

**PSA Peugeot Citroën to participate in the first meetings of the
Machine Learning for Big Data industrial research chair**

On Wednesday, November 26, 2014, Télécom ParisTech is organising the first meetings of the Machine Learning for Big Data industrial research chair to draw up a progress report of the chair's research, training and innovation activities.

Since it was created in 2013, the Machine Learning for Big Data industrial research chair has been supported by leading companies (PSA Peugeot Citroën, Criteo, Safran and a major French bank) who are convinced by the fantastic potential of research and teaching in this fast-moving area.

The meetings are being organised for all professionals involved in managing Big Data, as well as for individuals who are interested in seeing what Data Science and Machine Learning have to offer. Machine Learning consists of creating and studying a body of algorithms that can learn from data to make predictions, detect anomalies and carry out other automatic decision-making procedures. This could make it possible to perform tasks that until now were beyond human reach due to the complexity and mass of data and constraints of real time, and also contribute to the emergence of previously inaccessible information.

In particular, the progress report will highlight the challenges and applications for business.

As Bernard Cohen, IT Benchmarking, Innovation, PSA Peugeot Citroën, explains: *"In the near future, cars will be one of the most widespread connected objects, generating numerous types of digital data. We have tested several usage scenarios for different parts of the business, supporting the idea that the predictive approach made possible by Big Data could help us target our initiatives more effectively and provide a powerful differentiating factor in the competitive marketplace."*

Meeting schedule – 26 November – 5 p.m. – Télécom ParisTech, 46 rue Barrault, 75013 Paris, France

- Big Data, an area of expertise at Télécom ParisTech – Yves Poilane, Director of Télécom ParisTech
- Initial results and ambitions of the MLBD industrial research chair – Stéphan Cléménçon, Professor and Researcher at Télécom ParisTech
- The challenges and motivations of the MLBD industrial research chair's corporate partners
 - o Nicolas le Roux, Scientific Program Manager, Criteo
 - o Jean-Pierre Dumoulin, Chief IT Technical & Security Officer & PSA IT Fellow, PSA Peugeot Citroën
 - o Alain Coutrot, R&T Deputy Director, Safran
- Discussions with the audience

Sign up at www.telecom-paristech.fr/MLBigData

 Follow the discussions and participate at **#MLBigData**

MLBD industrial research chair website: <http://machinelearningforbigdata.telecom-paristech.fr>

Progress report

Nineteen researchers work on the programmes sponsored by the Machine Learning for Big Data industrial research chair. Their work has been validated by a scientific committee made up of four prominent scientists from Mines ParisTech, the French Institute for Research in Computer Science and Automation (INRIA), Ecole Normale Supérieure de Cachan and Ecole Normale Supérieure (rue d'Ulm) and comprises scientific publications covering the chair's five areas of research: reinforcement learning and stochastic optimisation/simulation, graph mining and social network analysis, ranking and detection of anomalies, cloud learning and distributed learning algorithms, and large scale learning and temporal data series/flows.

The researchers participate regularly in high-level international conferences, including the IEEE International Conference on Big Data in Washington DC, USA; the International Conference on Information and Knowledge Management (CIKM) in Shanghai, China; the Conference on Neural Information Processing Systems in Montréal, Canada; and Colloque Technion France 2014: Making Sense of Big Data in Paris, France.

About PSA Peugeot Citroën

With its three world-renowned brands, Peugeot, Citroën and DS, PSA Peugeot Citroën sold 2.8 million vehicles worldwide in 2013, of which 42% outside Europe. The second largest carmaker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2013. The Group is the European leader in low-carbon vehicles, with an average of 115.9 grams of CO₂ per km in 2013. PSA Peugeot Citroën has sales operations in 160 countries. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia).

For more information, please visit www.psa-peugeot-citroen.com

Partners:



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