ROTCAJG Céline

Fitizzy and Premaccess

FBD_BModel Platform and App – ensuring usability and reliability for consumers and industries in the digital domain

FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL

FASHION BIG DATA TECHNOLOGY PLATFORM: New digital business models for fashion and textile supply chains

19 February 2021

SPEAKER PRESENTATION

Céline is Chief Operating Officer (COO) at *premaccess* and Fitizzy.
She has over **17 years of experience o**f working in large scale European and International projects at a local, regional and international level. She worked in London (Amnesty International, British Institute of Human Rights, Community Southwark), Paris (Solidarité Sida, Acted, premaccess), India (SICHREM), Mongolia (Amnesty International Ulaanbator).

Rotcajg Céline
Fitizzy and Premaccess

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Celine's competencies and expertise

- People, project, financial and administrative management,
- Trainer, public speaking, curriculum design, conflict management
- Partnerships especially european and international with multi actor stakeholders (private, public, third sector, press, academics),
- Marketing and communication,
- Cloud computing business and technical
- Business planning, sustainability, capacity building, and monitoring and Evaluation.

Celine's education

- Certified Amazon Web Services cloud practitioner
- L.L.M (MBA equivalent) in Public International and European Law/ University of Amsterdam

This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement n. 761122

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What is the FBD_BModel platform ?

A **SaaS** Platform designed for Fashion Retail and Textile Industry integrating Interactive Design System (IDS) and Supply Chain and Production Management System (SCPMS)

Cloud computing platform using state of the art services available on the market :

- Serverless technologies
- Rest API for connection
- Data management
- Design UI/UX for an enhanced user experience BToB and BtoC
- Mobile app dedicated to BtoC use
- Scalability and automation

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How does the FBD platform function ? How do we make Data secure ?

The 3 Key Principles :

1. An **intermediation platform** to help users **to go through the design and production steps**, and get results **quickly**

2. **A safe process to exchange and store the data**, which are necessary to the calculation for the final users respecting EU law such as GDPR

3. **A safe environment** with an **encryption process** of the data and **a permission process** to share it or not, to one or part of the partners

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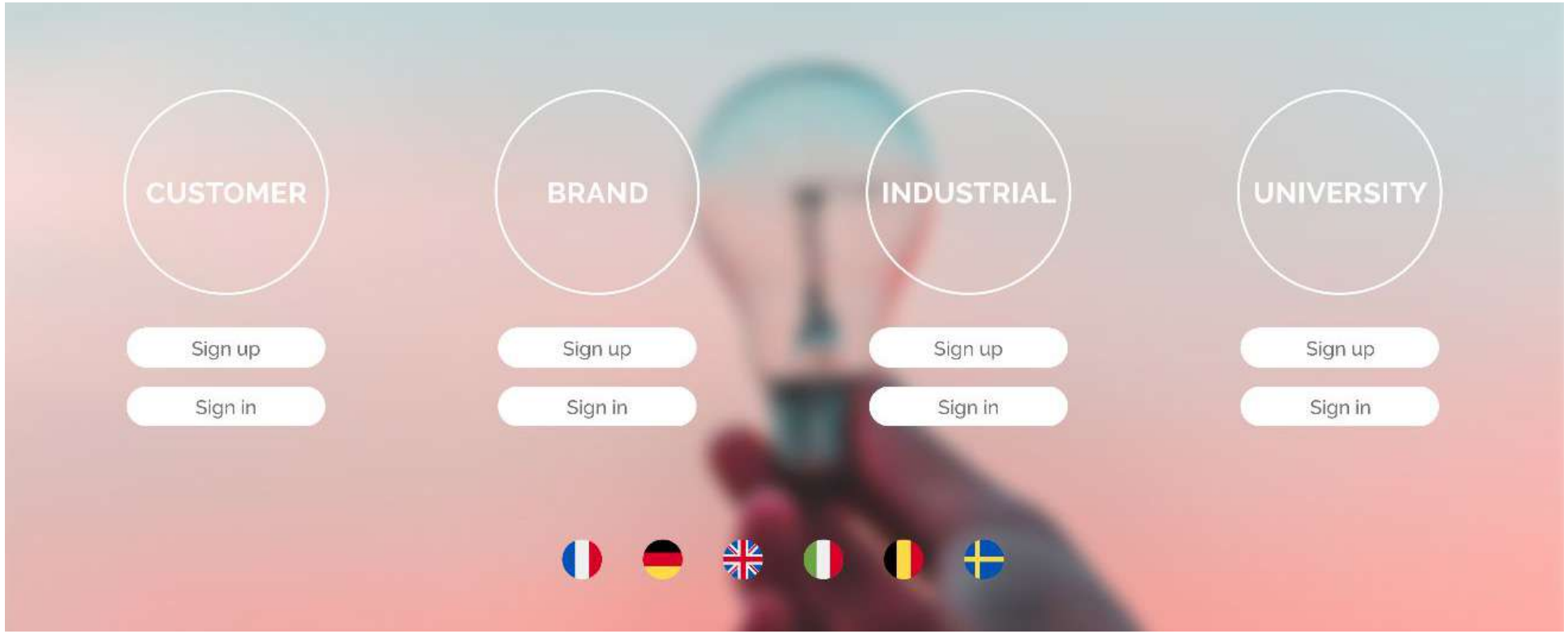
4 user journeys designed to respond to the needs of the sector



