

REPORT: ARI DIGITAL SHOW 2018

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1	Introduction.....	2
2	Organization of the event	3
3	Description of the projects.....	5
4	Global impact.....	8
	Referencias.....	11

1 Introduction

Atos is a global leader in digital transformation. European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions through its Digital Transformation Factory, as well as transactional services through Worldline, the European leader in the payment industry.

ARI Marcomm team, which is under the umbrella of the Innovation Hub, is a part of Atos Research and Innovation department in Atos. Our purpose is to centralize and harmonize the Marketing and Communication activities, to raise ARI visibility inside and outside the company. In line with this approach, ARI Marcomm organizes annually the ARI Digital Show. This event aims at raising awareness on the projects and results with higher potential in the market, either to make them known to other Atos colleagues (sales, consulting, etc.) as well as to attract potential customers and users.

The purpose of this document is to provide with details and possible impact produced through the second edition of the ARI Digital Show.

According to social network and other complementary tools, this report has some key objectives to produce a multitude of statistics and data on the activity of users: (likes, recommendations, shares, comments). After interpreting and analyzing these data, and using presence own indicators, which will help us to create Key Performance Indicators or valid indicators to measure produced actions.

2 Organization of the event

ARI Digital Show, second edition of the annual event organized last November in Madrid, by Marcomm¹ team part of Atos Research and Innovation.

As mentioned above the main objectives of this event are to promote ARI and Marcomm team, as part of Atos Spain that seeks to publicize some of the innovations and solutions developed through research projects funded by the European Commission for different sectors with use of various advanced technologies.

Furthermore, and for this second edition, our team collaborated with the Human Resources department to give special focus on the attraction of new talents to the company.

ARI Digital Show 2018, took a place in Madrid (Spain), 27th of November at 11:00 in the offices of Atos company. The principal hall has a capacity of 50 people.



Figure 1 (STAFF TEAM AND EVENT)



Figure 2 (FLYER)

¹ <https://twitter.com/AriMarcomm>

Registration and access control to the event:

To create and control the number of people who wanted to attend the event, we used the Eventbrite application², which allowed us to promote our event and manage the seating capacity. The entrance was “free”, so we used the version without additional costs. To obtain the entrance pass the assistants had to go via internet to the event page and introduce his/her information (name and surname, email address, telephone number and represented company/organization). After finishing the registration, every user received an electronic pass with a “bidi” code.

On 27th of November, starting from 10:00 every user showed us their electronic ticket and we scanned all passes from our devices to make the access more fast and comfortable for both sides.

The program planning includes:

- Welcome coffee-break
- Presentation of the ATOS company and ARI group
- Presentation of the projects
- Business Launch
- Summary and presentation of talent program



Figure 3 (OFICIAL BROCHURE)

² <https://www.eventbrite.es/e/registro-atos-research-innovation-digital-show-2018-50725474259>

3 Description of the projects

The vision of the Research and Innovation group of Atos is mainly focused on applying the latest research outcomes to real world situations where Atos clients need solutions that go beyond what current products provide.

Atos participate in Projects of Horizon 2020, is the biggest European Research and Innovation programme ever with nearly 80 billion of funding available over 7 years, started on 2014 and until 2020. In addition to the private investment that this money will attract. Horizon 2020 is the financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe’s global competitiveness. Horizon 2020 is open to everyone, with a simple structure that reduces red tape and time, so participants can focus on what is important.

SHORT DESCRIPTION OF THE PROJECTS

TITLE	PROJECT TITLE	FUNDING	DESCRIPTION	WEB
ELATEST	An elastic platform to ease end to end testing	H2020	Tool for helping developers to test and validate complex distributed systems, based on three principles: test orchestration, instrumentation and monitoring, and test recommendation	Elastest.eu
CEDUS	City enabler for digital urban services	EIT-DIGITAL	Provision of a software relying on the FIWARE open platform for crawling, collection and rendering on a map valuable data at urban scale as well as rapidly developing urban services	Cedus.eu
ABC4EU	Automated border control gates for Europe	H2020	Makes border control more flexible by enhancing the workflow and harmonizing the functionalities of Automated Border Control (ABC) gates and other Border Control Processes, aligned with Smart Borders Package of the EU	Abc4eu.eu

