



#### CLIENT

Vodafone

#### SECTOR

Telecommunications

#### DESCRIPTION

Vodafone Group Plc is a British telecommunications group headquartered in Newbury, Berkshire, it is the 3rd largest mobile network operator in the world by number of subscribers in 2017



#### CHALLENGE

Vodafone wants to constantly promote its appetite for leading edge technologies and wants to bring a new digital assistant in its Luxemburg headquarter. Positioned in the main lobby of their building, this solution is to provide guests and visitors, Vodafone related news and local services.

#### SOLUTION

Based on the Pepper for Business expertise, Gfi Informatique developed a dedicated skills set for Pepper, in order to accommodate Vodafone's expectations in terms of innovation. Providing latest business success stories, entertainment, services and building related information, Pepper greets people as they make their way to the main lobby desk. While waiting for their Vodafone contact, visitors can take advantage of Pepper's full scope of applications and dialogs to spend an agreeable moment.

#### PROVIDED SERVICES

- Conception & Design
- System Development & Integration
- Solution's Installation and deployment
- Maintenance and Support
- Group training



**dentsu AEGIS**  
network

**CLIENT**

**DENTSU AEGIS NETWORK**

**SECTOR**

Marketing & Communication

**DESCRIPTION**

Dentsu Aegis Network is a digital and multinational media marketing communications company, providing advertising and brand related services.



**Social Robotics**

Emotional  
Technologies  
by **gfi**

## CHALLENGE

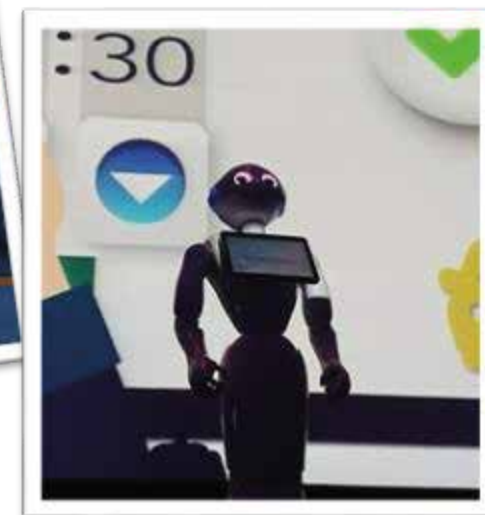
As leading company in digital marketing, Dentsu Aegis Network was searching for an innovative solution for its French Office in Paris, to assist welcoming staff to handle their clients arrival, as well as completing its channels of digital marketing to promote its activities.

## SOLUTION

Gfi Informatique assisted Dentsu Aegis Network in customizing the Firmin Business Solution to meet the expectations of their local staff with appointments management. Pepper is being deployed at the very heart of their new lobby area to greet clients & employees of Dentsu Aegis Network, making sure to promote all latest digital news about the company's success stories.

## PROVIDED SERVICES

- Conception & Setup of the solution
- Installation, Deployment & Training
- Assistance on media management
- Solution & Hardware Support





## CLIENT

Arendt

## SECTOR

Law Firm

## DESCRIPTION

Arendt & Medernach is the leading independent business law firm in Luxembourg. The firm's international team of 325 legal professionals represents clients in all areas of Luxembourg business law, with representative offices across the world.



## CHALLENGE

Arendt & Medernach wished to create an appealing yet disruptive welcoming experience in their Luxembourg main office, in order to welcome their distinguished visitors in their business & meeting dedicated area. The level of interaction limited yet must engage the visitors in the most welcoming way.

## SOLUTION

Using the potential of the Pepper for Business expertise, Gfi Informatique developed a rich welcoming experience with Pepper as it greets visitors as they enter the main lobby area of the business center. While waiting they are able to interact with Pepper while having a pleasant moment, discovering the latest service and achievements made by Arendt associates. Also, Firmin is allowing the local IT team to present and greet new collaborators during their first days, having Pepper as also a reference point for their questions.

