

Digitalization, platforms and data: the new winning formula for public management?

Pierre-Jean Benghozi

pierre-jean.benghozi@polytechnique.edu



At the outset, a specific technological wave



Drawing on three transformation drivers

Technology

Information

Communication





Some significant trends



The snowballing number of connection interface



An upsurge in data consumption



The growing complexity of organizational forms



Confused and contrasting perceptions



A lever to reduce the digital divide as well as a factor that aggravates inequalities



ECONOMIC CONSEQUENCES



What models ?

1. A platform economy





What models ?

2. Branding strategies to control customer & citizens relations



What models ?

3. Luxury + low cost economy



What models ?

4. An economy of freebies



What models ?

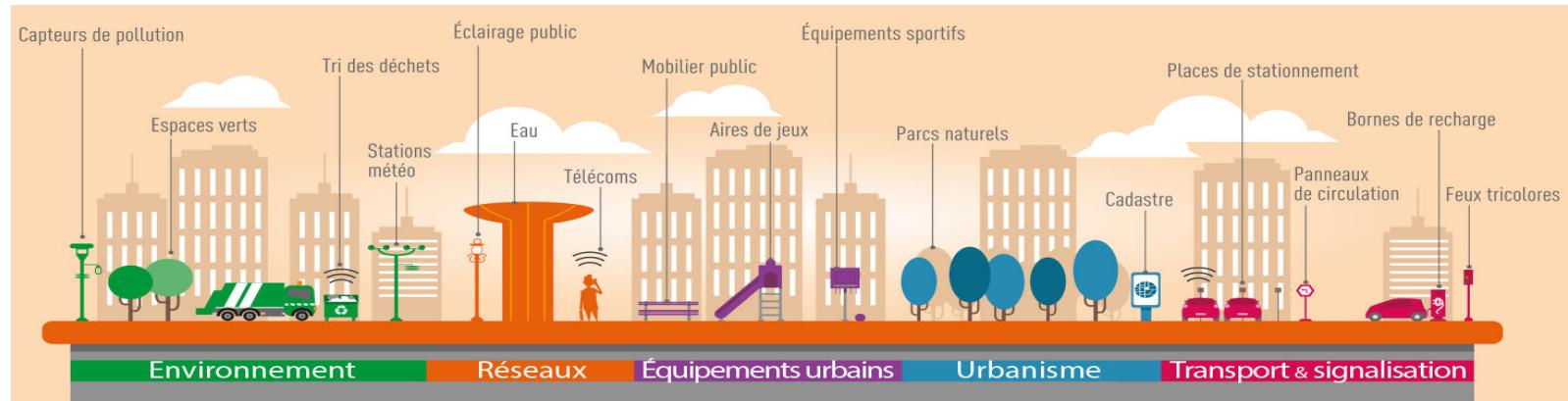
5. The economy of crowd



Corresponding challenges for smart cities



More services for the city



An agile city



A sustainable city



A threat of uberization for local authorities



Challenges: ensuring appropriations and uses to create a city closer to its citizens



Challenges: mastering technological skills



Challenges : a database urban space



Challenges: localization control



Conclusion

- A complex regulatory framework



Smart territories : a multilayer gouvernance



Some issues to be debated

- How to structure **interoperability** - and no doubt neutrality - of the public networks ?
- What **data** are necessary to identify the evolving needs of the population and how to support **opening of data** ?
- What skill-sharing and roles between **public and private stakeholders** ?
- What governance and what **regulations** to address the externalities of big digital service platforms?



Thank you for your attention