ARIES	Reliable European identity ecosystem	H2020	Comprehensive framework and holistic approach of technologies, processes and security features for reliable e-identity ecosystem to improve identity, trust and security, with better support to law enforcement.	Aries-project.eu
LEPS	Leveraging eID in the Private Sector	Connecting Europe Facility (CEF)	Enables private sector electronic services providers to connect to the Pan-European eIDAS infrastructure for cross-border electronic identification and authentication	Leps-project.eu
AUTOMAT	Automotive big data marketplace for innovative cross-sectorial vehicle data services	H2020	Novel and open ecosystem in the form of a cross-border Vehicle Big Data Market that leverages currently unused information gathered from connected vehicles	Automat-project.eu
EO4wildlife	Platform for wildlife monitoring integrating Copernicus and ARGOS data	H2020, SPACE	Service platform and Toolbox for European Sentinel Copernicus Earth Observation data use for biologists, ecologists, scientists and ornithologists	Eo4wildlife.eu
VICINITY	Open virtual neighborhood network to connect IoT infrastructures and smart objects	H2020	Development and demonstration of a bottom-up ecosystem of decentralized interoperability of IoT infrastructures called virtual neighborhood, where users can share the access to their smart objects without losing the control over them.	vicinity2020.eu/ vicinity

Presentations and demo videos can be found in the following link:
<https://sp2013.myatos.net/si/IB/SOL/ari/community/lib/ARI%20Biz%20Dev/Forms>

Innovation Hub (ATOS SPAIN)

</AllItems.aspx?RootFolder=%2Fsi%2FIB%2FSOL%2Fari%2Fcommunity%2Flib%2FARI%20Biz%20Dev%2FARI%20Digital%20Show%2F2018-11-27%20Madrid%20BTIC%2FGRABACIONES&FolderCTID=0x012000482EE84A0B77BC449A954EAB97256C50&View=%7B132DE620-9211-4E8E-9A3D-81F1E75F0828%7D>.

4 Global impact

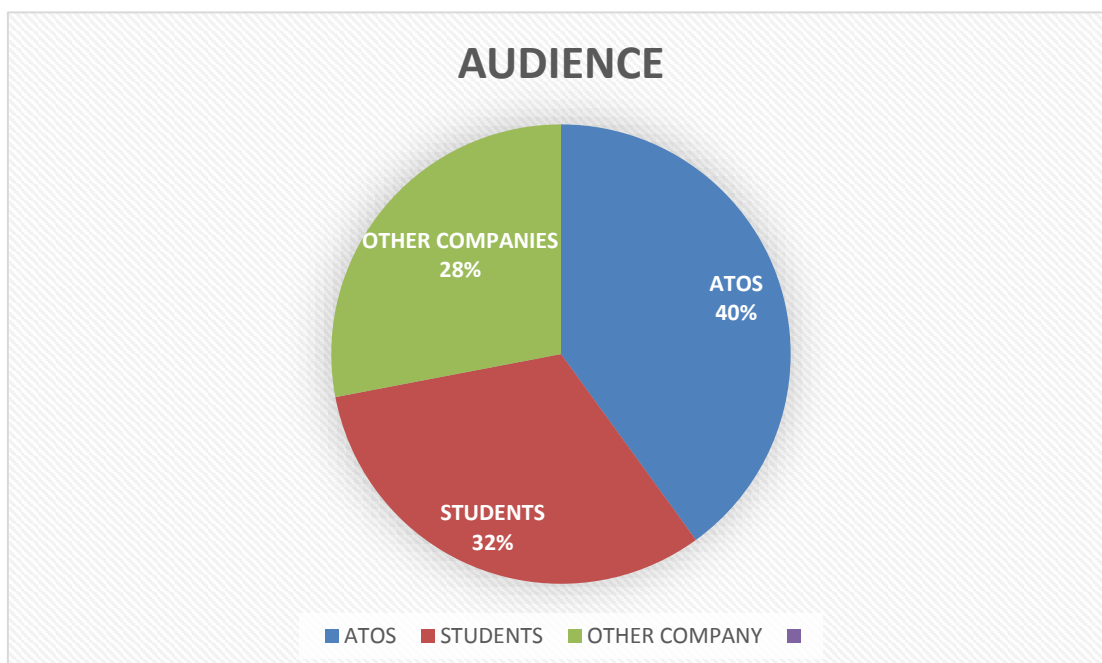
Total audience of the event were 50 people, including staff and presenters.