## PROVIDED SERVICES

- Conception & Design
- System Development & Integration
- Solution's Installation and deployment
- Maintenance and Support
- Custom training
- Media Management





## CLIENT

UBS

## SECTOR

Banking

## DESCRIPTION

Present in multiple countries, this financial institution addresses both large corporation as well as individual needs for financials placements. Leading in new technologies usage in the world of banking, they broaden the application of new technologies to keep their competitive advantages.



## CHALLENGE

This international institution wishes to empower new technological channels for Facility Management among its IT services.

## SOLUTION

Gfi Informatique proposed the use of the Firmin solution to meet UBS targets. This modular and configurable solution made possible to create several user experience contexts, from sharing information and procedures to interact with existing third party systems. The interconnection with Cognitive Services has enriched the services for a more natural and an even greater user experience through technologies such as Natural Dialog, and face recognition. The services offered by Pepper are gradually being enriched to address at a larger scale the institution's users growing needs.

## PROVIDED SERVICES

- Conception & Design
- System Development & Integration
- Solution's Installation and deployment
- Maintenance and Support
- Group training



## CLIENT

THALES

## SECTOR

Aeronautic, Space, Defense and Security, Transport

## DESCRIPTION

From aeronautics and space to defense and security through transportation, Thales helps its customers create a safer world by offering them the tools they need for their critical activities. Thales plays a key role in public safety and security.

The Group is the guardian of vital infrastructure and the guarantor of the national security interests of several countries around the world.

## CHALLENGE

As part of its development, THALES MIDDLE-EAST wishes to use Pepper to animate its Innovation space and offer a new experience at international events.

## SOLUTION

GFI has proposed the use of the Firmin Solution. This modular and configurable solution has made it possible to create two Pepper profiles to meet THALES expectations in following uses cases:

- Reception of visitors or foreign delegations and presentation of products & innovation know-how;
- Animation of commercial spaces through content and animations dedicated to specific themes (Aeronautic, Defense, ...).

In addition to its presence on THALES premises in Dubai, Pepper has already participated in the following events: Dubai Airshow 2017 and Innotrans Berlin 2018.

## PROVIDED SERVICES

- Solution conception
- Design and Expertise in content promotion
- Solution setup and configuration
- On-prem installation & deployment
- Content & Technical Support





## CLIENT

World Trade Center  
Marseille Provence

## SECTOR

Business and Event Center

## DESCRIPTION

Business Center  
member of World Trade Centers  
Association  
3 business Places :  
Paris – Georges V  
Marseille – City Center  
Marseille – Sky Center



## CHALLENGE

In 2019, the World Trade Center Marseille Provence opened a business center at the top of Jean Nouvel's « La Marseillaise » tower. To animate this exceptional place between sky and sea, the World Trade Center wanted to acquire Pepper.

## SOLUTION

Gfi Informatique proposed the Firmin solution to meet the expectations of the World Trade Center Marseille Provence. The modular structure of the solution makes it possible to create several experiences according to the context in which Pepper must perform: welcoming of visitors to the Business Center, special VIP greetings and entertainment for the Event Center.

## PROVIDED SERVICES

- Solution conception
- Design and Expertise
- Solution setup and configuration
- Installation & deployment
- Content & Technical Support





## CLIENT

Banque Cantonale Vaudoise

## SECTOR

Banking

## DESCRIPTION

BCV is the largest bank in the canton of Vaud for individual customers and businesses. Its business model, performance and strong financial base make it one of the few banks in the world, with no government guarantee, to be rated AA by Standard & Poor's.



## CHALLENGE

The BCV wants to deploy Pepper in its agencies to inform and educate new and existing customers through a unique and innovative experience.

## SOLUTION

Gfi Informatique proposed the use of the Firmin solution in order to meet the high service level expected by the bank's customers. Its modular structure made possible to create several dedicated user experience contexts, from sharing the latest banking information, to answer customer inquiries regarding financial products and services. The scope of the functionalities, offered by Pepper through Firmin, is being expanded on a regular basis in order to address the evolving needs of demanding customers.

