

A wireframe globe showing the continents of Europe and Africa, held by a wireframe robotic hand on the left side of the image.

NASSCOM® BigData & Analytics SUMMIT 2017

AI & Deep Learning Transforming Enterprise Decision Making

JUNE 22nd & 23rd 2017

HICC, HYDERABAD

The “Magnificent 7”

Driving the Business BI & AI Tango!

A wireframe robotic hand on the left side of the image, reaching upwards.A wireframe brain on the right side of the image, surrounded by binary code (0s and 1s) and circuit-like patterns.

AJW
ADVISORY

VALUE
KNOWLEDGE
PARTNERSHIP

Andy Walter

Driving the Business BI & AI Tango

- AJW – Focus on Digital & Analytics Transformation
- Fortune 500 Analytics Journey / AI Opportunity
- The Leadership Needed Now to Tango



Andy Walter

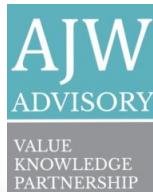
CIO / Shared Services Executive, Board Director & Advisor

Consumer Goods Technology • University of Cincinnati

Cincinnati, Ohio • 500+ 28

Andy Walter is a business results-driven professional with extensive experience in strategy, development, execution, and operations across Analytics, IT, and Shared Services. He led the Commercial Services & Delivery Organization (over 1500 IT and multifunctional professionals) for Procter & Gamble's Global Business Services (GBS). He was responsible for IT & Shared Services for all Global Business Units and Markets around the world. His team was accountable for developing cutting-edge digital capabilities for Procter & Gamble to win "where it matters most," with Consumers, Shoppers, and Retailers. This included all eBusiness, Consumer Services, BI/Analytics, Sales Force Solutions, Project Delivery, Business Process Services, and A&D / Company restructuring efforts.

He has over 15 years working on Boards and in Board level advisory roles. As a member of the Digimarc Board (Nasdaq: DMRC) he is advising on company strategy and execution into the Consumer Goods & Retail environments. Across numerous non-profit board (GS1, Ovarian Cancer Alliance, Multiple Sclerosis Society) and Private Company Board & CEO strategic level advisory roles (Fractal Analytics, Virtualitics LLC, Ivy Mobility, Verix, Signals Analytics, RapidMiner, ItemMaster) he brings leadership, industry & functional expertise, operations, an incredible personal network, Cyber Security framework, Digital Transformation, and strategic thinking to the critical business challenges facing companies and organizations.



AJW-Advisory Clients

1. Strategic Partnership Approach with marquee clients.
2. Thought Leadership / Forward Looking business. CEO gets it!
3. Speed to Value focus with clients.



Retired - Vice President, IT & Shared Services
Procter & Gamble



Strategic Advisor

Fractal Analytics

Nov 2016 – Present • 6 mos



Member Board of Directors

Digimarc

Oct 2016 – Present • 7 mos
Portland, Oregon Area



Strategic Adviser, Global Advisory Board

Ivy Mobility

Dec 2016 – Present • 5 mos



Board & Strategic Advisor

Virtualitics

Oct 2016 – Present • 7 mos
Pasadena, CA



Advisory Board Member

RapidMiner, Inc.

May 2017 – Present • 1 mo
Greater Boston Area



Strategic Advisor

Signals Analytics

Apr 2017 – Present • 2 mos
NY, NY



Advisory Board Member

Verix

Apr 2017 – Present • 1 mo
San Jose, CA



GLG Institute - Advisor

GLG (Gerson Lehrman Group)

Feb 2017 – Present • 3 mos
New York, NY



Strategic Advisor

ItemMaster

May 2017 – Present • 1 mo
Greater Chicago Area



January, 2010.... Analytics!

Fragmented, Tactical, Not Material

Andy – Make it Happen... fast!

**** Stepping on toes as you Tango is absolutely acceptable! ;-)**

Procter & Gamble's radical strategy to transform operations and improve business performance through real-time Business Intelligence now drives forward looking sufficiency analysis on more than 75% of the company's growth building blocks, key business processes, and operational decisions.

