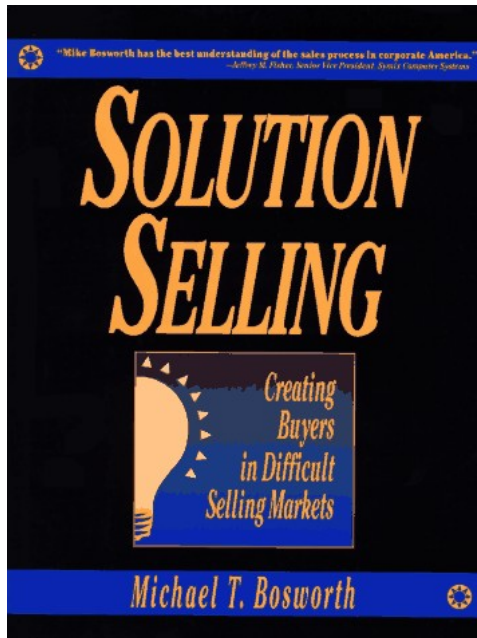
- "partenaire" points to the first source (orange-business.com).
- "google" points to the eighth source (google.fr).
- "LinkedIn" points to the second source (linkedin.com).
- "Twitter" points to the third source (twitter.com).
- "viadeo" points to the fourth source (viadeo.com).
- "wikipedia" points to the sixth source (fr.wikipedia.org).
- "facebook" points to the ninth source (facebook.com).

	Source	Thumbnail
1.	<a href="http://orange-business.com">orange-business.com</a>	[Thumbnail: A person at a desk]
2.	<a href="http://linkedin.com">linkedin.com</a>	[Thumbnail: A person's face]
3.	<a href="http://twitter.com">twitter.com</a>	[Thumbnail: A person's face]
4.	<a href="http://viadeo.com">viadeo.com</a>	[Thumbnail: A person's face]
5.	<a href="http://manager-go.com">manager-go.com</a>	[Thumbnail: A person's face]
6.	<a href="http://fr.wikipedia.org">fr.wikipedia.org</a>	[Thumbnail: A person's face]
7.	<a href="http://blogs.orange-business.com">blogs.orange-business.com</a>	[Thumbnail: A person's face]
8.	<a href="http://google.fr">google.fr</a>	[Thumbnail: A person's face]
9.	<a href="http://facebook.com">facebook.com</a>	[Thumbnail: A person's face]

# pourquoi les médias sociaux ?



# 1. 'vendre' par la solution





## 2. car les 'acheteurs' ...

source:  
**InformationWeek**  
BUSINESS TECHNOLOGY  
NETWORK



**douleurs métier**

virtualisation

sécurité informatique

utilisent les médias sociaux

**sont passionnés de techno**

lisent les blogs

importunés par le marketing par l'interruption

cherchent des conseils et des sources B2B de confiance

*sont dans des ECOSYSTEMES*

# 3. à cause du feedback ... et plus encore



Orange Business Services > Orange Business Blogs > Orange Business Live

## green it in sustainable businesses

18

May



Extracts from a new book - *Green IT for Sustainable Business Practice* - written by green IT consultant Mark O'Neill have been published on the *BusinessGreen* website. The four-part serialization is summarized below:

Part 1 looks at the context behind green IT and why it is becoming increasingly important. Although IT is reportedly responsible for only 2% of worldwide carbon

emissions it has the potential to significantly cut the remaining 98%. Businesses first need to identify and highlight the areas that are directly contributing to these emissions. For example the electricity consumption of PCs is growing by 5% per year, and electricity consumption can make up to 10% of even small businesses' IT budgets.

Part 2 looks at the importance of having stated targets in carbon emissions reduction, otherwise, he warns "there is a very high probability they will never be achieved." Enterprises need to define their environmental baseline, the cost of IT service provision, and the cost of investment and expected ROI for Green IT. This part also looks at the issue of carbon trading in the UK in some detail.

Part 3 looks at the requirement of businesses to manage their ICT waste and the impact of legislation such as the Waste Electrical and Electronic Equipment Directive (WEEE Directive).