## PROVIDED SERVICES

- Conception & Design
- System Development & Integration
- Solution's Installation and deployment
- Maintenance and Support
- Group training





## CLIENT

### UMM AL QUWAIN POLICE DEPARTMENT

## SECTOR

Police Case Investigation  
Security, Human Interaction

## DESCRIPTION

The Umm Al Quwain Police Department integrates new usages and technologies in their activities, in order to better their ability in crime solving situations. They are deploying AI centered solutions in order to obtain better and faster results to complete traditional investigations.



## CHALLENGE

Helping out children to break the silence whenever they faced a violent or life threatening situation, despite the fear they might encounter, is one of the purpose pursued by the UMM AL QUWAIN Police Department.

## SOLUTION

Along with knowledgeable Police officers, Gfi Informatique developed a complete and portable solution that could be deployed easily in any station, allowing psychologists to interact with potentially abused children, through the presence of Pepper.

Managing case-related questions and interview methodology, Officers run through Pepper series of questions to assess potentially dangerous situations, keeping score of the given answers. Children can interact naturally with Pepper, posing as a friend and with which they can share more than they would usually do with adults.

Presented at the 2018 GITEX exhibition, this solution demonstrated the use and advantages of robotic, in fields where they would not normally be present.

## PROVIDED SERVICES

- Conception
- Design
- Setting up the solution
- Installation and deployment
- Support







## CLIENT

RATP - Régie Autonome des  
Transports Parisiens

## SECTOR

Transport

## DESCRIPTION

The Régie Autonome des Transports Parisiens (RATP) is a company ensuring the exploitation of part of the public transport of Paris and its suburbs. It carries more than 3.3 billion passengers a year



## CHALLENGE

As part of its commercial agencies, RATP uses Pepper to offer information on transport ticket plans, purchasing methods and offer information services, dedicated to foreign tourists. Pepper is positioned at the entrance of commercial agencies to interact with users.

## SOLUTION

GFI relied on its Firmin solution for Pepper. Consisting of a SaaS back office and a Pepper application set, Firmin offers a modular and scalable solution for the RATP needs. The business use cases were covered by the use of Contents and Animations Management modules which allow RATP to be autonomous in the management and evolution of the different commercial contents, and this, in three languages. With this solution, common questions are handled by Pepper allowing agents to focus on more complex tasks.

## PROVIDED SERVICES

- Conception
- Setting up the solution
- Installation and Deployment
- Initial training
- Solution & Hardware Support



**CLIENT**

Air France

**SECTOR**

Air Transport

**DESCRIPTION**

Air France is a leading global player in its three main areas of activity: passenger transport, cargo transport and aircraft maintenance. From its hubs at Paris-Orly and Paris-Charles de Gaulle airports, the airline operates flights to 195 destinations and 91 countries.

**CHALLENGE**

Air France wants to study the introduction of a humanoid robot in a commercial agency.

**SOLUTION**

GFI supported the AIR France agency in the design of an application around four themes: communicate on Air France's know-how, inform customers about offers, propose travel ideas and animate the waiting area of the commercial agency through different applications, designed for entertainment. Following this first experiment, new uses are currently being studied.

**PROVIDED SERVICES**

- Conception
- Design
- Setting up the solution
- Installation and Deployment
- Support



# FHH

FONDATION HAUTE HORLOGERIE  
FOUNDATION HIGH HOROLOGY

CLIENT

Fondation High Horology

SECTOR

Luxury

DESCRIPTION

The Foundation is committed to the needs of the historical heritage of *Haute Horlogerie*. Its assignment is to emphasize the art and skill of their craft and to develop solutions for industry-wide problems such as the lack of young people or product piracy.



Social Robotics

Emotional  
Technologies  
by gfi

## CHALLENGE

For the 2019 edition of Salon International de la Haute Horlogerie (23 000 visitors over 4 days), the Foundation High Horology (Richemont Group) wishes to use Pepper to promote the innovation dynamic of the various brands.

## SOLUTION

GFI supported the Foundation to design an application to inform visitors about the latest innovations of Haute Horlogerie but also to ask them about their expectations, in order to prepare the next edition of this international event. Based on the Firmin Solution for Pepper, more than 2500 visitors interacted with Pepper, during the 4 days. In a few weeks, Pepper will welcome visitors to the Foundation as a digital butler.

