

The Working Group on Risk - CREAR and the Econometrics & Forecasting seminar of the IDS Department at ESSEC, with the support of the BFA group of the SFdS, Institut des Actuaire, have the pleasure to invite you to listen to:

**Stéphane CROISIER**  
VP Product Manager  
RSD

**March 4, 2015, 12:30-1:30 pm**  
**EEE - ESSEC La Défense (CNIT) – Room 202**

**Infonomics: How to use accounting principles to better align information risk, cost and value over time**

Better aligning information risk, cost and value over time is one of the main objective of any IG Program. The only way to achieve this goal is to start treating information as an asset. Infonomics, the contraction of the terms Information and Economics, is the economic theory of information as new asset class, and the discipline of accounting for and managing information as any other enterprise asset. RSD is currently engaged with the University of Applied Sciences Western Switzerland into a Research Program to turn a RM/IG Platform into an Information Asset Management solution and define how we can apply a certain number of accounting principles to governed information. This keynote aims to present the first intermediate research deliverables of this two year research project.

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*For any information, please contact  
Frédérique JEAN-LOUIS  
(01 34 43 32 49 / [jeanlouis@essec.edu](mailto:jeanlouis@essec.edu))*  
<http://crear.essec.edu/working-group-on-risk>

**Stéphane CROISIER**  
**VP Product Manager**  
**RSD**

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**Stéphane CROISIER**, is Vice-President of Products at RSD. He is in charge of the Product Management, Product Owners and Product Documentation Teams for the different RSD Product Lines. Driving the Product Strategy, analyzing market trends, collecting customer needs, establishing strategic partnerships, defining product releases and grooming the products backlogs.



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