

# Procter & Gamble TIV Report

Score: 29.56% (133/450)

Category: Technology Laggard

Assessment Date: 2025-09-01

## Section Summary

Section	TIV Score	Category
Part 1: Business & Strategy	23.33%	Technology Laggard
Part 2: Apps & Data	37.33%	Technology Laggard
Part 3: Infrastructure	28%	Technology Laggard
Total TIV Score	29.56%	Technology Laggard

## Business & Strategy Analysis

Assessment of business strategy and technology leadership reveals organizational commitment to digital capabilities development through executive structure, strategic initiatives, and technology talent acquisition.

- Management structure lacks dedicated CDO and CTO roles
- No evidence of AI leadership
- Technology investments mentioned as supporting business objectives, but lacks a multi-year technology roadmap
- No recent hiring data found for data and tech roles
- No redundancies reported in tech/data roles

## Applications & Data Analysis

Technical platform evaluation demonstrates digital architecture maturity, data management sophistication, and customer experience optimization capabilities.

- Website uses modern HTML, CSS, and JavaScript frameworks
- Core Web Vitals score is in the 50-89 range
- Basic rules-based personalization observed on the website
- Uses enterprise-level analytics tools
- Minor errors observed in code quality

## Infrastructure Analysis

Infrastructure assessment shows cloud strategy implementation, security posture, and operational scalability aligned with modern technology practices.

- Multi-cloud strategy indicated through various partnerships
- Traditional data structures observed
- No evidence of AI/ML Ops maturity found
- Modern security measures observed
- Compliance with GDPR/CCPA noted

## Evidence Gaps & Assumptions

Areas with insufficient evidence:

- Detailed financial expenditure details
- Hiring volume and mix for data and tech roles
- Evidence of AI agent preparedness
- CI/CD maturity and deployment cadence

## Recommendations

Key improvement areas based on gaps identified:

1. Appoint dedicated CDO and CTO roles to drive technology strategy
2. Develop a detailed multi-year technology roadmap
3. Increase hiring volume for data and tech roles
4. Implement AI/ML Ops practices
5. Improve CI/CD maturity and deployment cadence

## Overall Assessment

Procter & Gamble demonstrates a foundational technology strategy but lacks depth in execution and commitment to advanced technology practices. The company shows basic digital capabilities but has opportunities to improve in strategic technology leadership and implementation.

## Evidence Sources

Leadership & Management:

- [LinkedIn](https://www.linkedin.com/company/procter-gamble)
- [Investor Relations](https://www.pg.com/investors)

Financial & Investment:

- [Investor Relations](https://www.pg.com/investors)

Technical & Performance:

- [BuiltWith](https://builtwith.com)
- [GTmetrix](https://gtmetrix.com)
- [PageSpeed Insights](https://developers.google.com/speed/pagespeed/insights)