And finally, part 4 looks at steps that businesses can take to reduce the amount of legacy IT equipment they use. Recommendations include:

virtualization, data center management, cloud computing/SaaS and

recycling. Recommendations include:

virtualization, data center management, cloud computing/SaaS and

recycling. Recommendations include:

virtualization, data center management, cloud computing/SaaS and

recycling. Recommendations include:

### about this blog

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### category

- CRM
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### archives

May 2010

May 2010

### archives



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### editors



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Christian Chichkine



# generation de prospects (campagnes en cours)

**Webleads Tracker**  
Smart, Simple and Powerful

vgourvenec Logout

BLOG VIRTUALISATION FR Dec 11 - Mar 10  
Wed Mar 10, 11:12am

Home Visitors **Locale** Content Links Searches Goals Campaigns Spy

Countries Regions Cities Languages Hostnames **Organizations** | Global map Recent visitors map

Pernod Ricard Credit Agricole Cheuvreux S.a Headquarters, Usaic Universite De Strasbourg Technofutur Information Management Group Soc Sa

Amosdec Sir Mortimer B. Davis - Jewish General H... Cegecom S.a Vente De Materiel Informatique Giraud International Bull Echirolles **Orange**

Fr-natexis Ds Paris Assoc Avocats Multiburo Trocadero Investelektrosviaz Ltd. **Bull Sa Hewlett-packard Company** Esr Airbus France

**Service Nsai** Firewall Brutele Sc **Sonatel** Jac Search And Media Europe Ltd Reseaux Psa Belfort End-user Interco **Banque** Sdst

And Turbodsl Lines Ict Informatique **Thales Service** Bouygues Intel Corporation European Parliament Electricite De France Oleane Sa Direction

Generale De Impots Spa Anwarnet Teamtel Omr St Sebastien Sur Loire Mts Allstream Cnav Sogetel Gaz De France Ig Nord Credit Agricole S.a. **Euro**

**Rscg** Silicomp Ingenierie Vmware Grenoble Cci Esc Commissariat A L'energie Atomique Deletec **Societe Generale** Banque Nationale De

Paris - Bnp Atos Origin Infogerance Hotwire Public Relations France Fr-imaginat-bess-sharedhosting Win S.a T-systems International Gmbh Ministere De

L'interieur **Banque Paribas** Compagnie Generale De Sante **Medical** Ovh Sas Sopra Nextiraone-france Research In Motion Uk Limited Fr-asmodec

Laboratoire Pharmaceutique Interconnection With Rael Backbone Sun Microsystems Extra Ip Ranges For Customers Nouvelles Cliniques Nantaises Global

Crossing Systonic Caisse Epargne - Platform Of Services Soci T D Avocats Ctre Interconsulaire Formation Mayenne Banque De France Universite Paul Valery

Gestion Immobiliere Infrastructure @carrefour Total S.a. Soci T D Avocats **Industrie** Universite De Sherbrooke Lyreco Management

Radio Monte Carlo **Fai** Adenclassifieds Informatique **Paris** Enviocom France Nantes Psinet Systar Sa

