

Next Generation Services – My P&G Experience With Creating The Future of Shared Services

Tony Saldanha

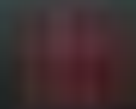
Futurist, Adviser, Author, Ret. V.P. Procter & Gamble



The Expert: IT Support (Short Comedy Sketch)



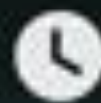
Play (K)



Scroll for details



~40% of all jobs could be done by
AI in 2034



0:34 / 2:41

Scroll for details



How to you disrupt (10X change)
\$2Bn+ shared service capabilities
using very little resources?



E2E PLANNING



TRAVEL/EXPENSE



EMP. PLATE



AI FOR LIMS



STRUCTURE

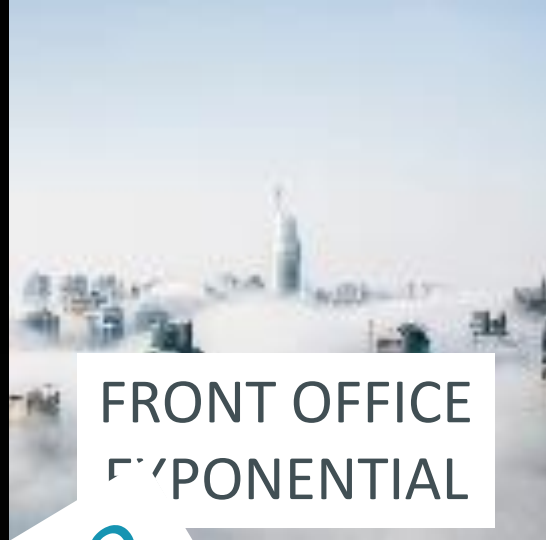


BLOCKCHA
TRAN



ALGORIT

BUYING



FRONT OFFICE
EXPONENTIAL



WAREHOUSE &
TRANSPORT AI



CORPORATE FORECASTING



UM



AI FOR KBDs



FUTURE MDM



CLIENT
ON DEMAND



STORE
EXECUTION



AI FOR AR

Why Should The Travel Expense process even Exist?

Can we do REAL TIME Supply Chain Planning End-to-End?

Can AI do Call Centers, AR, Purchasing, Legal, self-heal IT, etc?

P&G GBS NEXT GEN
SUCCESS STORIES

How do we do 100% Master Data accuracy?

And ~100 other needs....

AGENDA

01

CONTEXT

Regarding P&G and GBS and the business need

02

The Future of Shared Services

Why continuous improvement is insufficient

03

Where to Start?

