



BEST OF VIVATECH 2025

AI, GENERATIVE AI & AGENTIC AI

01. I. Generative AI & Verticalization

01. II. AI Agents

01. III. Latest AI Announcements

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AI IS ABOUT PEOPLE

01



EDITORIAL

Best of VivaTech 2025



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HUB INSTITUTE

VivaTech 2025: The Dawn of an Augmented Decade

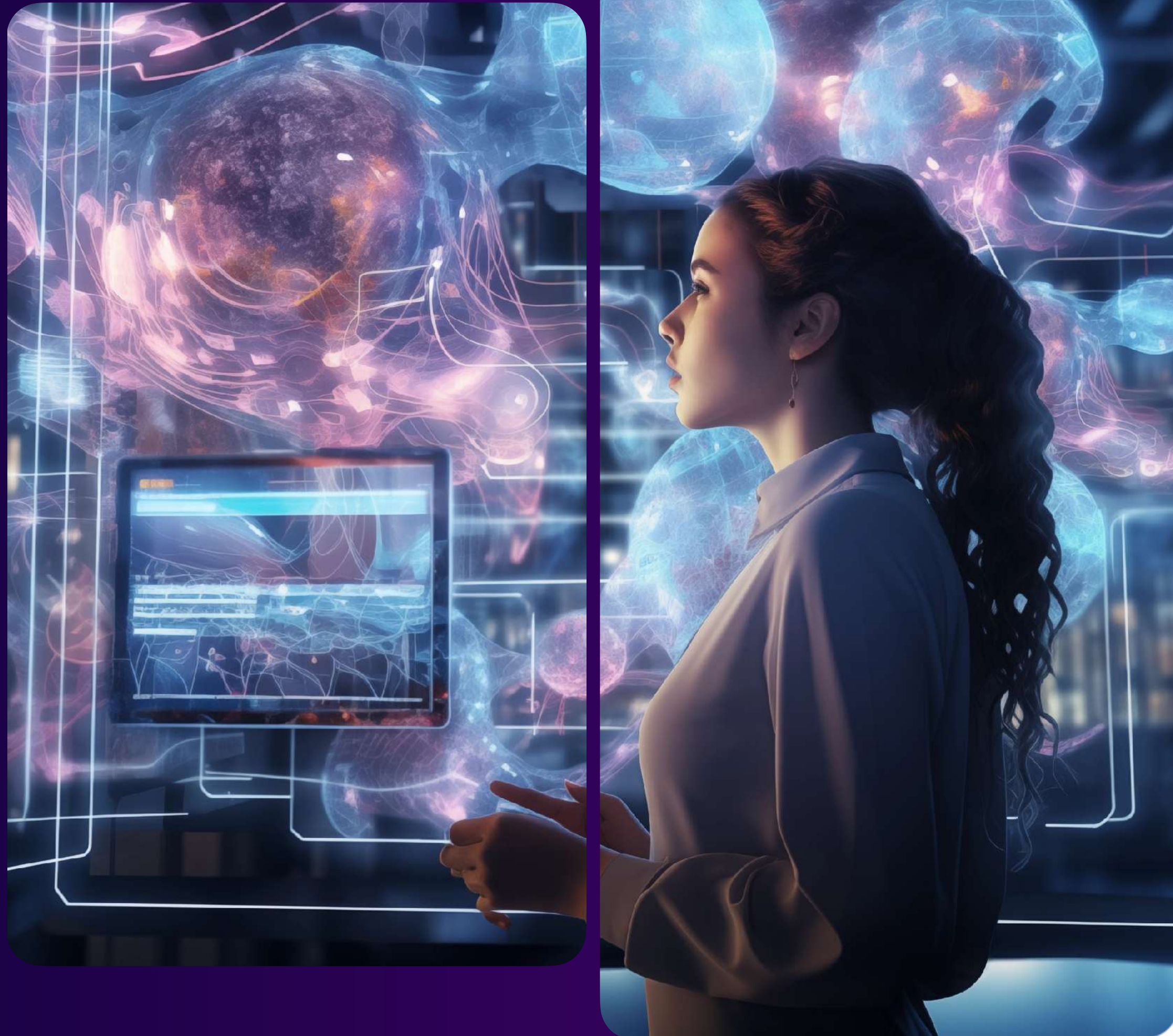
If VivaTech 2025 could be summed up in one word, it would be **acceleration**. Acceleration of technologies, of course. **AI—especially generative and agentic AI—is now omnipresent.** No longer a promise, it has become an infrastructure, a driving force reshaping every business function—from product design to customer service, marketing, HR, and supply chains.

There's also an acceleration of usage: **a growing hybridization between humans and machines, where every employee becomes an "augmented human," empowered by an intelligent digital copilot.** Finally, we're seeing an acceleration of societal, environmental, and ethical expectations. These **pressures are pushing organizations to reinvent not only their approach to innovation, but also their role in society**—alongside the ever-present issue of sovereignty in a volatile, uncertain, complex, and ambiguous (VUCA) world.

This 2025 edition marks a turning point: we are leaving behind a fragmented decade of experimentation and entering the age of transformation platforms. **AI is no longer a "tech innovation"; it is a strategic asset within the intangible capital of organizations.** What now distinguishes the leaders? Their ability to orchestrate, learn, manage dynamic ecosystems, and create human interfaces that are desirable, useful, and responsible.

We are shifting from "fun innovation" to frugal and reasoned implementation, in an economic climate under pressure. VivaTech 2025 also reminded us that in a world saturated with tech solutions, meaning and usefulness matter more than novelty. The true changemakers are those who can connect weak signals to deep user needs, link data to creativity, productivity to sustainability, experimentation to long-term vision.

In this report, we've extracted the essentials for you: key trends, emerging signals, rising players to watch, and concrete best practices you can act on now. Because the future isn't predicted—it's built. **Welcome to an era where leadership is defined by technological clarity, strategic agility, and collective ambition.**



01. AI, GEN AI & AGENTIC

I. GÉNÉRATIVE AI & VERTICALISATION

GENERATIVE AI AS A PILLAR OF INNOVATION

A PARADIGM SHIFT FOR COMPANIES WORLDWIDE



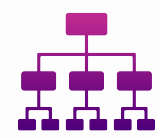
Strategic AI Investment

European executives consider GenAI a top priority, with increasing spending.



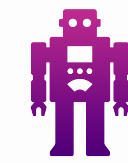
Productivity & Operational Efficiency

AI-mature companies grow 4.7 times faster than others.



Transformed Creative Marketing Processes

AI amplifies human creativity, making it possible to produce a \$10 million film that looks like \$100 million.



Rise of Autonomous AI Agents

Sophisticated agents now handle B2B negotiations, procurement, and complex industrial tasks.



A PROFOUND TRANSFORMATION OF INFRASTRUCTURES

GLOBAL INVESTMENTS ANCHOR GENAI IN THE TECH LANDSCAPE



Adoption accélérée de l'IA générative

Generative AI, notably with ChatGPT, has seen record-breaking adoption, reaching 800 million weekly active users in just 17 months. This rapid uptake is reshaping how businesses interact with technology.



Massive investment in AI infrastructure

The technology "Big Six" (Apple, NVIDIA, Microsoft, Alphabet, Amazon, Meta) invested \$212 billion in 2024 in AI infrastructure. This phenomenon marks a transition to a must-have technology for business innovation.



AI costs in free fall

Although state-of-the-art AI models are expensive to train (up to \$1 billion), user costs (inference) have dropped by 99% in two years, facilitating wide-scale adoption even in B2B sectors .

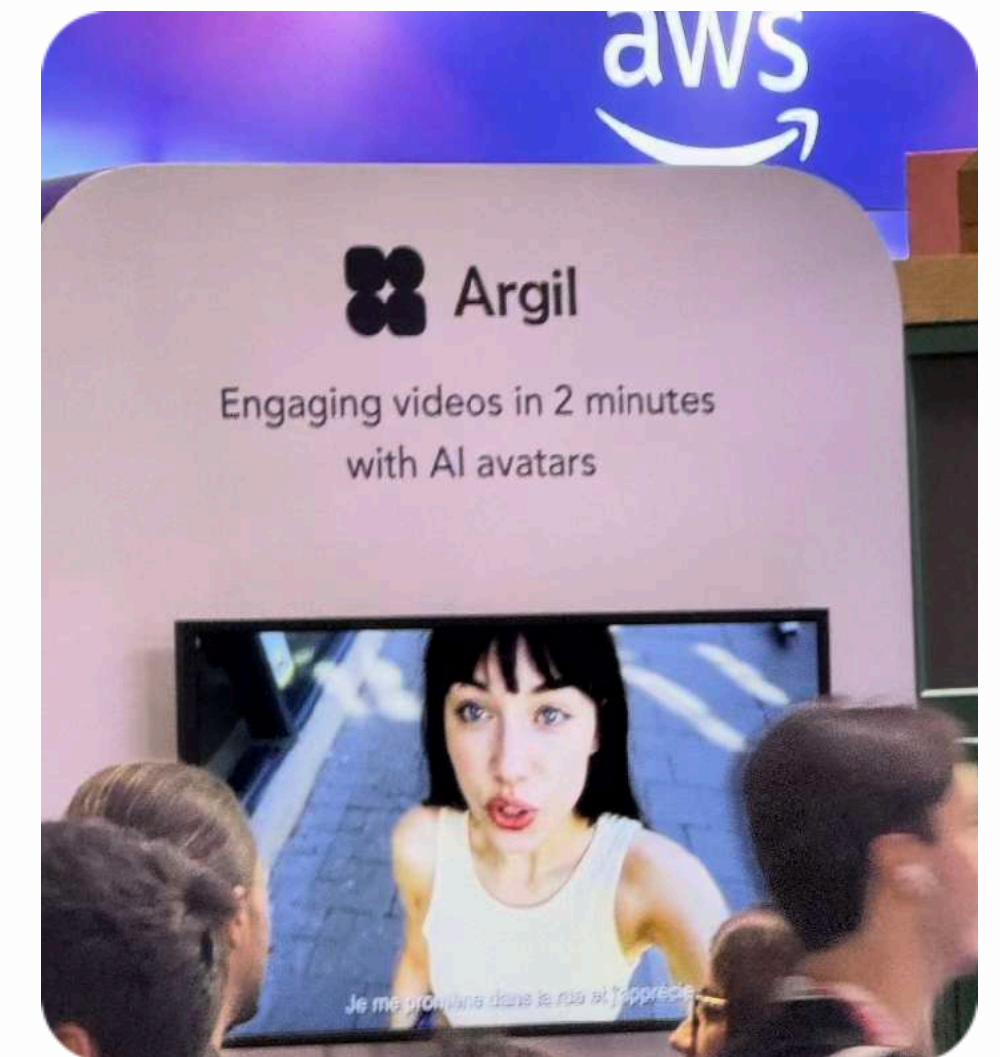


Geopolitics and AI: a global race

AI is becoming a decisive factor in world domination. China now has more industrial robots than the USA, and AI has become a strategic priority for many nations .

IA WAS EVERYWHERE AT VIVATECH 2025

AFTER DIGITALISATION, INTERNET, E-COMMERCE,... AI IS NEW MASSIVE WAVE FOR BUSINESSES



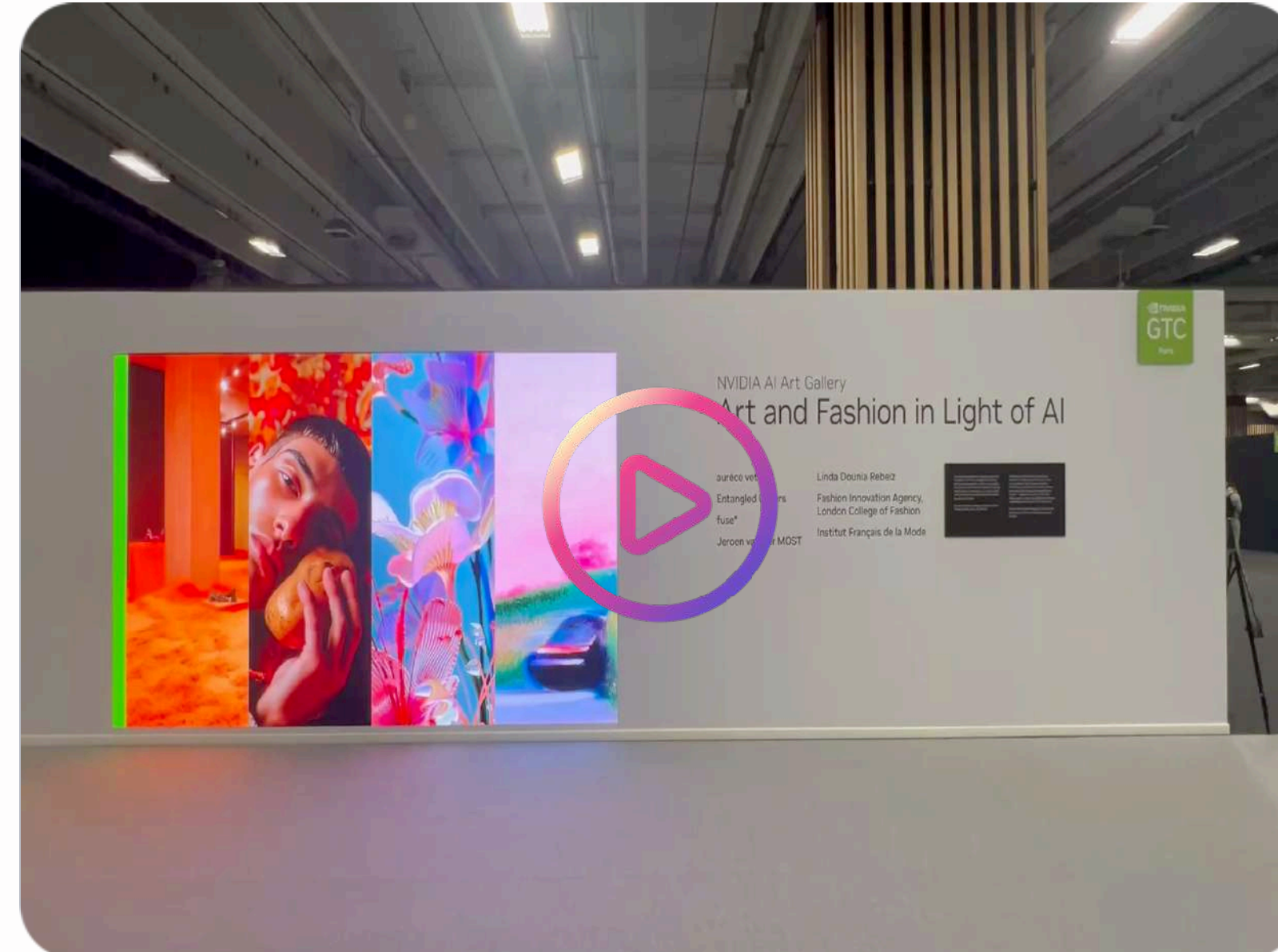
GTC NVIDIA : GEEK IS THE NEW TRICK

A SHOWCASE OF CREATIVE AND BUSINESS OPPORTUNITIES IN AN OPEN WORLD



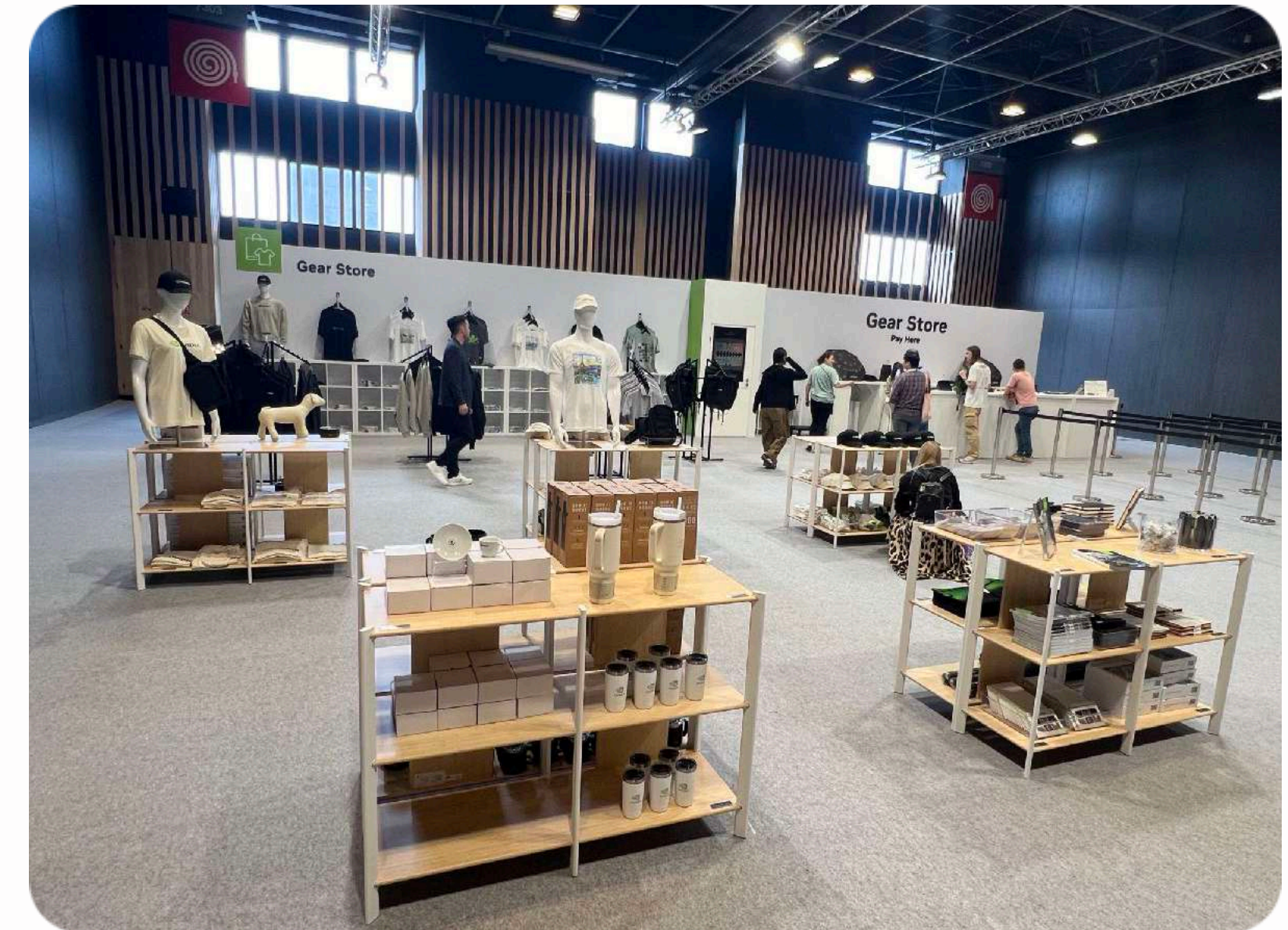
A TECHNOLOGICAL SHOWCASE

Spread over three floors, NVIDIA's GTC featured conferences, partner companies, and the world's largest AI infrastructures. From massive data management systems to cloud and on-prem AI platforms, GTC was the place to bizz.



CREATIVE GENERATIVE AI ON DISPLAY

On the ground floor, an exhibition featured artistic creations generated by various generative AI tools, all powered by the tech giant's cutting-edge chips.

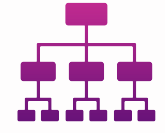


THE NVIDIA NATION GOES RETAIL

GTC also offered a chance to take home a souvenir. Posters, caps, shirts, mugs and other branded items were available, reflecting NVIDIA's corporate soft power. More than just an employer brand, NVIDIA positions itself as a lifestyle ambassador. Geek is the new chic.

RETHINKING "GOOD" AI INTEGRATION

GOVERNANCE, SUSTAINABILITY AND ETHICS EMERGE AS MAJOR INNOVATION PILLARS



Workforce & Skills Challenges

A shortage of creative AI skills is expected by the end of 2025. AI is creating new roles, requiring the development of new competencies.



Data Sovereignty & Cybersecurity

Prompt injection, data leaks and deepfakes are major risks. Companies seek to control their infrastructure to secure sensitive data.



AI Sustainability Becomes a Key Concern

Energy consumption from AI servers is a critical issue, and tech players are actively working on improving daily model efficiency.



Regulations & Public Trust

The EU is reinforcing the AI Act with transparency requirements. Public trust is eroding due to concerns around data privacy and algorithmic bias.



AI ADOPTION IN SOCIETY OPERATES ON TWO LEVELS

DISTINGUISHING TWO AI DIMENSIONS TO UNDERSTAND LEVELS OF INTEGRATION

HORIZONTAL AI

This axis concerns AI technologies that can be applied generically across a wide range of domains.



Modèles de langage de grande taille (LLM)

AI systems like ChatGPT or GPT-4 that offer text comprehension and generation capabilities, and can be integrated into a wide variety of use cases (customer service, content creation, data analysis).

Diffusion Models for Image Generation

Algorithms that create visual artworks or designs from text prompts, deployable across sectors like advertising, design, or fashion.

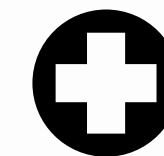
AI Systems Based on Pre-trained Neural Networks

These systems can be fine-tuned for diverse tasks (speech recognition, machine translation) and are embedded in general-purpose AI development platforms.

VERTICAL AI

This axis refers to AI applications designed for a specific sector or job function.

Oncologist



Healthcare

Imaging diagnostics and predictive models adapted to regulatory standards in the medical field.

Market Analysis



Finance

Specialized algorithms for fraud detection, risk analysis and portfolio optimization, in compliance with financial market regulations.

Automotive



Automobile

AI systems for autonomous driving and fleet management, incorporating domain-specific data and security requirements.

UNDERSTANDING THE AI VALUE CHAIN

DIFFERENT CATEGORIES OF ACTORS CONTRIBUTE TO ITS SOCIETAL DEPLOYMENT



1. Providers

Lead fundamental and applied research, train talent, and catalyze technological innovation through strategic partnerships.

2. Deployers

Integrate AI into all their products and services, heavily investing in R&D and infrastructure to scale globally.

3. Les mandators

Implement AI by supporting companies and institutions through consulting, strategic guidance and tailored deployment—often by outsourcing innovation.

4. Les importers

Rapid innovators who create specific and disruptive solutions, often focused on emerging tech niches in a global and cross-sector context.

5. Les distributeurs

Embed AI into industry-specific solutions to automate and streamline processes, making intelligence accessible via modular platforms.

AI STARTUPS HAVE DEMOCRATIZED CROSS-SECTOR USE CASES

GENERIC GEN AI APPLICATIONS ARE BEING SCALED BY STARTUPS



OPEN AI

AI will empower us”: Fidji Simo, the French figurehead of OpenAI, sees tremendous potential for AI in healthcare in the coming years.



MISTRAL AI

Arthur Mensch, CEO of Mistral AI, took part in keynotes and roundtables, notably addressing the issue of European sovereignty in AI.