## 4. car nous sommes fiers de nos employés ... et de nos partenaires



# 5. à cause des chiffres et de l'influence

January-April 2010 - orange-business.tv

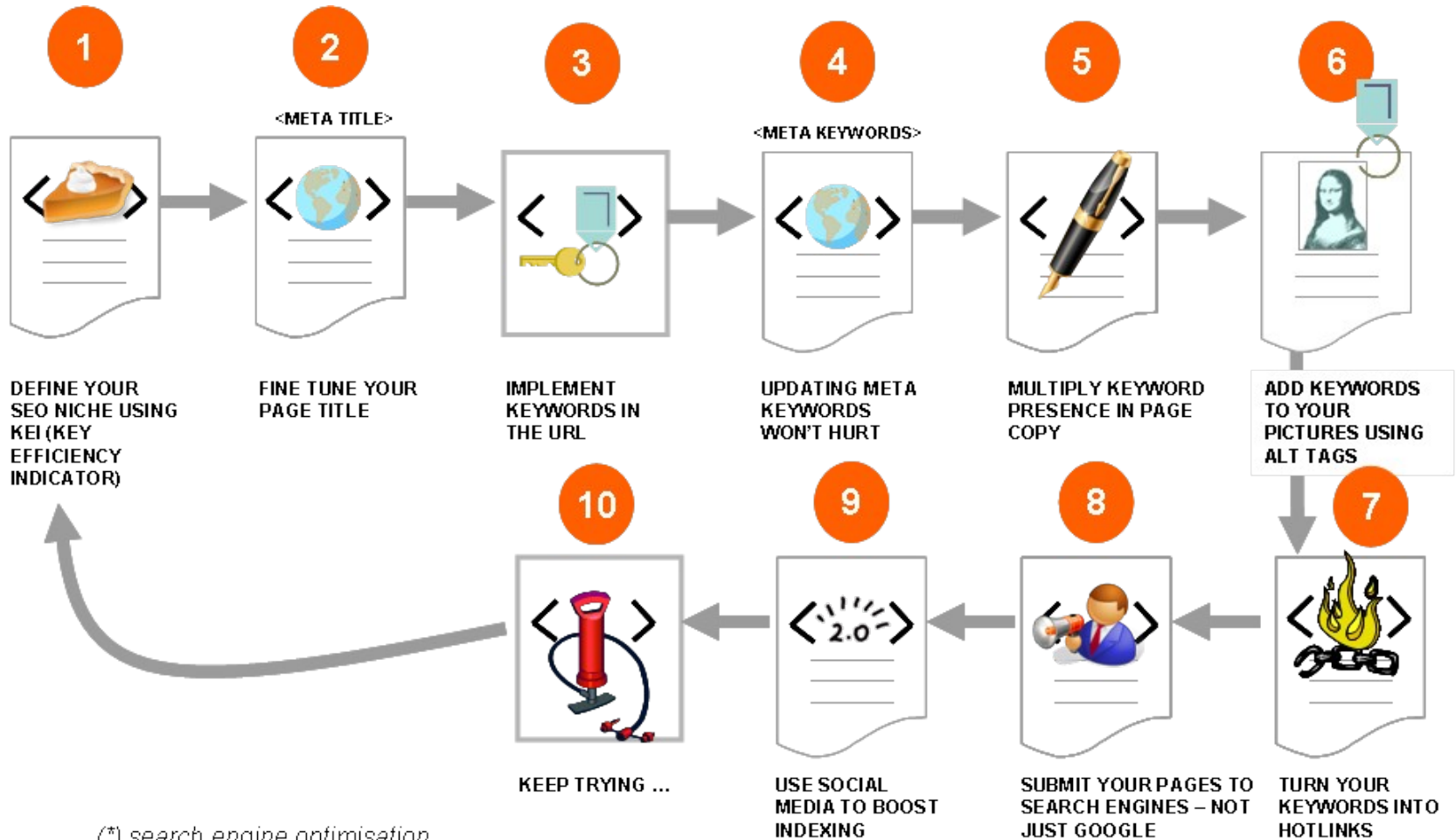
- approx. 280 video clips
- 60% in French

# Orange Web TV is now a product

						Media duration
le PC est il mort ?	05:08	6:24:20	239	126	59 %	03:02
Managed Services in the Americas from Orange Business Services	05:49	6:06:29	162	83	76 %	04:25
Internet et la Relation Client	12:02	5:42:04	443	92	31 %	03:44
Open Videopresence : on s'occupe de tout !	01:02	3:45:55	495	238	92 %	00:57
les SPAMTRAPS : focus sur un piège à spammers	04:59	3:07:04	836	62	61 %	03:02
social Engineering et réseaux sociaux dans la vie professionnel	06:28	2:38:55	208	32	77 %	04:59
Open Videopresence: we take care of everything!	01:02	2:01:22	580	133	88 %	00:55