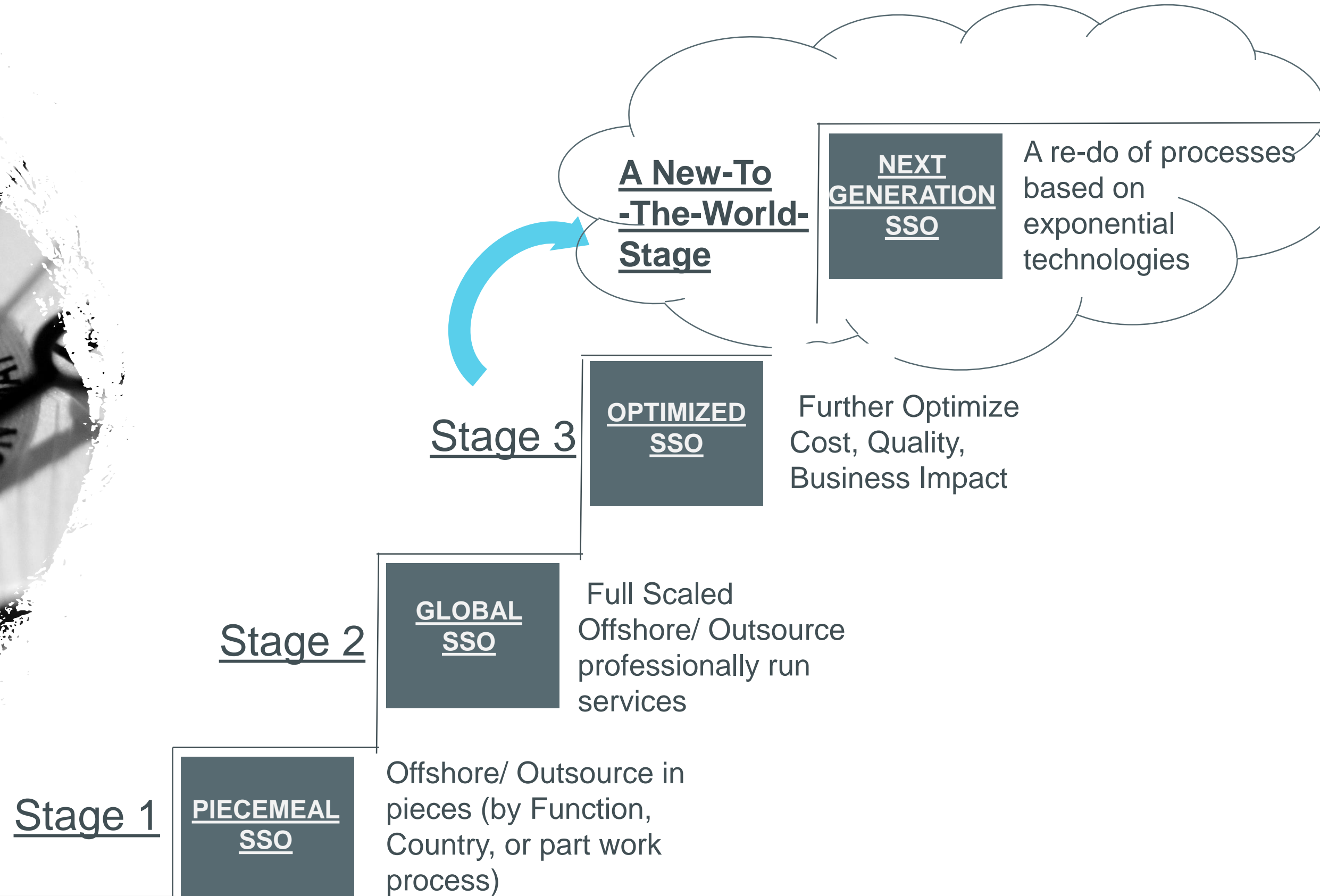
Thoughts on what you can do today



Introduction: Tony Saldanha

- Globally recognized Fortune 25 executive
- 30+ years in the IT and Shared Services business
- 27 years with P&G
 - Lived in 6 countries
 - 14 roles, covering all aspects of shared services, including running GBS in all regions
 - CIO for Gillette company
- Premier 100 IT Professionals on the 2014 **Computerworld** list
- Advisor to boards and CEOs
- Author
- Digital Transformation Evangelist