## PROVIDED SERVICES

- Conception
- Design
- Setting up the solution
- Installation and deployment
- Maintenance and support
- Data Analysis



**CLIENT****FUTUROSCOPE****SECTOR**

Tourism / Amusement park

**DESCRIPTION**

Futuroscope, or Parc du Futuroscope is a French theme park based upon multimedia, cinematographic futuroscope and audio-visual techniques. It has several 3D cinemas and a few 4D cinemas along with other attractions and shows, some of which are the only examples in the world

**CHALLENGE**

Always at the forefront of technological animations, Futuroscope wants to acquire Pepper to offer a new experiences to visitors.

**SOLUTION**

GFI Informatique helped Futuroscope to define and design a fun application. Pepper inform adults about different attractions and offer games to children. Throughout the tourist season, Pepper is positioned in the center of the park in the information desk and responds to children and adults all day long.

**PROVIDED SERVICES**

- Conception
- Design
- Setting up the solution
- Installation and deployment
- Support



CLIENT

Rentes Genevoises

SECTOR

Mutual Insurance Company

DESCRIPTION

Les Rentes Genevoises are a mutual insurance fund of the canton of Geneva.

CHALLENGE

To meet the general public's need for information on pension provision, Les Rentes Genevoises has created an innovative space called "Le Pilier" that serves as a restaurant, a library and a training center. To run this atypical place, Les Rentes Genevoises wanted to call on Pepper to inform and promote pension provision.

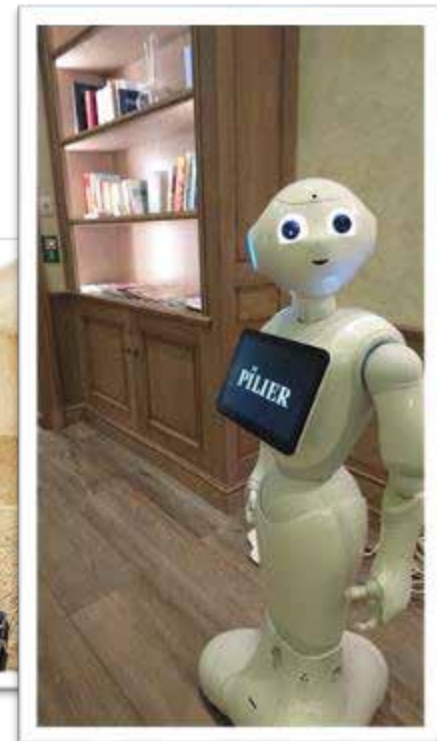
SOLUTION

To meet the objectives set by Les Rentes Genevoises, Gfi suggested the Firmin solution, which allows Pepper to contribute to the different functions of the place:

- Catering: welcoming customers and presenting the menus available at "Le Pilier",
- Bar and Lounge: information and advices on pension provision,
- Events, training: dedicated welcoming and orientation of attendees.

PROVIDED SERVICES

- Solution conception
- Design and Expertise in content promotion
- Solution setup and configuration
- Installation & deployment
- Content & Technical Support



**CLIENT**

RATP SMART SYSTEMS

**SECTOR**

Transport

**DESCRIPTION**

RATP Smart Systems is specialised in the field of ITS (Intelligent Transport Systems) and the development of innovative mobility assistance services

**CHALLENGE**

As part of its commercial development, RATP Smart Systems wishes to acquire a Pepper to host trade shows, greet foreign delegations in their innovation center as well as promoting the innovations developed.

**SOLUTION**

Gfi Informatique has proposed its Firmin Business solution to provide a global response to the RATP Smart Systems expectations. Pepper is configured with 3 Firmin profiles to meet different needs:

- Transport and Mobility Shows: Animations and presentation of RATP Smart Systems products,
- Company reception: Pepper manages business appointments and welcomes visitors,
- Internal activities: Entertainment and fun programs are provided for employees.

