



“ If one does not know to which port one is sailing, no wind is favorable. ”
Seneca

a system & management consulting firm



PRÉSENTATION

Roots

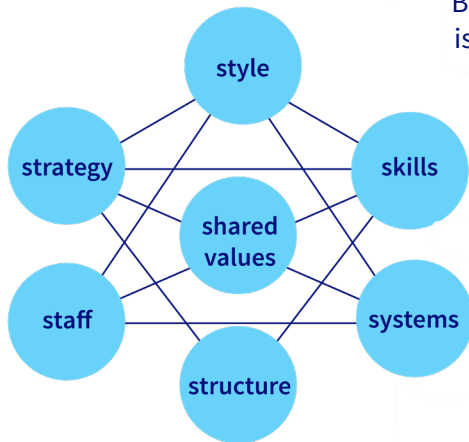


“Kubernesis” comes from the Greek “κυβερνητική”, which means **steering with a rudder** (Plato). As it was used figuratively to refer to the management of human activities, it gave birth to the term government (1 Corinthians 12:28).

Centuries later, in 1834, the pioneer of electricity André-Marie Ampère used its literal translation – **cybernetics** – to refer to **the art of governing men**.

In 1947, Norbert Wiener used the etymology of the term and gave it its modern meaning: the study of control and communication processes and their regulation in living beings, in machines and in sociological and economic systems. Cybernetics studies, represented by the Macy Conferences (1942-1952), gave birth to numerous scientific breakthroughs: artificial intelligence, robotics, algorithmics. They paved the **way for the development of computer science and digital technology** (cybersecurity). They also influenced science fiction (cyborgs).

A contemporary basis



Based on this etymological heritage, Kubernesis is an **information systems and business management consulting firm**. Kubernesis guides companies regarding strategic, organizational, managerial and technological choices. It **helps them steer projects** and, on a larger scale, guide them in their transformation, making sure they **make the right journey**.

Kubernesis intervenes during key steps of business transformation, using a proven methodological approach – the McKinsey’s 7S – that considers both **people** (management) and **systems** (technology).

A senior leader



In 1989, a graduate of French Polytechnique school, Laurent Kocher started working as a sales engineer for IBM France. He was first responsible for customers in the social field, and then for the Ministry of Finance.

In 1997, he was appointed Executive Assistant to the Chief Executive Officer of IBM Global Services. At the time, he led the merger of the 8 companies that made up IBM's service division in IBM Global Services. He became responsible for several operating units regarding consulting, systems integration and outsourcing.

In 2005, he became a Senior Vice President at Orange Business Services, the French leader in global communication services. After leading the reconfiguration of the IT organization of France Telecom Group as Chief Information Officer, he became responsible for Orange's activities with SoHo and SME's on a national basis.

From 2011 to 2013, Laurent Kocher was the Chief Executive Officer of Atos France. He led the reorganization of the Group's French activities.

He then managed the digital transformation of Keolis Group as Marketing, Innovation and Services Executive Vice President from 2014 to 2018 and as "New Mobilities" Executive Vice President from 2018 to 2020.

Values



HUMAN FIRST

INNOVATION AT HEART

AIMING FOR EXCELLENCE

MASTERING COMPLEXITY

Placing technology and organizations in the service of human communities made up by employees, customers and shareholders and preserving the planet for future generations.

Offering innovative products and services by taking advantage of technological inventions to improve performance and collective effectiveness.

Having a winner mindset, acting with a sense of urgency and working as a team with self-discipline, respect and mutual trust.

Simplifying and optimizing the way companies work thanks to a diagnosis of all of their performance levers – the 7S.

OFFER

Tailor-made solutions to your transformation issues.

Beliefs



Digital transformation marks a **major shift** in History, following the Agricultural Revolution in the Neolithic Age, the Industrial Revolution in the 19th century and the development of services in the 20th century.

Digital transformation means:

- Offering customers **use** rather than possession, thus providing **services** instead of products.
- Letting customers become **co-producers** of data and service, knowing them intimately – as numerous as they may be – and presenting them a customized offer and interaction.
- Offering them a **simple and exclusive experience**.
- Relying on the “third platform”: **Social, Mobile, Analytics and Cloud**.
- **Maximizing the use of available assets** in the company and with its customers
- Creating a **platform company** and taking advantage of its network effects to gain increasing returns rendements.

References



Guide and drive the digital transformation of companies

KEOLIS

Dévelop a service activity



Create an innovative ecosystem



Adapt the CIO role



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