Create the Future of Shared Services



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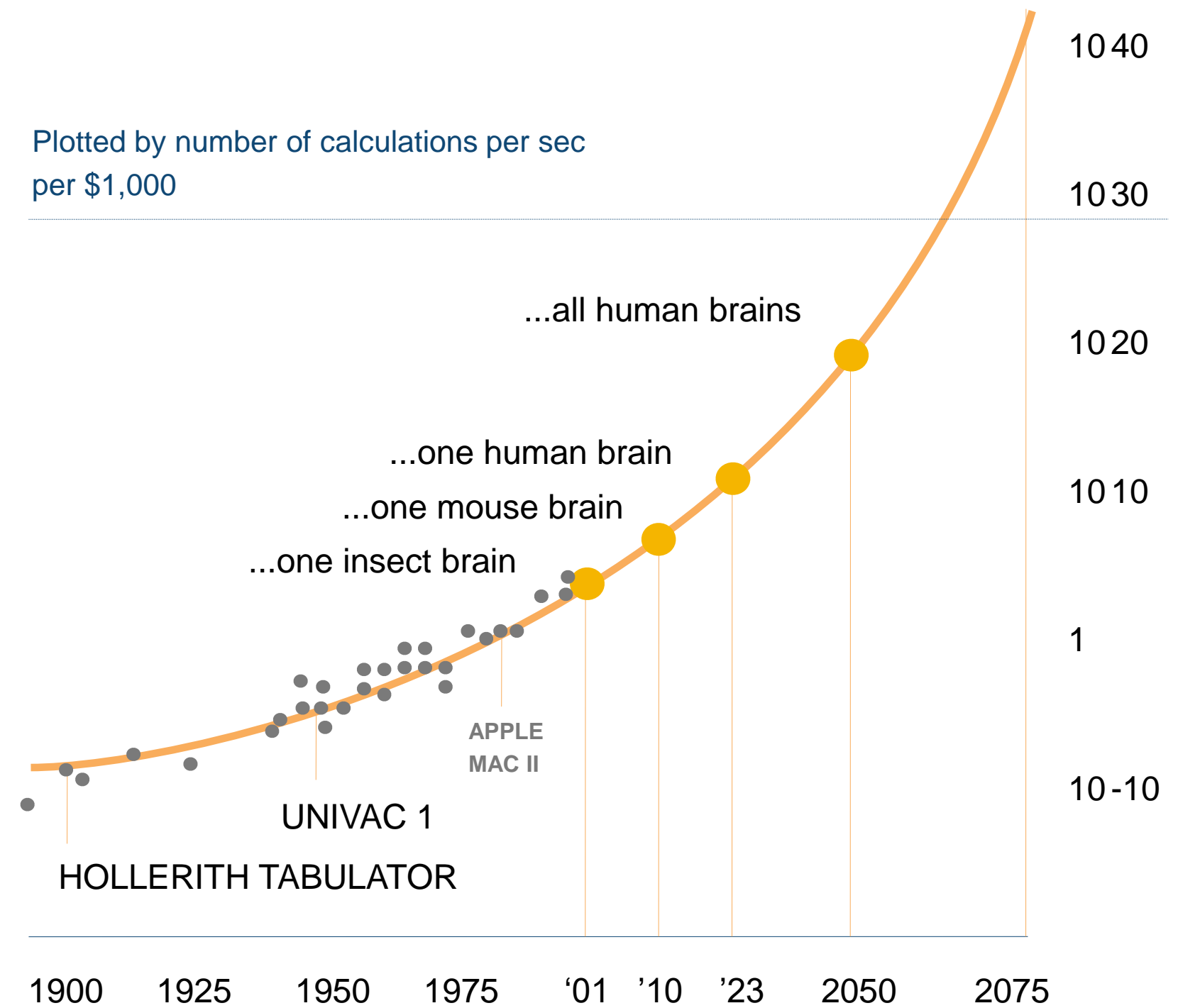
03

Where to Start?

Thoughts on what you can do today

COMPUTING CAPACITY PER \$1000

Plotted by number of calculations per sec
per \$1,000



Five of the top 10 companies in the world by market capitalization in 2018, per PWC, are Technology companies

(That doesn't include Amazon or Alibaba which are classified as "consumer services")

Eight years ago, only one of these
ten, Microsoft, was on the Top 10 list

Algorithm-based supply chain planning will
dramatically shrink the product inventories
and lead times in supply chains

*(The fashion retailer, Zara, has been delivering fashion from
designer ideas to retail stock within two weeks for several
years now)*

Xiaomi already ships new batches of phones every week, with each batch having superior capabilities to the last

40-50% of jobs in the manufacturing,
transportation and retail sectors could
be done by hardware or software
robots by 2030

*(Later, 3D printing will disrupt manufacturing robots,
as consumers print products at home)*

By 2025, 10% of all wealth being managed by financial planners will use a combination of AI and humans

By 2027, machine literacy – the ability for computers to be above basic human literacy levels, will exceed that of 24 million US people

