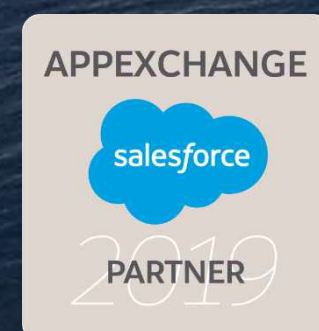


IMAGINE INNOVATE TRANSFORM SUCCEED

BayBridgeDigital

CORPORATE PRESENTATION



“In addition to being on the forefront of innovation, BayBridgeDigital is a game changing company, and will inspire many other companies with its new digital hybrid model and as it has made philanthropy a central part of its value system.”

Jacques Attali

ABOUT US

BayBridgeDigital is an innovative global software company. Headquartered in New York with offices in Paris, London and its technology Hub in Tel Aviv, BayBridgeDigital helps companies in diverse industries on what they do best through an ever-evolving suite of digital transformation services including e-commerce, digital marketing, mobile solutions, business insights and analytics, artificial intelligence .

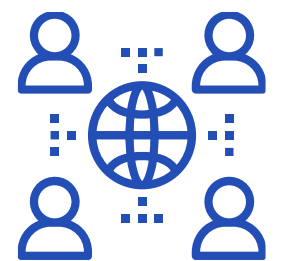
BayBridgeDigital is a leading provider of retail-specific cloud and mobile software, driving digital transformation for the world's largest companies.

With Bayretail©, BayBridgeDigital is an «industry cloud» pure-player specialized on Salesforce, the world's #1 CRM provider.

WHAT'S DRIVING THE TRANSFORMATION ?