## 6. à cause du référencement

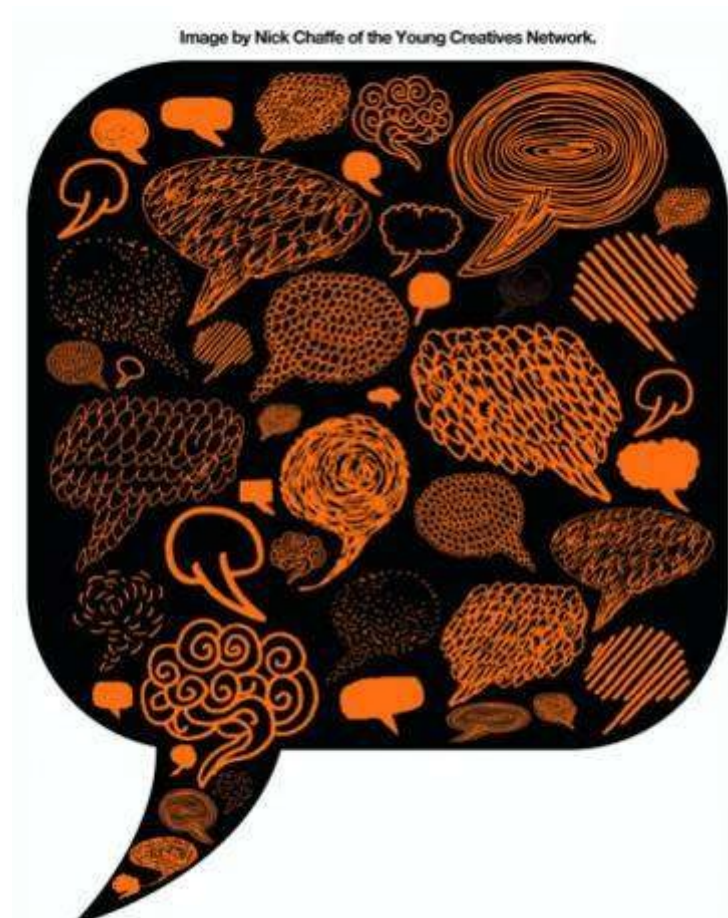


(\*) search engine optimisation



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# des ambassadeurs de la marque





Vincent, tu es devenu une vraie vedette, ton article du blog a fait le tour de la Banque !