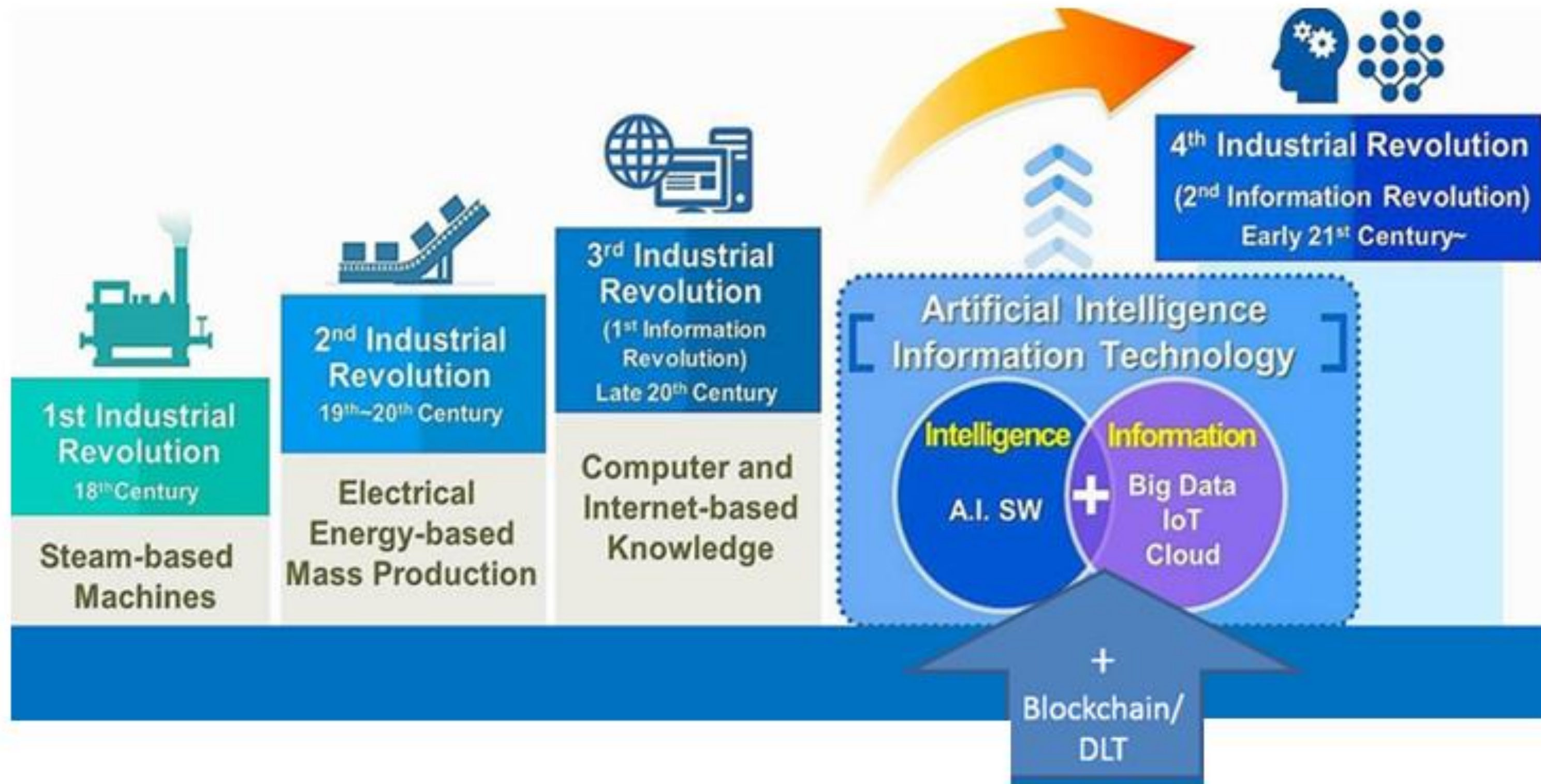
Rayna meets a "robot".