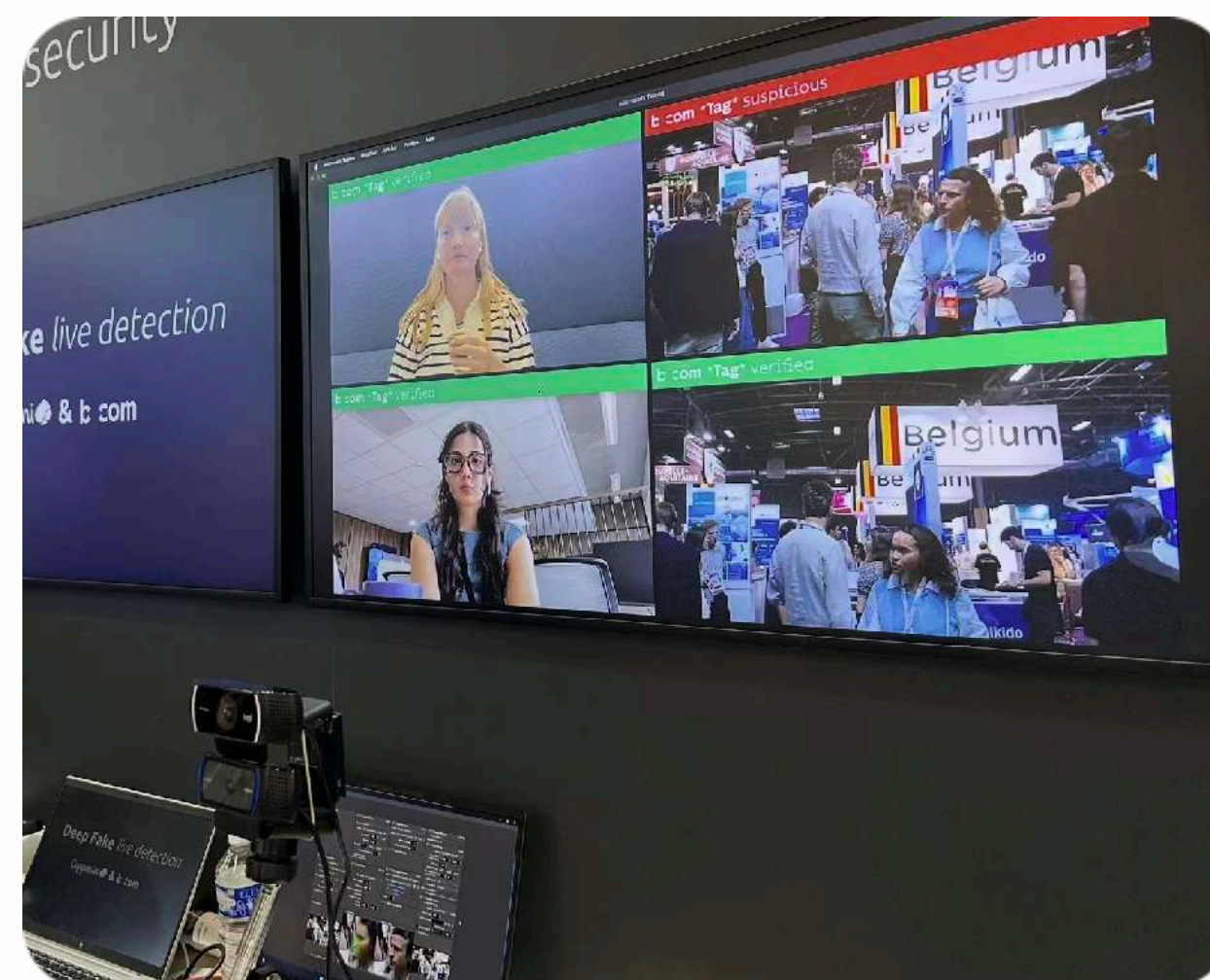
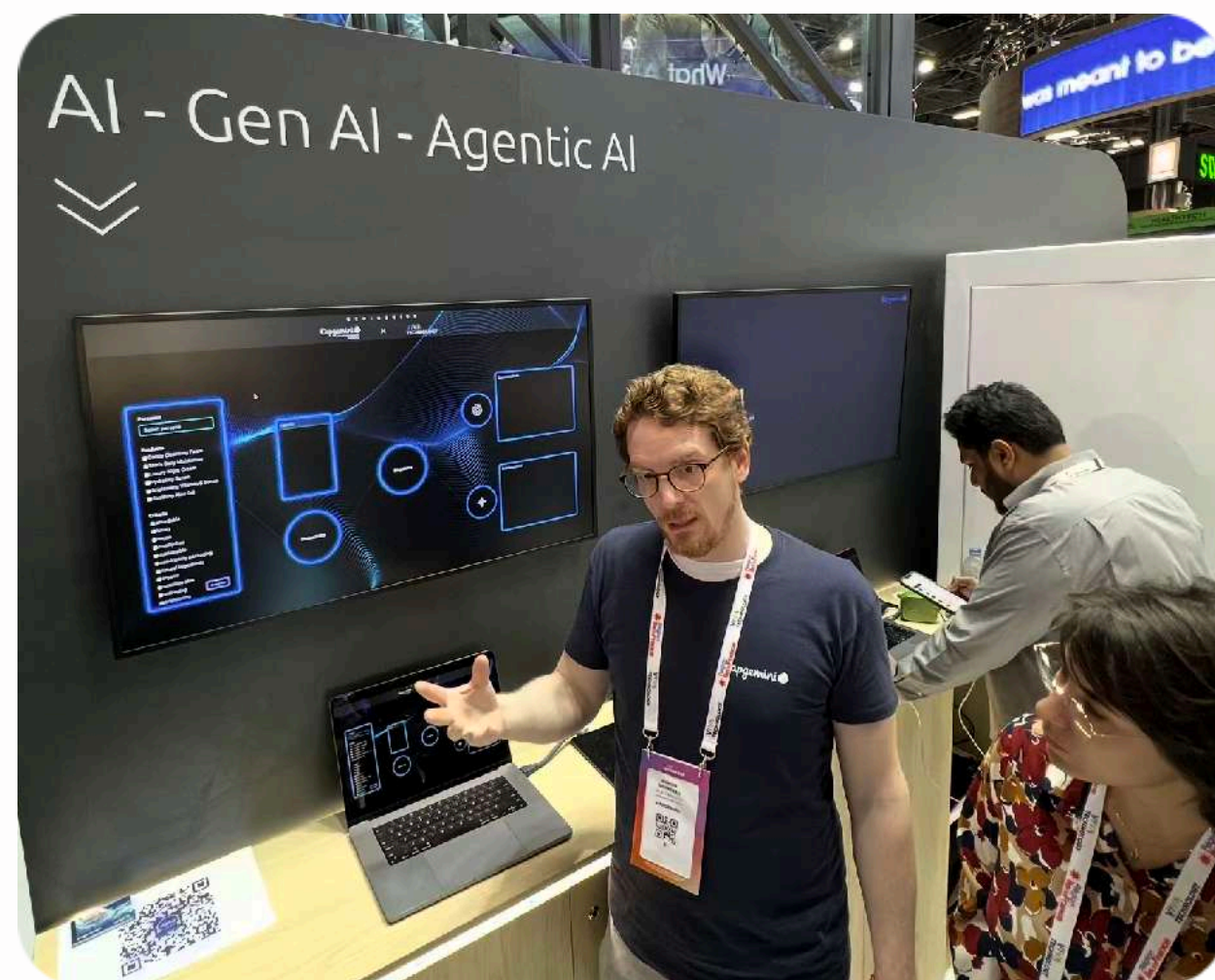
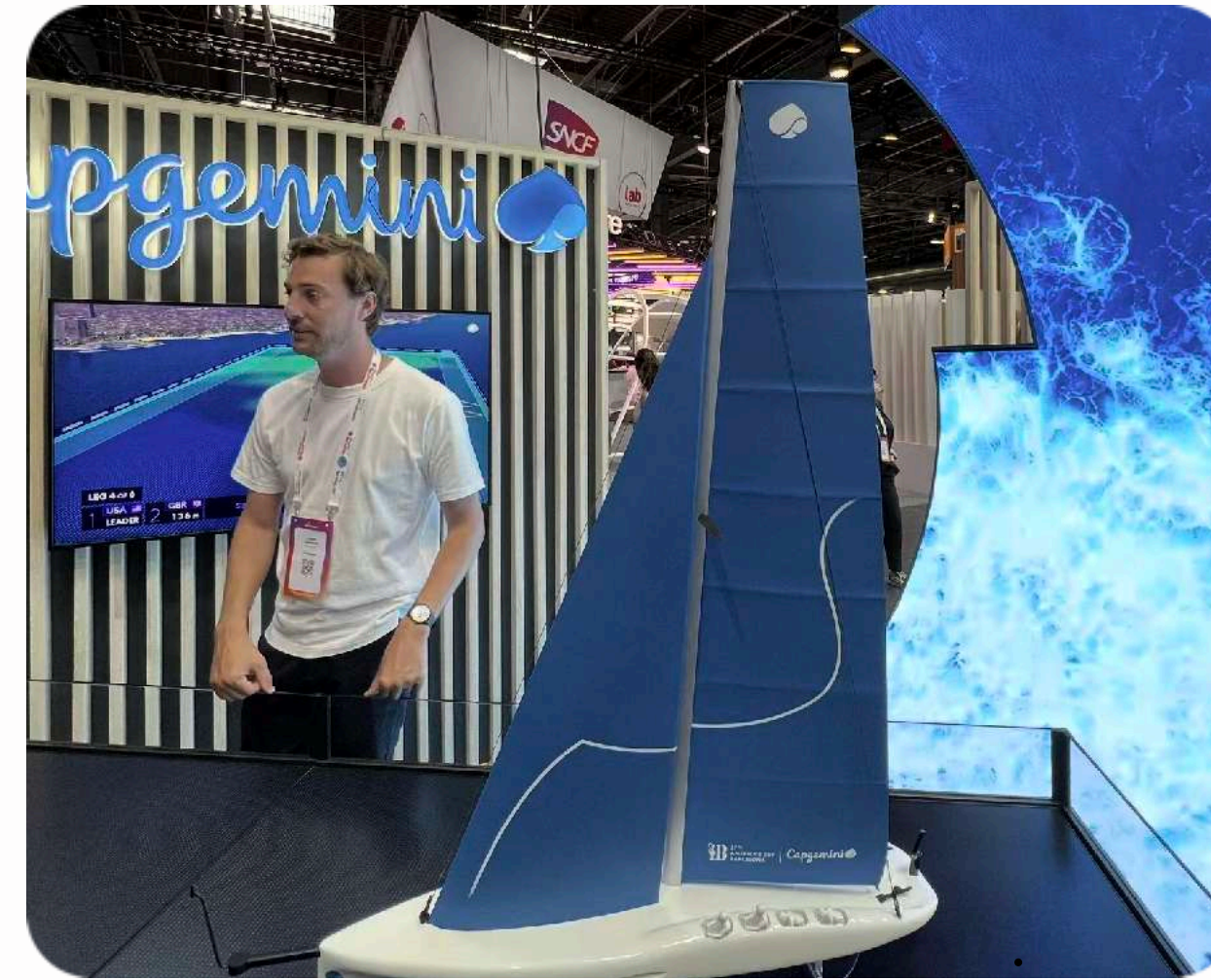


HUGGING FACE

On June 14–15, 2025, Hugging Face held its global LeRobot hackathon, online and across 100+ local platforms on six continents. The company described it as the “ChatGPT moment for robotics.” *Note: Hugging Face did not attend VivaTech this year.*

CAPGEMINI: AI-FIRST, SUSTAINABLE, AND TRUSTED

AGENTIC AI, DIGITAL TWINS, AND QUANTUM ACCELERATING INDUSTRIAL TRANSFORMATION



Agentic AI Lab: An interactive workshop where visitors build Gen-AI agents that orchestrate customer service, supply-chain, and IT workflows.

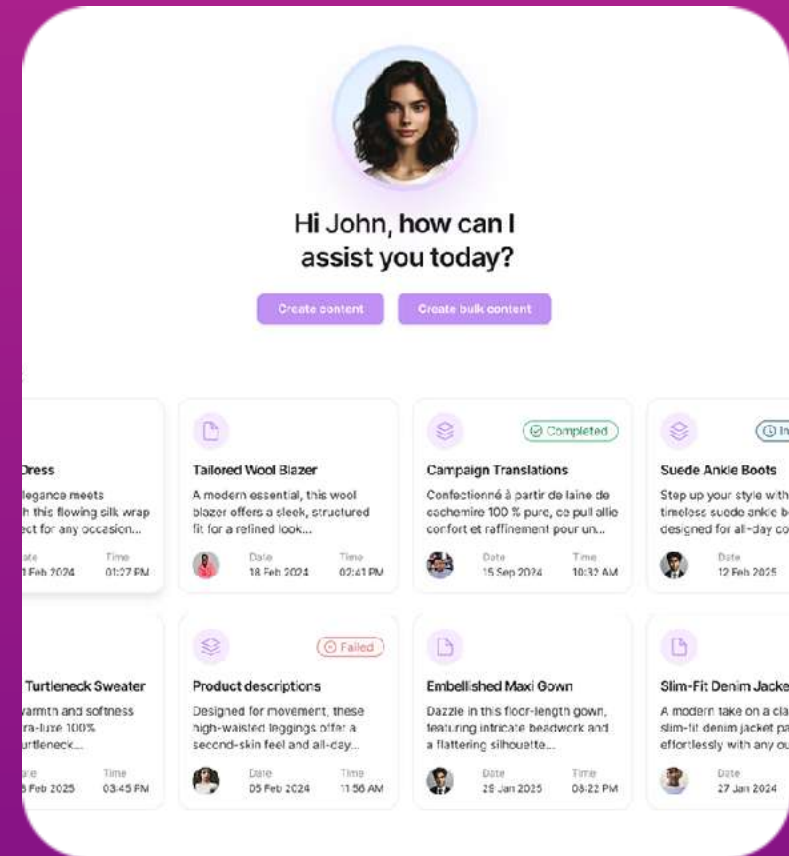
HoloBox Gen AI: A 3-D holographic avatar driven by an LLM, providing real-time product assistance and HR onboarding.

WindSight IQ™: A digital-twin + AI platform that maximises wind-farm performance and predictive maintenance.

Quantum for Sustainability: A live demo with Pasqal showing how neutral-atom qubits optimise logistics and green-chemistry simulations.

GENERATIVE AI BECOMES EMBEDDED IN JOB FUNCTIONS

SECTORS ARE RESHAPING PROFESSIONS AND BUILDING NEW SKILL SETS



MARKETING

Newtone (France) offers a generative AI platform that automates the creation and localization of product content for e-commerce.



HEALTH

Onescope introduces a smart stethoscope — the “Shazam of the lungs” — that uses AI to analyze respiratory sounds and detect conditions like asthma or pneumonia early on.



MOBILITY

RATP has integrated AI into predictive maintenance: machine learning algorithms leverage IoT data to anticipate failures, reducing unscheduled downtime by 40%.



INDUSTRY

The France 2030 program, led by CNRS, is deploying intelligent industrial robots with locomotion, perception and adaptation abilities, powered by AI, to boost industrial competitiveness.



CYBERSÉCURITY

VivaTech 2025 also spotlighted the emerging challenges and solutions around cybersecurity in the era of quantum computing.

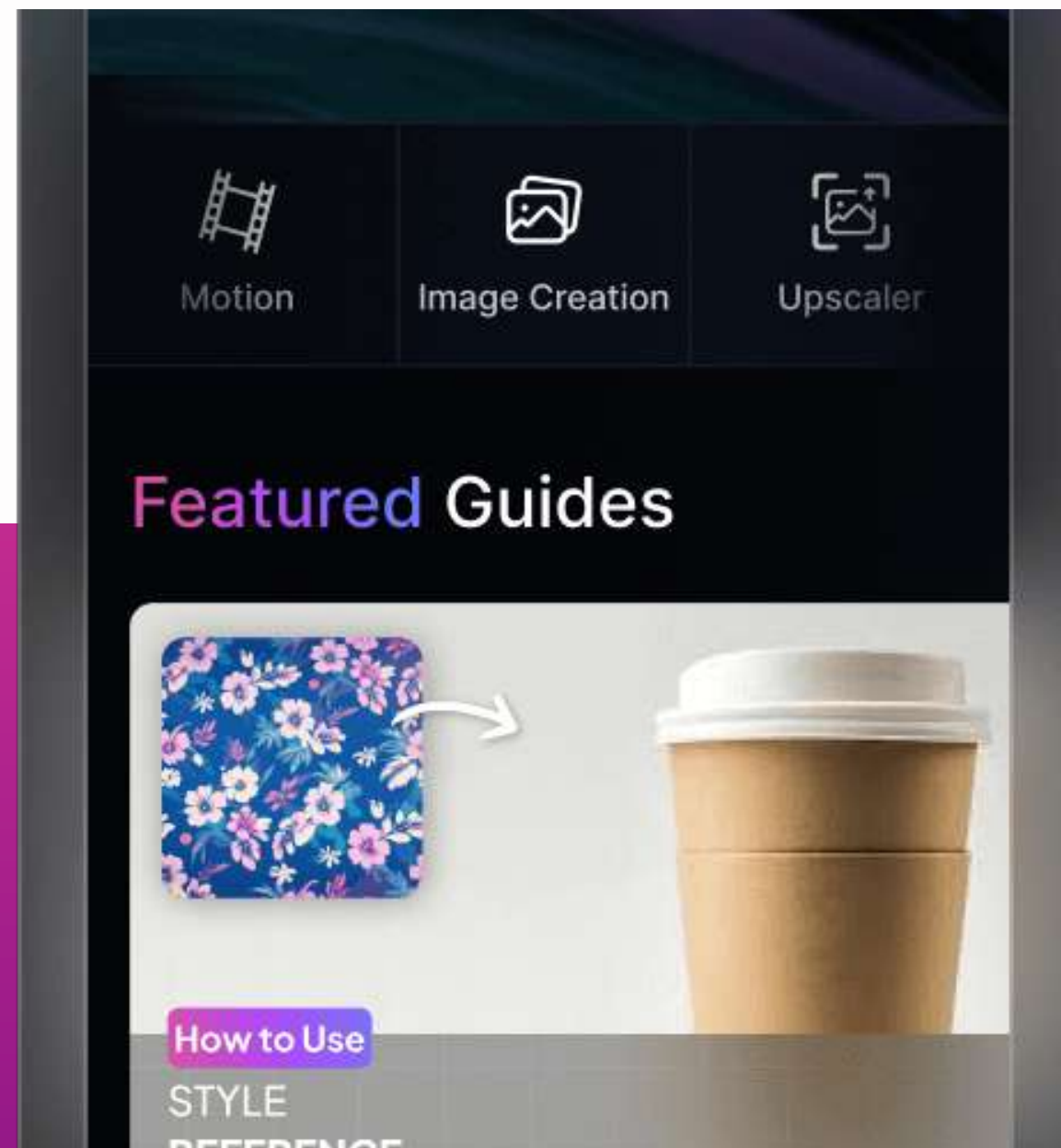


FINANCE

BNP Paribas Personal Finance has developed a generative AI platform for personalized marketing content and differentiated pricing algorithms.

CONTENT GENERATION BECOMES A CREATIVE STANDARD

GENERATIVE MODELS ARE BEING EMBEDDED INTO BUSINESS WORKFLOWS



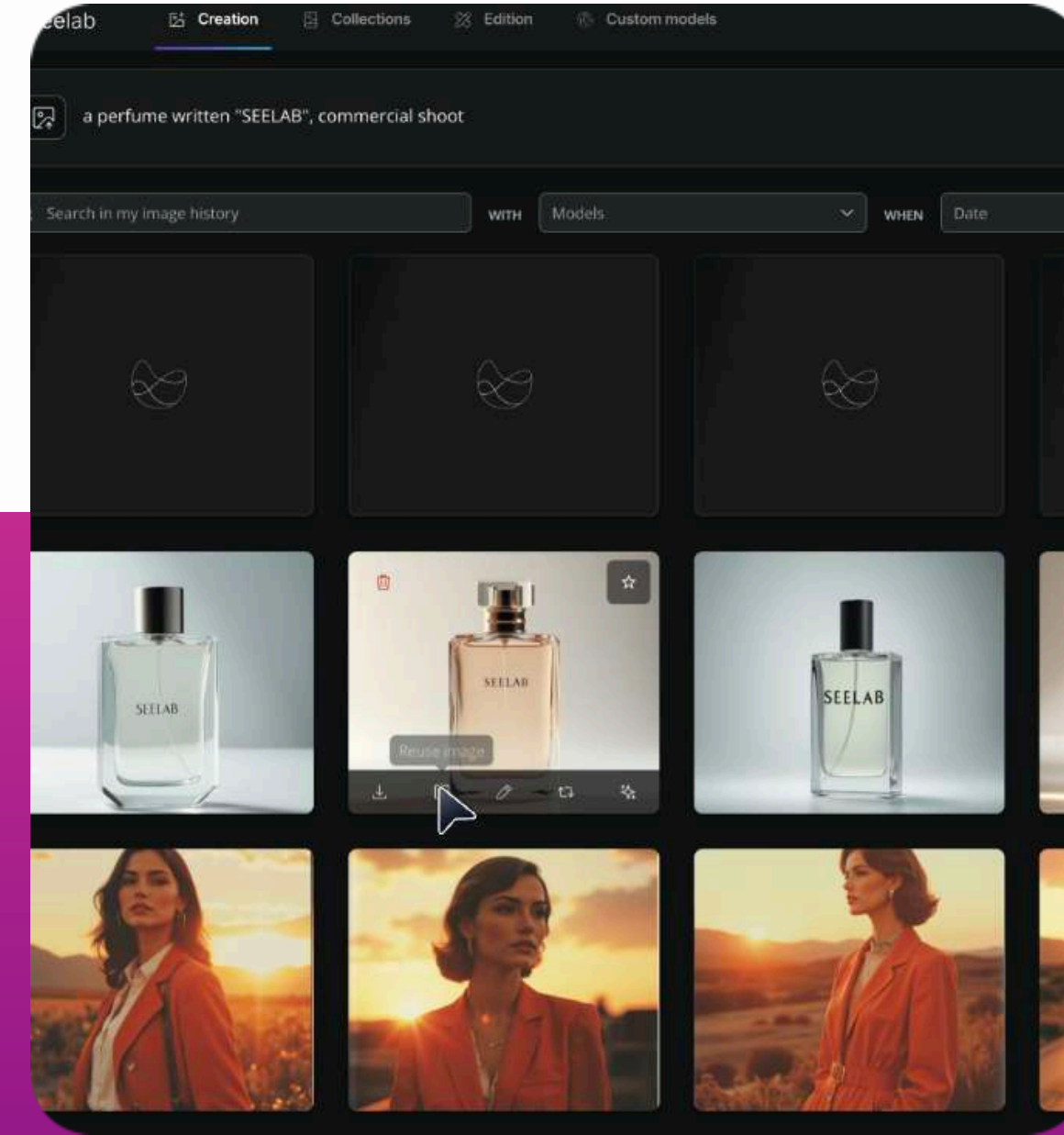
LEONARDO AI

It generates real-time images, videos, and 3D textures from sketches and text inputs.



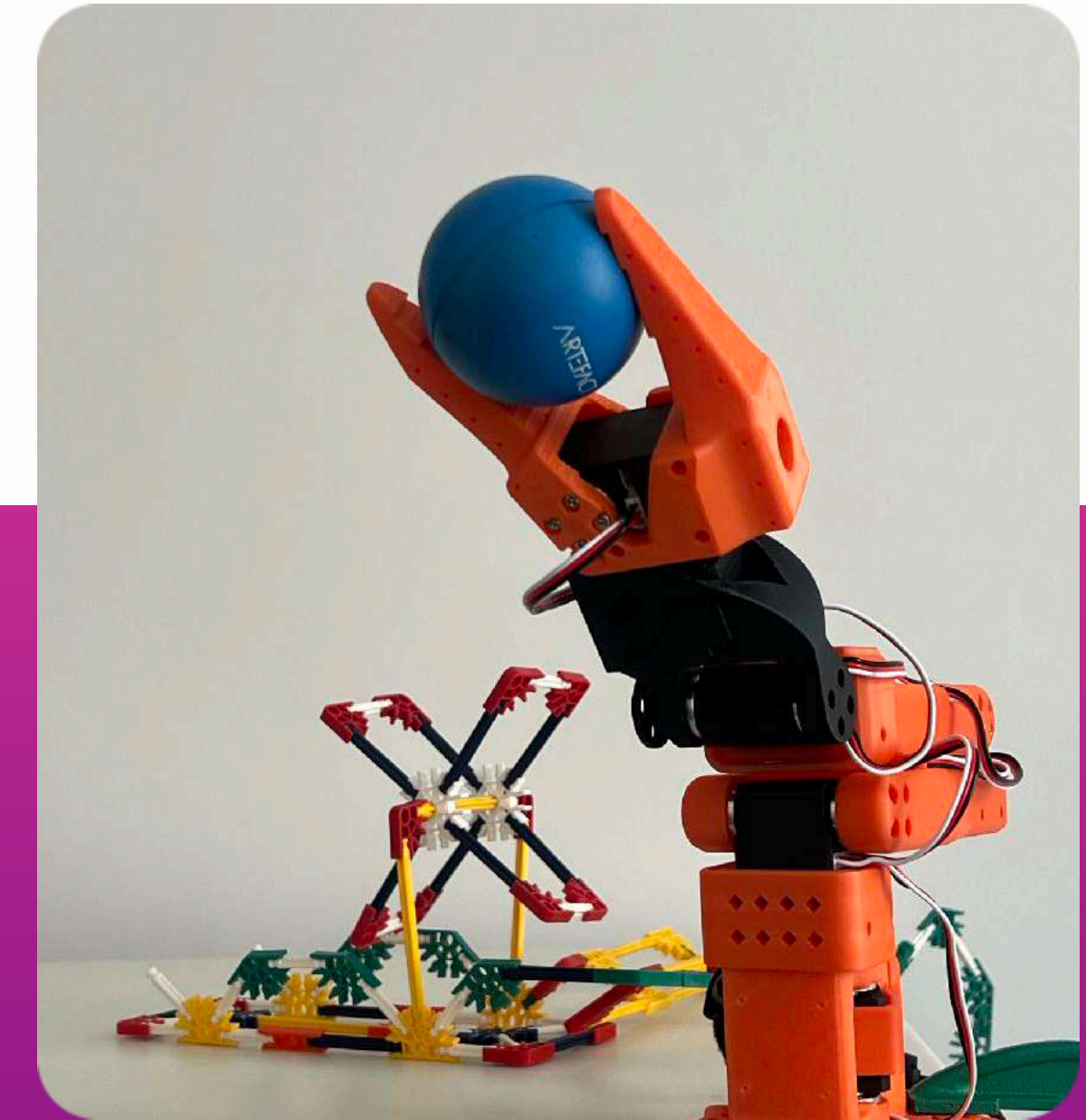
BEINK DREAM

A collaborative co-creation tool for visuals, based on sketches or uploaded photos.



SEELAB AI

An all-in-one platform to produce visuals aligned with a brand's visual identity guidelines.



ARTEFACT - ROB'ART DRAW

A creative AI assistant designed for generating images via artistic robots.

GENERATIVE AI CODING SOLUTIONS ARE BOOMING

CUSTOM CODE GENERATION, ASSISTED DEVELOPMENT, AND AMPLIFIED PRODUCTIVITY



Assists developers in real-time with code suggestions, contextual explanations, and task automation. Integrated with major IDEs to boost productivity and code quality.



Combines AI with collaboration, enabling teams to generate, edit, and understand code via natural language prompts, while streamlining project management.



Offers open AI models to generate code from natural language prompts, promoting customization and integration into workflows.



Aims to simplify code generation using natural language, with an intuitive interface tailored for professionals.

Web Site Generation



Web App Generation



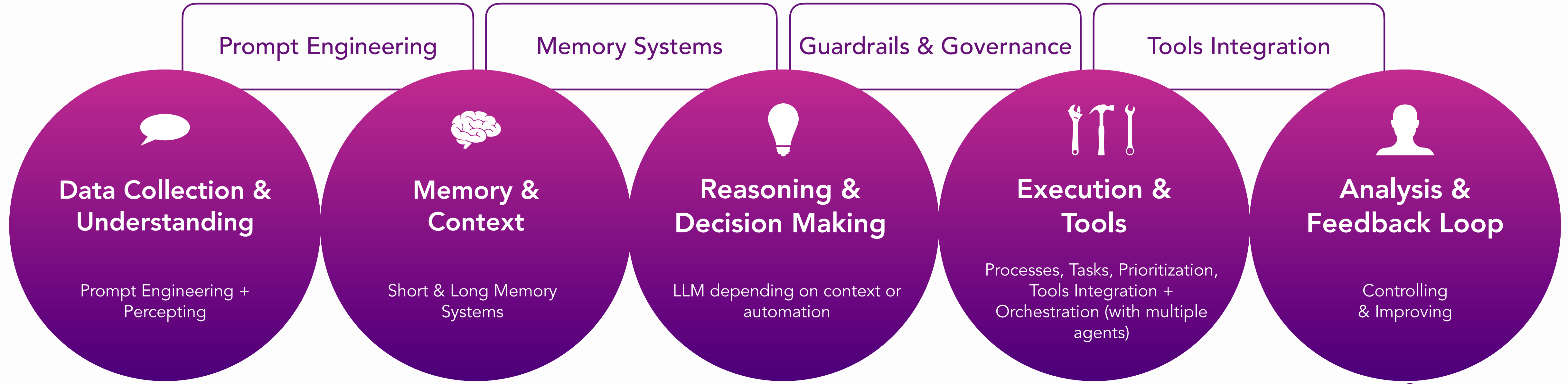
Web Application Generation





01. AI, GEN AI & AGENTIC
II. AI AGENTS

AI AGENTS: MORE ADVANCED CAPABILITIES THAN LLMS



Feedback Loop

Prompt Engineering + Perceiving
 AI agents analyze various types of data using their multimodal capabilities, extracting key elements and meaning to contextualize, reason, and make relevant decisions.