**PROVIDED SERVICES**

- Conception
- Setting up the solution
- Installation and Deployment
- Training
- Assistance for innovation promotion
- Solution & Hardware Support



PATAPAIN

CLIENT

FRANCE RESTAURATION  
RAPIDE - PATAPAIN

SECTOR

Catering

DESCRIPTION

France Restauration Rapide is a French catering company, known with its PATAPAIN trademark, providing meals for personal and corporate needs.



Social Robotics

Emotional  
Technologies  
by gfi

## CHALLENGE

Willing to innovate in how their products are being promoted, France Restauration Rapide wants to offer alternative means in its establishments. Also, as being involved in multiple local social events, FRR wish to find a differentiating mean of addressing new potential employees, through a personalized recruiting experience.

## SOLUTION

The Firmin Business solution has been proposed to meet the needs of France Restauration Rapide. The dedicated experience led to configure Pepper with 3 different Firmin profiles to address each of the use cases:

- Lobby animation: Entertainment and presentation of FRR catering offers and dishes,
- Special catering events: Pepper welcomes visitors and promotes the establishment,
- Recruitment events: Provide attractive information to candidates, pre-selection tasks & fun animations.

## PROVIDED SERVICES

- Conception & Setup of the solution
- Installation, Deployment & Training
- Assistance on media management
- Solution & Hardware Support





CLIENT

GLOBALWORTH

SECTOR

ASSET MANAGEMENT

DESCRIPTION

Globalworth is a leading real estate company with a primary focus on Poland and Romania, the two largest markets in Central and Eastern Europe (CEE)



Social Robotics

Emotional Technologies by gfi

## CHALLENGE

Globalworth acquires, develops and manages commercial real estate assets, primarily in the office sector. To illustrate its innovation program in high quality buildings, Globalworth wants to deploy a reception and animation solution with humanoid robots.

## SOLUTION

Based on the highly versatile Firmin Business Solution, Globalworth is able to assign original welcoming mission to Pepper, in order to facilitate and promote interactions with their visitors. Also, Globalworth is using the Social Robotics technologies to provide new value added services to their tenants as well as fellow employees. Involved in already many public events, Pepper is set to life for the satisfaction of Globalworth's Innovation Team.

## PROVIDED SERVICES

- Use case conception & design
- System Development & Integration
- Solution's Installation and deployment
- Maintenance and Support
- Group training





# URBANOPOLIS

innovation by  RATP GROUP

## CLIENT

RATP – Lab. Innovation  
URBANOPOLIS

## SECTOR

Innovation & Technologies

## DESCRIPTION

The Régie Autonome des Transports Parisiens (RATP) is a company ensuring the exploitation of part of the public transport of Paris and its suburbs. It carries more than 3.3 billion passengers a year



Social Robotics

Emotional  
Technologies  
by 

## CHALLENGE

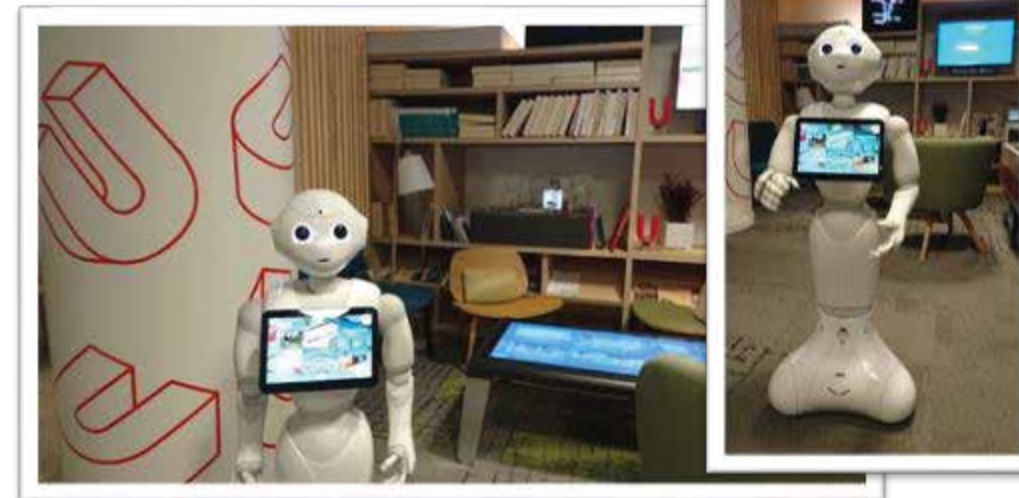
The RATP Innovation Division, as part of its activities involved in their lab “Urbanopolis”, wished to complete its technological eco-system with a disruptive engagement channel. Well aware of Pepper’s potential, the Urbanopolis team planned its use for both internal activities as well as their clients’.