0:00 / 0:24



What is the Fourth Industrial Revolution?



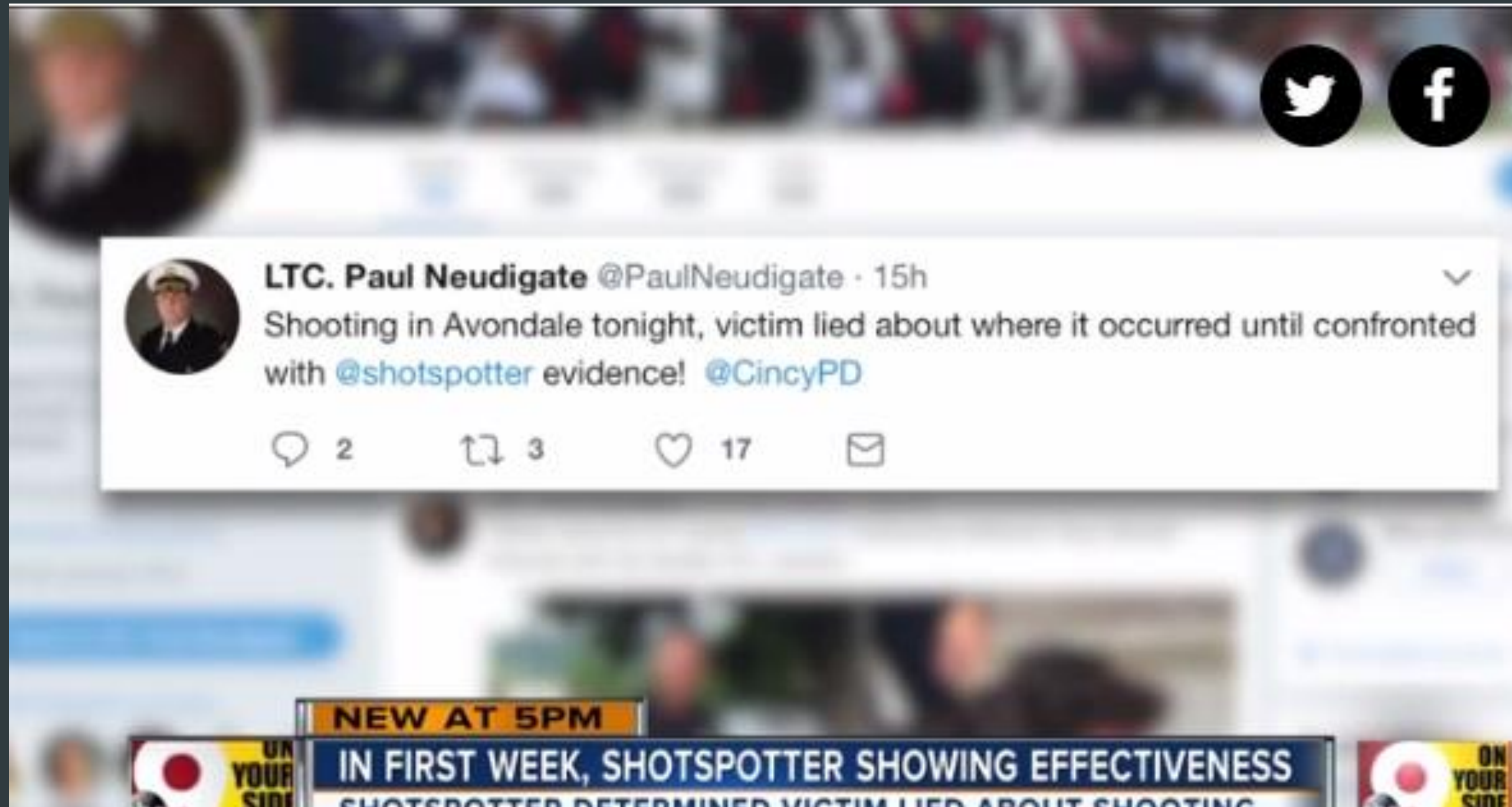
What is Digital Transformation?