Short & Long Memory Systems
 The agent leverages short-term memory (immediate context) and long-term memory (databases, RAG) to ensure consistency, personalization, and reuse of information, improving responses to business challenges.

LLM depending on context or automation
 A generative model processes input (text, image, spreadsheets) provided by a human or system, incorporating advanced planning, reasoning, and self-critique to structure its responses.

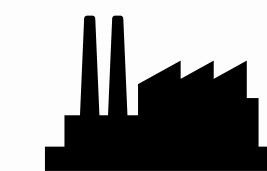
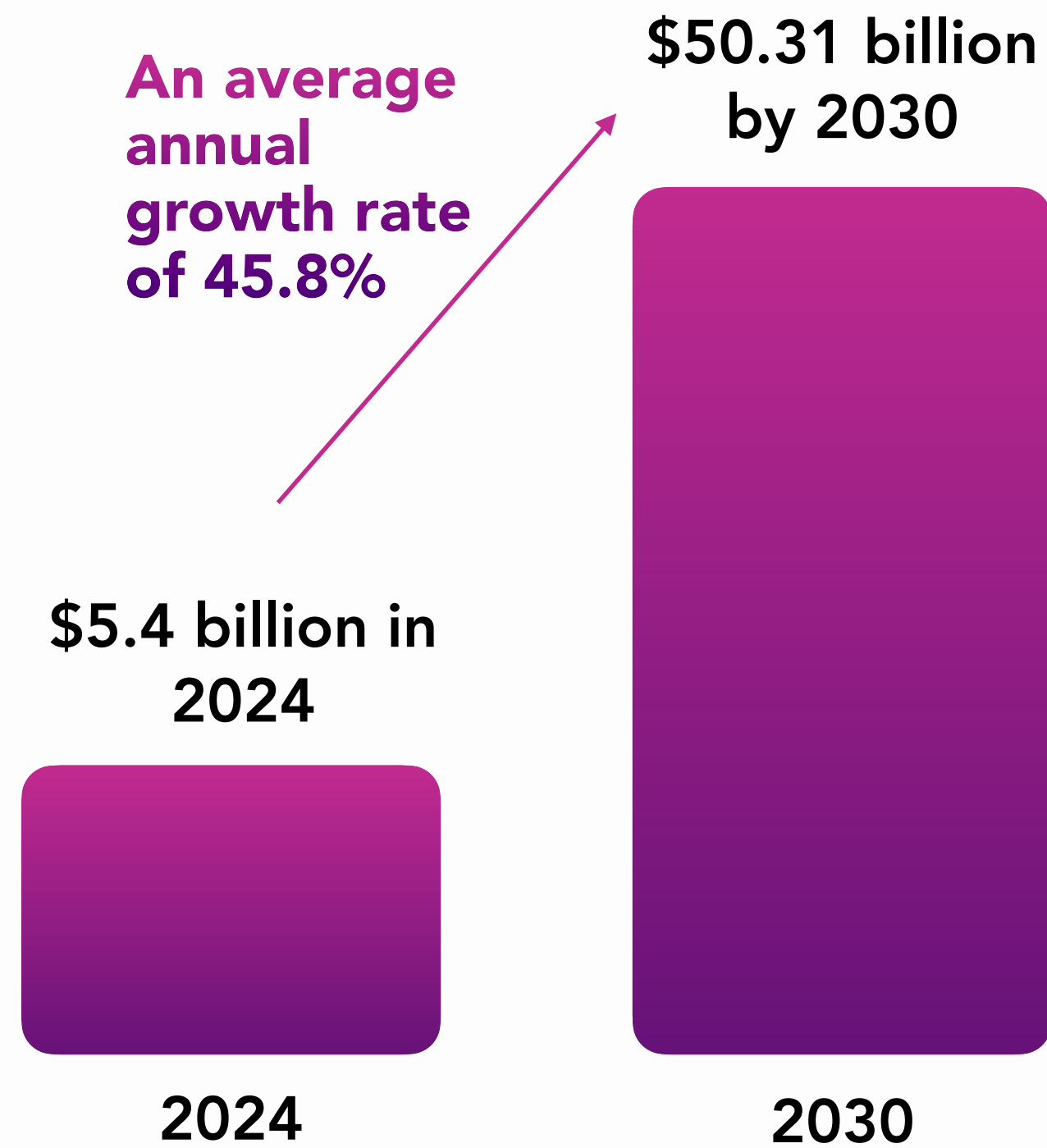
Processes, Tasks, Prioritization, Tools Integration + Orchestration (with multiple agents)
 Following the decision, the agent executes the task by activating tools and systems (APIs, CRM, ERP), producing deliverables or automated actions to optimize workflows and create tangible value.

Post-action, the agent analyzes results, detects anomalies and opportunities for improvement, adjusts its decisions, and updates long-term memory—ensuring continuous improvement and greater responsiveness.

A BOOM IN AI AGENTS WITHIN COMPANIES

MATURE COMPANIES ARE INVESTING AND REORGANIZING THEIR STRUCTURES AND WORKFLOWS

Global AI Agents Market, Worldwide, 2025 :



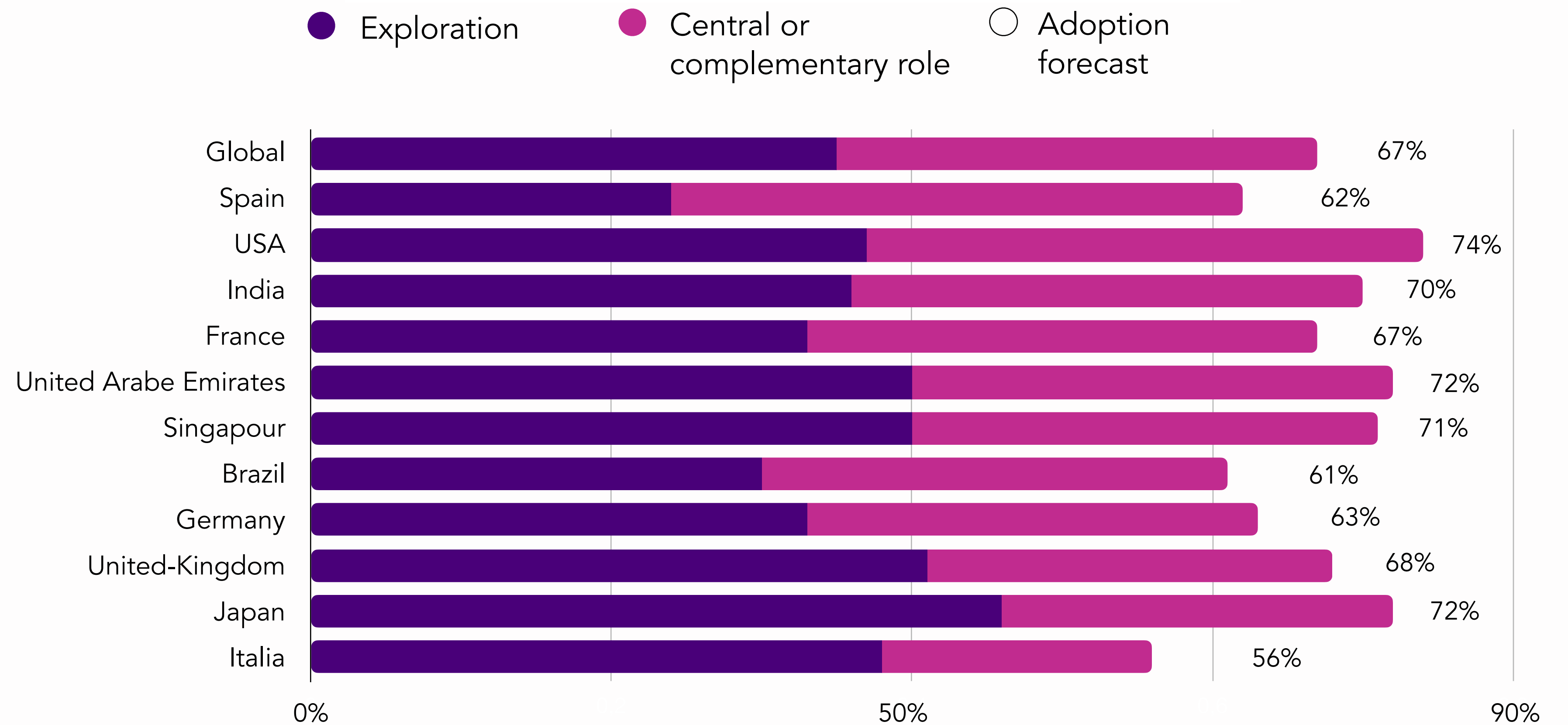
Between 2023 and 2025, the share of companies using AI agents rose from 10% to 85%, resulting in a 40-fold increase in market value.

PID* UNDERSTAND THE CHALLENGE OF AGENTIC AI

IMPROVE THE PRODUCTIVITY OF TALENTS AND THUS SUPPORT THEM WITHIN THE COMPANY



Expected roles for artificial intelligence (AI) agents in organizations worldwide in 2025



FROM GENERATIVE AI TO AI AGENTS

A CHANGE OF PARADIGM AND SCALE THANKS TO SOFTWARE PUBLISHERS



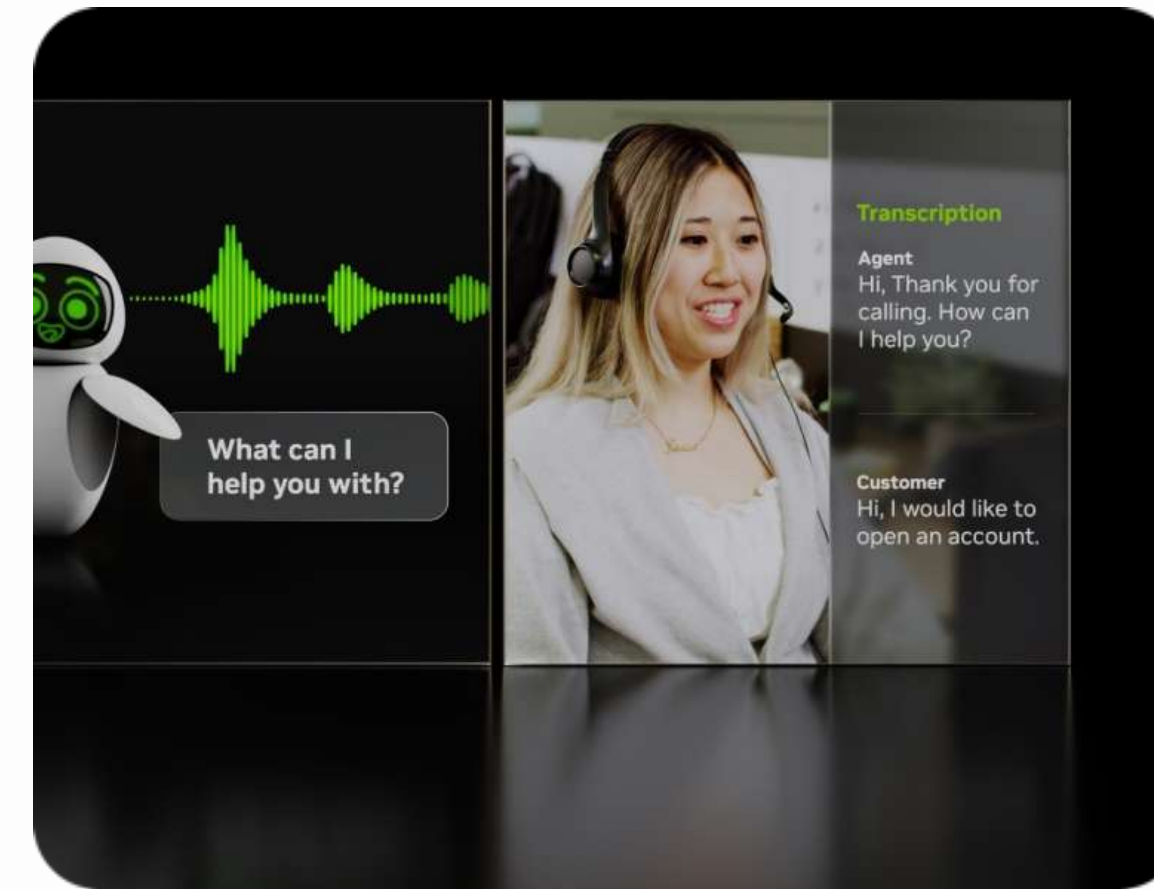
IBM

IBM showcased its latest advancements in **generative AI, AI agents, hybrid cloud, automation, quantum computing** and business transformation at VivaTech 2025.



SALESFORCE

Salesforce hosted Agentforce workshops at VivaTech 2025 and joined the **Positive AI** association with BCG GAMMA, L'Oréal, Malakoff Humanis, and Orange.



NVIDIA

The company is developing a **prototype intelligent robot** capable of interacting by voice and performing autonomous tasks, illustrating agentic AI in the physical world.



MICROSOFT

Joint presentation with **EY** of **AI agent solutions for business process automation**, data analysis and operational efficiency improvement across multiple industries.

AUTONOMOUS AI REDEFINES OPERATIONS AND ROLES

IA AGENTS: FROM ASSISTANCE TO AUTONOMOUS ACTION

2025 is the year of agents

OpenAI launches Operator, enabling software to take control of hardware infrastructures and carry out specific tasks remotely and autonomously.



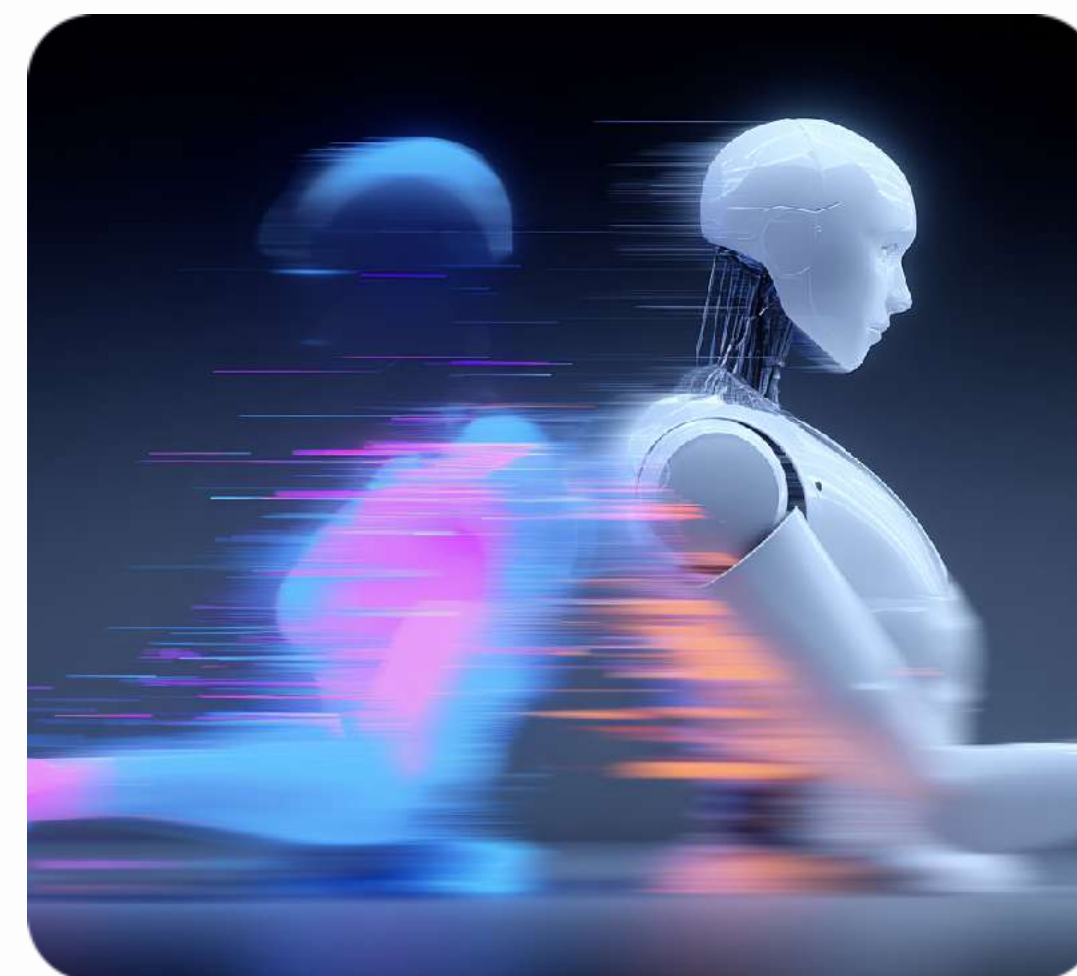
Hybridization of the world of work

Between human relationships and interactions with AI agents, whether autonomous or not, the world of work is being transformed into a hybrid ecosystem.



AI agents impact customer relations

These detect patterns in customer feedback, trigger alerts, update systems such as CRMs, and suggest action plans that optimize manual interventions.

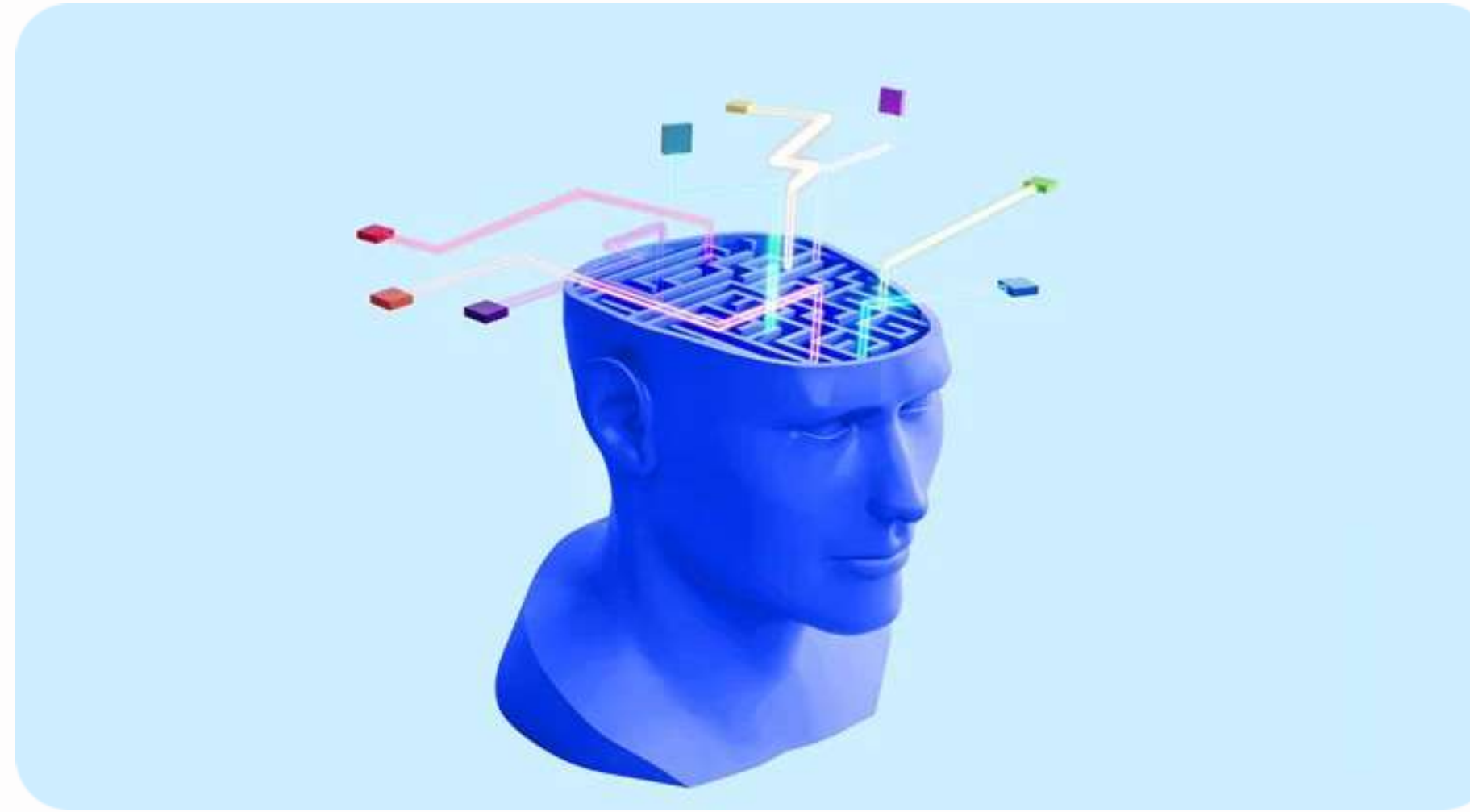
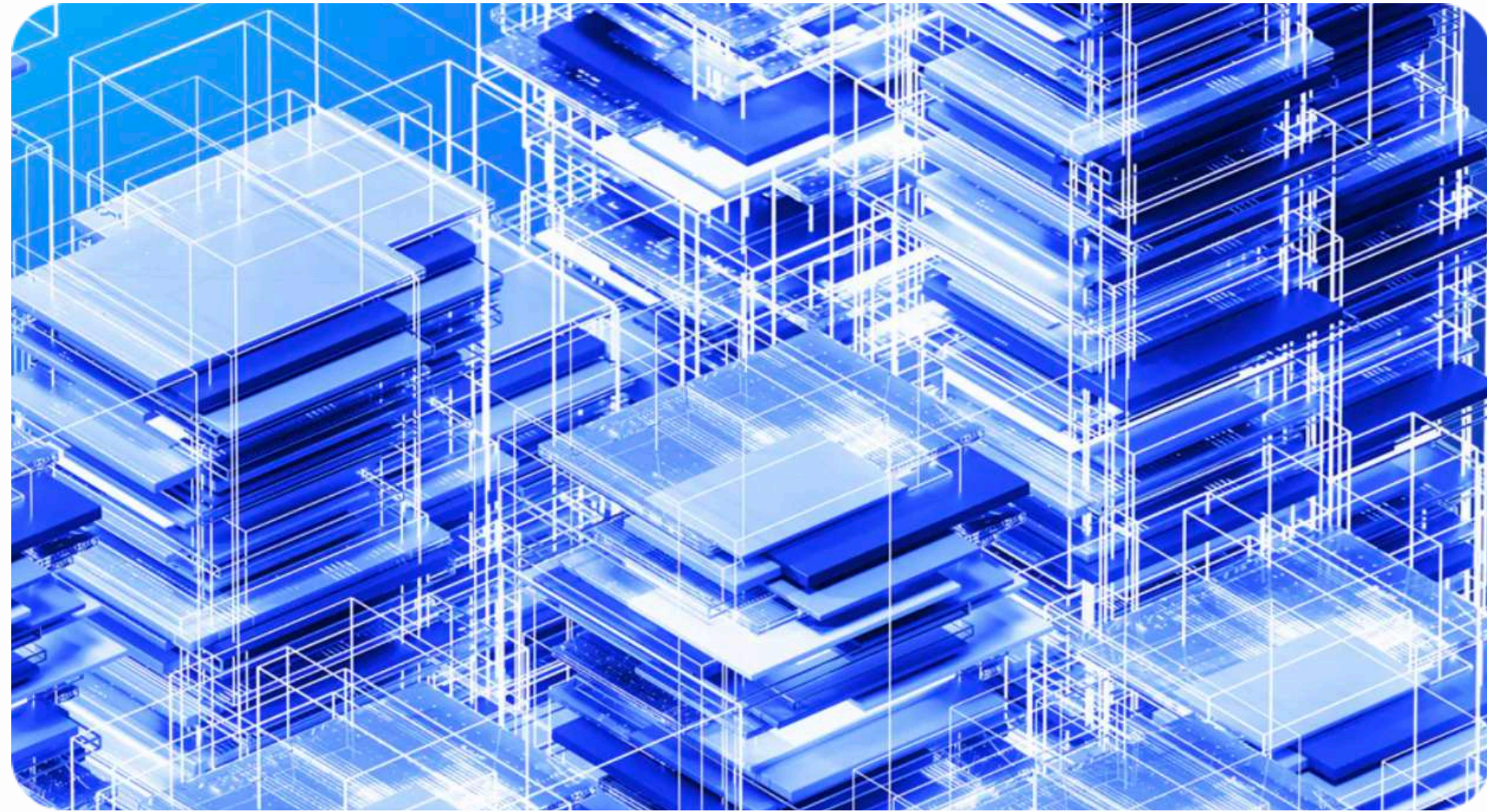


Skills transformation in the making

McKinsey forecasts a skills transformation for 15M European workers by 2025.

THE “MCKINSEY AGENT AT SCALE” PROGRAM

PROMOTE THE DISTRIBUTION OF AGENTS TO LARGE-SCALE COMPANIES



The “Agents at Scale” suite is **modular** and enables **advanced AI agents** to be integrated into a variety of business processes, to deliver tangible gains to companies' bottom line

At VivaTech 2025, **McKinsey** presented “**Agents at Scale**”, a new suite of products developed by **QuantumBlack**, AI by McKinsey, designed to transform the ambition of generative AI into tangible impact within companies.