For analyze our impact we divide our audience in 3 different groups:

- 1) Atos: Staff, presenters, guests from Atos company.
- 2) Students: Students from other Universities and Business schools.
- 3) Other companies: Employees of other companies.

The percentage of the audience that attended the event can be seen in the following graph.



Social Media impact

The data presented in this report are the numbers collected from the official account of Atos Spain on Twitter. From a month before and until the date of the event we have published, and retweeted 11 posts related to ARI Digital Show 2018 with the total number of likes (125) and number of shares and retweets (100).

Statistics of official account **@AtosES³**:

- Around 11.4K tweets
- 1,356 following
- 2,955 followers

For promote our event we create the Hach stuck of **#ARIDigitalShow**, with main idea for people could share the information and generate traffic related to our event.

Following image shows top engaging posts, shred posts that generated the most engagement.

Message	Engagements
#AtosResearchandInnovation celebra la segunda edición del #ARIDigitalShow el ...	98
En el #ARIDigitalShow, @elastestio presentará una plataforma de testing para ...	56
¡Comienza la cuenta atrás para el #ARIDigitalShow! No te lo pierdas mañana en ...	45
La #TransformaciónDigital no solo se aplica a las empresas! En el ...	28
La seguridad tranfronteriza es una prioridad para la #UniónEuropea! En el ...	17
En la 2ª edición del #ARIDigitalShow conocerás innovadores proyectos europeos, ...	15
No te pierdas la presentación sobre el ecosistema @EU_H2020 y las oportunidades ...	14
Celebramos la segunda edición del #ARIDigitalShow el martes 27 de noviembre en ...	12
Te dejamos un adelanto de lo que @cityenabler presentará en el #ARIDigitalShow ...	12
Únete a la innovación europea el 27 de Noviembre en el #ARIDigitalShow, y ...	8

³ <https://twitter.com/atoses>

After the event, for receive the feedback from our audience, with the help of Kahoot application, which is known for its flexible way to create all type of activities, and it's very simple and free. So, we have organized a survey with three questions⁴:

- 1) Did you like the event?
- 2) Would you attend a new edition?
- 3) Are you interested in being part of ARI?

The percentage of satisfaction exceeded 80%, and almost 90% voted that they would attend the event in the following editions, and finally there has been much interest in being part of ARI and knowing our talent programs.

Conclusions

From this report, we can conclude:

- ARI Digital Show 2018 reached the established goals, with numerous tweets, comments and likes.
- We surpassed the numbers of the first edition of the event, in numbers of people who were present in the hall and on the internet.
- From a practical perspective, we got to know our company and the brand of Atos Research and Innovation and the ARI Marcomm team.
- From an academic perspective, students have been informed about the world of innovation and research, projects related to new technologies.
- Additionally, the analysis of applied social networks indicates that the mechanisms used to launch and promote the event to achieve the greatest social influence have been useful to produce the impact.

Finally, the results of this analysis are preliminary, the data obtained through social networks are important for future work and preparation of the 3th edition of ARI Digital Show 2019.

⁴ <https://play.kahoot.it/#/k/3ca8e927-3289-4cdf-a97f-3e67b5d4f9e2>

Referencies

- [1] http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm
- [2] <https://ec.europa.eu/programmes/horizon2020/what-horizon-2020>
- [3] <https://atos.net/wp-content/uploads/2018/04/atos-ari-booklet2017.pdf>
- [4] System for Grant Management (SyGMa) is the online platform where information for continuous and periodic reporting can be uploaded. This includes summaries of research activity, uploading project deliverables and milestones, reporting on publications, dissemination, and ethical considerations (where applicable).
- [5] http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf
- [6] <https://zenodo.org/>