*(un client à un de nos blogueurs)*



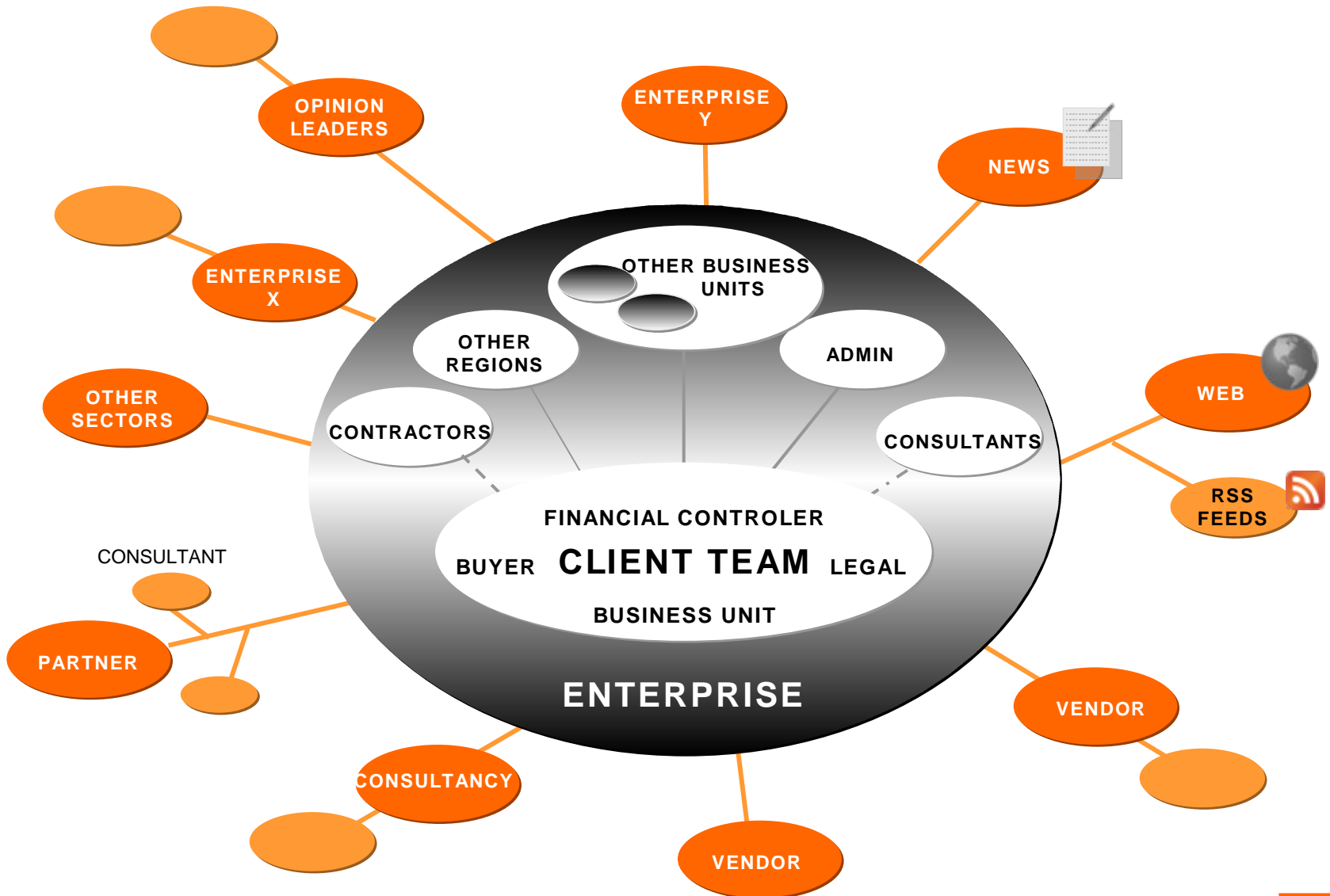
## customer advocacy (2)



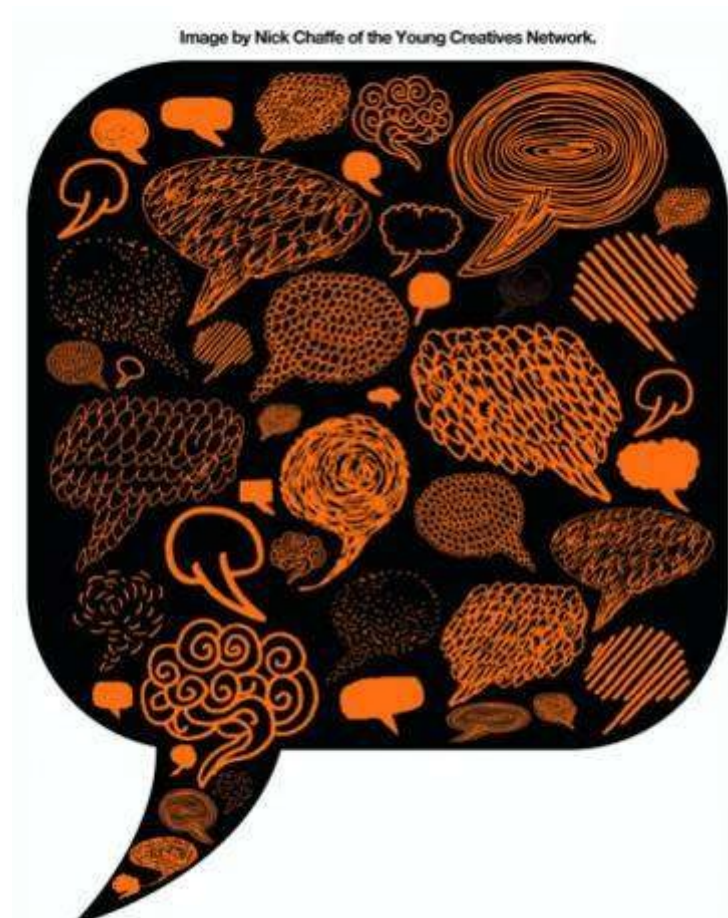
nous ne sommes pas clients mais nous aimerions vous parler car nous avons été impressionnés par le contenu du blog virtualisation