P&G Business Intelligence^{RT}

Inside Procter & Gamble's New Model for Business Intelligence

by Bob McDonald and Filippo Passerini

Included with this full-text *Harvard Business Review* article:

- 1 [Article Summary](#)
The Idea in Brief – the core idea
The idea in Practice --- putting the idea to work – rare clarity on the top 5 strategic & top 5 operational decisions.
- 2 [Business Sufficiency – Real Time : Inside Procter & Gamble's New Model for Business Intelligence](#)
All the right moves – “anticipating” is the winning strategy
Digitize, Visualize, Simulate – Prolific technology enabled capabilities differentiator
The Embedded Analytical BI Network across P&G
- 10 [Further Reading](#)
A list of related materials, with annotations to guide further exploration of the article's ideas and applications.

Harvard approached P&G in March 2012, Launched in Spring 2013

HARVARD | BUSINESS | SCHOOL

FACULTY & RESEARCH

 [FACULTY](#) [RESEARCH](#) [FEATURED TOPICS](#) [ACADEMIC UNITS](#)

FIND 

CASE | HBS CASE COLLECTION | APRIL 2013

Managing with Analytics at Procter & Gamble

by Thomas H. Davenport, **Marco Iansiti** and Alain Serels

 PRINT  SHARE  EMAIL

About the Author

**Marco Iansiti**
Technology and
Operations
Management

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Abstract

Senior management at P&G has put a strong emphasis on using data to make "better, smarter, real-time business decisions." The Global Business Services (GBS) organization has developed tools, systems and processes to provide managers throughout P&G with direct access to up-to-date data and advanced analytics. In addition, GBS has embedded analysts within the business units to work alongside leaders and managers in driving real-time information-based decision making. Equipped with the tools provided by GBS, Alan Torres, vice-president of North America Fabric Care, must finalize the forecast for P&G's laundry detergent sales. Results for the two months since introducing concentrated powder laundry detergent in select retailers saw a surprising jump in sales of over 10%, but would the trend continue as the concentrated detergents were introduced across North America?

Keywords: Analytics; Data Management; Forecasting; Shared Services; Procter & Gamble; Laundry Detergent; Information Management; Forecasting and Prediction; Information Technology; Mathematical Methods; Consumer Products Industry; North America

Language: English | Format: Print | 20 pages

[EDUCATORS](#) [PURCHASE](#)

Citation:

Davenport, Thomas H., Marco Iansiti, and Alain Serels. "Managing with Analytics at Procter & Gamble." Harvard Business School Case 613-045, April 2013.

I was off by 2 months... ;-)



Summer, 2012

Start with Strategy!