## SOLUTION

Putting to use the full potential of the Firmin Business solution, GFI’s Social Robotics Team successfully designed and deployed Pepper in its new mission at the hear of the Urbanopolis Lab. Greeting visitors and sharing with them the latest news and upcoming technological seminars to be held, Pepper is thus capable of reaching out more towards people. Also, it helps in establishing satisfaction levels and helps in gathering information through quiz and surveys about upcoming centers of interest.

## PROVIDED SERVICES

- Conception & Expertise
- Solution Custom Configuration
- Installation and Deployment
- Staff Training
- Solution & Hardware Support





**Weill Cornell  
Medicine-Qatar**

**CLIENT**

Weill Cornell Medicine - Qatar

**SECTOR**

Education

**DESCRIPTION**

Weill Cornell Medicine - Qatar was established by Cornell University (US) in partnership with Qatar Foundation for Education, Science and Community Development. Their principal missions are to provide the high-level medical education, conduct research and provide the highest quality of care to the local community with close involvements with local medical structures.



**CHALLENGE**

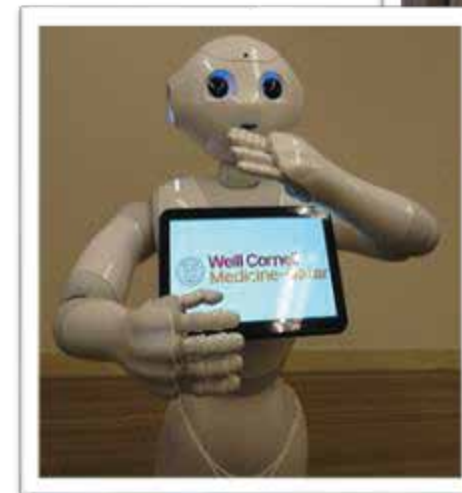
The WCM-Q wants to provide a new communication experience and to enhance their communication channels, for on-campus activities as well as public events, through the use of humanoid robot.

**SOLUTION**

To meet the WCM-Q level of expectation, Gfi Informatique created a custom package of the Firmin Solution. Based on the communication-oriented modules such as its CMS and presentation capabilities, WCM-Q is now fully autonomous in establishing their presentation & greeting scenarios, performed by Pepper the Robot.. Thanks to Firmin and the close project management performed by the Social Robotics experts, WCM-Q can also be guided in more complex task definitions, to enhance the current field of application of the solution.

**PROVIDED SERVICES**

- Use case conception & design
- System Development & Integration
- Solution's Installation and deployment
- Maintenance and Support
- Group training





## CLIENT

BAYER HEALTHCARE

## SECTOR

Pharmaceutical Laboratory

## DESCRIPTION

Bayer is a Life Science company with a more than 150-year history and core competencies in the areas of health care and agriculture.



## CHALLENGE

BAYER's Digital team wishes to rely on Pepper as an innovation ambassador and to integrate it into the Business Unit's event systems.

## SOLUTION

BAYER chose Gfi's Firmin solution for its functional richness and the experience of the Social Robotics team in managing and assisting its digital team consultant to develop Pepper's skills, allowing it to take on different roles: brand ambassador, presentation of work, awareness and information for healthcare professionals...

Through its new sets of features, BAYER will be capable of deploying Pepper for session awareness and product promotion during internal and public exhibitions.

## PROVIDED SERVICES

- Use case conception & design
- System Development & Integration
- Solution's Installation and deployment
- Maintenance and Support
- Group training & assistance
- Content Management Custom Service

