

TRANSFORMATION JOURNEY

BECOMING DATA INTELLIGENT

Our ambition is to help Unilever become data intelligent and a clear analytical competitor, augmenting every decision with data and analytics.



SUPPORT THE BROADER BUSINESS GOALS

3-YEAR BUSINESS IMPACT



€4BN
REVENUE GROWTH IN
NEW CHANNELS



€1BN
PER ANNUM COST SAVINGS

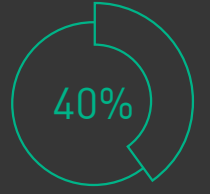
COMPETITIVE ADVANTAGE

Building tools that provide Unilever with a competitive advantage through the full analytics spectrum.



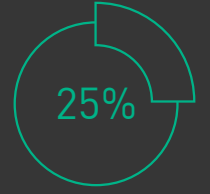
WELL UNDERWAY

Transformation and restructuring of our team's capabilities.



UPSKILLING

IN ANALYTICS AND DATA SCIENCE



EXPERTISE

We are deploying small squads of I&A and I&A Technology experts in our priority markets.



DATA SCIENCE



BUSINESS ANALYSTS



AGILE DELIVERY TEAMS

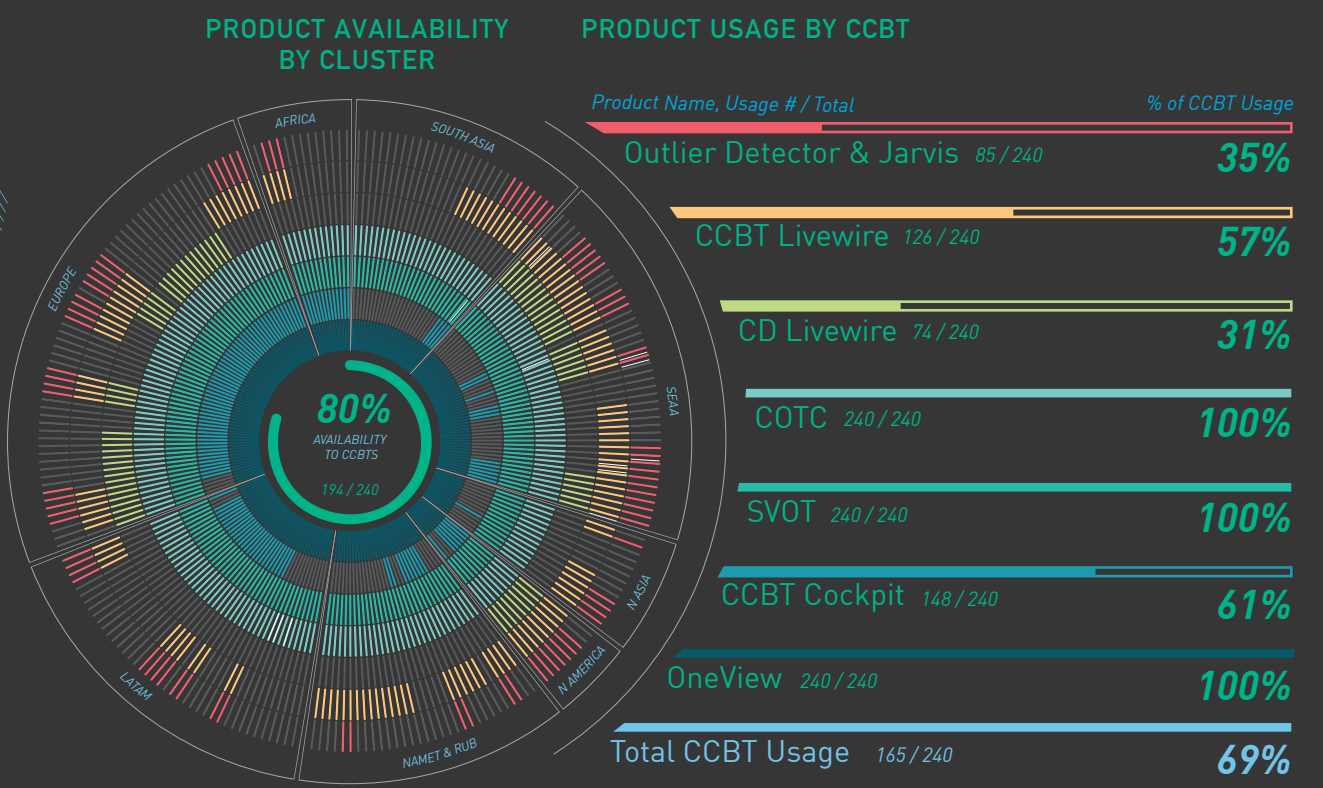


DATA EXPERTS

I&A BUILDING BLOCKS



I&A PRODUCT AVAILABILITY AND CCBT USAGE OVER NEXT 12 MONTHS



THE FOUNDATION

UNIVERSAL DATA LAKE

Will enable fast data curation and ingestion for data science, experimentation and product development. Essential for our Information, machine learning and advanced analytics capabilities, built on MS Azure data technologies.

THE FIVE PILLARS

- 1 DELIVERING INTELLIGENT SYSTEMS AT SCALE**
Powering CCBTs, CD, Supply Chain, Future Finance with advanced analytics and data products (AI).
- 2 WINNING IN PRIORITY MARKETS**
US, China, Indonesia, India, Brazil & Europe.
- 3 MAKE DATA A TRUE ASSET**
Strategic oversight of Unilever's data assets, data strategies and governance.
- 4 WORLD-CLASS INFORMATION: ONE VERSION OF THE FACTS**
Delivery of descriptive and diagnostics insights to focus attention when and where it matters.
- 5 INTELLIGENT AUTOMATION AT SCALE (RPA)**
Program of RPA acceleration to replace simple and manual data and reporting tasks with Robotic Process Automation.

I&A PRODUCT AVAILABILITY BY REGION