Global Brands

Organization

Trade-Retail

Markets

Supply Chain

Omni-Channel

Consumer

Specific Business Processes

Focus on Execution

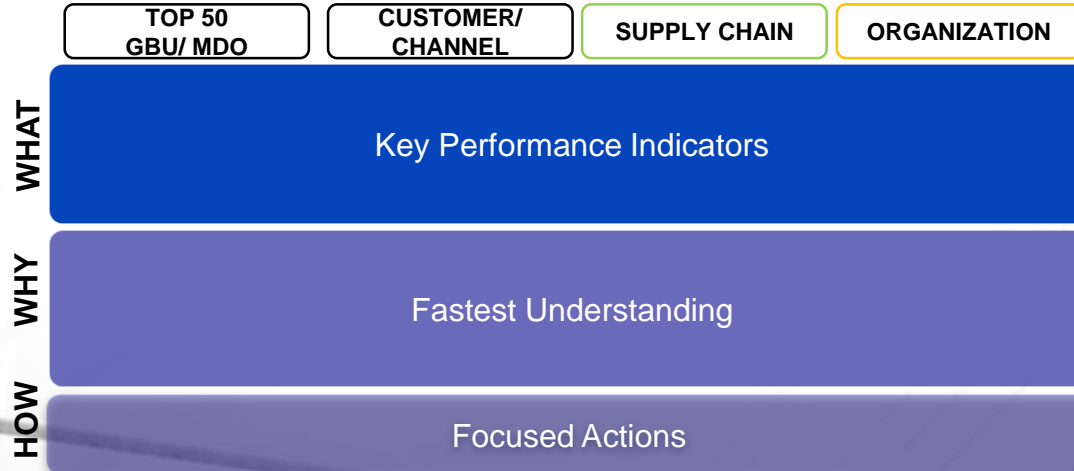
Sufficiency Analytics

Magnificent

7

Top 50
GBU
MDO
CUSTOMER
CHANNEL
SUPPLY CHAIN
ORGANIZATION

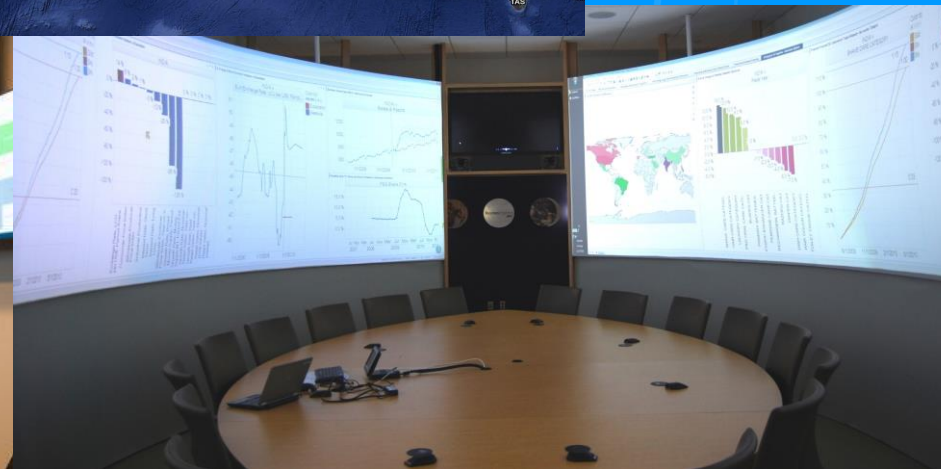
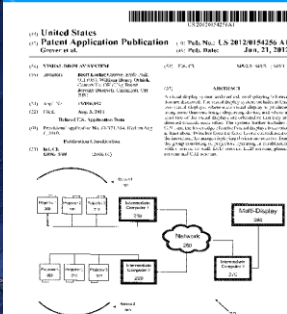
- Strategic analytic model that connects previously silo'd data
- Drive unexpected / relevant insights, forward looking projections, and critical business exceptions
- Simplify content and delivery (Business spheres, cockpits, mobile)
- Clear priorities, drive better and faster decisions as one company



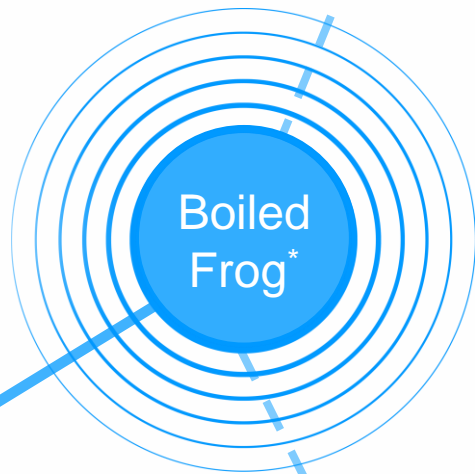
End State (60+ Inter-Connected P&G Locations Around the World)

The map displays a global network of 60+ inter-connected P&G locations. Dashed lines represent the connections between these locations, which are marked with pink dots. The locations are distributed across all major continents, with a high concentration in North America and Europe. The map also shows major geographical features such as oceans, seas, and landmasses.