NEW ECONOMICS
REALITIES



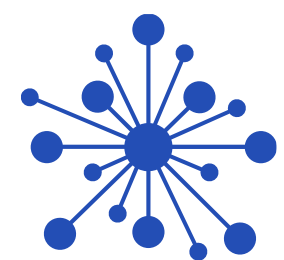
SOCIETAL
SHIFTS



ADOPTION OF DIGITAL
TECHNOLOGIES



CUSTOMER BEHAVIOR
& EXPECTATIONS



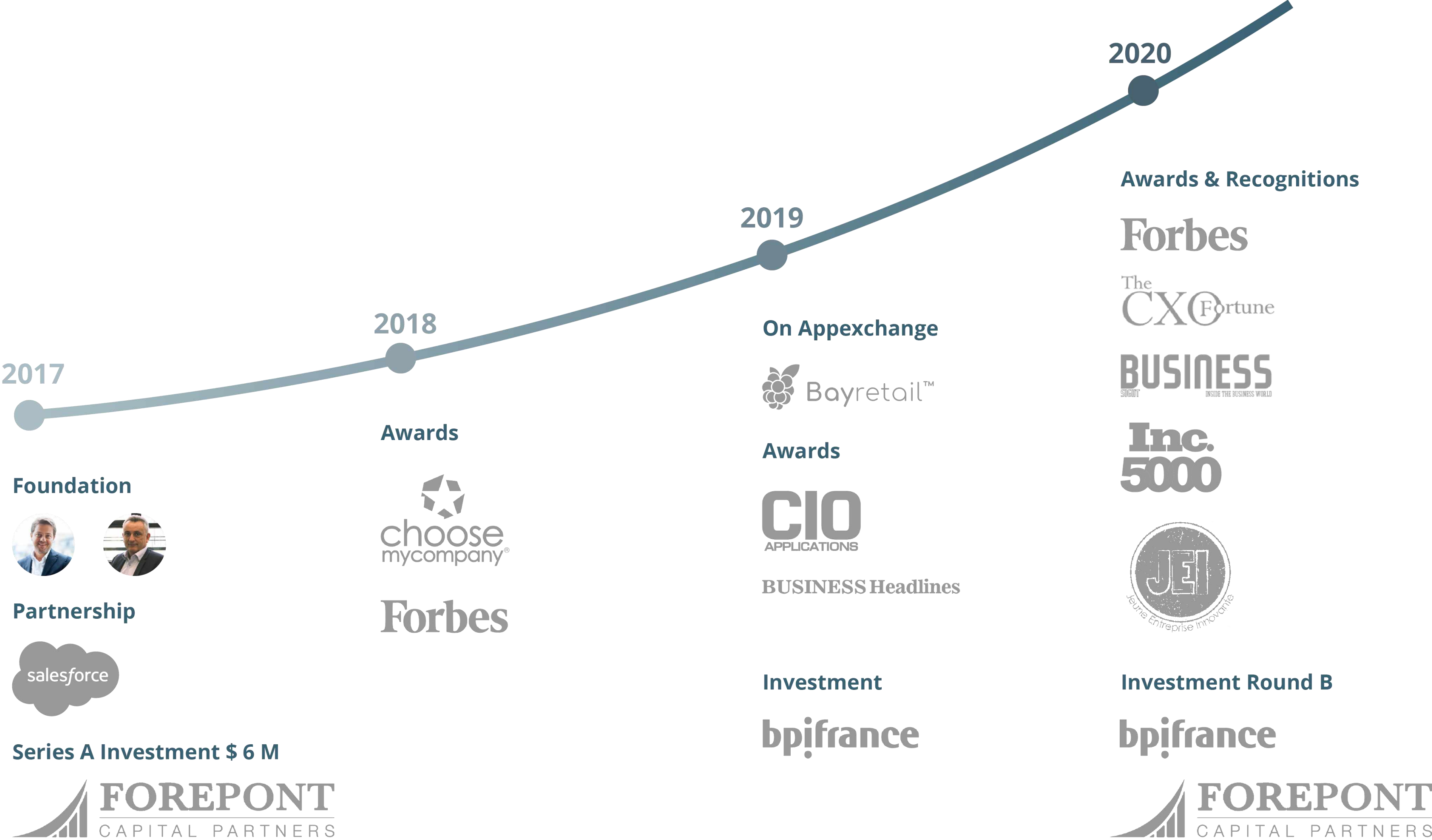
DATA PROFILERATION



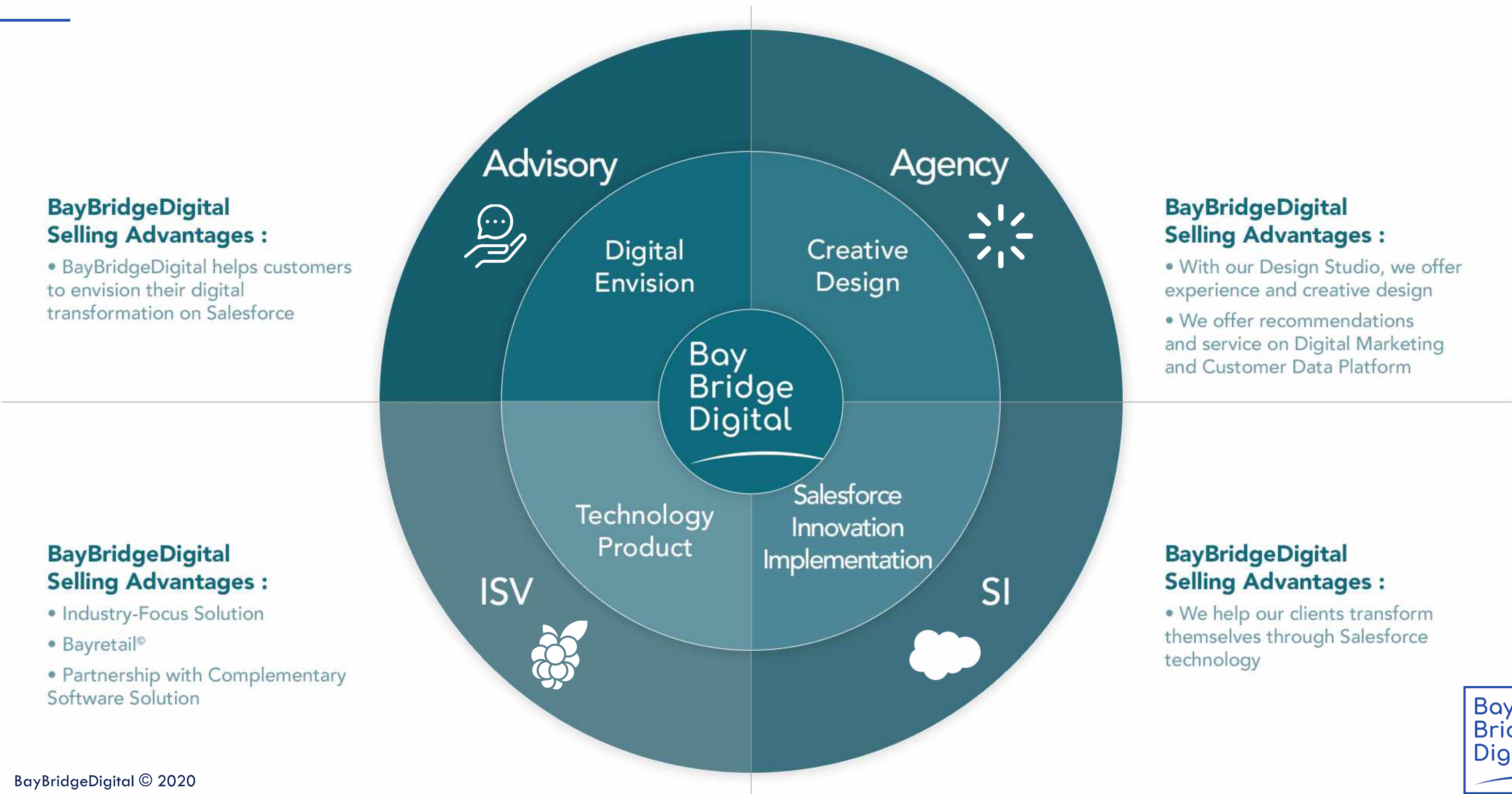
BUSINESS FOR PURPOSE

BAYBRIDGEDIGITAL JOURNEY

A FAST GROWING GAME CHANGING COMPANY



A NEW HYBRID MODEL FOR A SEAMLESS EXPERIENCE



BAYBRIDGEDIGITAL : THE DIGITAL AGENCY

STRATEGY



- Research & Intelligence
- CRM strategy
- Digital strategy
- Digital Envision
- Strategy and social management
- Content strategy
- Call Center

CREATIVE DESIGN



- Design Thinking & Product Innovation
- Campaign development
- Mobile design
- Experience design
- E-Commerce design
- Social media
- Relationship Marketing
- Creation

TECHNOLOGY



- Salesforce & its ecosystem
- Commerce Platform
- CRM Platform
- Digital Asset Management
- System implementation & maintenance
- Mobile App
- App development
- Innovation Lab

DATA



- CRM analysis & optimization
- Search Engine Marketing & Optimisation
- Website analysis & Optimization
- Campaign analysis & Optimization
- Mobile analysis & optimization
- Advanced statistics
- Performance