- *Digital Disruption*: The effect of the Fourth Industrial Revolution in the corporate and public-sector landscapes.
- *Digital Transformation*: The migration of enterprises and societies from the Third to the Fourth Industrial Revolution era.



WHITE COLLAR *vs.* AI?



How far away is disruption?

On Fri, April 10th, 2015 at 1:23 pm (EDT), AJ Brustein <aj@wonolo.com> wrote:
Sounds great. Copying Amy as well. Thanks.
AJ

On Fri, Apr 10, 2015 at 10:08 AM, Saldanha, Tony <saldanha.t@pg.com> wrote:

Thanks AJ.
I am out next week, but perhaps we can connect the following week? Valerie – Kim can help schedule a call, just let her know.
Tony

From: amy@x.ai [<mailto:amy@x.ai>]
Sent: Friday, April 10, 2015 8:33 PM
To: Abrell, Valerie
Subject: Re: Intro: PG and Wonolo

Hi Valerie,
Happy to get something on AJ's calendar.
Does Monday, Apr 20 at 11:00 AM PDT work? Alternatively, AJ is available Monday, Apr 20 at 4:00 PM PDT or Tuesday, Apr 21 at 10:00 AM.
I'll include the dial-in on the invite.
Amy

Amy Ingram | Personal Assistant to AJ Brustein
x.ai – artificial intelligence that schedules meetings



E2E PLANNING

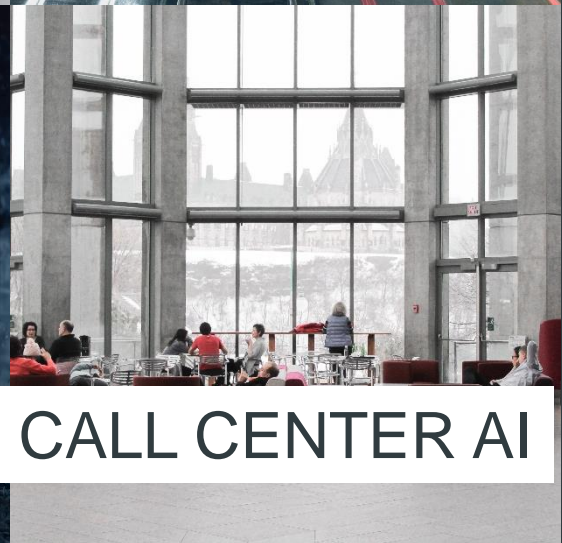
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AI FOR AR

Big Idea / Concept

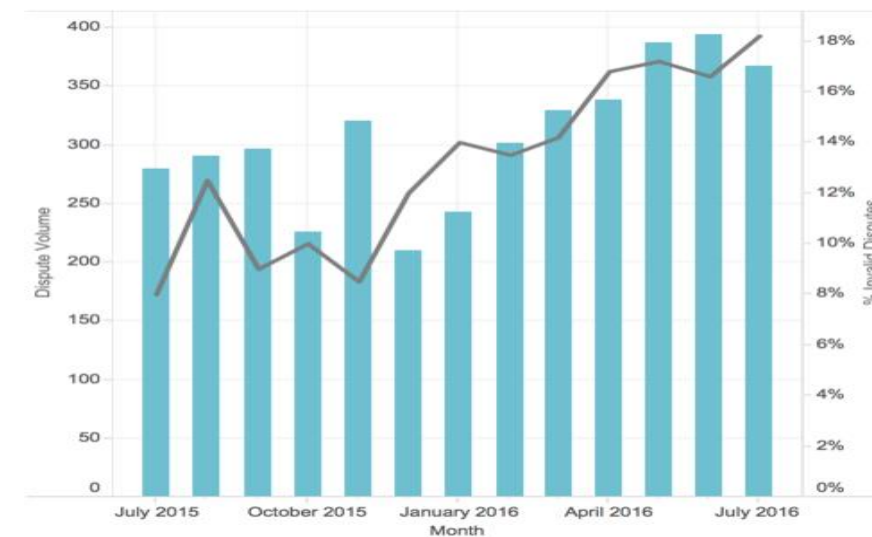
AI to Transform Accounts Receivable Process