The table below presents the data as entered.	
Field	Entered
SERIAL NUMBER	87154049
MARK INFORMATION	
MARK	BLINDNAP SPIRIT
STANDARD CHARACTER	YES
NON-COMPARABLE MARK	YES
LITERAL ELEMENT	BLINDNAP SPIRIT
MARK STATEMENT	The mark consists of stylized characters, which claim to use particular font, style, size, or color.
REGISTER	Pending
APPLICANT INFORMATION	
OWNER OF MARK	The Procter & Gamble Company
ADDRESS	One Procter & Gamble Company
CITY	Cincinnati
STATE (drop-down list, 2-letters)	Ohio
COUNTRY	United States
TELEPHONE CODE (drop-down list, 2-letters only)	43020
TELEPHONE	513-483-1100
E-MAIL ADDRESS	pgm-ademarks@mcg.com
LEGAL ENTITY INFORMATION	
TYPE	Corporation
STATUS/STATUS OF INCORPORATION	Active
GOODS AND SERVICES AND BASIS INFORMATION	



Boiled Frog

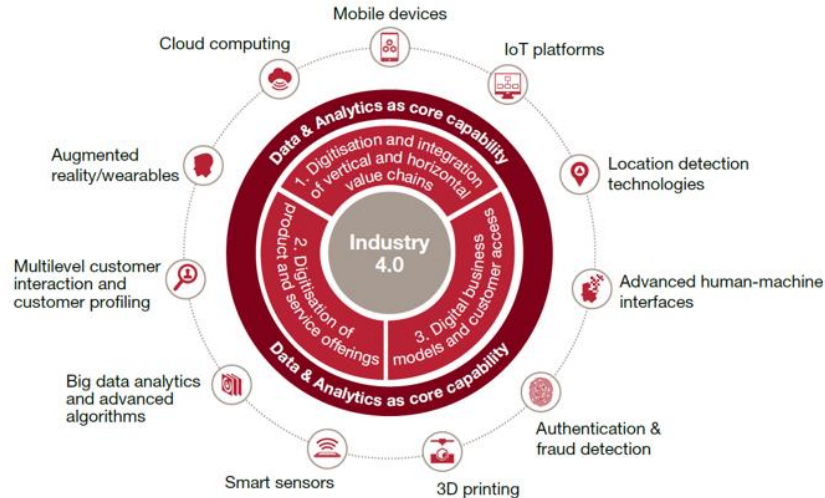


The “AI” Challenge

*No frogs were harmed in the making of this slide

Digital Transformation with Analytics/AI Core

Industry 4.0 framework and contributing digital technologies



pwc – strategy& 2017

AI & Deep Learning have not only the ability to transform Enterprise Decision Making, but to transform vertical business processes and enabled horizontal business model transformation...



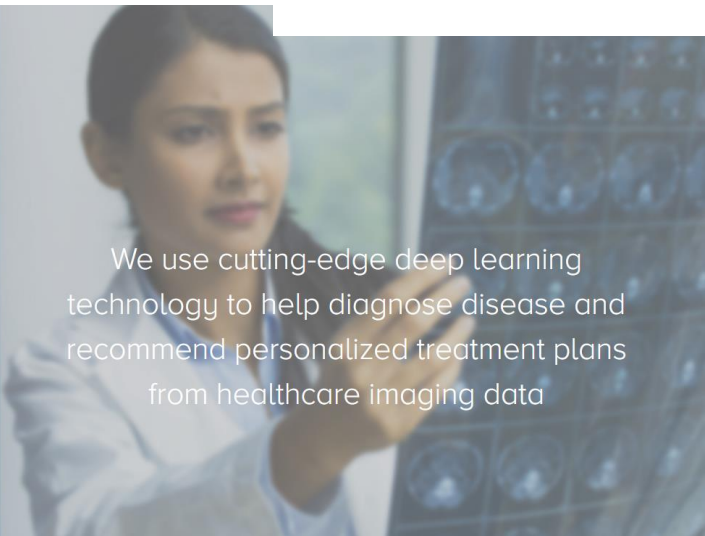
*“Build from the
Business Problem
Down, NOT the
Technology Up”*