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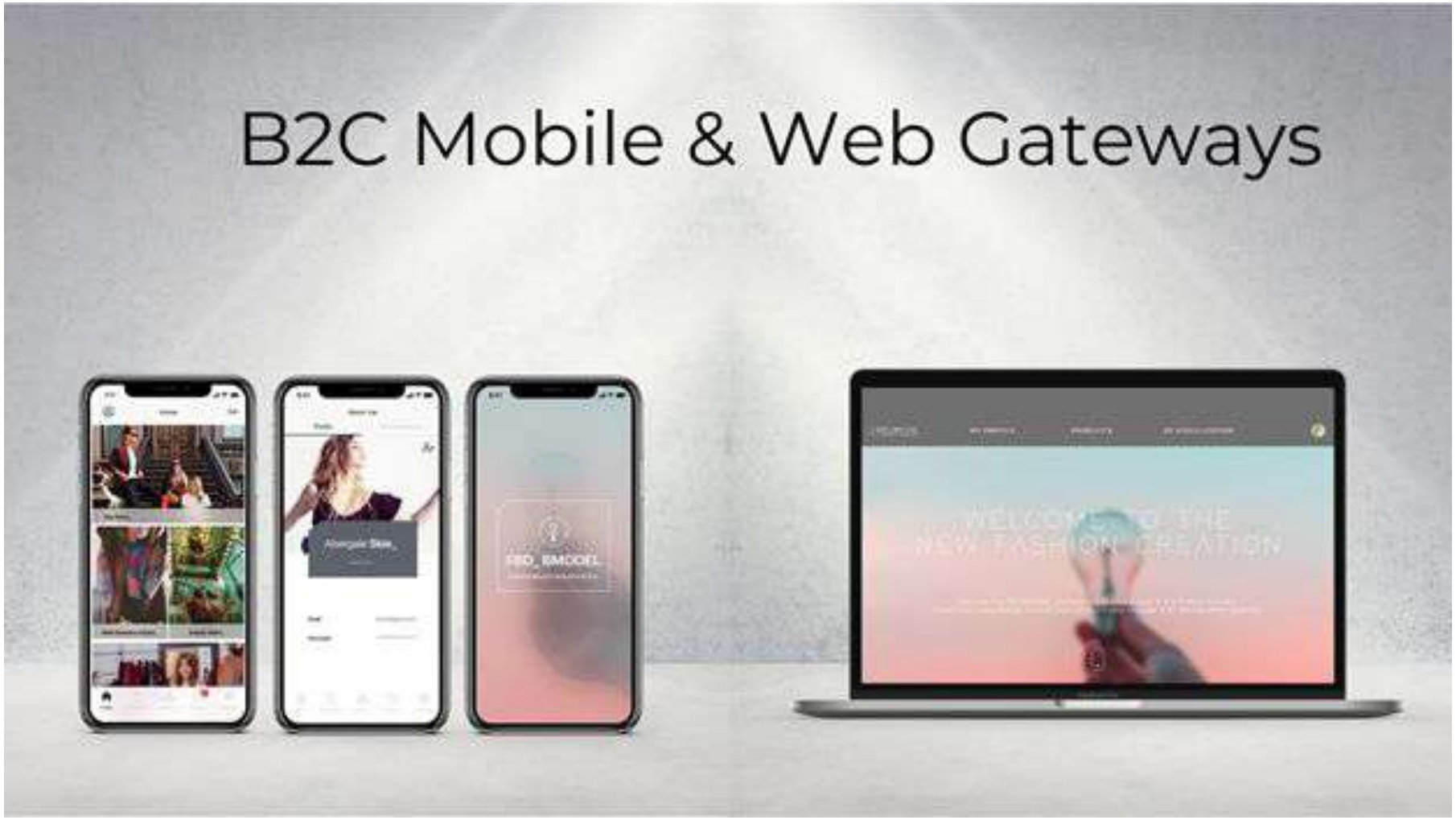