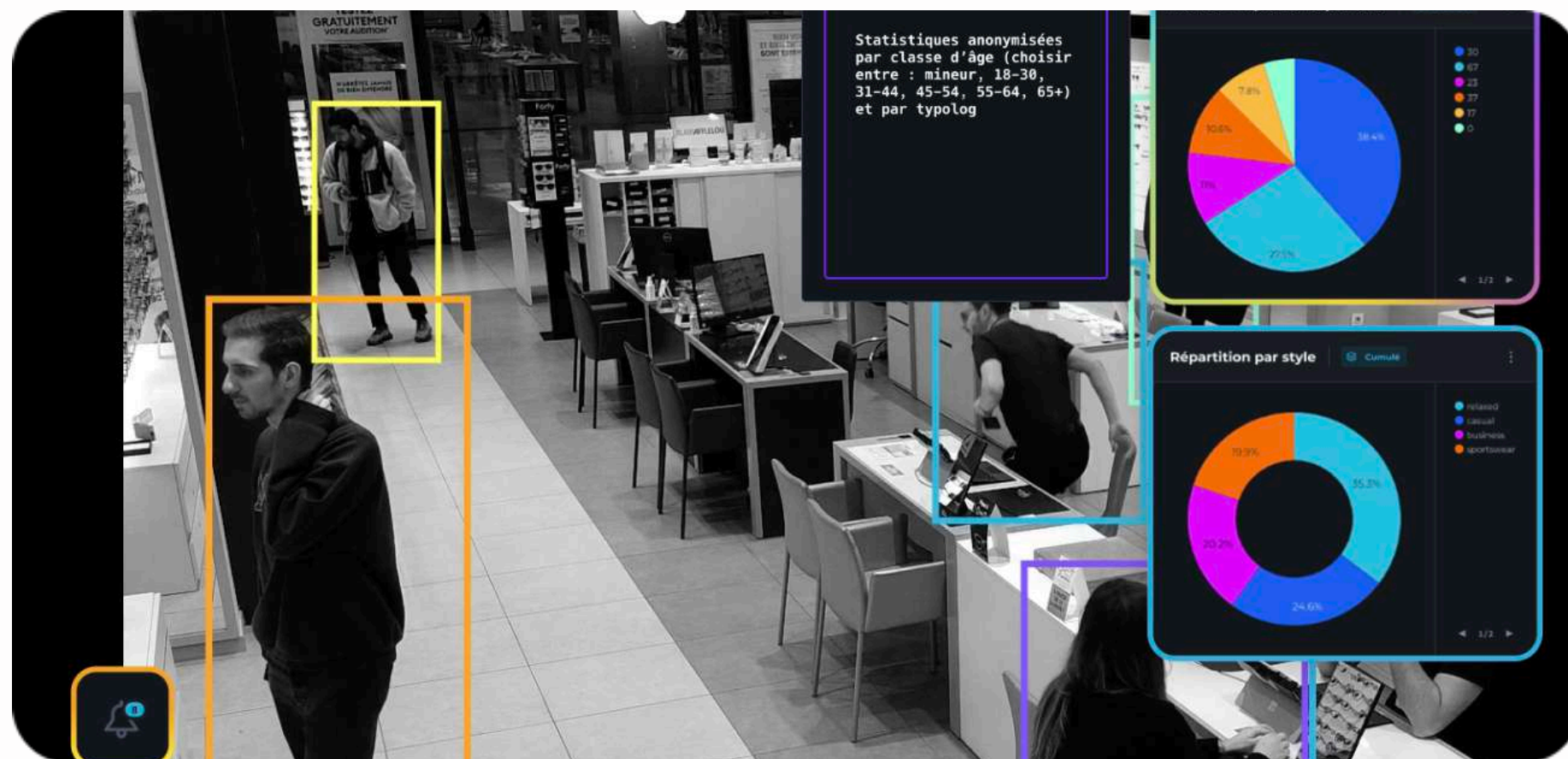
BETWEEN VISUAL AGENTS AND HIDDEN AGENTS

THESE TECHNOLOGIES ARE AS CLOSE AS POSSIBLE TO HUMAN BEHAVIOR

XXII

The CORE platform provides **real-time analysis of video streams** in physical spaces.

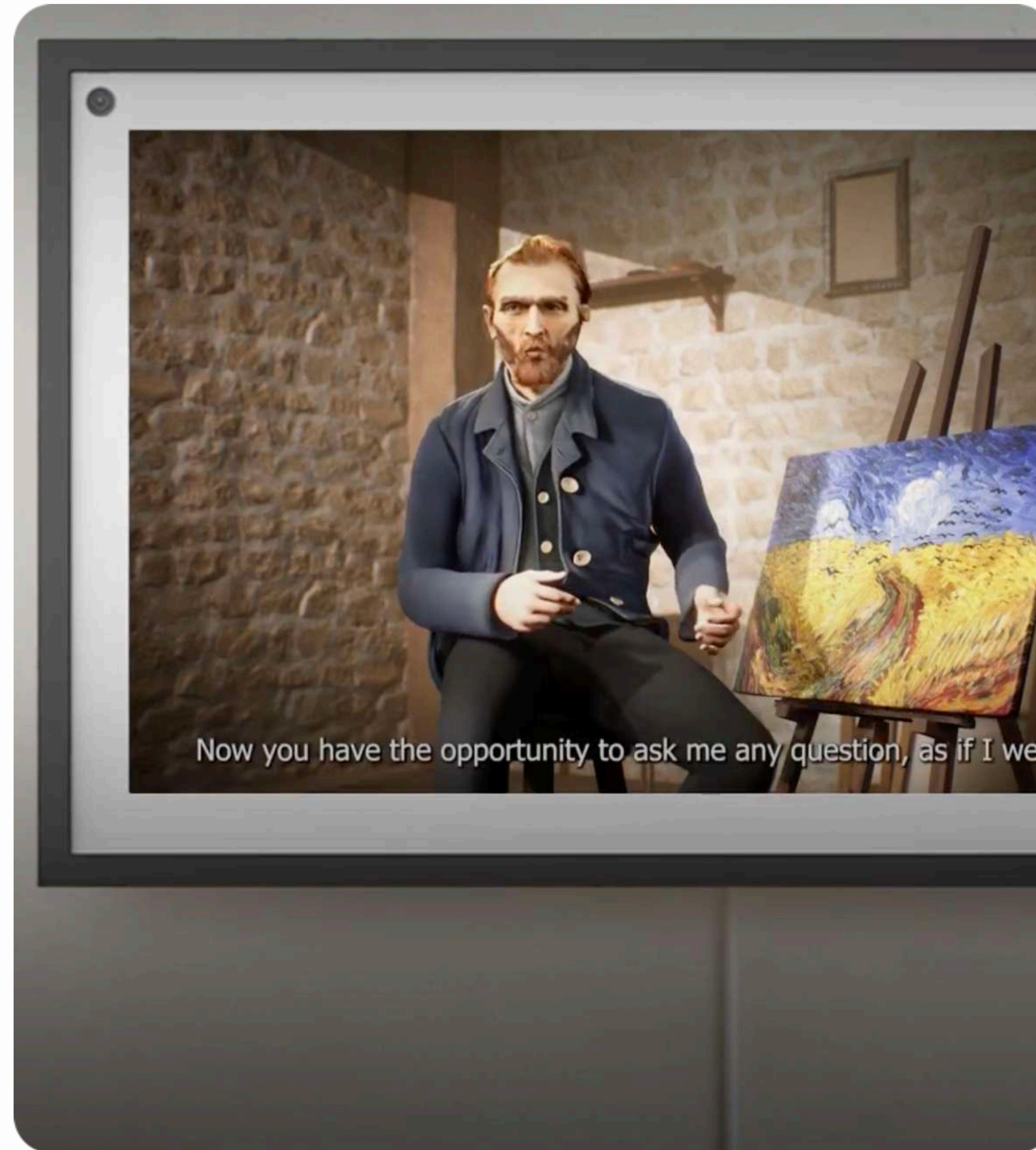
The integration of VLMs enables AI to understand scenes with natural language instructions. These visual agents are used in public places, shopping malls or communities to detect anomalies, suspicious behavior or measure footfall.



JUMBO MANA

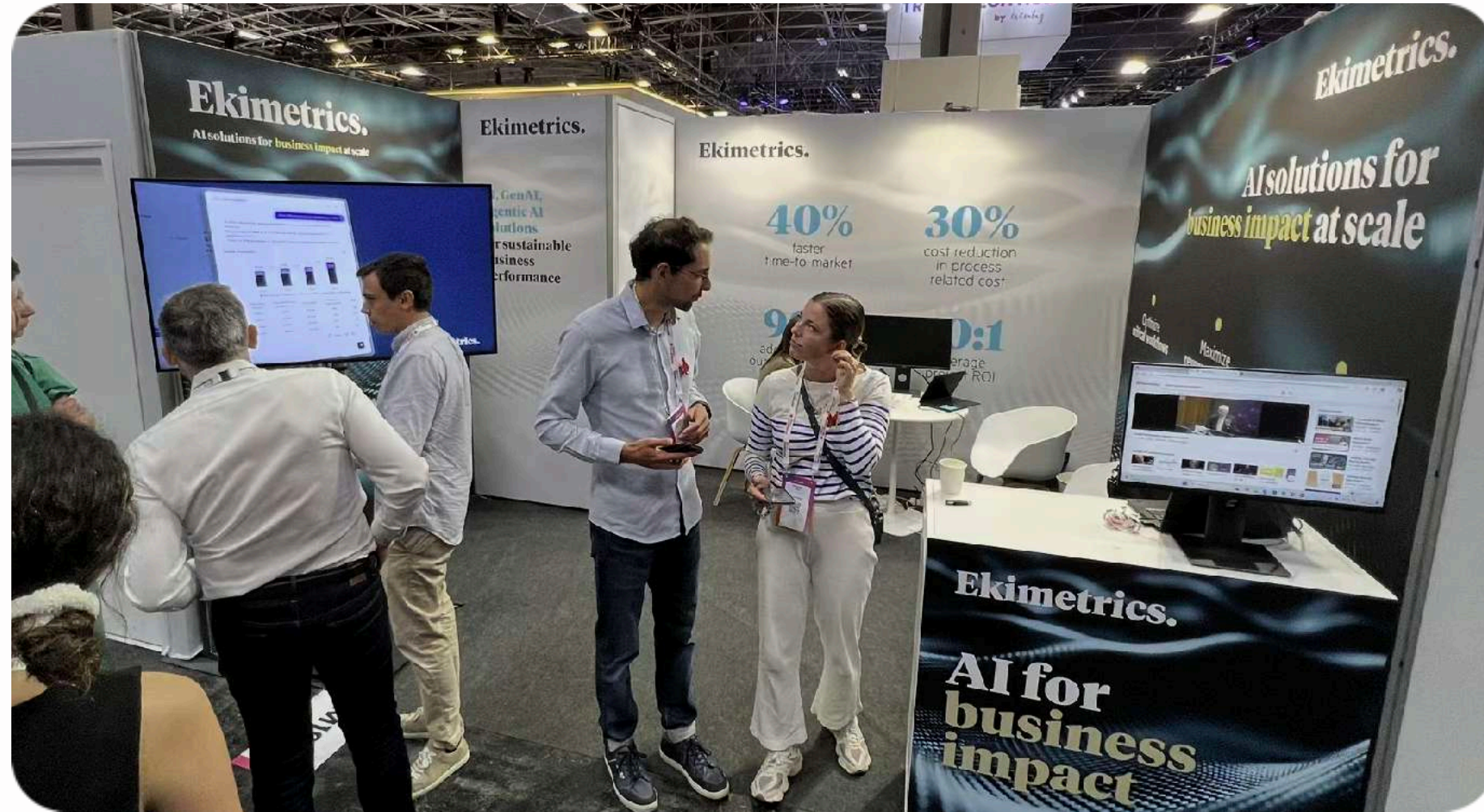
The startup develops expressive, **multilingual generative avatars** capable of natural interaction in real time. Thanks to a sovereign infrastructure, these emotional voice agents can be integrated into transport, retail, tourism or even museums to guide, inform or captivate the public.

They embody the rise of emotional, inclusive and regulatory-compliant AI.

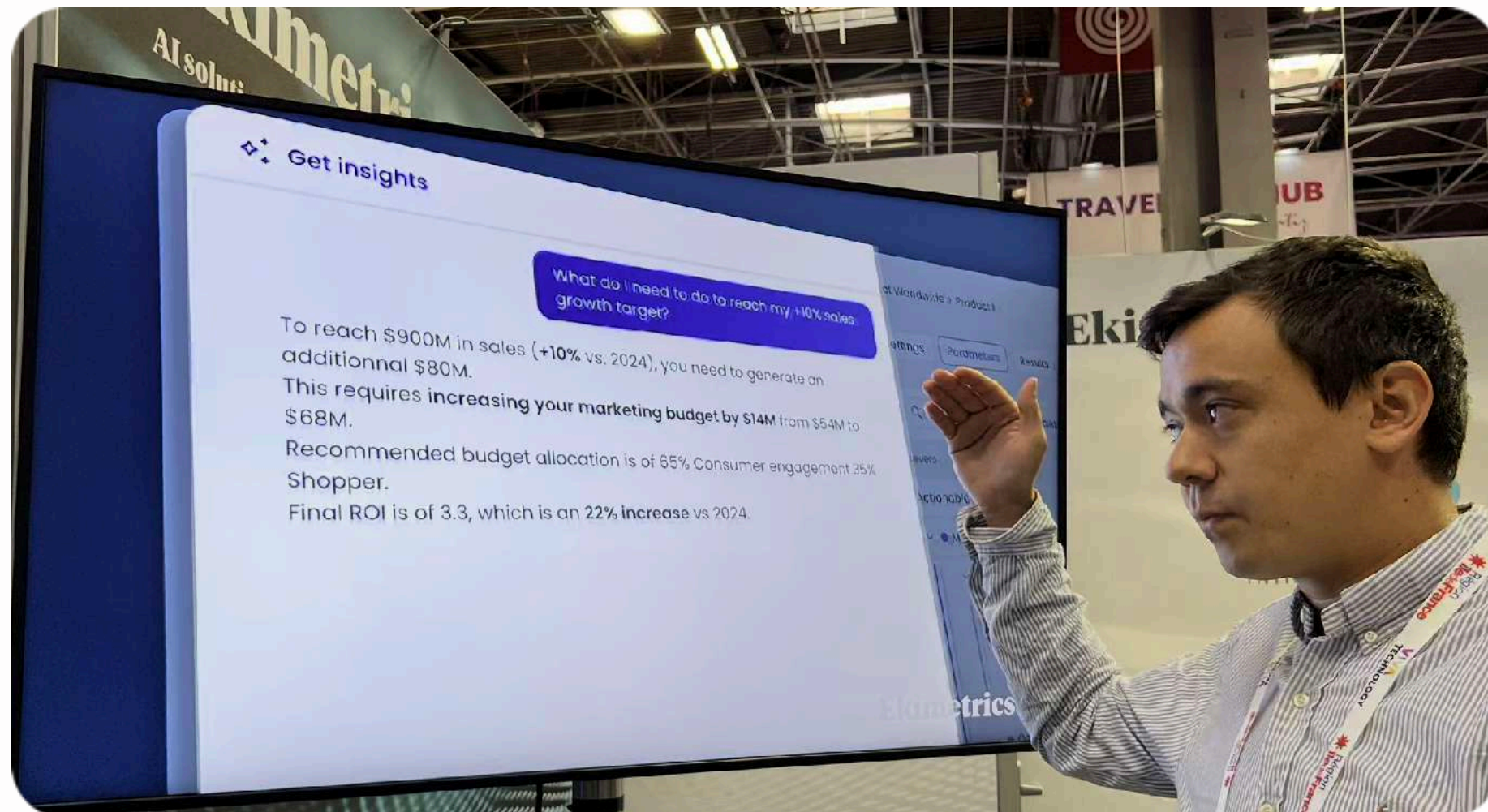


EKIMETRICS: GEN AI & AGENTIC AI FOR BUSINESS IMPACT

THESE TECHNOLOGIES ARE AS CLOSE AS POSSIBLE TO HUMAN BEHAVIOR



Ekimetrics showed how it had equipped companies with AI to future-proof their business models for the AI-and-sustainability era, demonstrating use cases that had already boosted mission-critical operations.



Through line "Agentic AI = ROI": live demos of specialized agents that industrialize marketing, pricing, and maintenance, achieving an average 10:1 return.

One.Vision demos : an agent-powered marketing-mix platform delivering insights and payback in under four months.

On-stand AI Clinic : flash diagnostics that de-risk and maximize the ROI of visitors' future Gen-AI projects.



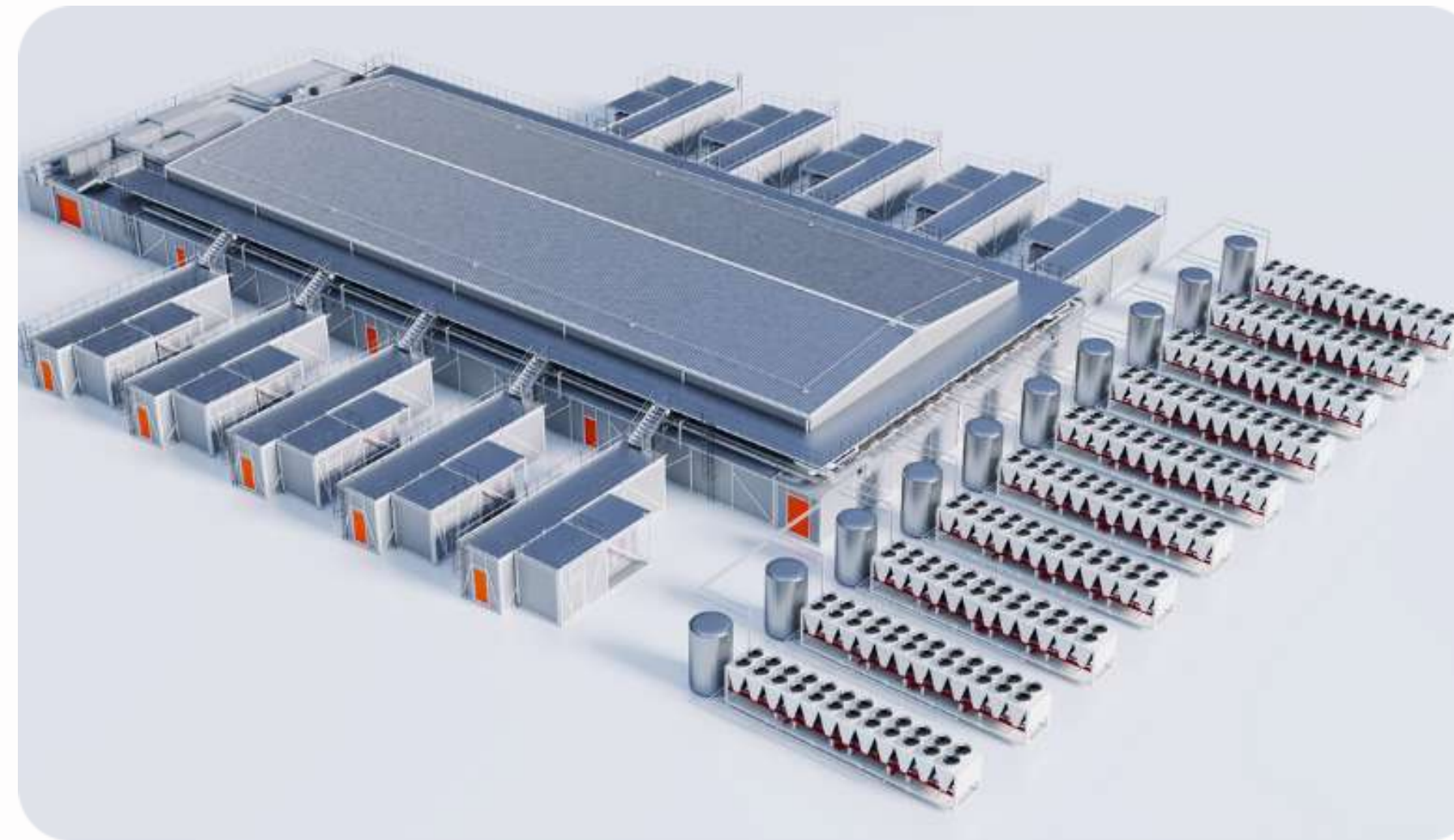
AI AGENTS AT THE HEART OF STRATEGIC DECISION-MAKING

DATA SAFETY AND SECURITY IS A PRIORITY ISSUE

IGENIUS

iGenius specializes in **financial education and trading**, is positioning itself as a pioneer in sovereign decision-making AI.

It has developed **Crystal**, a **multilingual AI agent** capable of delivering well-argued business recommendations, powered by a large language model (LLM) designed to operate in a secure, sovereign environment.



To meet the highest standards of data **sovereignty** and **transparency**, iGenius is investing in one of the world's **largest sovereign AI data centers**, built on Vertiv infrastructure and NVIDIA Omniverse accelerated computing.

What are the environmental benefits of using green crypto projects?

Behind the result

- Need to retrieve up-to-date information on environmental benefits of green crypto projects. Web search is optimal for current data.

Web sources consulted

www.bitdegree.org

Why Is Crypto Bad for the Environment and Can It Go Green?
Meaning, they invest in initiatives like planting or renewable energy development or purchase carbon credits – all of which aim to balance out the environmental cost of their cryptocurrency by supporting...

Can you check if any client portfolios are drifting from their target allocation due to recent market changes?

Sources Checked

I pulled the latest portfolio data from the legacy wealth management system and compared it with each client's target model. Three high-value portfolios show a significant deviation in risk exposure due to bond underperformance. I suggest scheduling a rebalance.

Portfolio_Drift_Jun25.pdf (63MB)

HighValue_Risk.pdf (63MB)

Sources Checked

Done. The report includes affected portfolios, deviation metrics, and proposed actions. It's now available in the committee folder and I've

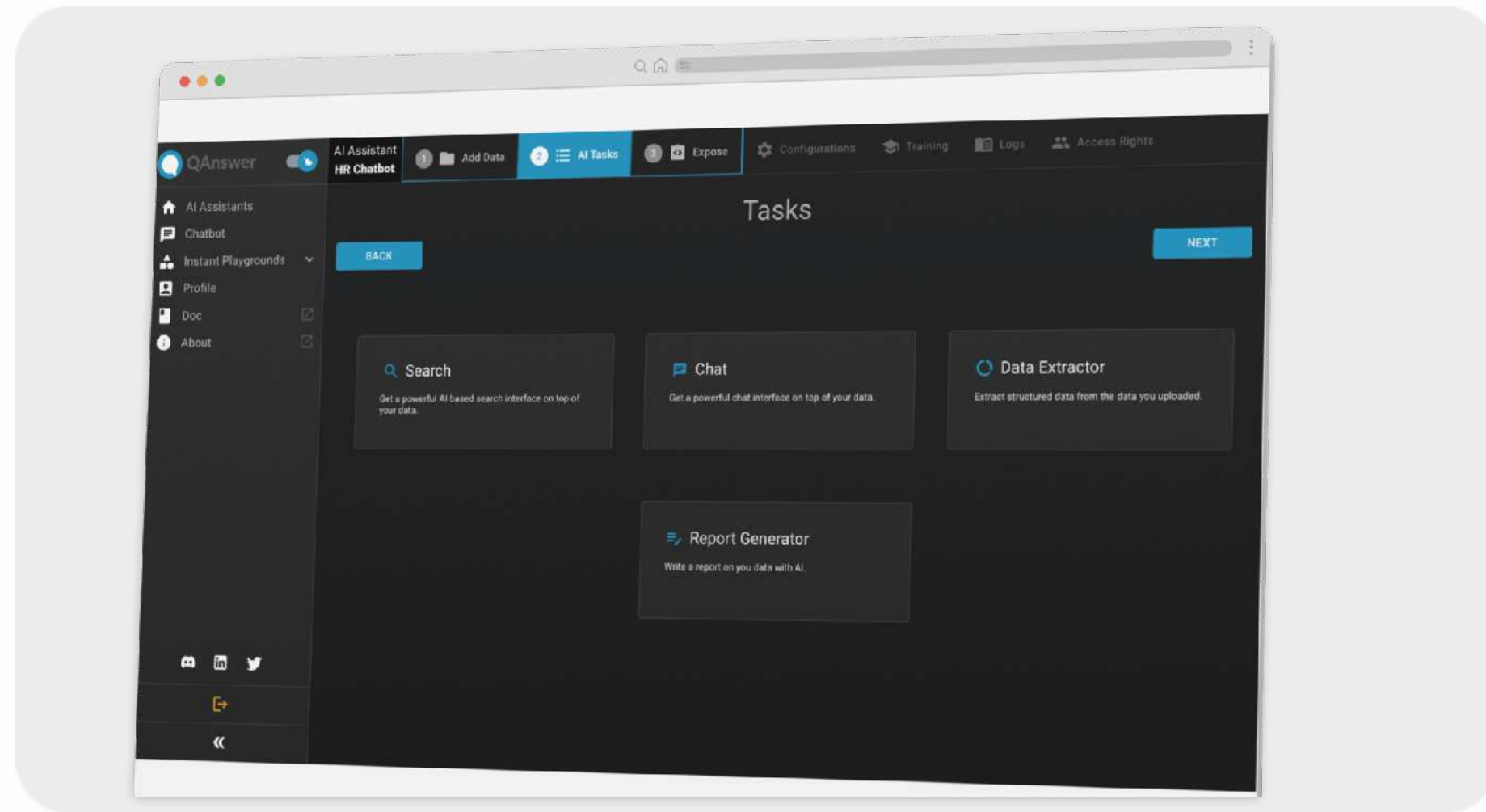
Understood. Can you prepare a summary for the investment committee?

