

# Procter & Gamble TIV Report

Score: 69.6% (313/450)

Category: Technology Adopter

Assessment Date: 2025-09-01

## Section Summary

Section	TIV Score	Category
Part 1: Business & Strategy	81.3%	Technology Leader
Part 2: Apps & Data	80.7%	Technology Leader
Part 3: Infrastructure	46.7%	Technology Follower
Total TIV Score	69.6%	Technology Adopter

## 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 includes a Chief Data Officer, Chief Technology Officer, and Chief Information Officer
- Strategic capabilities include significant R&D; expenditure and investments in digital transformation
- Technology transformation programs include cloud infrastructure modernization and acquisitions of tech-enabled startups
- AI/ML initiatives are embedded within broader digital or data leadership roles
- Hiring velocity and tech talent acquisition are strong with a balanced mix of senior leadership and junior roles
- Development opportunities and gaps include a lack of a dedicated Head of AI role and limited public evidence of formal AI ethics policies or tools

## Applications & Data Analysis

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

- Technology stack includes modern JavaScript frameworks, REST APIs, and hybrid architecture

- Platform strengths include AI-driven product recommendations, personalized marketing campaigns, and comprehensive marketing ecosystem
- Website technology and performance are good but not exceptional
- Customer data and personalization are strong with rich custom variables and event tracking
- Security features include modern TLS and encryption-at-rest
- Enhancement areas and technical debt include limited public evidence of APIs for AI agents and no clear evidence of provenance & trust metadata

## Infrastructure Analysis

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

- Cloud partnerships with AWS and Azure for specific workloads
- AI/ML infrastructure capabilities are limited with no public evidence of model registry, feature store, or fully automated pipelines
- Data strategy includes modern data stack usage with Snowflake and Databricks
- CI/CD and deployment practices show medium maturity with automated pipelines but no full GitOps or canary deployments
- Security and compliance measures include full CMP, GDPR, ISO 27001, SOC2 compliance
- Modernization focus and opportunities include improving AI operational maturity and deployment cadence

## Evidence Gaps & Assumptions

Areas with insufficient evidence:

- Detailed public evidence of formal AI ethics policies or tools
- Public evidence of partnership with Azure OpenAI, AWS Bedrock, or GCP Vertex AI
- Public evidence of model registry, feature store, or fully automated pipelines
- Public evidence of APIs for AI agents and provenance & trust metadata

## Recommendations

Key improvement areas based on gaps identified:

1. Establish a dedicated Head of AI role
2. Develop and publicly disclose formal AI ethics policies or tools
3. Form partnerships with AI cloud providers such as Azure OpenAI, AWS Bedrock, or GCP Vertex AI
4. Improve AI operational maturity with model registry, feature store, and fully automated pipelines
5. Increase deployment cadence for major releases

## Overall Assessment

Procter & Gamble demonstrates strong leadership commitment and application maturity but moderate infrastructure and AI operational maturity. The company shows strong hiring velocity and tech talent acquisition but has opportunities to improve AI operational maturity and deployment cadence.

## Evidence Sources

### Leadership & Management:

- Procter & Gamble official website: <https://www.pg.com>
- P&G; Annual Reports and Proxy Statements (2024-2025)

### Financial & Investment:

- P&G; Annual Reports and Proxy Statements (2024-2025)

### Technical & Performance:

- Job postings on LinkedIn and P&G; Careers
- Glassdoor and Indeed employee reviews
- Technology blogs and public tech stack analyses (BuiltWith, Wappalyzer)
- PageSpeed Insights for <https://www.pg.com>
- Public security and compliance disclosures
- News articles on P&G; digital transformation initiatives