*(un client à une de nos unités d' affaires)*

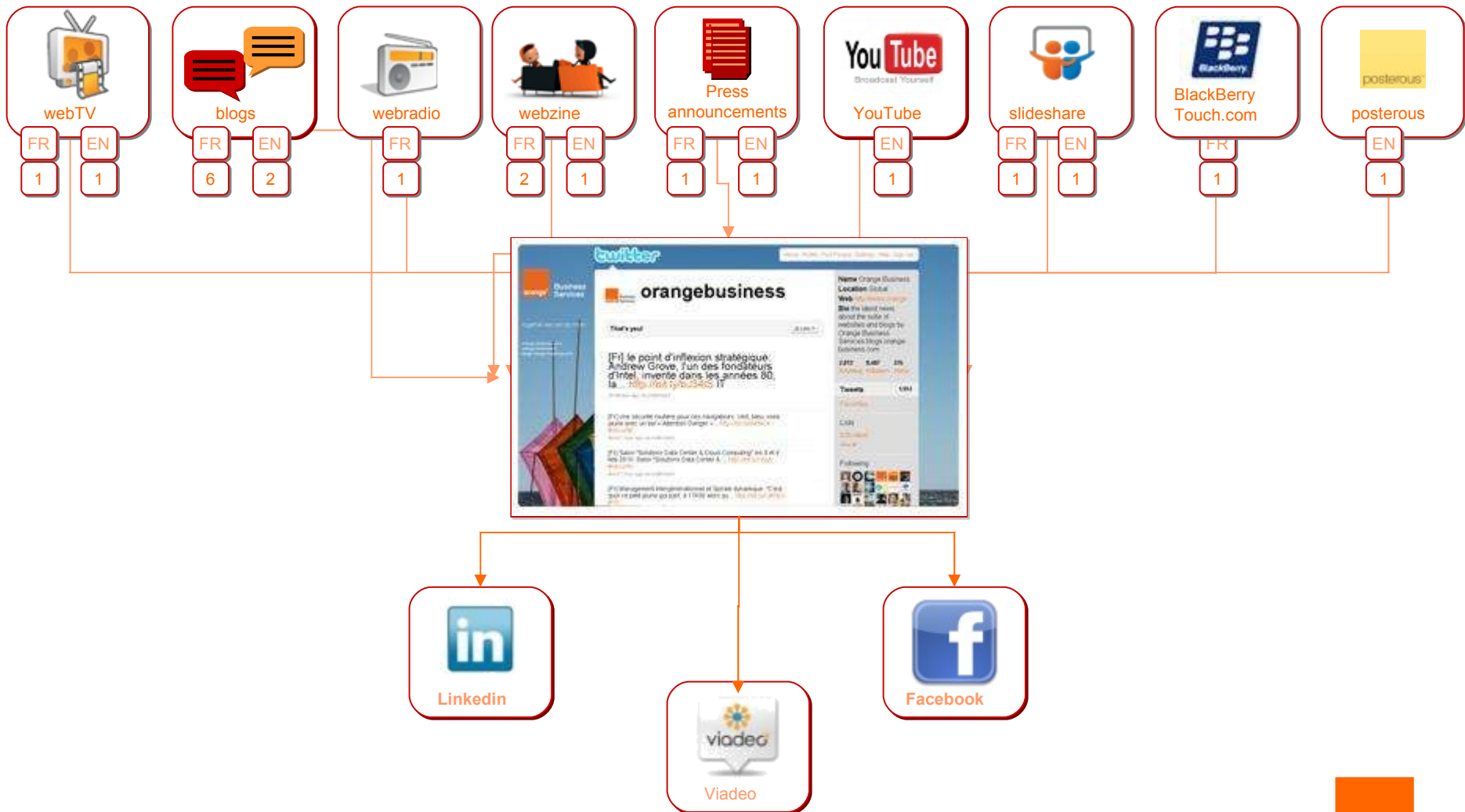
# l'écosystème des TIC



# mettre en œuvre les médias sociaux



# le flux d'informations