Ask a question

Domyn Large

AI AGENTS STRENGTHEN INTERNAL SYSTEMS

AGENTS INTEGRATED INTO BUSINESS WORKFLOWS: SECURITY, SUPPORT, DOCUMENTATION



QA COMPANY

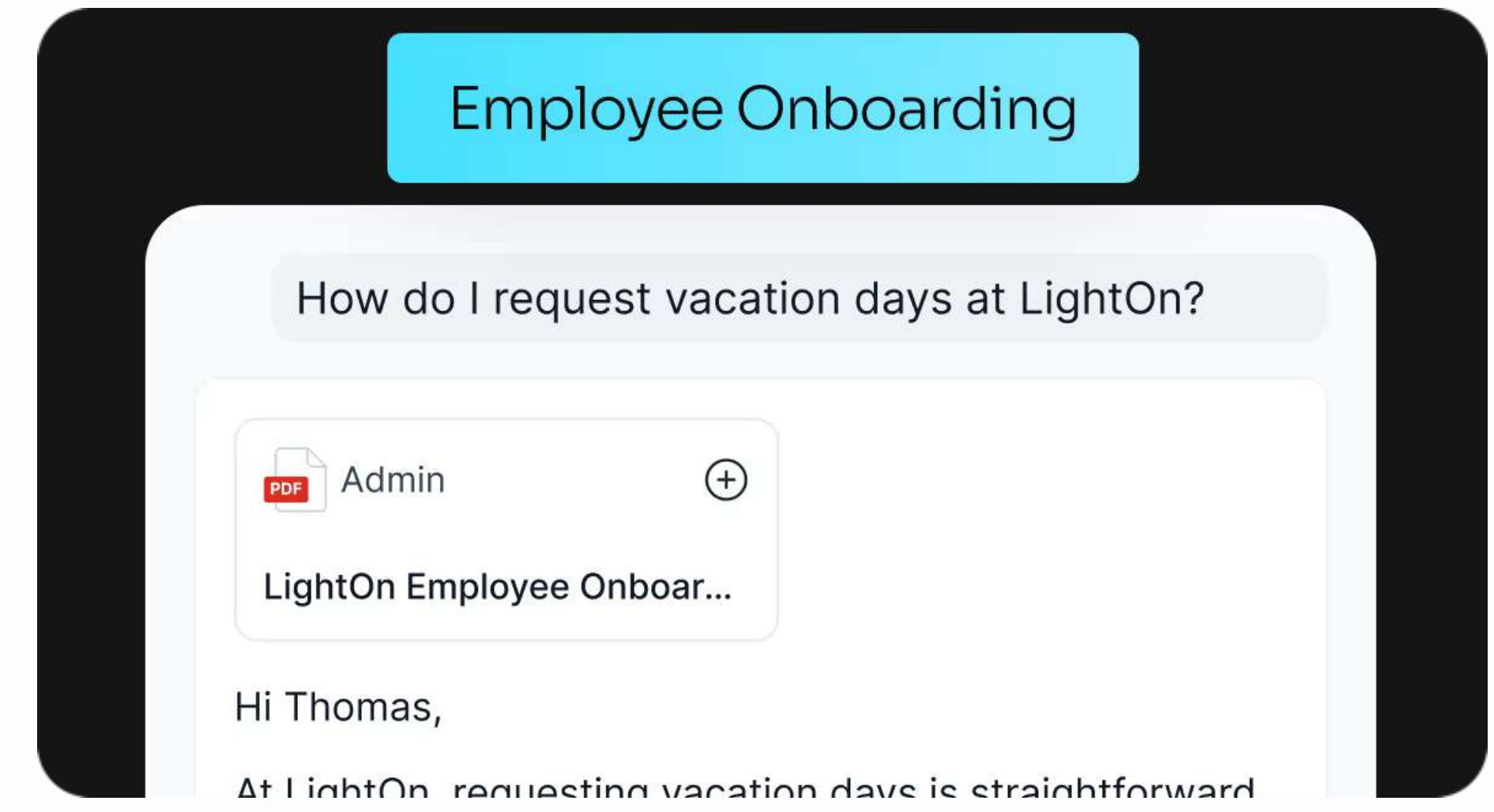
No-code platform designed to create internal assistants in just a few clicks.

The user can upload documents (PDFs, URLs) and interact with the AI in multiple languages.



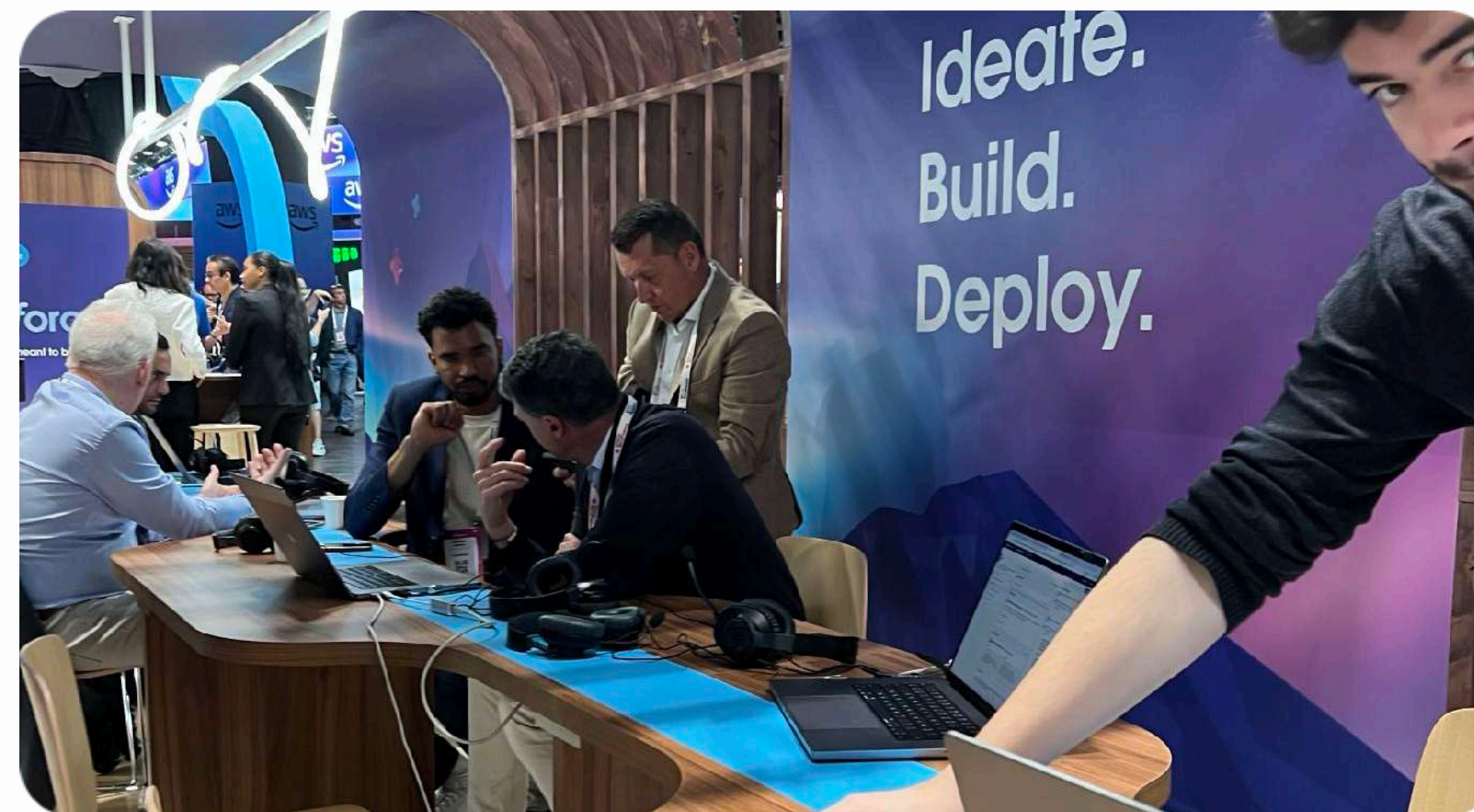
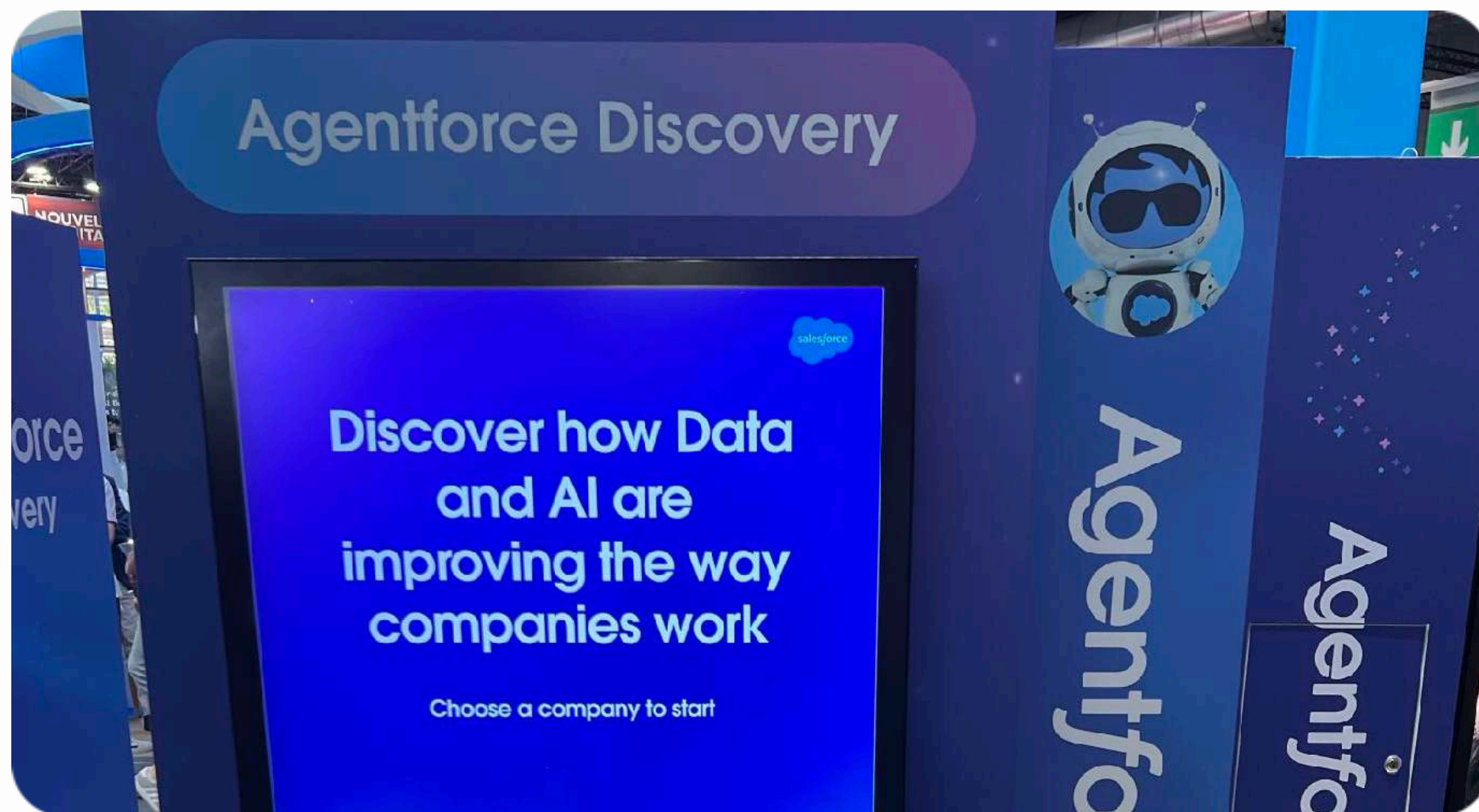
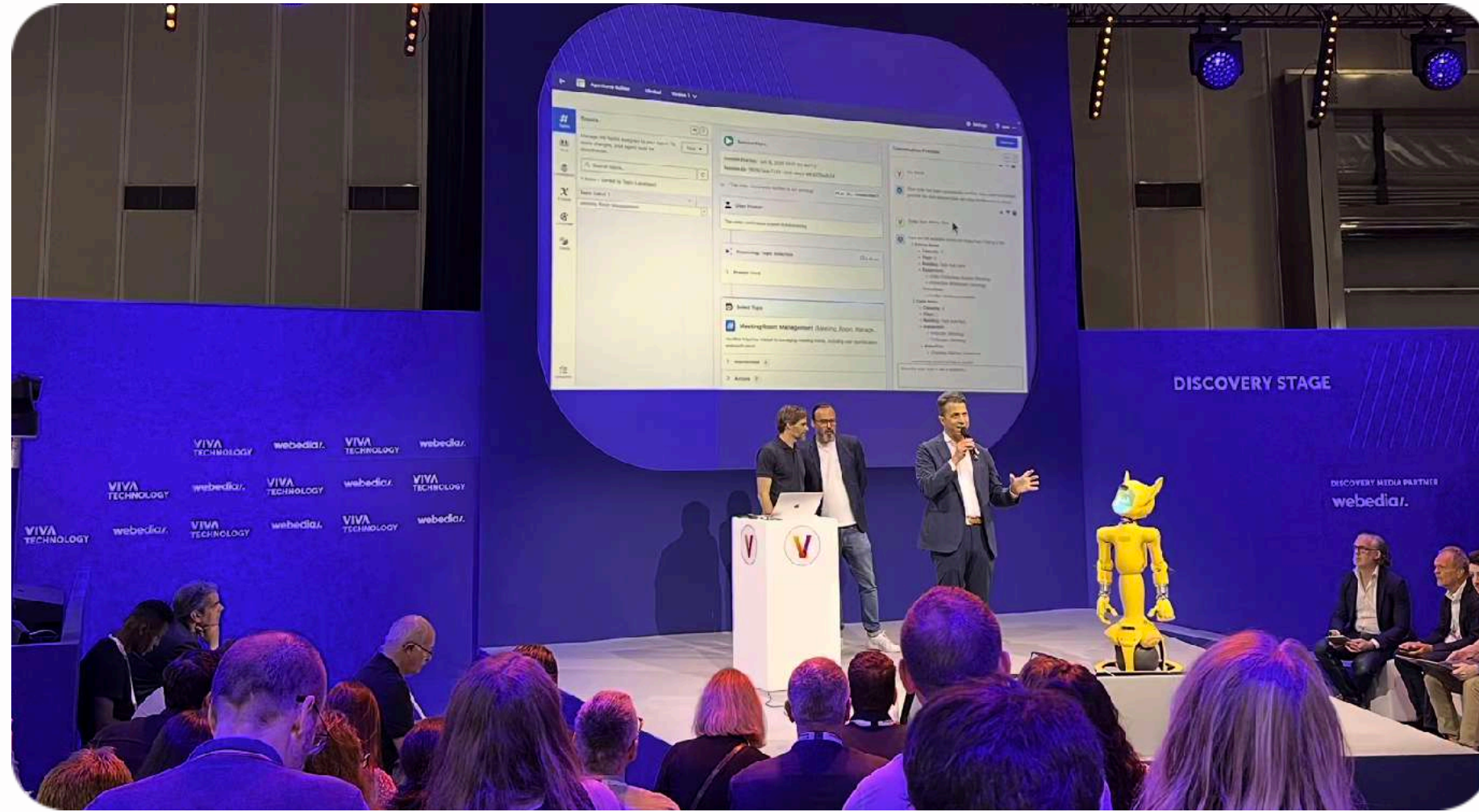
LIGHT ON

LightOn offers Paradigm, a sovereign GenAI platform enabling the creation of fully customized AI agents for enterprises.



SALESFORCE: EXPANDING AGENTIC AI SOLUTIONS

AN ODE TO INTELLIGENT AGENTS AND GENERATIVE AI WITHIN CRM WORKFLOWS



Salesforce hosted hands-on workshops and intelligent agent building sessions via its Agentforce platform.

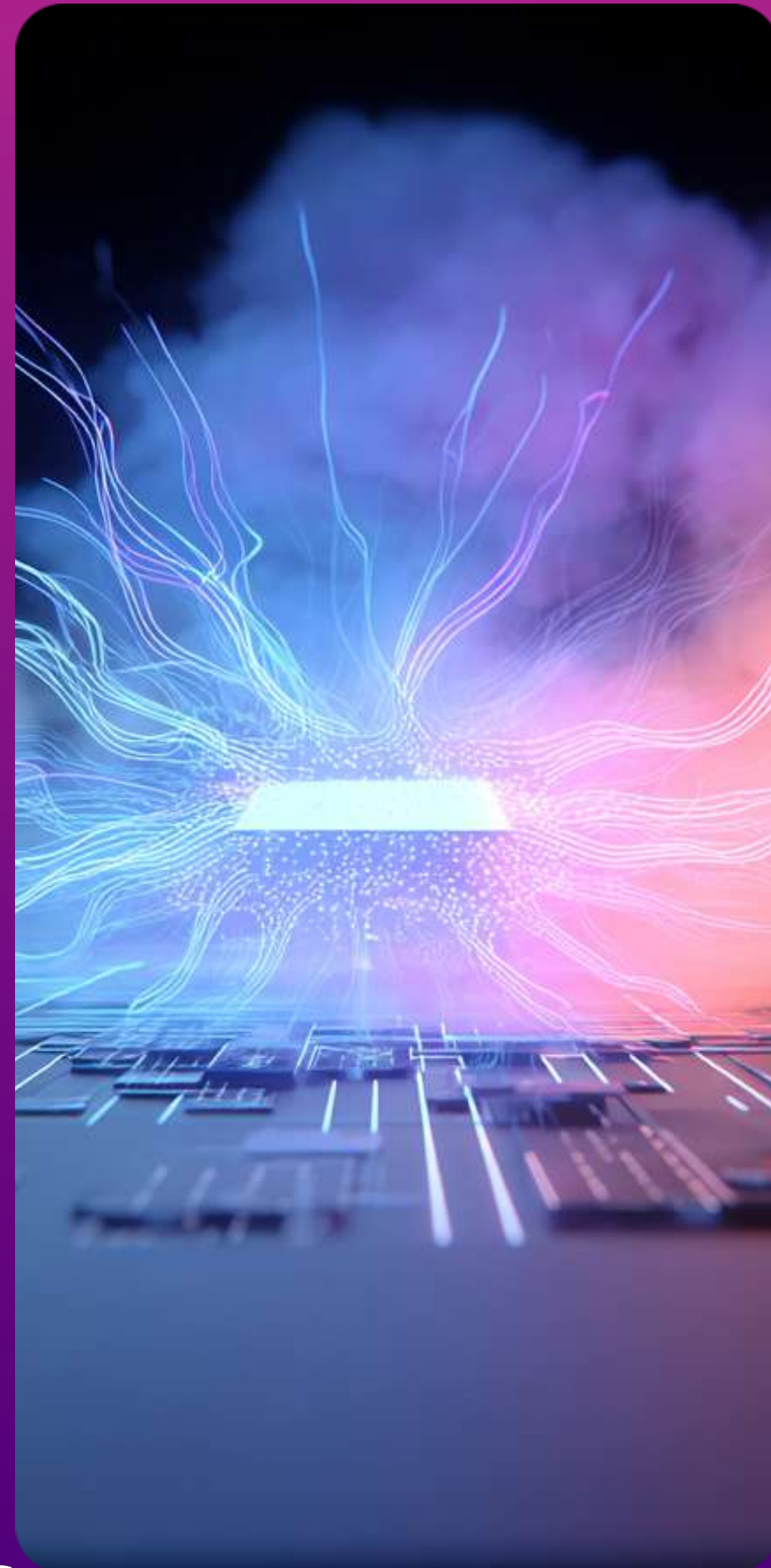
The company also announced its **official membership in the Positive AI association**, created by BCG GAMMA, L'Oréal, Malakoff Humanis, and Orange France in 2022.

Salesforce was a sponsor of **AI Avenue** at Viva Technology 2025.



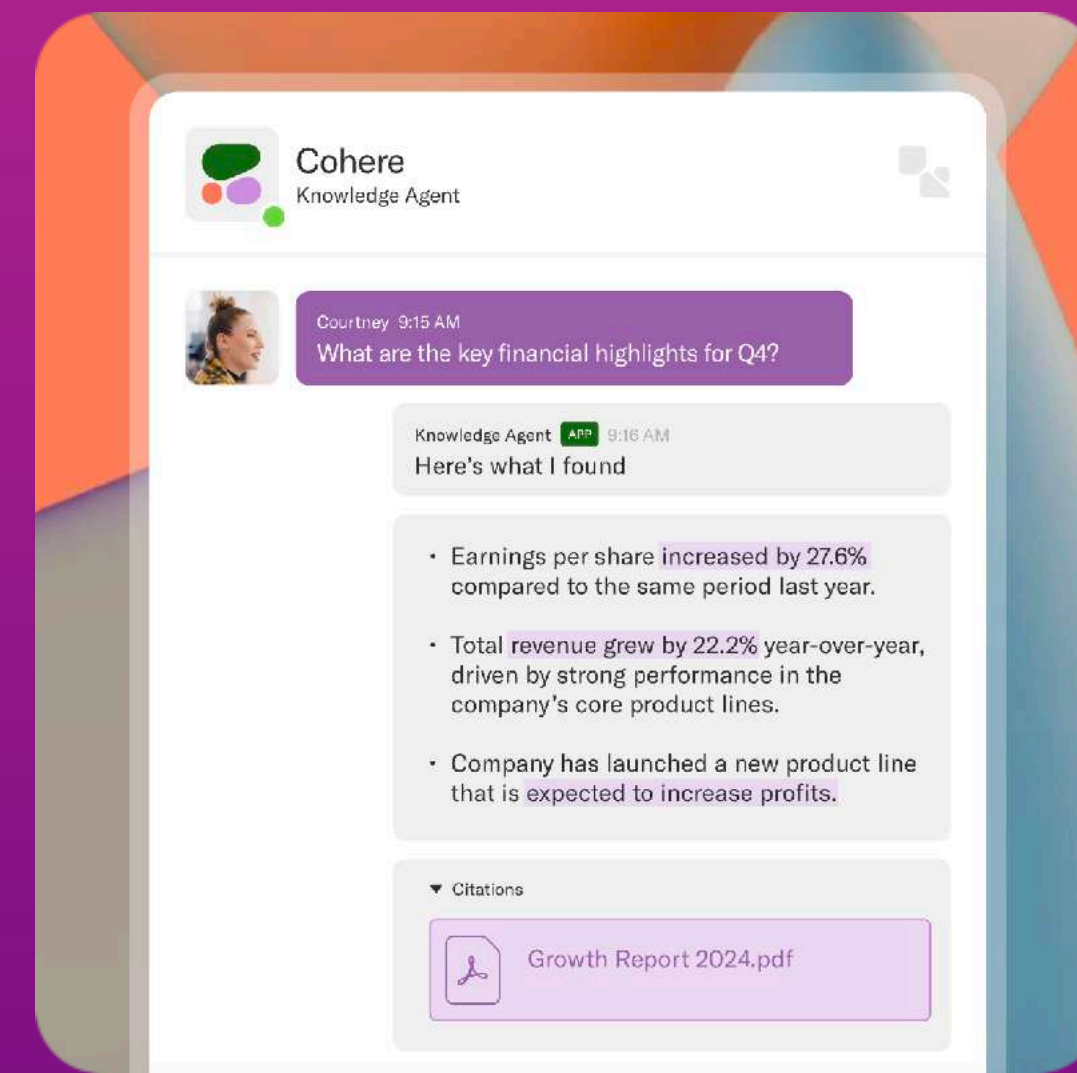
AI BECOMES A BUSINESS INFRASTRUCTURE

MODULARITY, OPEN SOURCE, SOVEREIGNTY EVERYTHING IS INDUSTRIALIZED



MISTRAL AI

Mistral offers a range of high-performance models (Mixtral 8x7B, Mistral Large 2, Pixtral multimodal, Codestral for code). Its modular approach, orchestration capabilities, and sovereign deployment meet CIOs' expectations for control, security, and flexibility.



COHERE

With its Command, Embed and Rerank models, Cohere provides a robust multilingual AI stack suited for regulated industries (finance, insurance, government).



LIGHT ON

The same platform mentioned earlier, but here positioned as a sovereign foundational model, branching into various enterprise agent use cases for marketing, coding, and talent onboarding.

THE FUTURE OF AGENTIC SUPERVISION



By **Florence Bénézit**,
Expert Partner Data
& AI Governance,
Artefact

Why We Must Rethink Governance in the Age of Agentic AI?

At Artefact, we've just published "**The Future of Agentic Supervision**", a **new study** that represents a major step forward in our thinking on generative AI and its real-world implications for enterprises. Following our February report "The Future of Work with AI", we wanted to dig deeper: how can organizations govern autonomous AI agents effectively and, more importantly, avoid the pitfalls of unchecked automation?





These agents can now take initiative, make decisions, and interact with users and systems. Their potential is huge. But so are the new risks: unexpected behavior, opaque reasoning, error cascades, regulatory breaches... That's why we believe agentic AI requires **a new governance model**, one that provides structure and accountability without slowing down innovation.

In this study, we propose a **three-layered governance framework** designed to help organizations keep control:

- **Observe** – Capture the right signals, trace decisions and behavior.
- **Evaluate** – Measure value and risks with business logic.
- **Supervise** – Weigh value against risk, and set up control loops with both automation and humans in the loop.

This "AgentOps" model builds on DevOps, DataOps and MLOps, but goes further. Agentic AI isn't just a technical shift, it's **a transformation in how work is structured and shared**. It calls for closer collaboration between tech, data, and business teams. Because supervising AI isn't just a technical task, it's a **new kind of job**.

To build this study, we interviewed several major organizations, Artefact engineers, and key players across the ecosystem from cloud giants like Microsoft and Google to specialized startups. One thing was clear: very few companies today have the tools or standards needed to govern agents at scale. Many are repurposing DevOps or RPA tools, or building ad hoc solutions that don't scale well.

