

## IMPULSE MORE VALUES

And accelerate the positive impact of digital technology:

+ Responsible

+ Technological

+ Attractive

### Digitalization is anchored and identified as a lever for collective performance

**76%**

of employees are familiar with the concept of digitalization

**8** out of 10

believe that companies must accelerate their digitalization

→ **27%** of managers say they will do so

+8 ▲

**26%**

of all managers have not implemented a digitalization plan this year, but only 3% of companies with more than 250 employees

+8 ▲

**69%**

of managers feel they are "ahead" of their market in terms of digitalization. → **76%** of employees

This perception is shared by 52% of employees



#### Priorities for managers:

1. **62%** customer-oriented tools → **82%**

2. **58%** cybersecurity tools → **80%**

3. **57%** tools to improve efficiency and productivity → **79%**



#### Priorities for employees:

+5 ▲

**72%**

Improved response to customer needs is the first benefit that employees expect from digitalization

+1 ▲

**69%**

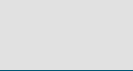
More autonomy



+9 ▲

**66%**

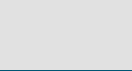
Better working conditions



+2 ▲

**66%**

More collaboration



#### In the current geopolitical and economic climate:

**92%** of employees think that companies must above all tighten the security of their information systems

**25%** of managers feel that the current climate could lead them to review their priorities

**27%** of mid-caps see a favourable momentum to accelerate their plan



### The trend is accelerating with increasingly strong expectations for digitalization:

## + RESPONSIBLE

**37%**

of employees clearly want to see the development of energy-saving solutions in their company (top on their list)

#### According to employees, digitalization for the sake of CSR must happen through:

**77%** Buying energy-efficient equipment

**75%** Optimization of IT tools to limit impact and consumption

**72%** Acculturation to digital practices

**49%** → **73%**

managers estimate that they have reduced their environmental footprint through digitalization. 18% are convinced of it.

#### Thanks to digital technology, managers are seeing a reduction in their environmental footprint:

+5 ▲

**62%** → **80%**

Work organization



-6 ▼

**51%** → **78%**

Products and services



-10 ▼

**46%** → **76%**

Energy consumption



+5 ▲

**42%** → **61%**

Production methods



#### Challenges for managers

**88%** Train and support employees in new processes and tools → **97%**

**77%** Rethink data processing and storage in accordance with regulations and ethics → **83%**

**77%** Invest more financially → **85%**

**70%** Implement the assessment of responsible practices → **88%**

**61%** Set up a common reference system for companies → **82%**

Only

**21%**

of companies have fully involved their IT department or team in defining their CSR policy



## + TECHNOLOGICAL

#### Managers are thinking of developing the following new technologies:



**69%** → **89%**

Cloud

**62%** already started



**19%** → **49%**

Smart Data



**37%** → **34%**

AI

**26%** already started



**80%** of employees are familiar with the Cloud

**74%** of employees are familiar with Artificial Intelligence

**63%** Employees trust these technologies

#### The benefits of these new technologies for managers:

##### Agility and speed thanks to the cloud

**69%**

managers → **81%**

**73%**

employees

##### Improved manufacturing through AI

**67%**

managers → **82%**

**65%**

employees

**31%** managers say that the metaverse enables the creation of immersive and collaborative virtual worlds → **56%**

## + ATTRACTIVE



**35%** managers

believe that made professions should be made more widely known and accessible to women

→ **31%**

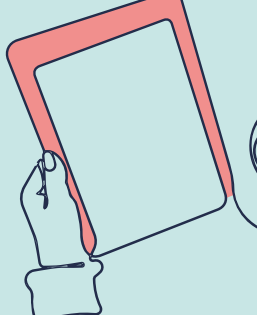
and **53%** of people who want to retrain

→ **37%**

**85%**

employees think that young people should be made aware of professional opportunities in the digital world from an early age

**62%** of male employees versus **52%** of female employees think that these jobs are accessible to women



#### For employees

**88%** believe that digital fields are dynamic in terms of jobs

**83%** say it's a field that offers attractive career opportunities

**80%** think that it is easy for a young person to go into the digital sector, despite the fact that the jobs are not well known

→ **86%**