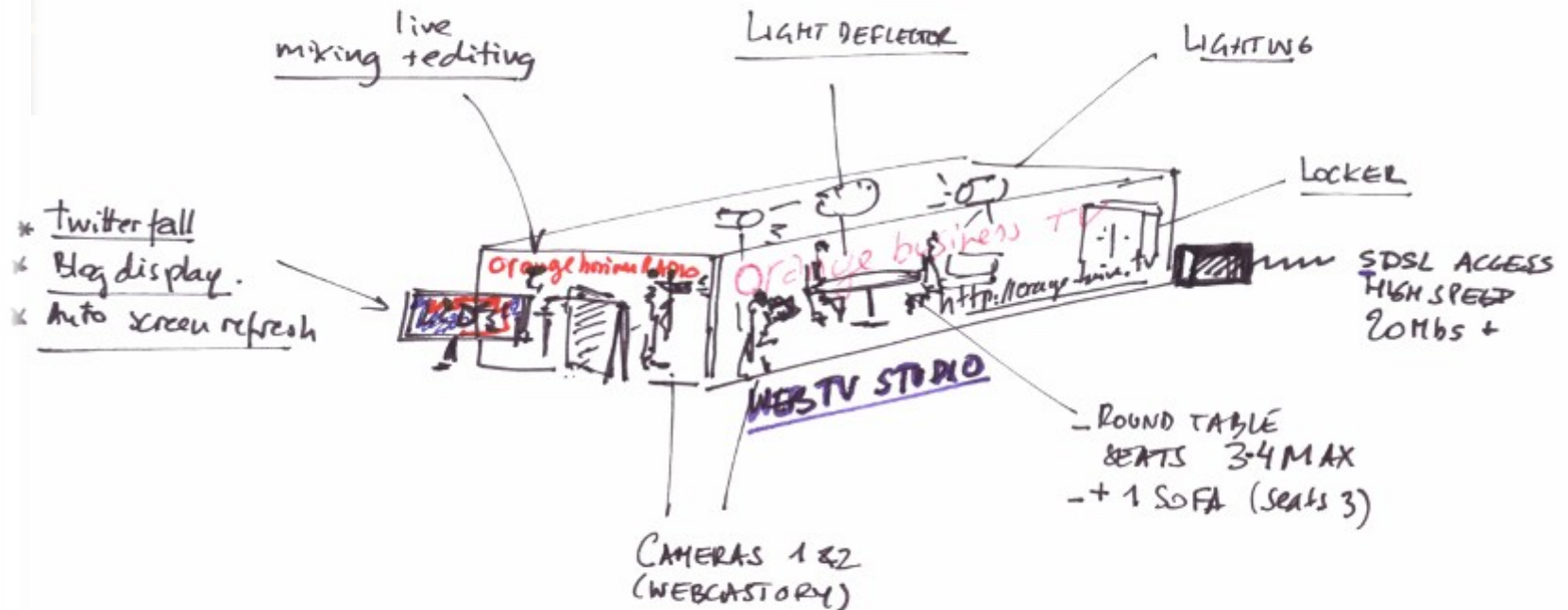
# exemples transverses

- > webzines
- > relations presse
- > relations publiques & juridiques
- > événementiel
- > publicité
- > prospection