	 Software	 RPA	 Data	 Agentic AI
Risks	Infrastructure Stability Bug & Version Management	Edge Case Handling Bot Management & Scalability	Data & Knowledge Base Quality Governance & Compliance	Probabilistic Output Management Reasoning Transparency
Lineage	Execution Logs & Version Control	RPA Workflow Logs	Data Pipeline Logging	Autonomous Decision Tracing
Personae	Developer, Product Owner	RPA Team, Business Analyst	Data Engineer, Data Governance	All Teams

THE FUTURE OF AGENTIC SUPERVISION

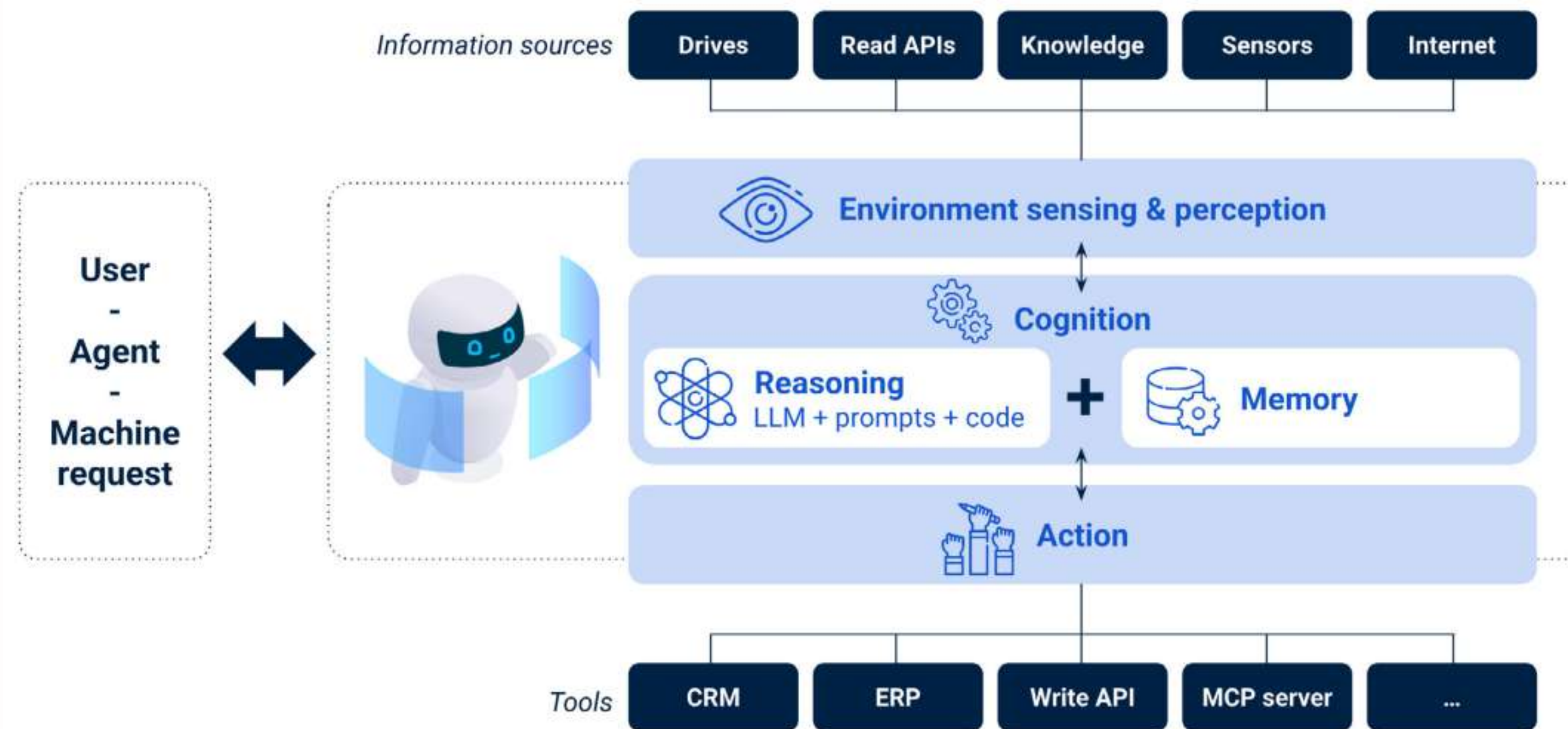


By **Florence Bénézit**,
Expert Partner Data
& AI Governance,
Artefact

We have a core belief: if Agentic AI is to succeed, **governance must be standardized**. We need shared practices, risk anticipation, and industry-wide frameworks whether technical, behavioral, regulatory, or ethical. Certifications may even become necessary to answer key questions: Is your AI safe? Who is accountable? Without clear guardrails, even well-intentioned deployments risk creating blind spots.

With “The Future of Agentic Supervision”, our goal is to lay the foundation for a **new profession**: supervising AI agents. A role that spans business, tech, and governance and that we believe represents **the future of work with AI**.

What is an AI agent ?



ACCELERATING DATA AND AI ADOPTION TO POSITIVELY IMPACT PEOPLE AND ORGANIZATION

Country: France, with 25 offices around the world (EU, Asia, MENA, Americas). Number of employees: +1700

Artefact is a leading global consulting company dedicated to **accelerating the adoption of data and AI** to positively impact people and organizations. We specialize in data & AI transformation and data-driven marketing to drive tangible business results across the entire enterprise value chain. Artefact offers **the most comprehensive set of data-driven solutions per industry**, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors.

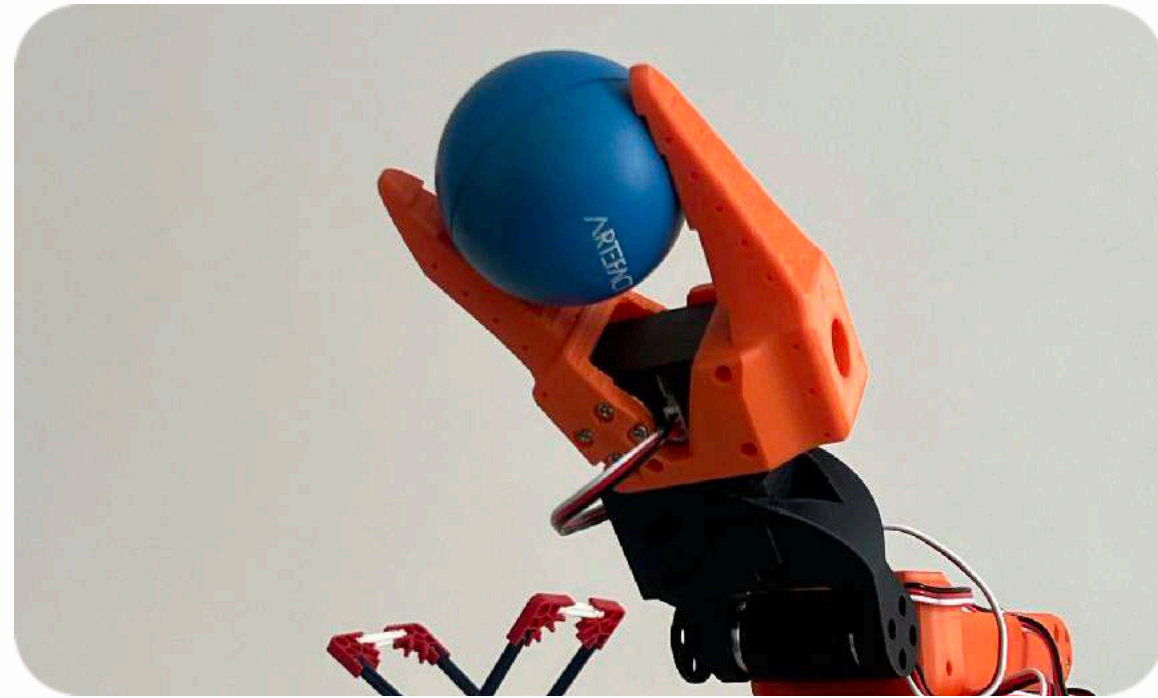


INNOVATIONS: End-to-end data, AI, and digital solutions

- **Transformation & AI Strategy:** Data & AI organization, Data & AI maturity assessment, Hackathon for enterprises, data culture and innovation spirit.
- **AI Acceleration:** GenAI Factory, Augmented Operations, Call Centers, Customer Care, AI Ethics.
- **Data Foundations & BI:** Data governance, Self Business Intelligence, Data Sustainability.
- **Data & Digital Marketing:** Consumer data environment, MROI, Data-driven Sales, Data measurement, Advanced analytics
- **IT & Data Platforms:** MLOps to deliver scalable AI models, CDP, Data-centric IT.
- **Artefact School of Data:** training & eLearning platforms to boost the adoption rate of data & AI technologies.

ARTEFACT AT VIVATECH 2025

DATA & AI GENERATIVE DEMOS



RobArt': An interactive robotic experience

The fusion of robotics and agentic technology developed by Artefact. The Artefact Research Center team has taken on a bold challenge by developing **robotic applications featuring innovative human-machine interaction**, showcased through demonstrations of three robots: Rob'Art Loop, the infinite loop of movement; Rob'Art Draw, the AI creative assistant; and Rob'Art Play, the interactive AI player.



AI Agents: Human & Agents Collaboration - how it works

Generative AI is entering a new era with **AI Agents**: autonomous entities capable of reasoning, interacting, and making decisions. More than just tools, they are becoming true business partners. Governance, organization, large-scale deployment. Discover how companies are putting them into action today.



AI-created perfume, Artefact identity in a scent

"Essence of AI", our fragrance, is born from the collaboration between Artefact and the renowned perfume house Robertet. Merging cutting-edge technology with olfactory artistry, they created **NaturaIA, an AI-powered tool that amplifies the perfumer's creativity without replacing it**. This unique fragrance captures Artefact's identity through a sensory experience that celebrates the harmony between human imagination and technological innovation.



FutureGuessr: Discover Tomorrow's Landscapes thanks to Generative AI

In a future marked by climate disruption, urbanization, and major transformations, **explore a world reshaped by environmental change**. Powered by AI and scientific reports, the landscapes of tomorrow come to life.



Artefact provides 4 types of offer to help our clients get started or turbocharge their **Generative AI journey**

1 AI Strategy & Organization

You would like :

- To start on AI.
- To structure and scale AI.

OUTCOME:

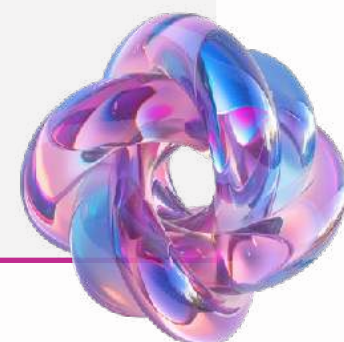
In 6 to 12 weeks, we build a **clear & actionable AI strategy with alignment of your key stakeholders** to support your business ambition.

This covers :

- Your AI solution roadmap & b-case.
- Your AI operating model.
- Your AI tech & data foundations.
- Your AI adoption & change plan to embark your employees.

Credentials:

Carrefour, Heineken, BNP Paribas, Orange.



2 AI Adoption

You would like :

- To adopt of your existing AI tool.
- To deploy an internal secure GPT to reduce licences costs.

OUTCOME:

In 4 months, you **materialize immediate AI productivity gains by making AI adopted and used by all your employees in their day to day job.**

This can be a first step to make your company ready to scale AI. We do it on your existing Ai tool(s) (ex : copilot, gemini, secure GPT..) and/or deploy you secure GPT when relevant.

Credentials:

Legrand, Valeo, Axa, BNP Paribas.

Artefact provides 4 types of offer to help our clients get started or turbocharge their **Generative AI journey**

3 AI / Agentic Factory and Platform

Agentic Platform

Agentic Program

You would like :

- CEO acceleration push / Chief AI officer with the mandate / budget to accelerate.
- Willingness to scale AI.
- Willingness to shine on AI.

OUTCOME:

In 2/3 months we setup **your company AI acceleration program to step change on AI and use AI** to build a sustainable competitive advantage.

- **The priority value plays** (process/ function) & benefit case
- **The framing of your AI program** in streams: process transformation, AI solution build, AI platform design & build (with key techno choices), employee AI adoption.
- The roadmap with visible victories in 3, 6, 12 months.

Credentials:

Orange, Carrefour.

4 AI for Function Transformation

AI for Client

AI for Operations

You would like :

- New strat plan with ambitious targets (productivity, speed, NPS).
- Difficulty in one critical process / function.

OUTCOME:

In a few months you materialize **industrial productivity gains by transforming an entire function or end to end process** with Agentic AI.

Gains are massive: >30% productivity, 50 to 80% lead-time reduction, and important quality improvement.

We support you end to end: function process assessment, process reshaping, agentic solution build, employee change & tools adoption, call center transformation.

Credentials:

Legrand, Robertet, Sodexo, Sanofi, Bouygues.



Medical Writing Assistant: Getting drugs to patients faster by accelerating authoring of key regulatory medical documents by 30%

⚡ CHALLENGE

Healthcare client wants to improve decision-making speed by using data & AI where possible to reduce manual workload.

The first area is to democratise access to R&D data thanks to a **Medical Writer**, starting with a specific use case: the Investigator Brochure (IB) assistant.

The **IB Assistant allows medical writers to accelerate the authoring of this summary report** thanks to key GenAI features: document identification and synthesis (external publication and internal studies) and content generation.

💡 SOLUTIONS

We developed a **3-step product** enabling to:

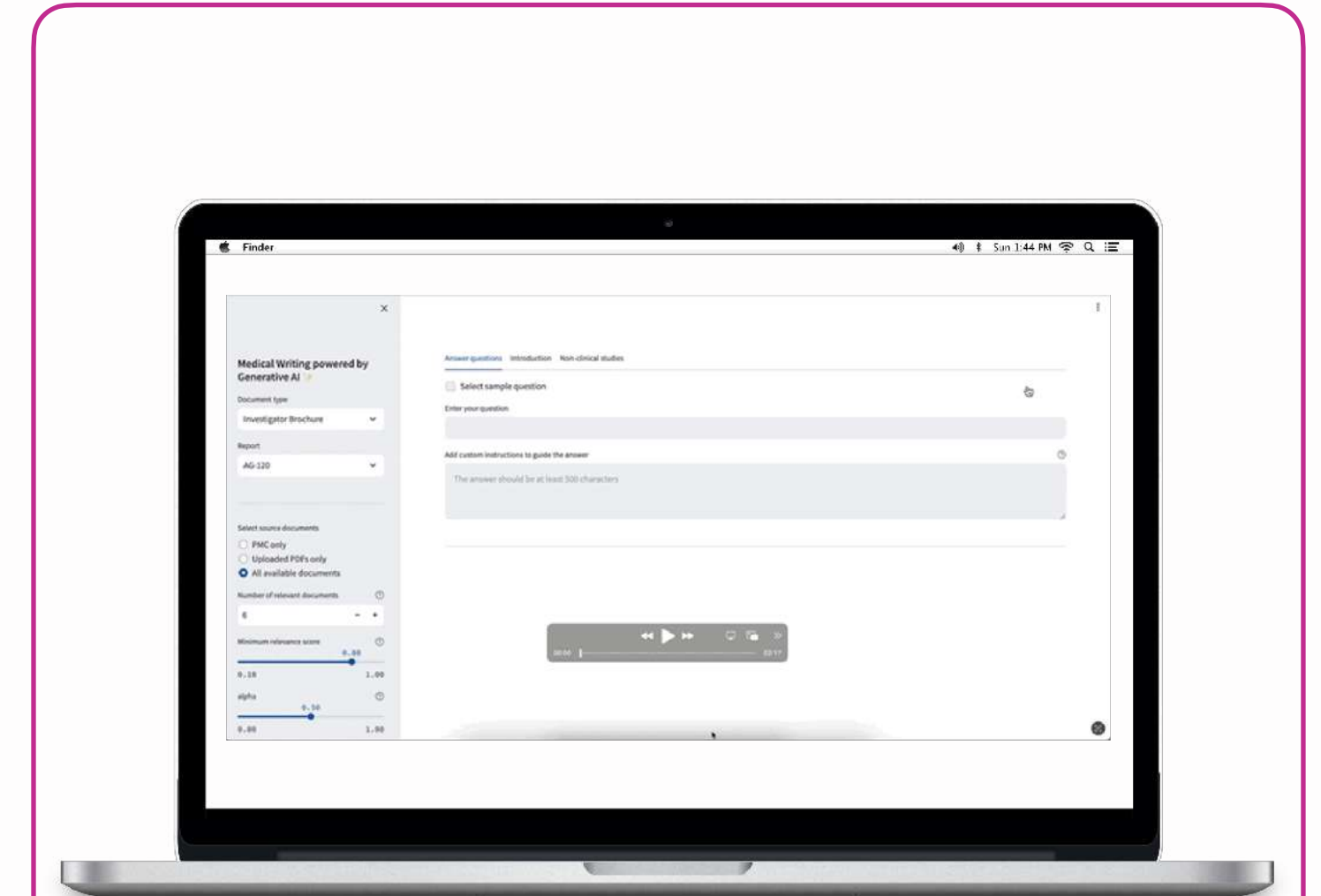
1. Analyze and identify the documentation of interest. Interrogate the tables found in study reports.
2. Upload the relevant literature and generate question by question, each section of the investigator brochure.
3. Provide source tables to validate answers.

🏆 RESULTS

Building a game changer tool “for the whole R&D” (R&D Director): **+200 potential users.**

Time-to-market reduction by accelerating all the reglementary medical report.

We **reduce the drug-time-to-market** by powering reglementary medical reports with a GenAI assistant.



Simplifying customer support: Assisting client thought the sales journey & finding the right phone solution

⚡ CHALLENGE

Guiding customers on the website to **help them find the right phone solution** for their needs.

Pair it with the most adapted plan and find the most suitable payment option.

💡 SOLUTIONS

The **bot is able to guide a customer** to help them precisely define their needs. Based on the needs, the **bot is plugged to the product database**, proposes suitable options and answers technical questions about them.

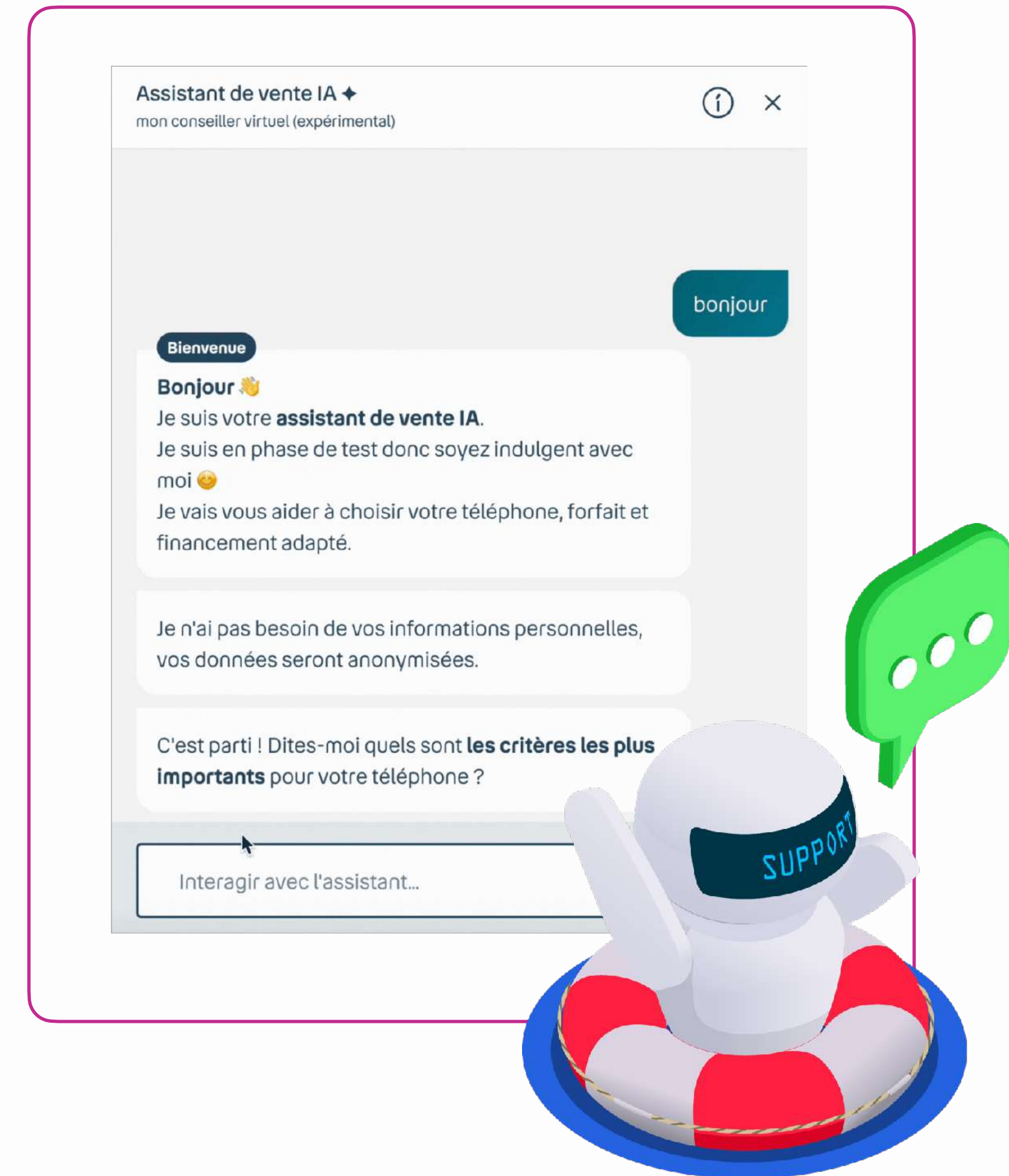
With the offers catalogue, it can then offer several plan options for the customer to go with the new phone, and compare benefits.

Lastly, it guides the customer to **find the right payment option and respond to all his questions.**

🏆 RESULTS

A fully integrated solution on the acquisition funnel, **able to interact in real-time with the website & the backend (stocks).**

his all-in-one solution is planned to **increase conversion** for prospects and smooth customer experience on Bouygues Telecom's website for better customer satisfaction.



Customer Care: A customer relationship chatbot powered by Generative AI

⚡ CHALLENGE

Our client had a strong need to:

- **Enhance customer experience** on automatic response tools (currently imprecise, non-specialized).
- **Reduce customer service workload** with improved automated responses.
- Lead the development of GenAI expertise and production tools.

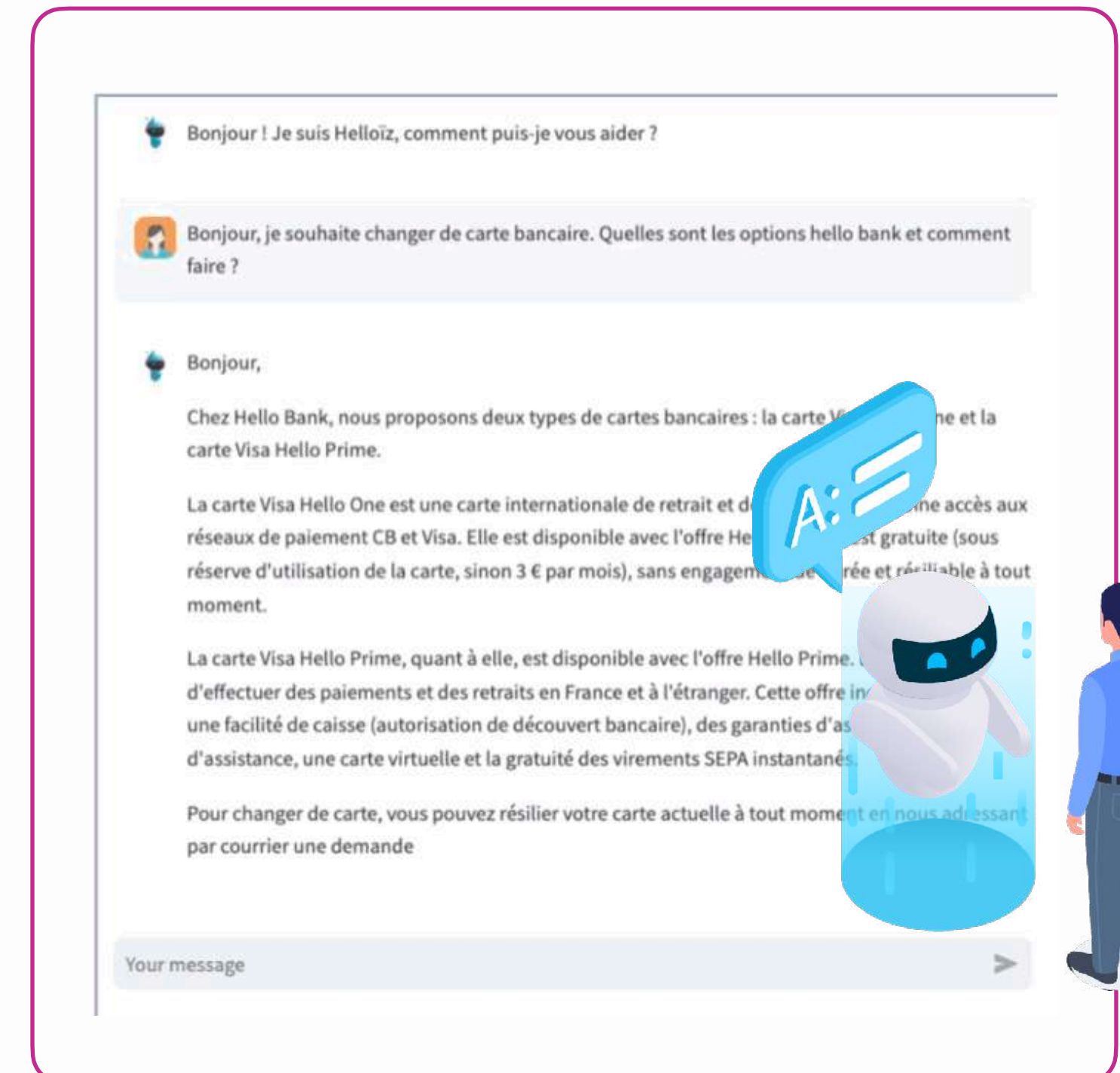
💡 SOLUTIONS

Artefact provided key support at every step of the project by:

- **Deploying a GenAI (RAG) ChatBot** designed based on product sheets and Q&A information to help customers solve problems autonomously.
- **Mitigating risk exposure, through Intent Detection & Red Teaming**, for a secure public access to the GenAI Chatbot.
- **Industrializing the code** base and integrating with the client group architecture.

🏆 RESULTS

- **+78% customer satisfaction** compared to previous automatic response tools.
- Between **25% and 40% of solicitations avoided** for advisors over the same period.
- Development of the **first on-premise GenAI architecture in production**.



Similar use cases we have deployed for our clients:

- **Call center issue identification:** Help call center agents be more efficient in solving main issues
- **Call volume prediction:** Predict future call volumes to optimize costs
- **GenAI chatbot:** to streamline the after-sales service (SAV) journey to customer

GAIA: Empowering data managers & marketing teams for an improved Product Data Quality

⚡ CHALLENGE

Sometimes our client could take up to **100k hours to create, translate and enrich data** for an average country catalogue of **20k products**.

With countries lacking resources to do it, this results in **heterogeneous product** sheets quality between countries, less satisfied customers, and lost sales.

💡 SOLUTIONS

A PoC in 2024 followed by an industrialization in 2025.

Today, GAIA covers **3 core functionalities**:

- **Marketing content generation:** short & long description, amazon description).
- **Data quality monitoring:** data quality scoring, integrity check).
- **Classification & Data transformation:** variants matching).

