



ROOMn, at the heart of corporate digital transformation!

Press release,
21 February 2017

HIGHLIGHTS YOU WON'T WANT TO MISS!

The Mobility and Digital business meeting that brings together major digital transformation players

7-9 March 2017 - Grimaldi Forum in Monaco

The fifth edition of ROOMn will open its doors in two weeks in Monaco, giving the floor to the people behind the corporate digital transformation.

This year's programme is dense and looks to the future as we present Ermeo, winner of the Digital Challenge, an IoT-dedicated innovation centre, and a Datakathon for students who will be the data scientists of tomorrow.

Exceptional conferences and keynotes

- ❖ Opening conference - Tuesday 7 March - 5:45
"The mobile and connected generation: the era of the World as a Service has arrived!" with a market introduction by BCG.
- ❖ Open keynote - Wednesday 8 March - 6:00
"Ideation, Prototyping, Industrialisation: The toolbox for a successful Digital Transformation!"
- ❖ VMware keynote - Thursday 9 March - 9:00
"How is the digital workspace transforming jobs?"
- ❖ Google keynote - Thursday 9 March - 3:00
"Innovating with Google"

Focus on innovation and start-ups

The first edition of the Digital Challenge chose Ermeo as its winner to receive free participation in ROOMn. **Ermeo digitises technical documents.** Its goal is to simplify as much as possible the work to be done by technicians in the field when they perform maintenance.

“The Jury chose to recognise a start-up working in the industrial sector, that despite its youth has already conducted many POCs with major CAC40 companies, and whose product offers a true innovation for technicians in the field... We think Ermeo is an example of the industry of the future, connected and facilitated by mobile technologies.” declares **Jean-Paul Mazoyer, Digital Challenge jury president.**

“Ermeo presented a clear, mobile and digital solution in a crowded sector. Starting with its first clients that it has already won over, it will bring a new dynamic to its ecosystem and could see explosive growth,” predicts **André Saint-Mleux, President, Arthapol SAS, representative of the Monegasque government, prize partner.**

“This is a great opportunity for us to meet the professionals and experts at the heart of the digital transformation. The business aspect and the One-to-One meetings of this renowned event that’s so important in its ecosystem will give our activity a real boost,” states **Victor Payan, Co-founder and Operations Director at Ermeo.**

Enter the DataROOMn

New for 2017, ROOMn and Kynapse by Open will be holding a Dataackathon.

In the heart of the ROOMn forum, students from France’s most prestigious engineering schools will be working in teams of four for 36 hours to resolve two problems based on industrial data from EDF and SUEZ.

Their goal is to propose the best algorithm and THE dataviz that will bring victory to the best team!

“We can no longer separate the computer “engine” from uses in the digital transformation, and that’s why we’re at ROOMn. This conviction pushed us to lead this Dataackathon in order to combine new technologies, new agile methods and a new mindset in an original way: these are the ingredients of a successful digital transformation!” explains **Frédéric Sebag, Dataackathon jury president, and co-President at Open.**

Everything you need to know about the event: <https://www.roomn-event.com>

ROOMn will be held from 7 to 9 March 2017, at the Grimaldi Forum in Monaco

For more information: <http://www.roomn-event.com/>

Stay up to date on ROOMn news on Twitter: [@ROOMn_mobilite](https://twitter.com/ROOMn_mobilite) #ROOMn2017

Join our [group](#) on LinkedIn

About DG Consultants

Created in 1997, DG Consultants is based in Saint-Mandé and is a subsidiary of COMEXPOSIUM, the European leader in event organisation.

Each year, DG Consultants, event organisation specialist on the IT market, organises les Assises de la Sécurité et des Systèmes d’Information, which has become the reference event for the cybersecurity community, bringing together a thousand IS directors, CISO, DP directors and BU decision makers, from major accounts in the industry, services, banking and telecoms sectors as well as from public administrations and major market players.

DG Consultants has also created the Cercle dinner debates www.lecercle.biz

Learn more at: www.lesassisesdelasecurite.com

About Comexposium

The COMEXPOSIUM group is a world leader in events organisation, involved in **over 170 BtoC and BtoB events**, covering **11 sectors** as varied as agro-foods, agriculture, fashion, domestic security, construction, high-tech, optics and transportation. COMEXPOSIUM welcomes 45 000 exhibitors and over three million visitors in 26 countries around the world. Comexposium is growing globally, present in some thirty countries: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, UAE, UK and the USA.

For more information, please contact OXYGEN:

Press contact:

Audrey Thiemonge / Tatiana Graffeuil

roomn@oxygen-rp.com – Tel.: +33 (0)1 41 11 35 46