

## Bpifrance Reduces Time to Deploy Digital Solutions by 5 Months

Bpifrance is the French public investment bank whose services support the growth of French small and medium-sized enterprises. It also supports innovation and research & development projects through its innovation funding programs. Their digital team is in charge of digitalizing its businesses and bringing the group's digital offering to its customers.

### The Challenge:

- In a rapidly changing tech and business landscape, BPI needed to accelerate its ability to push digital solutions to its customers despite complex internal stakeholder management
- Specifically, they needed to reduce time of scoping, testing, and scaling solutions while ensuring the involvement of several departments (digital, compliance, legal, finance, marketing, purchase)

### The Solution:

- The digital team defined an open innovation process, configured on Bloomflow, to facilitate the launch of digital experiments in the business lines
- Thanks to this streamlined process with clear involvement of stakeholders, they were able to reduce time to deploy digital solutions internally by 5 months
- They have high-level visibility on ongoing and past POCs through Bloomflow analytics
- BPI employees can now access a qualified of ready-to-use digital solutions



At BPI, the main challenge is to reinforce the positioning of the digital bank as a driver of innovation. The use of a collaborative framework on Bloomflow accelerates access to financing products for digital projects and spread this digital culture on the field.



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**41**

collaborations scaled in 4 years

**13**

teams involved in workflows

**5 months**

reduction in scoping time

**Banking**