-Manoj Saxena, Former GM IBM Watson

**Strategy, Execution, Specific Business Processes
“Augmented Intelligence”**

qure.ai

DEEP LEARNING MEETS HEALTH CARE

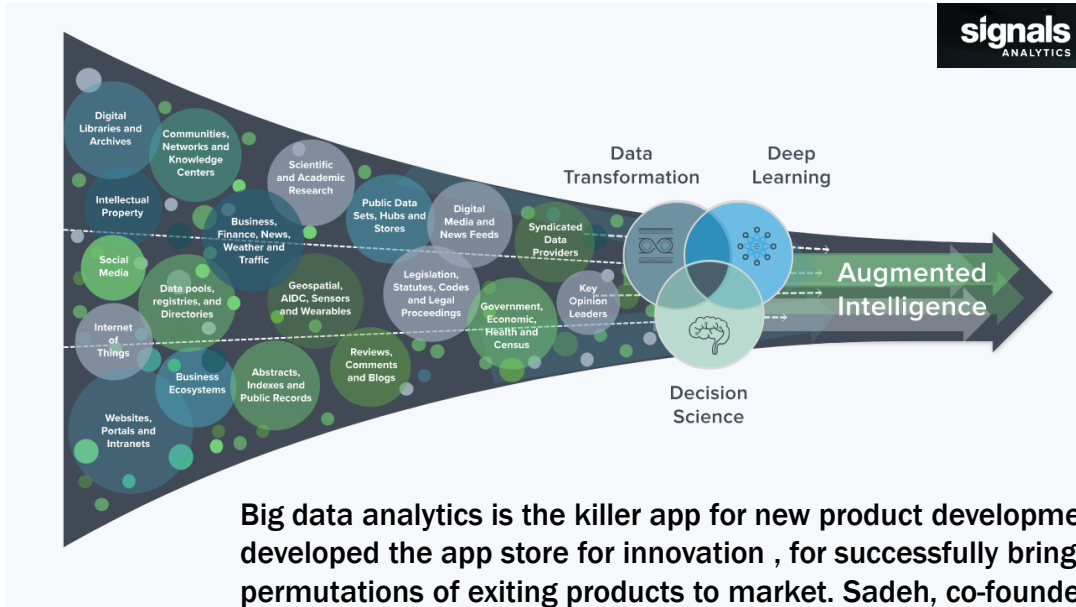


We use cutting-edge deep learning technology to help diagnose disease and recommend personalized treatment plans from healthcare imaging data

Qure.ai's mission is to make healthcare affordable and accessible using the power of artificial intelligence. Qure.ai's deep neural networks can understand and interpret medical images with unprecedented accuracy and enable machines to perform routine diagnostics, thus improving healthcare outcomes and costs.

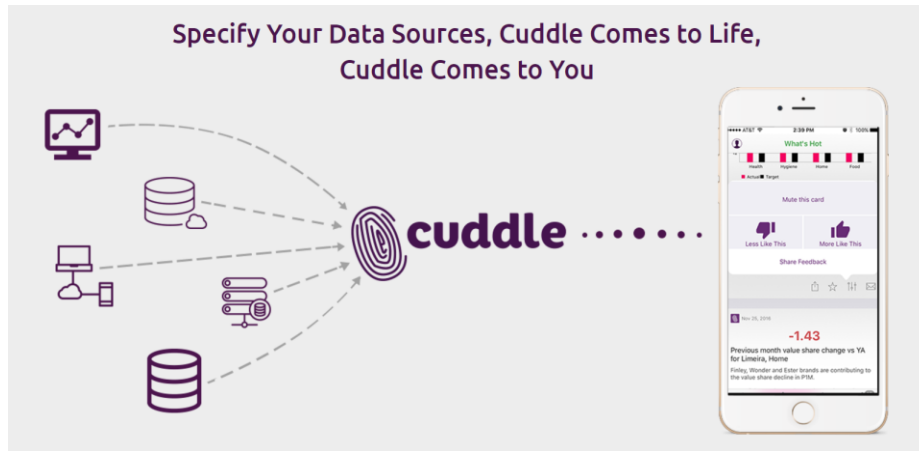
Qure.ai has a team comprising computer scientists, deep learning experts, medical practitioners and bioinformaticians.