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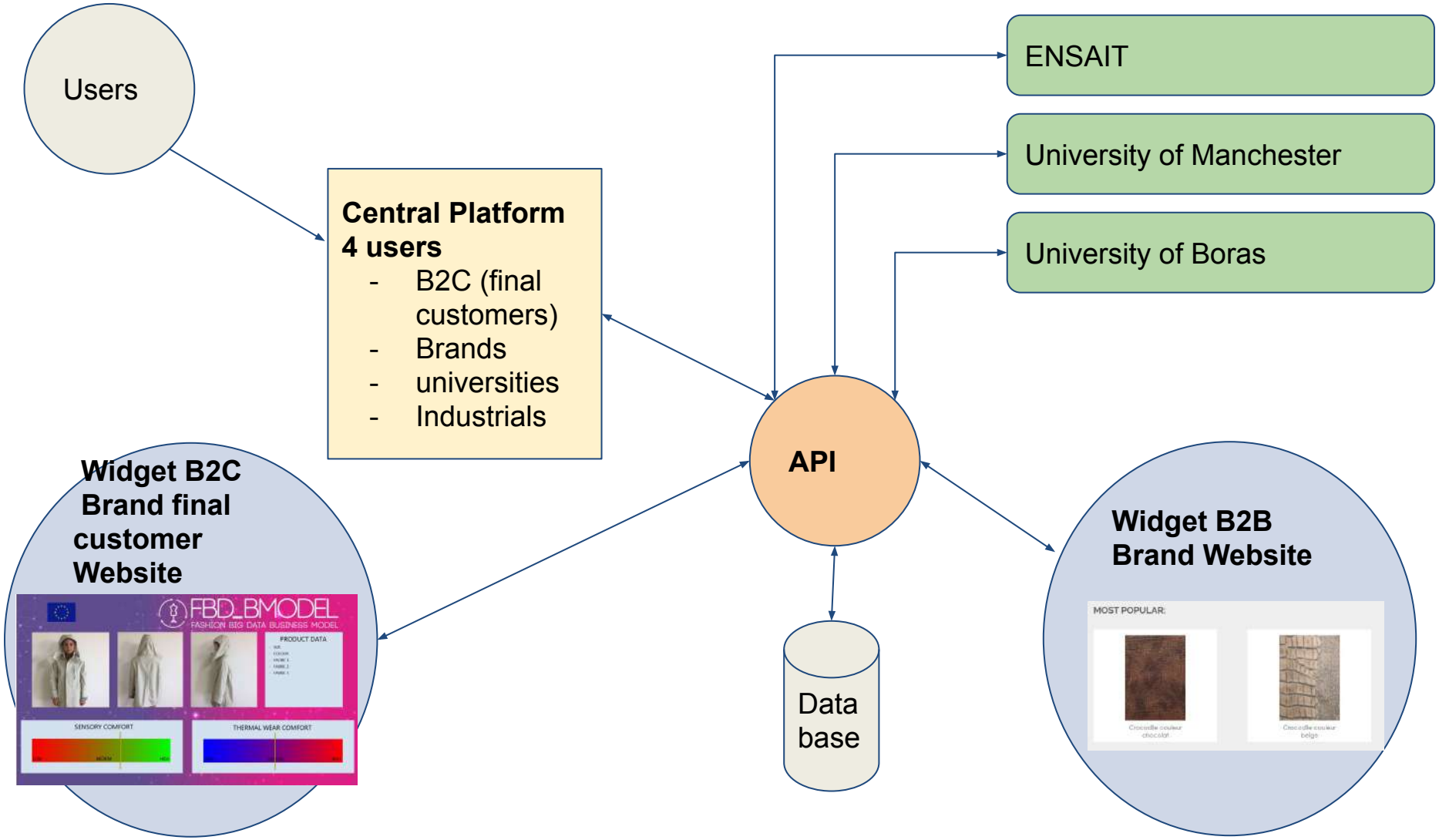
FBDModel - Schema of integration of data services



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To ensure that data is secure, it’s important to know **what data** is being processed, **why** it’s being processed and **on what grounds.**

It’s important to **identify** which **safety** and **security measures** are in use.

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Multi tenants platform - what does it mean ?