# événement clients: Orange Business Live 2010

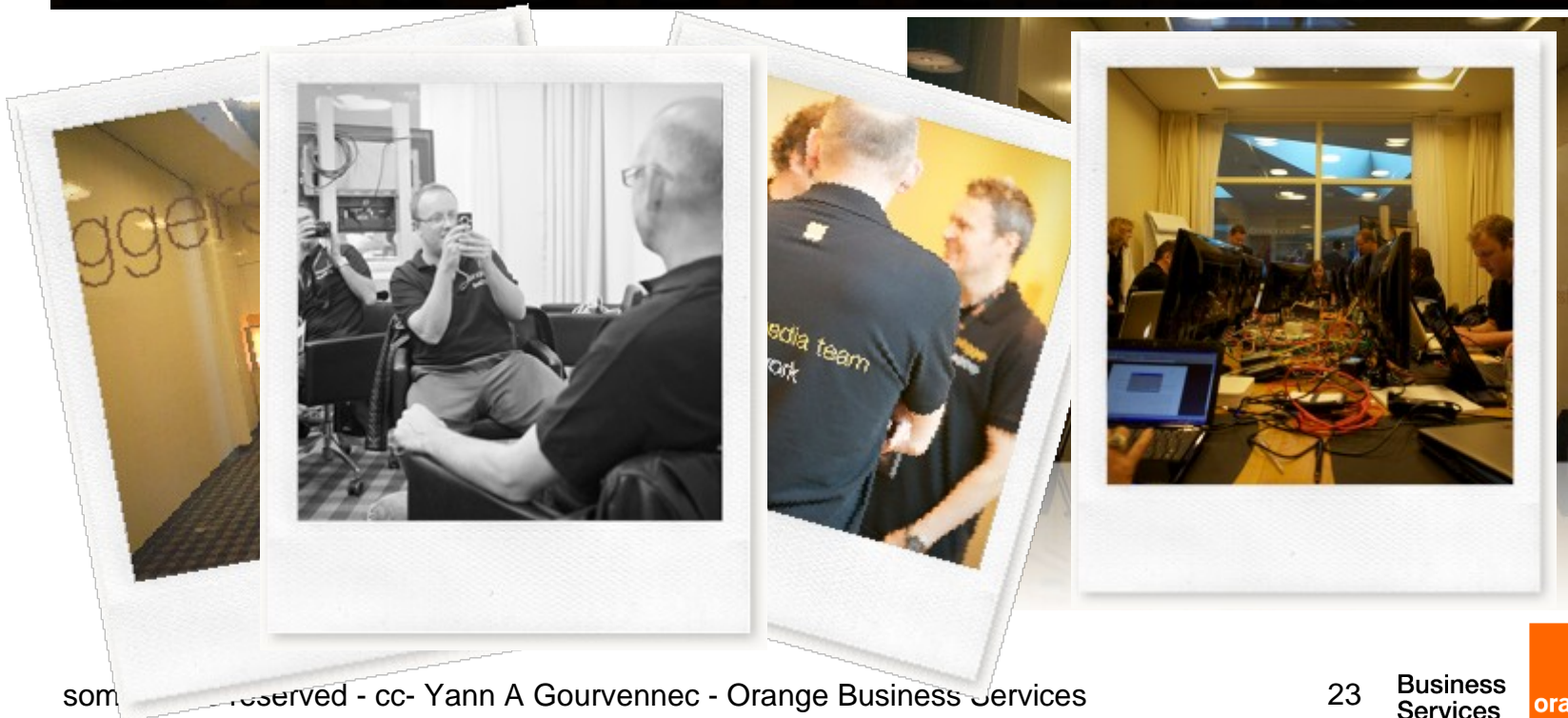
<http://www.orange-business.com/live/>



# événement clients: Orange Business Live 2010

<http://www.orange-business.com/live/>

photos par Ben Ellis  
et Yann Gourvennec



à bientôt sur ...



@orangebusiness



<http://www.facebook.com/orangebusiness>



<http://www.posterous.com/orangebusiness>



# about Yann Gourvennec



- > since 2008, head of internet, orange business services
- > 2005-06/2007, innovation principal, orange business services
- > 2003-06/2005, alliance partner manager, france telecom
- > 1999 – 2002 - director e-business: france telecom teleconferencing services
- > 1997 - 1999 – consultant, Internet, marketing & information systems, cap gemini
- > 1995-1997 – internet marketing consultant, unisys europe
- > 1992-1995 – business systems manager, unisys europe
- > 1988-1992 – business systems manager, unisys france
- > 1985-1988 – account executive, philips France

my research available online at: <http://visionarymarketing.com/>

