Press Release

Saint-Ouen, 10th of June 2025

Inetum at VivaTech 2025: Simplifying AI, Amplifying Impact

From June 11th to June 14th, 2025, Inetum, a European leader in digital services, will participate in Viva Technology, the unmissable event for innovation and new technologies. At its large booth (Hall 1 - J09), visitors will have the opportunity to engage with Inetum's teams and explore innovative solutions designed to enhance the digital impact of businesses and organizations. This year, the Group will again be present alongside its key partners, all committed to simplifying AI, amplifying its impact, and facilitating its scalability.

Among the leaders of digital service companies in Europe, Inetum has always placed innovation at the core of its actions. With seven FabLabs, including three in France, Inetum uses innovation as a lever to anticipate the expectations of its clients regarding digital transformation.

At VivaTech, Inetum will showcase several innovations under the theme: "**Simplifying AI, Amplifying Impact**," reaffirming its commitment to making digital innovation accessible and accelerating its deployment.

To transform the activities of its clients, Inetum relies on an ecosystem of leading technology partners: **Microsoft, SAP, ServiceNow, Salesforce**.

"Inetum translates complex technologies into the real economy by optimizing business and public service processes and accelerating the deployment of innovations such as AI for its clients. Innovation drives all our activities. It is a powerful lever fostering exchanges between our Group, our partners, and our clients. Our participation in the event reflects our deep commitment to continuous innovation with a clear objective: to offer solutions that are easy and quick to implement, aimed at driving the digital transformation of our clients." **François FLEUTIAUX, General Manager of Inetum Euromed**.

Projects Designed to Serve Businesses and Institutions

During the four days, Inetum will present **customer feedback**, **demonstrations of applied AI solutions**, and a series of **conferences** addressing major current digital challenges, in partnership with S3NS, Google Cloud, Sage, Nutanix, OVHCloud, IBM, Microsoft, SAP, ServiceNow, Salesforce:

- **GenAI for accelerating responses to calls for tender** with the Grand Est use case.

- **Migration of critical data to Google Cloud**: how to manage data quality autonomously.

- **Trusted cloud and regulatory compliance**: combining data sovereignty with technological power in cloud computing.

- **Agentic AI**: use cases for improving commercial excellence through an enhanced CRM.

- **Automated functional retro-documentation with GenAI for code & Watson X**: save valuable time and optimize the budget to modernize legacy applications.

- An exclusive case study on **fraud management in retail**.

- **Soft skills and generative AI with "Virtual Humans"**: leveraging generative AI-enhanced avatars to provide training in real-world scenarios.

The **complete program** of all our conferences can be found at: https://www.engage.inetum.com/fr_2025_event_vivatech_inetum/

About Inetum
Inetum is a European leader in digital services. Inetum's team of 27,000 consultants and specialists strive every day to make a digital impact for businesses, public sector entities and society. Inetum's solutions aim at contributing to its clients' performance and innovation as well as the common good. Present in 19 countries with a dense network of sites, Inetum partners with major software publishers to meet the challenges of digital transformation with proximity and flexibility. Driven by its ambition for growth and scale, Inetum generated sales of 2.4 billion euros in 2024. For more information: **www.inetum.com**

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