SALESFORCE PARTNERSHIP



Every business is Digital, our biggest innovation is not in the technology itself but in how we design solutions with people in mind.

More than ever before, salesforce's growth beyond traditional CRM is clear, as they evolve into one of the most sophisticated platform ecosystems.

Customer Journey, Customer Service, Marketing, E-Commerce, Analytics, Platform ... and success with BayBridgeDigital.



DESIGN ON SALESFORCE

Great customer and employee experiences are by design. We start with your business goals and develop with design-driven approach a plan to deliver engagements that unlock performance for your business.



CREATE WITH SALESFORCE

Our experience with Salesforce is unparalleled. Our technology-driven methodology can help your deployment rapidly reach its full potential. We create industry cloud-apps on salesforce platform that empower companies to deliver unified, industry-specific customer experiences.



INNOVATE WITH SALESFORCE

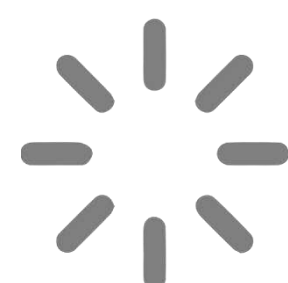
Drive ongoing digital innovation with BayBridgeDigital, our Digital Factory dedicated to helping you accelerate employee and customer engagement and grow your business on Salesforce.