	User 1 **Ex: customer** **standard user**	**User 2** **ex: University** **admin user**	**User 3** **ex : Brands** **general user**	**User 4** **ex Industry** **general user**
Data encryption	✓	✓	✓	✓
Authorisations and permissions (Each tenant works in Silo)	- Can view data only with restricted access	- Can view data - Can push data into the platform - Can give authorization to other users	- Can view data - can export its data - can import its data - Gave permission to user 4 to visualize its data	- Can view data - can export its data - can import its data - Has the right to visualize User 3's data
Type of access	Very limited only public results	Limited	Limited	Limited Internal/External

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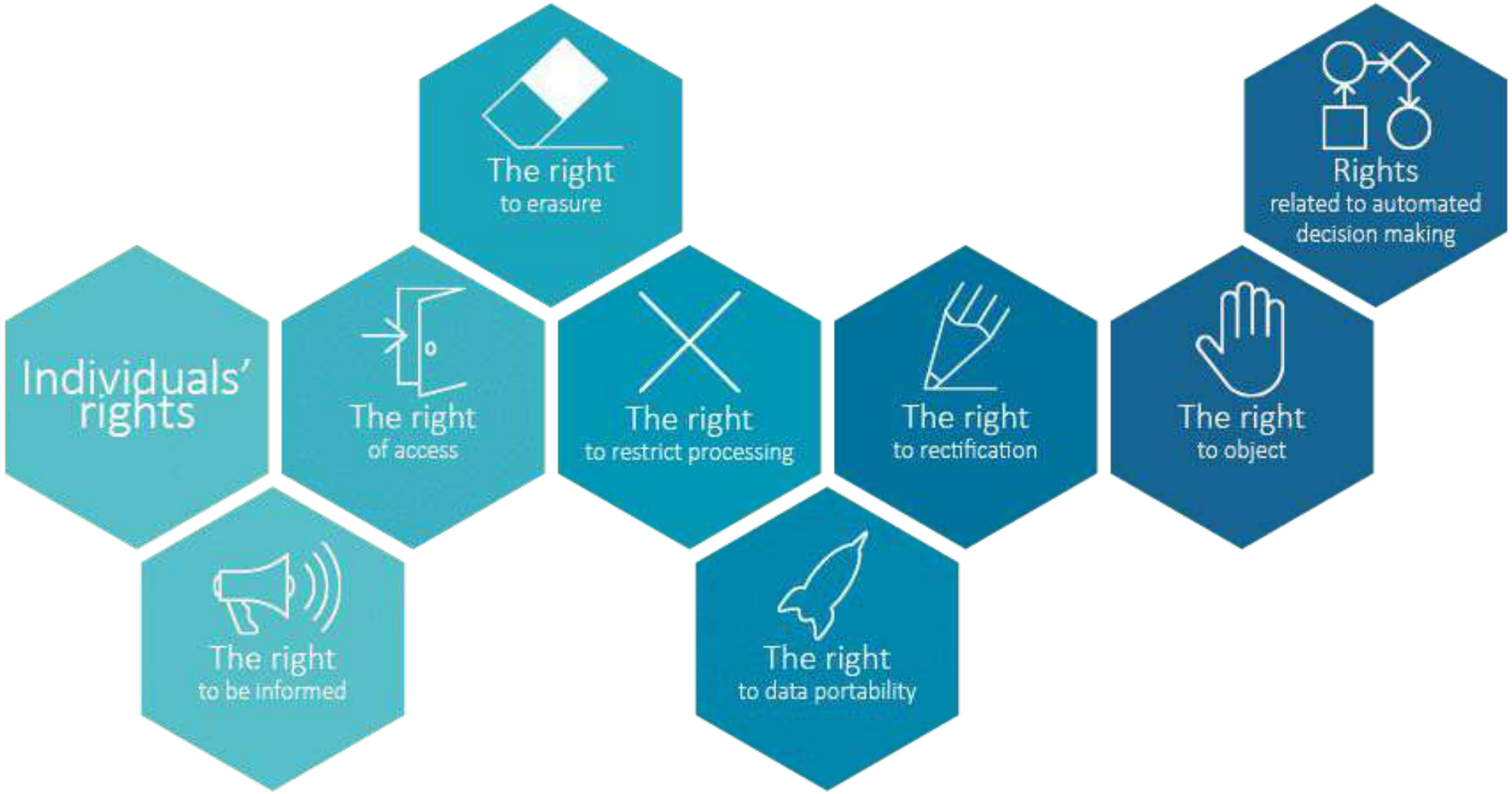
GDPR - Individuals' rights



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Thanks for your attention

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