🏆 RESULTS

- **From 28% (before GenAI) to 100% completeness** (after GenAI) on the scope of the PoC (>1,500 references).
- **82% preference** of users for a GenAI generated product descriptions vs existing ones (described as of "higher quality").
- **Huge potential savings** on content creation for product sheets (from 200€ to a few euros).



GenAI-Powered Synthetic Personas: Supercharge consumer understanding to sharpen your competitive edge.

⚡ CHALLENGE

Marketers face **growing challenges in understanding their audience** due to shifting consumer expectations, evolving competition, and fragmented data, **making personalized, targeted campaigns more complex.**

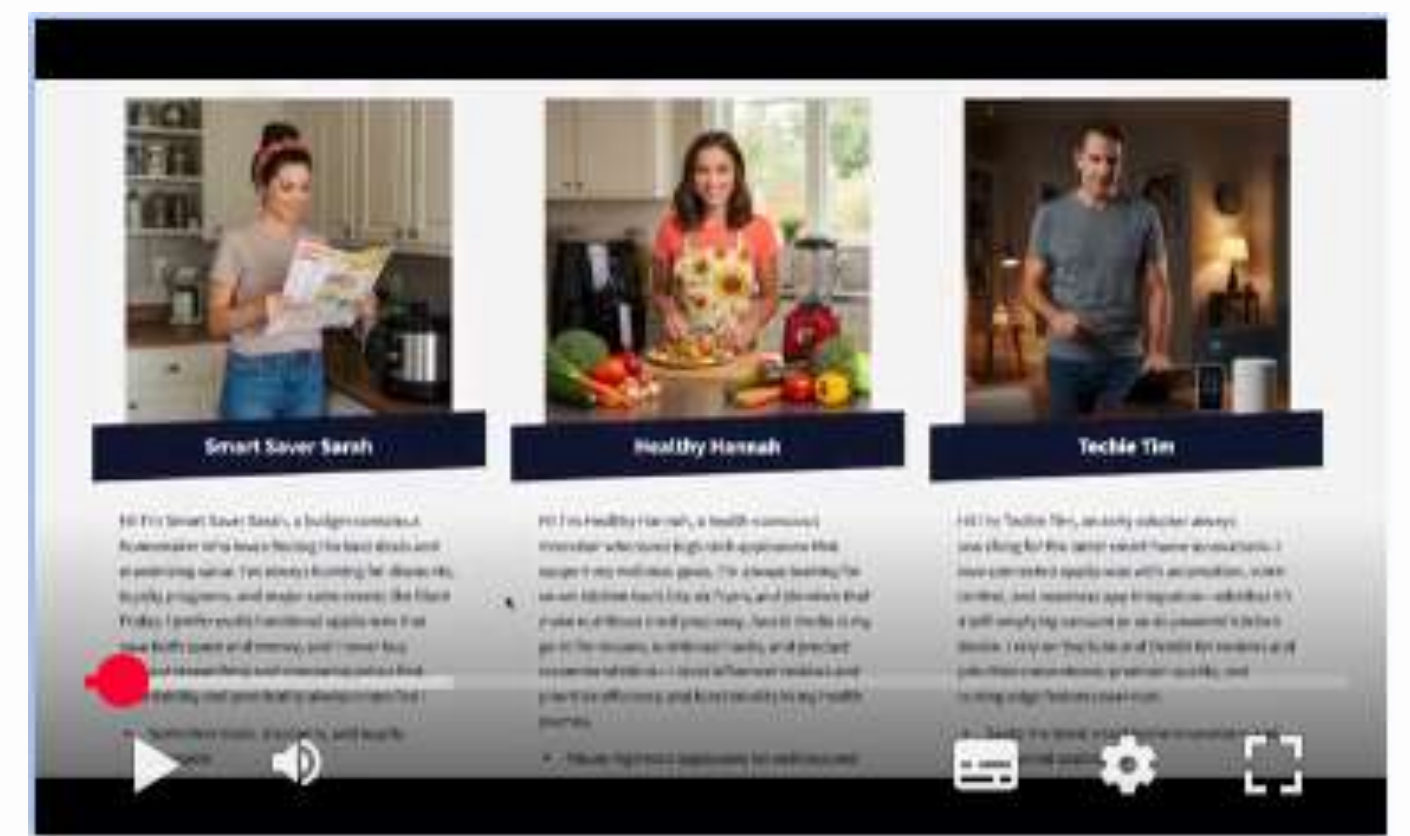
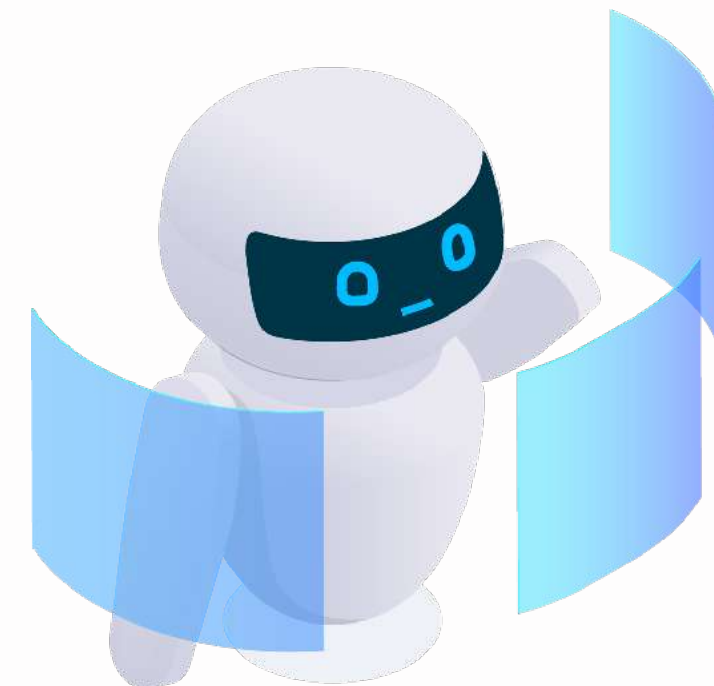
💡 SOLUTIONS

The GenAI **Synthetic Personas** tool enables deep consumer insights to drive growth and unlocks a dynamic data-driven solution to segment, target, and engage your audiences.

Powered by **cutting-edge Google** technologies such as **Gemini, Vertex AI, Cloud Storage, BigQuery,** and **Cloud Run,** Synthetic Personas maximize marketing efficiency and ROI.

🏆 RESULTS

- + **25%** Marketing ROI.
- + **20%** in marketing operational efficiency.
- + **30%** in Campaign Speed-to-Activation.



- 1 AI-Powered Personas:** Identify high-value target audiences.
- 2 Interactive GenAI-Powered Chat:** Chat with personas to uncover deeper insights.
- 3 Content Generation and Optimization:** Personalize content for specific audiences.

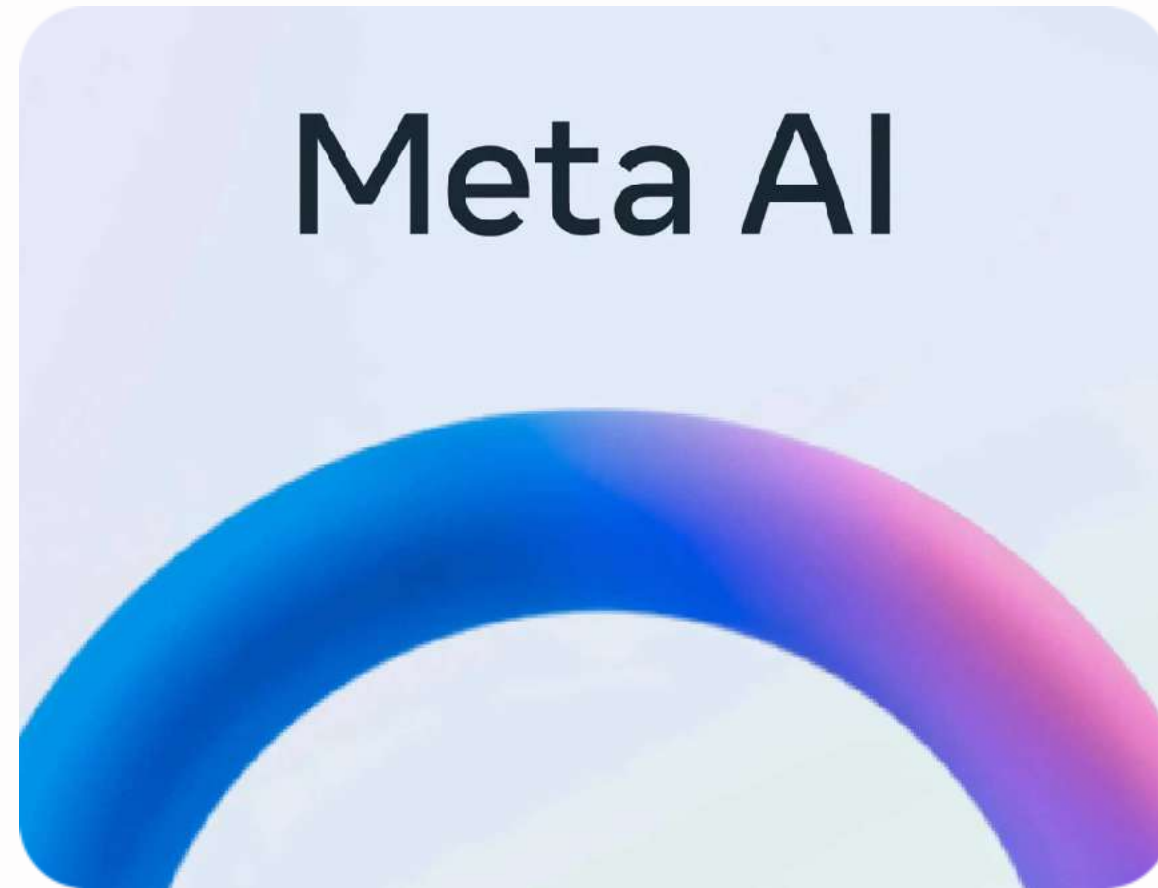


01. AI, GEN AI & AGENTIC

III. LAST AI ANNOUNCEMENTS

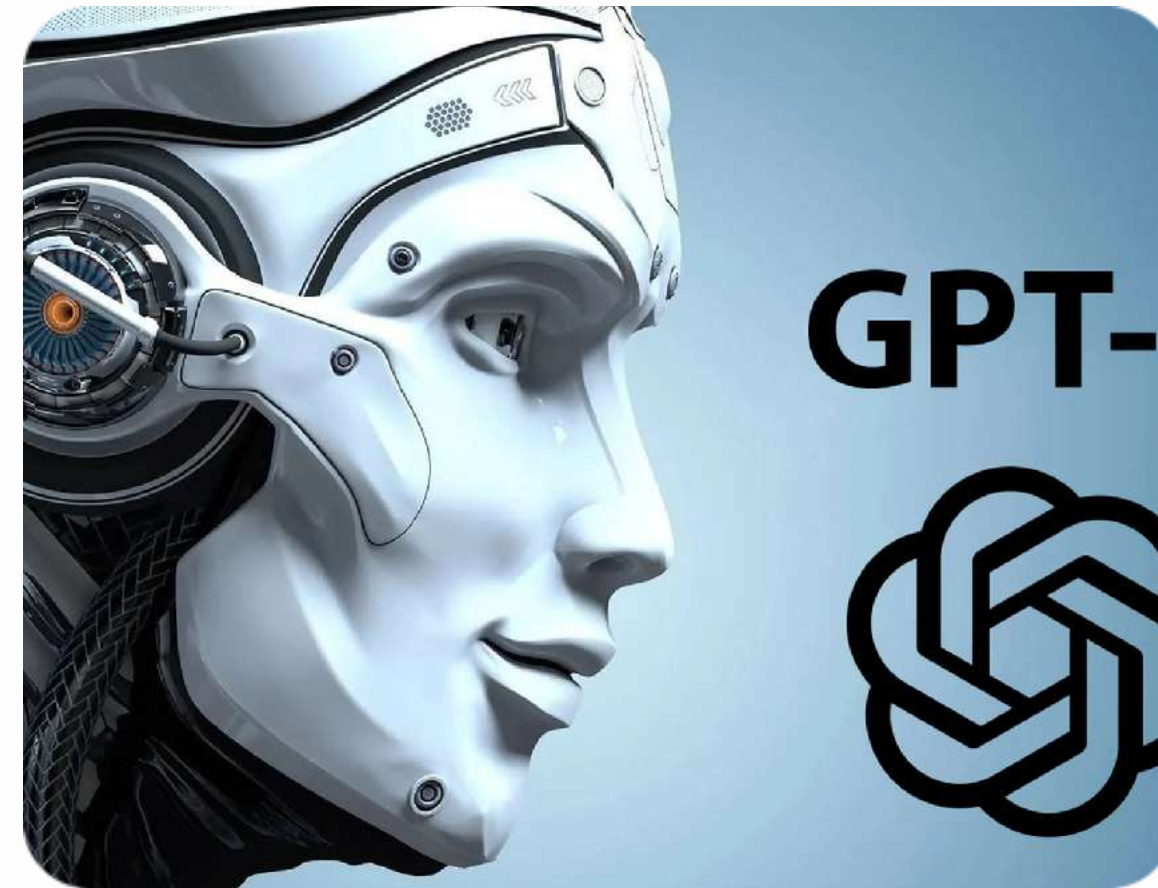
EVERY WEEK, GENERATIVE AI SHAKES UP INDUSTRIES

THE WORLD OF TECH AND BUSINESS IS TRYING TO HANG ON TO THE AI MOUNTAIN



ADVERTISING

Meta plans to completely transform ad creation through AI by 2026, automatically generating visuals, videos, texts and targeting, challenging the role of traditional agencies.



HEALTHCARE

AI boosts clinical decision-making. GPT-4, used in oncology, improved clinical accuracy from 30% to 87%, demonstrating AI's massive potential to transform medical practices.



COMMERCE

Platforms like Zowie and Salesforce integrate AI agents into e-commerce flows, enabling advanced personalization and automated customer support reshaping the user experience.



LOGISTICS

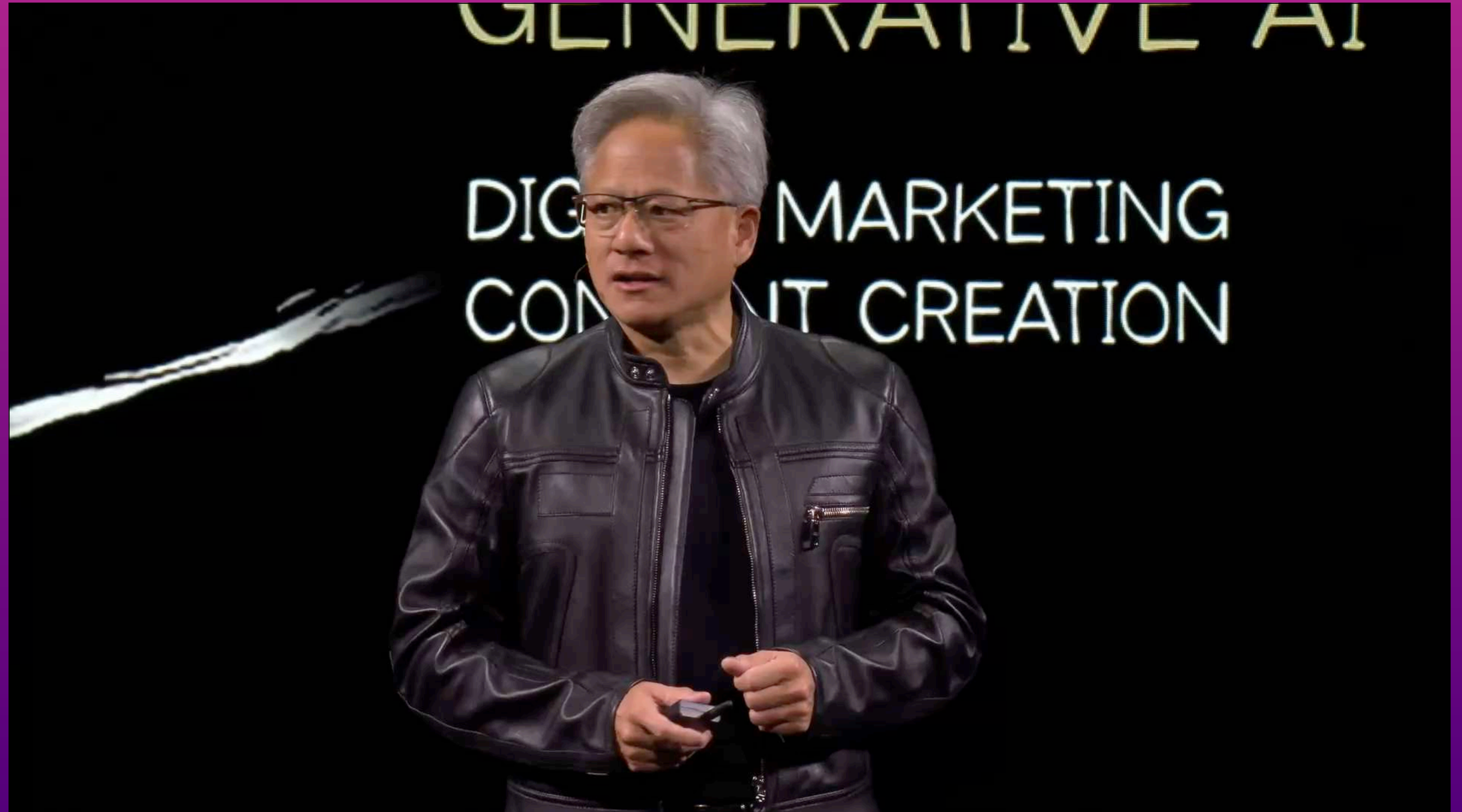
AI is optimizing large-scale logistics. Uber Freight has launched an AI-driven platform using over 30 AI agents to automate order fulfillment.

KEYNOTE VIVATECH 2025 BY JENSEN HUANG

KEYNOTE VIVA TECH 2025 NVIDIA BY JENSEN HUANG

Jensen Huang called AI the “**greatest equalizer**,” claiming it would democratize access to technology by reducing computing costs.

He dismissed alarmist predictions about massive job losses, emphasizing that **AI will transform jobs rather than eliminate them.**



THE NVIDIA GIANT EXPANDS ACROSS EUROPE

THE STRENGTHENING OF EUROPE'S INFRASTRUCTURE MARKS A MAJOR TURNING POINT



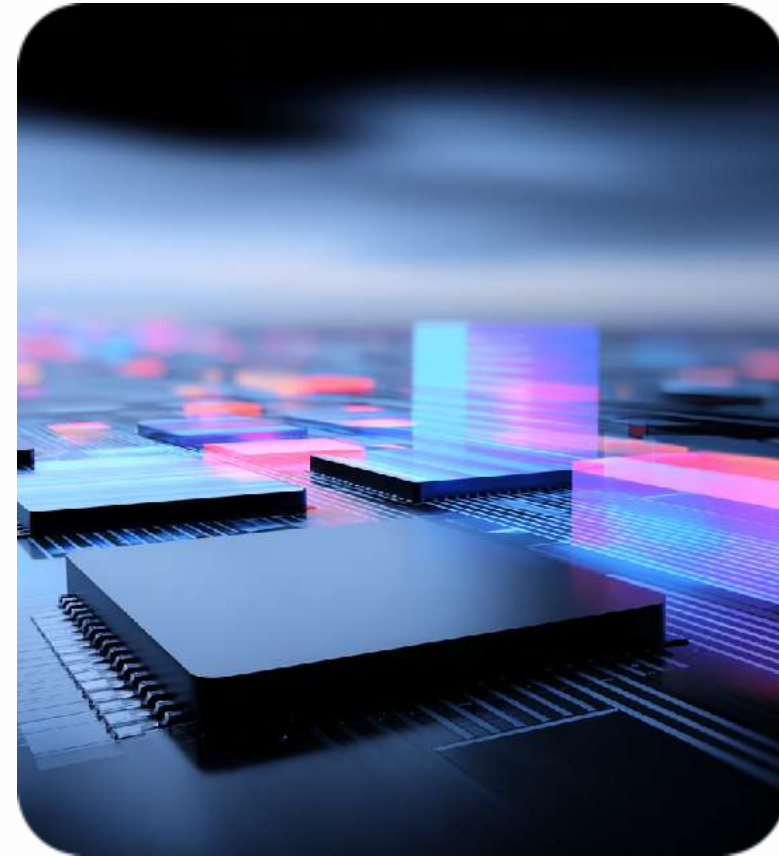
DIGITAL SOVEREIGNTY

NVIDIA promotes sovereign AI to support Europe's technological autonomy.



MISTRAL AI PARTNERSHIP

Creation of Mistral Compute, a European AI cloud designed to boost sovereignty and independence for European countries in the technological integration of AI.



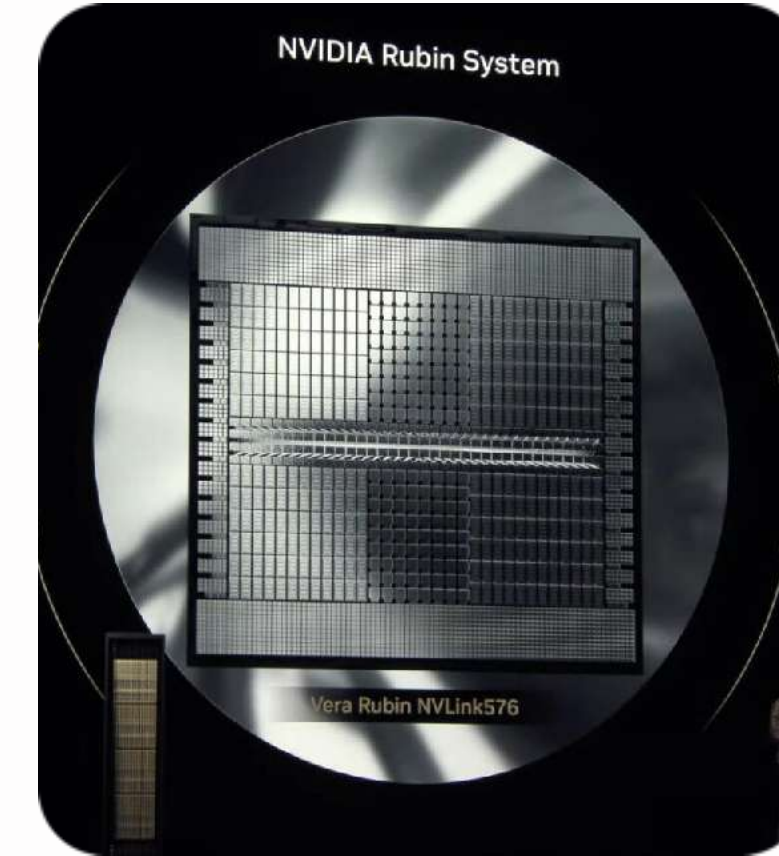
INDUSTRIAL EXPANSION

Construction of 20 "AI factories" to multiply computing power by 10. This rollout is planned for 2027.



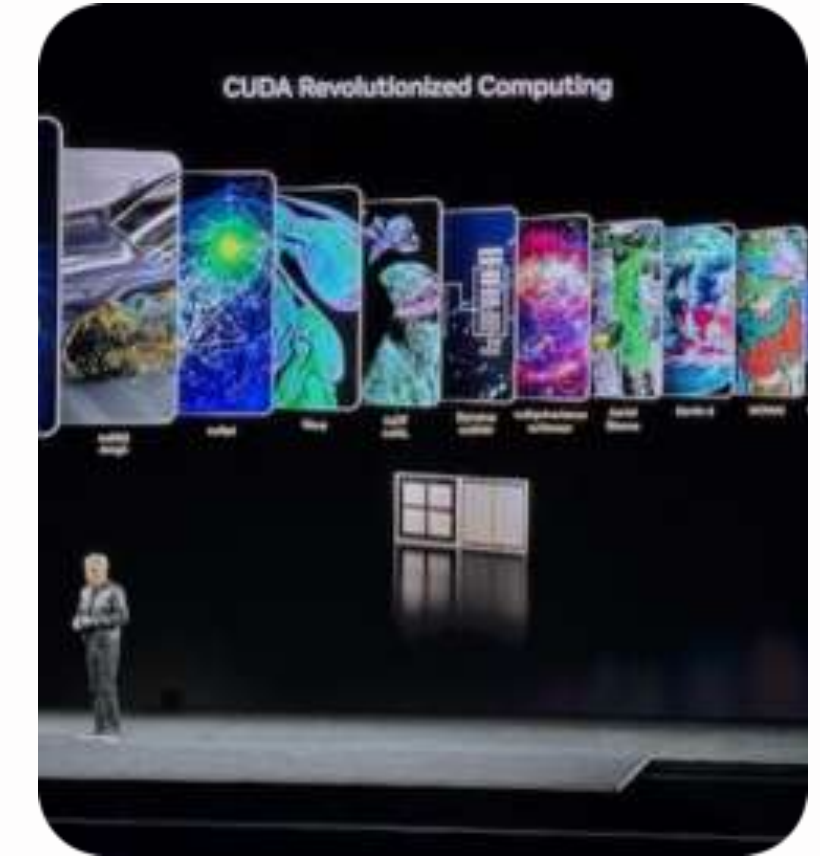
INFRASTRUCTURE INVESTMENTS

Partnerships with Orange, Telefónica, Swisscom and others to support AI. These collaborations aim to develop AI infrastructure to power agentic AI applications.



ARRIVAL OF ROBIN CHIP

Deployment planned for 2026. Focused on advanced AI, these chips will deliver 50 petaflops of FP4 inference performance per unit.



QUANTUM COMPUTING

Announcement of a research lab in Boston in partnership with Harvard and MIT.