DIGITAL ADVISORY & DESIGN OFFERING



DIGITAL ADVISORY

ENVISION YOUR DIGITAL
TRANSFORMATION



DESIGN-DRIVEN INNOVATION

PROCESS DIGITALIZATION
THRU DESIGN THINKING
& UX/UI APPROACHES



TECHNOLOGY PRODUCTS

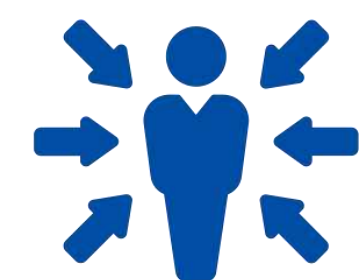
END TO END DIGITAL
TRANSFORMATION
DIGITAL FACTORY
BUILDING DIGITAL
PRODUCTS



CULTURE & VALUES

We engage with our customers to ensure customer and employee adoption

"Culture Eats Strategy for Breakfast" - Peter Drucker



CUSTOMER FIRST



EMPLOYEE FIRST



INNOVATION



HYBRID DNA



GIVE BACK



Advisory Board



Jacques Attali, Paris

Strategic Advisory Board Member
Economic and Social Theorist

Jacques Attali is leading the Strategic Advisory Board of BayBridgeDigital.



Elise Ducret, Paris

Advisory Board Member

Elise Ducret has been promoted as Chief Marketing Officer of L'Oréal France.



Corinne Mrejen, Paris

Advisory Board Member

President of Team Media and Deputy Director (Les Echos Group - Le Parisien).



Isabelle Garcia, Paris

Advisory Board Member

Tender Director of SNCF
Board Member of Auchan Retail France Group.
Selected by Choiseul Institute and Le Figaro as one the 100 future economic leaders in France



Laurence Dilouya, Paris

Advisory Board Member

Laurence is the Founder and CEO of Arrêt-sur-Image a consulting and executive coaching agency.



Paul Reader, London

Advisory Board Member

Paul Reader is a British Canadian consulting services and technology executive and Startup Advisor. He is based in London.



Vidal Chriqui, Paris

Advisory Board Member

Vidal Chriqui is a technical expert in distributed systems which led him to an early interest in decentralized networks. He launched "Blockchain Révolution".



Jérémy Mimoun, Paris

Advisory Board Member

Jeremy Mimoun is advisory board member at BayBridgeDigital.
He recently served as a Regional Vice-President at Salesforce, the world's #1 CRM company.

LEADERSHIP TEAM



Alain Attias, Paris
Co-founder & CEO

As CEO of BayBridgeDigital, Alain Attias's main goal is to help organizations embrace the fourth industrial revolution.



Guy Jerusalem, Paris
Co-founder & COO

Guy is an executive Board Member of BayBridgeDigital, he has 30 years experience in Management consulting firms.



Abigail Schirmann
VP Retail & CPG



Karen Elalouf
VP Head of Sales



Richard Impenge
Marketing Director & DPO



Philippe Poulou
RVP - Digital Advisory



Yonathan Gottlieb
Head of Technology Hub



Olivier Pincemin
Director - Salesforce Practice



Lionel Jourdan
E-Commerce Practice Lead

ADVANCING WOMEN'S EQUALITY IN THE BUSINESS WORKSPACE

Advancing women's equality in the business workspace

Gender inequality is not only a pressing moral and social issue but also a critical economic challenge.

If women - who account for 50% the world's working-age population - do not achieve their full economic potential, the global economy will suffer. While all types of inequality have economic consequences, at BayBridgeDigital, we focus on the economic implications of lack of parity between men and women.

We focus on gender equality in our teams, at management level and at board level since the foundation of the company.

Together we create a future where digital technologies lead to more opportunity and equality for everyone.



GIVE BACK

To support this strong value of our company, 1% of our profit and 1% of our employee time is dedicated to non profit cause and humanitarian engagements.

Guided by strong values and a spirit of service, we reach beyond office walls to strengthen and enrich the communities where we live and work. BayBridgeDigital provides employee volunteer support to foundations, non profit organization and NGO (Education, Environment, Healthcare).

BayBridgeDigital is committed to being a diverse and inclusive workplace, and we extend this commitment to our giving back activities. We support only charitable and educational organizations that affirm a similar commitment to equality and diversity.



OUR CUSTOMERS





**IMAGINE
INNOVATE
TRANSFORM
SUCCEED**

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www.baybridgedigital.com

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