Qure.ai Wins the Netexplo Award for Innovative Healthcare AI
Qure.ai Wins Nvidia's Social Innovation Award



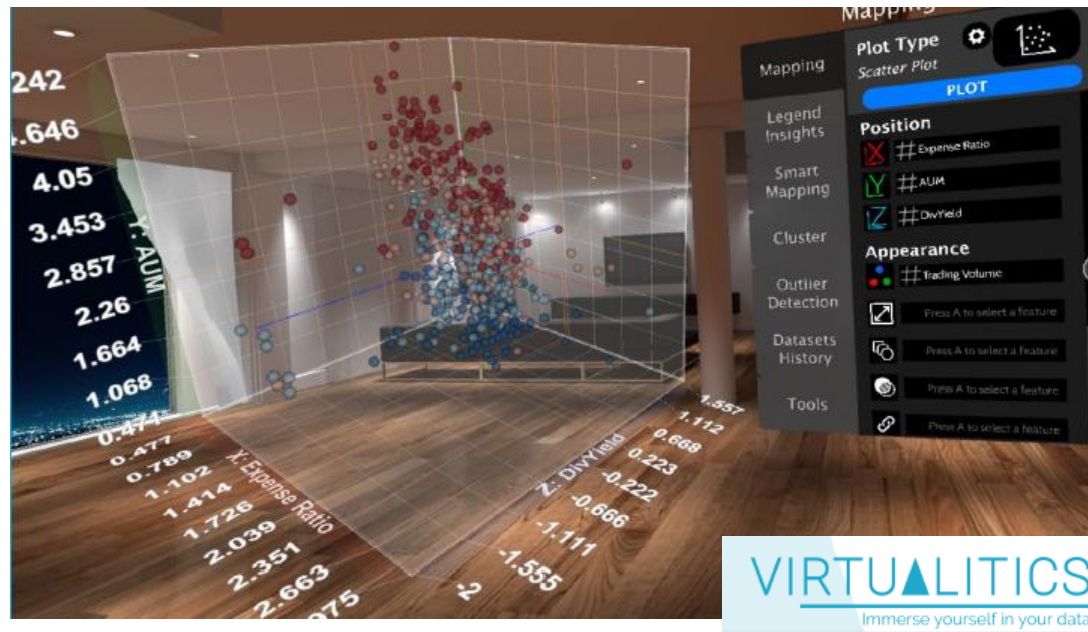
Big data analytics is the killer app for new product development and Signals has developed the app store for innovation , for successfully bringing new products or permutations of exiting products to market. Sadeh, co-founder Kobi Gershoni, and their team have spent three years developing a technology infrastructure that would allow them to pull into one unified environment large volumes of data from numerous sources, in real-time.

Once the infrastructure was ready, they decided to focus on a specific business problem that could benefit from the intelligence gathering, modeling, and analysis capabilities they have developed.



At Cuddle.ai, we are defining the future of Business Intelligence. We are constructing a world of BI with the User in the center to help them succeed in today's volatile business environment. BI that is adaptive, intuitive & beautiful. BI that fully leverages the power of artificial intelligence and mobility to handle complexity and deliver simplicity for the user.

We call it Intelligent BI — a learning system that is continuously sensing the user's context, business, and evolving needs to predict what they need to know at every single moment.



Machine Learning and Natural Language

Smart mapping based on Machine Learning and Natural Language that summarizes the key patterns in the data.

The Challenge of Analytic Transformation

**It's all about leadership... if not
from your clients or leadership,
then from you as thought leaders.**

*“The people who are crazy enough to think they can change the
world are the ones who do.” — Apple “Think Different” 1997*

The Challenge of Analytic Transformation

1. Passionate ownership & Understanding of their business model.
2. Decisive decision making with Analytics Augmentation.
3. Stay close to competitors & trends, but drive focus on your consumers!

*“The culture of a company is the behavior of its leaders. Leaders get the behavior they **exhibit and tolerate**. You change the culture of a company by changing the behaviors of its leaders. You measure the change in culture by measuring the change in the personal behavior of its leaders and the performance of the business.”*

– Dick Brown, CEO EDS

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SUMMIT 2017

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Thank You