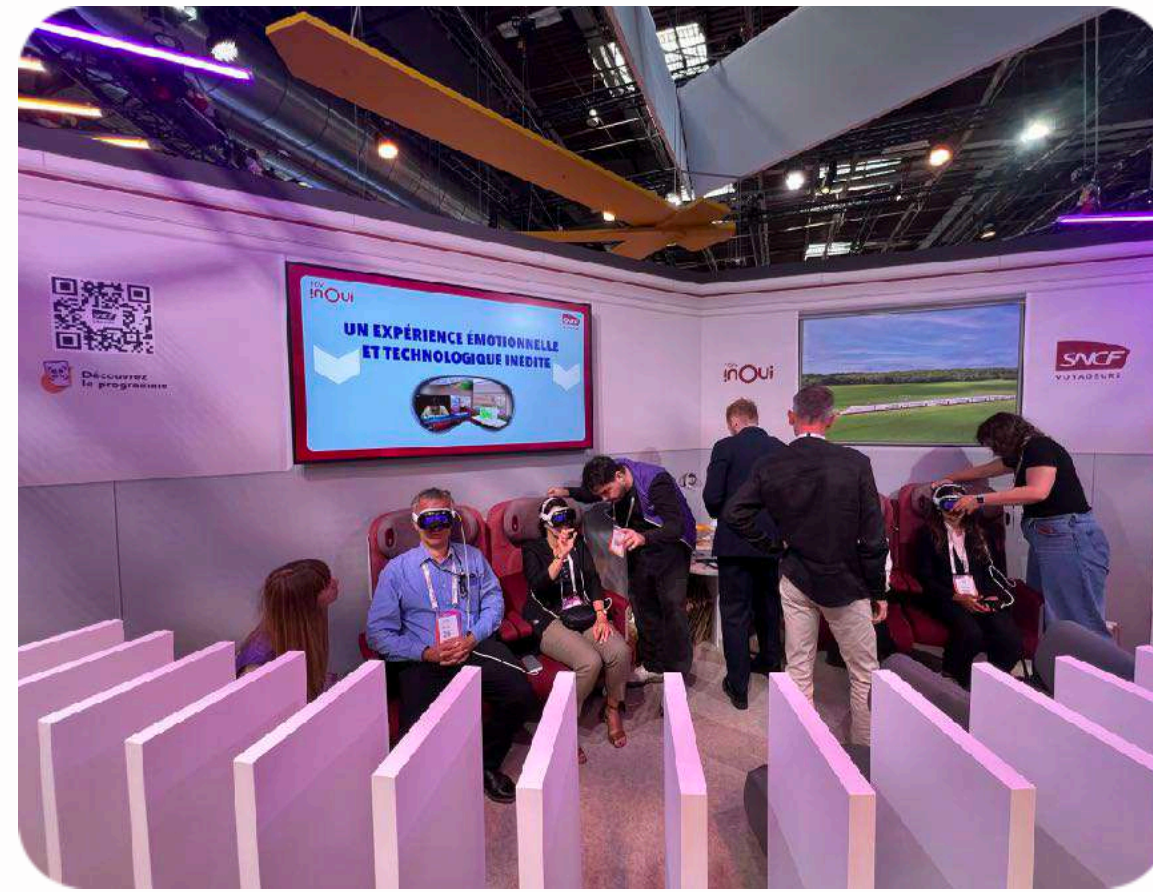
SNCF: AI-POWERED GAMING FOR SMARTER, MORE INCLUSIVE RAIL

TOWARDS A DIGITAL AI TRANSFORMATION



AI ADVISOR AGENT

At its booth, the SNCF group presented an **AI agent** capable of answering passengers' questions in train stations.



AR/VR GAMING EXPERIENCE

SNCF offered a **virtual reality animation** and a **gaming activation** four days before the event to enhance its playful brand image.



MET

A **real-time digital twin** enabling drivers to instantly visualize the condition of their trainset, thereby improving train punctuality.

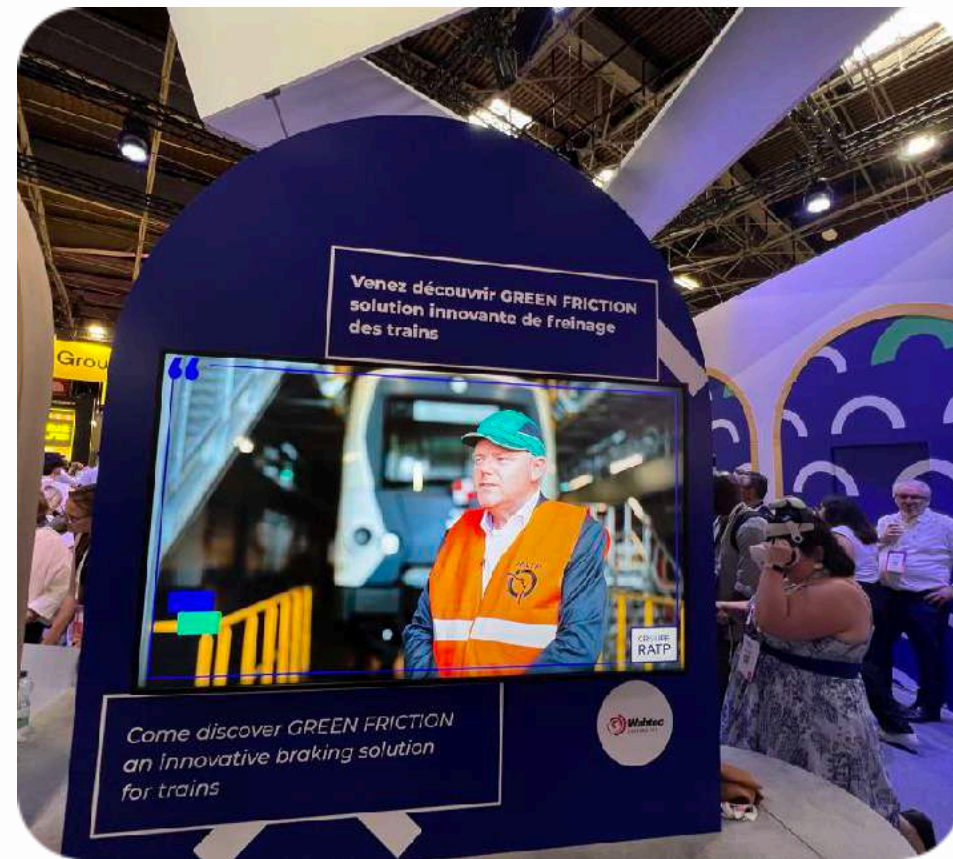


AI & MUCH MORE

SNCF showcased how it is **reinventing rail transport through integrated digital transformation**, combining industrial, environmental, social and strategic AI innovations.

RATP: AI-POWERED MOBILITY FOR TOMORROW

SHOWCASING IMIXED-REALITY TRAINING AND DATA-DRIVEN TRANSIT SOLUTIONS



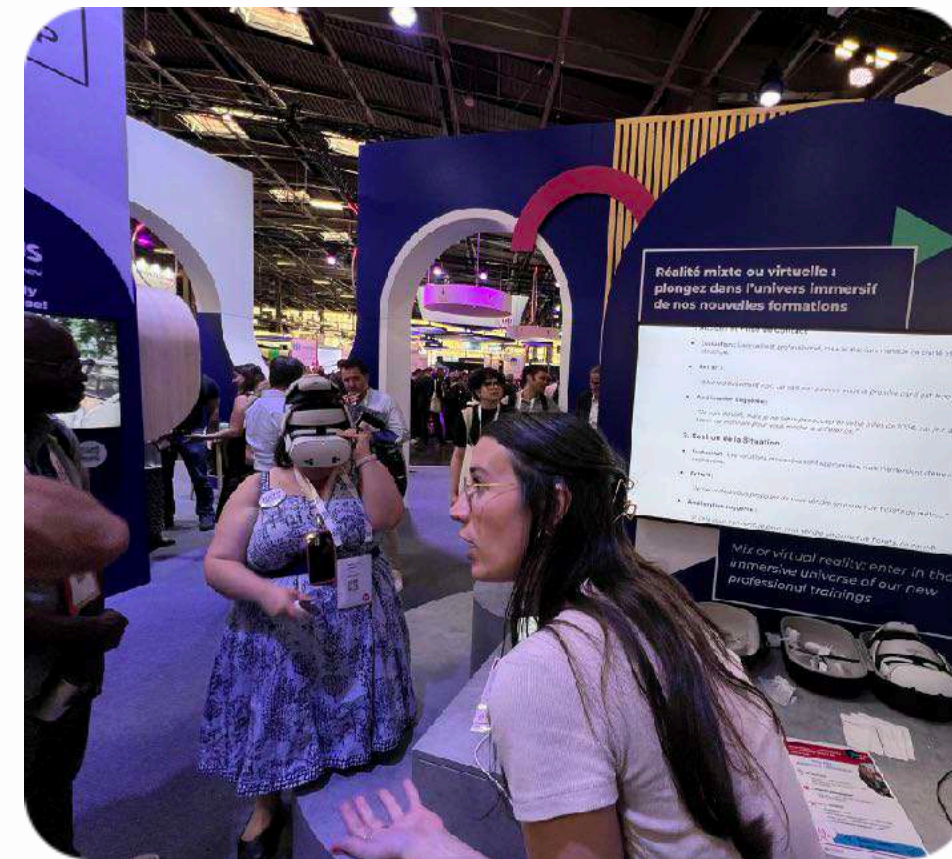
GREEN FRICTION

The Green Friction technology, developed by Wabtec in partnership with RATP and Île-de-France Mobilités, aims to drastically reduce fine particle emissions caused by braking in railway tunnels.



COOLING VEST

A technological solution used by RATP drivers to better withstand periods of intense heat.



VR TRAINING

Tools such as virtual reality are used to train agents in station gate maintenance and customer service skills.



AI TAG DETECTION

A technology that facilitates the detection of graffiti tags during train operations.



INFRA VR

This technology captures infrastructure in high definition to optimize the safety and maintenance of metro and RER lines.

AMAZON WEB SERVICES

NVIDIA IN PARTNERSHIP WITH AWS PRESENTS



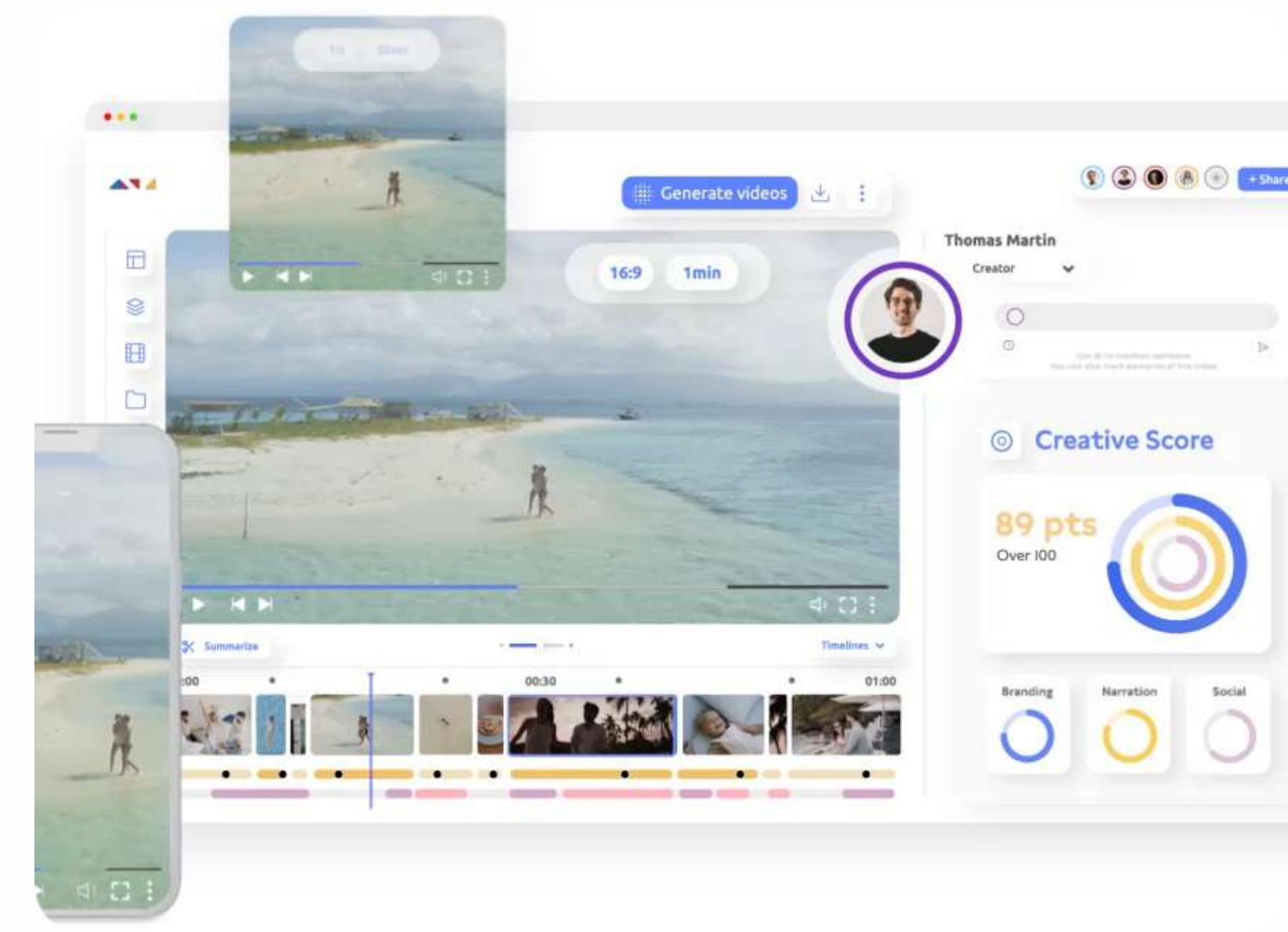
AIVE

The Creative AI Copilot instantly generates formats, cuts, variations, subtitles, and clips from an original video, adapted to each platform. This solution is designed for brands, agencies, and TV broadcasters.



XXII

The French computer vision company showcased a real-time video algorithm analysis solution at the AWS booth.



CURE 51

A biotechnology research company developing new medical processes to treat cancer based on the biological characteristics of individual patients.

L'ORÉAL: AI-DRIVEN BEAUTY FOR A LONGEVITY ERA

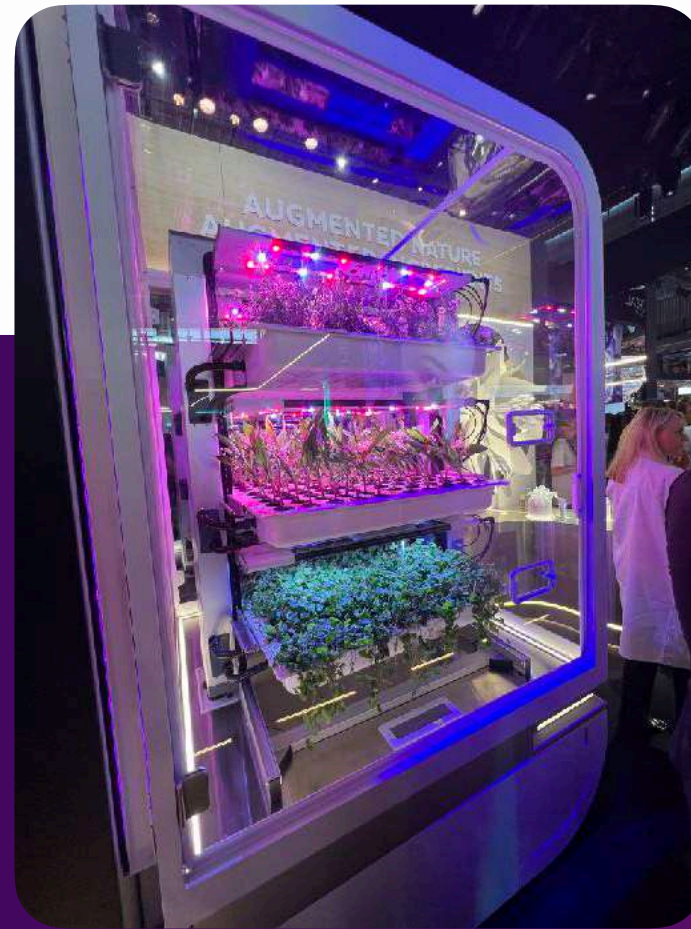
ADVANCED AI AND DIAGNOSTICS TO DELIVER HYPER-PERSONALISED, SUSTAINABLE SKINCARE

HYPERLOOK STUDIO



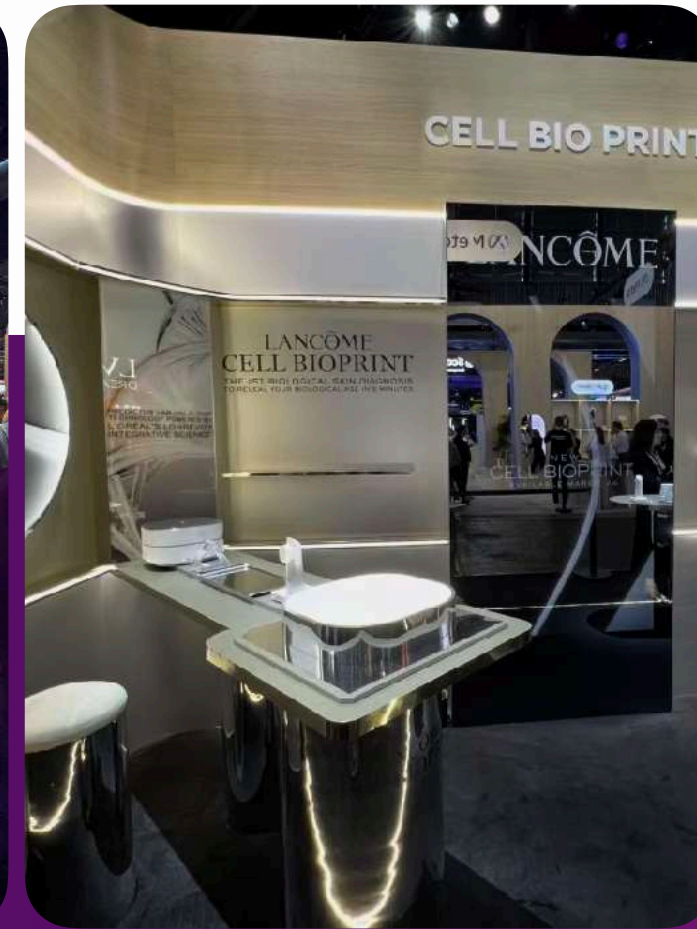
An immersive space that virtually recreates trending looks in real time using social content.

BIOPOD



An intelligent vertical farm growing cosmetic ingredients with low water and energy consumption.

CELL BIO PRINT



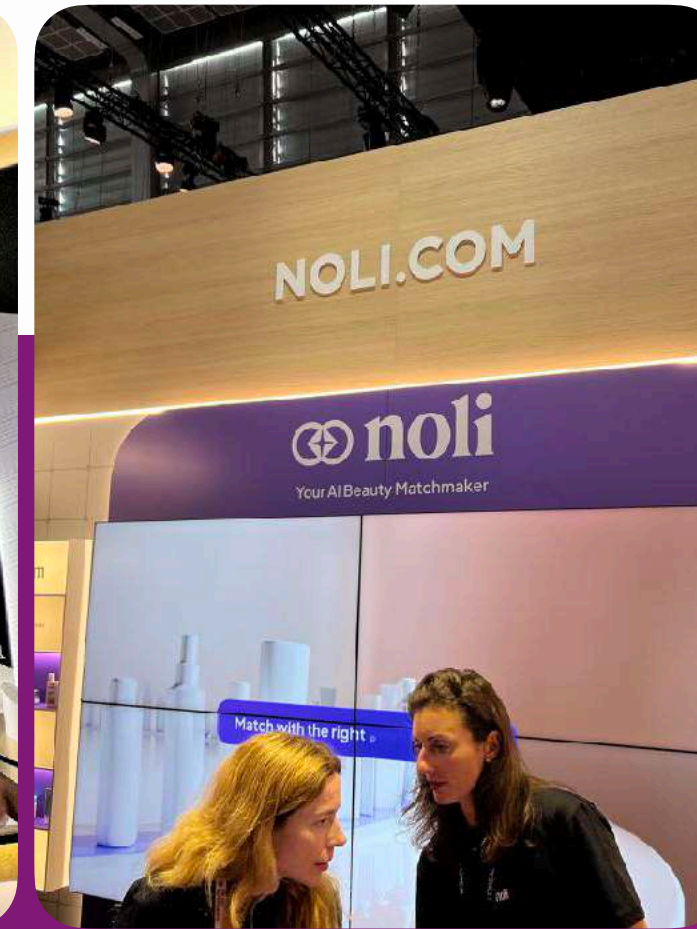
A mini-laboratory evaluating skin longevity biomarkers in five minutes, delivering personalized diagnostics.

LONGEVITY INTEGRATIVE



A scientific approach using AI to target the causes of skin aging and prolong cellular vitality.

NOLI



A personalized e-commerce platform offering recommendations based on over one million skin data points.

BEAUTY GENIUS



An AI beauty assistant accessible via WhatsApp, delivering personalized advice 24/7 in partnership with Meta.

OSMOBLOOM



A technology that captures floral essences without damaging the plants, used in fragrances like Valentino's "Private Talk."

KEY TAKEAWAYS FROM VIVATECH 2025 ON AI

A NATIONAL WILL TO SHIFT AI AND GENERATIVE AI INTO HIGH GEAR



Creation of a sovereign AI cloud to ensure European technological autonomy, led by Mistral AI and Nvidia.



The "Je Choisis la French Tech" initiative invests €1 billion to support French startups.



Public Sector Adoption
5.8 million civil servants now equipped with generative AI tools powered by Mistral AI.



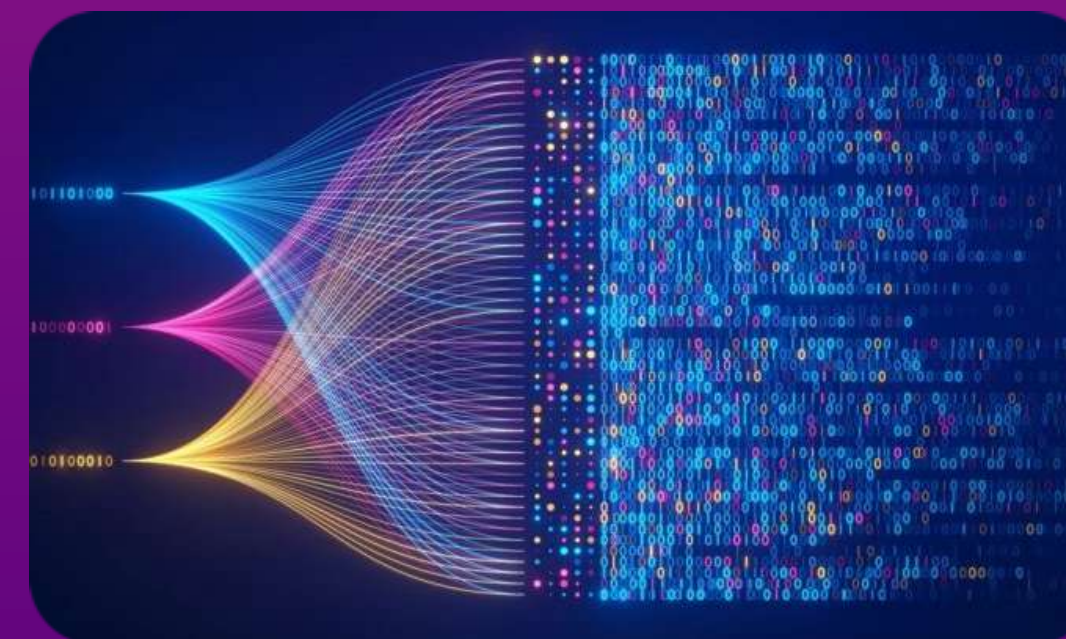
Launch of a national strategy to accelerate the transition from AI and robotics research to industrial-scale deployment.



Launch of the "50+" charter to foster the inclusion of senior citizens in the tech industry.



Introduction of AI courses in French middle and high schools (8th and 10th grades) starting September 2025.



The "Osez l'IA" plan will roll out in the coming days to support the general public, SMEs, and local authorities.



The National Digital Council is now renamed the Council for AI and Digital Affairs.



**TO GO
FURTHER...**

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SCHEDULE A MASTERCLASS ON VIVATECH 2025 AT YOUR OFFICE OR ONLINE



Vincent Ducrey
Co-founder and CEO
of HUB Institute



Emmanuel Vivier
Co-founder and Principal
Analyst of HUB Institute

ASK FOR A PRESENTATION



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ORGANIZE A LEARNING EXPEDITION IN INNOVATION TRADESHOWS OR INNOVATIVE CITIES TO IDENTIFY AND ANTICIPATE IMPACTFUL TRENDS



Romain Dussart

Innovation Project Director
of HUB Institute

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#GlobalTechTrends

SXSW AUSTIN 🇺🇸
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#GlobalTechTrends

GITEX DUBAI 🇦🇪
#GlobalTechTrends

SLUSH HELSINKI 🇫🇮
#DeepTechTrends
#VentureCapital

JANUARY

MARCH

APRIL

MAY / JUNE

OCTOBER

NOVEMBER

NRF RETAIL'S
BIG SHOW NYC 🇺🇸
#RetailTrends

GLOBAL INDUSTRIE
LYON 🇫🇷
#ManufacturingTrends
#Industry4.0

HANNOVER MESSE
HANNOVER 🇩🇪
#ManufacturingTrends
#Industry4.0

VIVA TECHNOLOGY
PARIS 🇫🇷
#GlobalTechTrends

MONDIAL DE L'AUTO
PARIS 🇫🇷
#SmartAutomotive

SMART CITY EXPO
BARCELONE 🇪🇸
#SmartCity
#SmartMobility

IMMERSE YOURSELF IN THE MOST INNOVATIVE CITIES



🇫🇷 PARIS
Retail Tour



🇬🇧 LONDRES
Retail Tour



🇳🇱 AMSTERDAM
Retail Tour



🇺🇸 SAN FRANCISCO
AI Tech Tour



🇰🇷 SÉOUL
Retail & Tech Tour



🇨🇳 SHANGHAI
Retail & Tech Tour

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An online platform and an app to access 24/7 to our services: register for and replay events, download content, connect with others members, and explore the solution directory.



A team at your disposal all year round to support you on your various transformation topics: **strategic monitoring and peer networking tailored to your specific challenges.**

120 LEADING BRANDS ARE ALREADY MEMBERS!



BECOME A MEMBER



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THANK YOU

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