Stay ahead of advancing AP Technologies

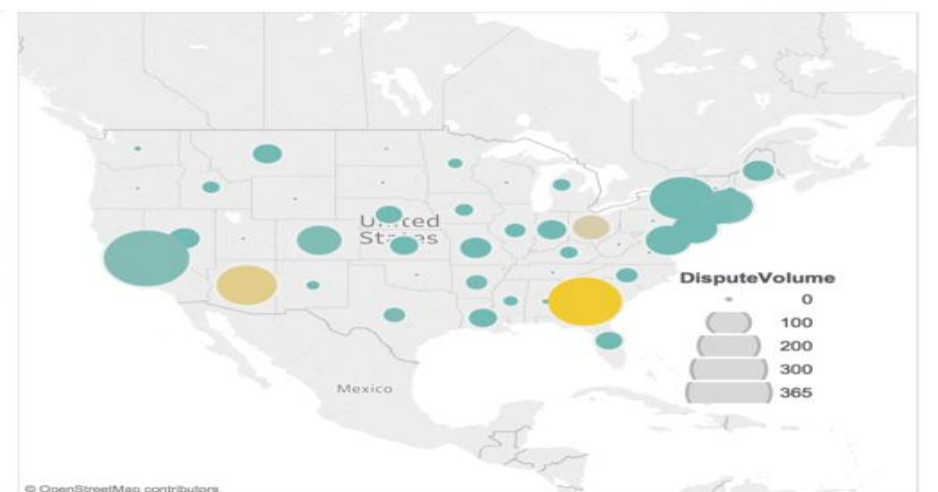
Business Benefits Targeted

- Reduce Cash Leakage
- Eliminate 90% of manual touches
- Reduce DSO by X Days

Customer Monthly Dispute Behavior



Geographical Variations



AI FOR CALL CENTERS

Big Idea / Concept

Data Automation

Intelligence Suggestions


Predictive Analytics

Business Benefits Targeted

Customer Satisfaction (+x% in CX)

Advisor Efficiency (+ x% productivity)

Cost Reduction (- x% operation costs)



The image shows a person's hands interacting with a laptop and a tablet. The laptop screen displays a line graph with data points. The person is wearing a white shirt and a necklace. The background is blurred, showing an outdoor setting with greenery.

Agara Labs Welcome Michael Foster

← Back to Case Listing Case Number: 03456892 Country: USA Case Created: Apr 1st, 1:30PM Time Since Reopened: 06 hours, 40 minutes Priority: 23 Brand: Pampers Language: English Make Me Case Owner

4 previous emails

sarahwarwick1988@hotmail.com 11 May, 3:43 PM

Is there anyway to get a refund on a product? My husband bought swaddler overnight diapers instead of the dry diapers and they're awful. We've used them for a past three nights. They fall apart. The sticky clasps come undone. This morning my son's pajamas were soaked in urine because the clasp had completely fallen off from the side of the diaper. We never had a problem with the dry diapers

Product and Comment Path

Pampers » Diapers » Baby dry

- Complaints Other » Marketing Promotion, Advertising » Issue with technical, website, application, mobile

Pampers » Diapers » Baby dry

- Complaints Other » Marketing Promotion, Advertising » Issue with technical, website, application, mobile

Pampers » Diapers » Underjams » Boy

- Complaints Other » Marketing Promotion, Advertising » Issue with technical, website, application, mobile

Knowledge Base Articles

All Diaper Tape and Ear Complaints

Type: Briefing Last Modified: Dec 1st, 2016

Diaper or pant leaks urine and/or bowel movement

Type: Briefing Last Modified: Dec 1st, 2016

Ava Composer

We are working very hard on the next version of Ava. It will bring a lot of new features.

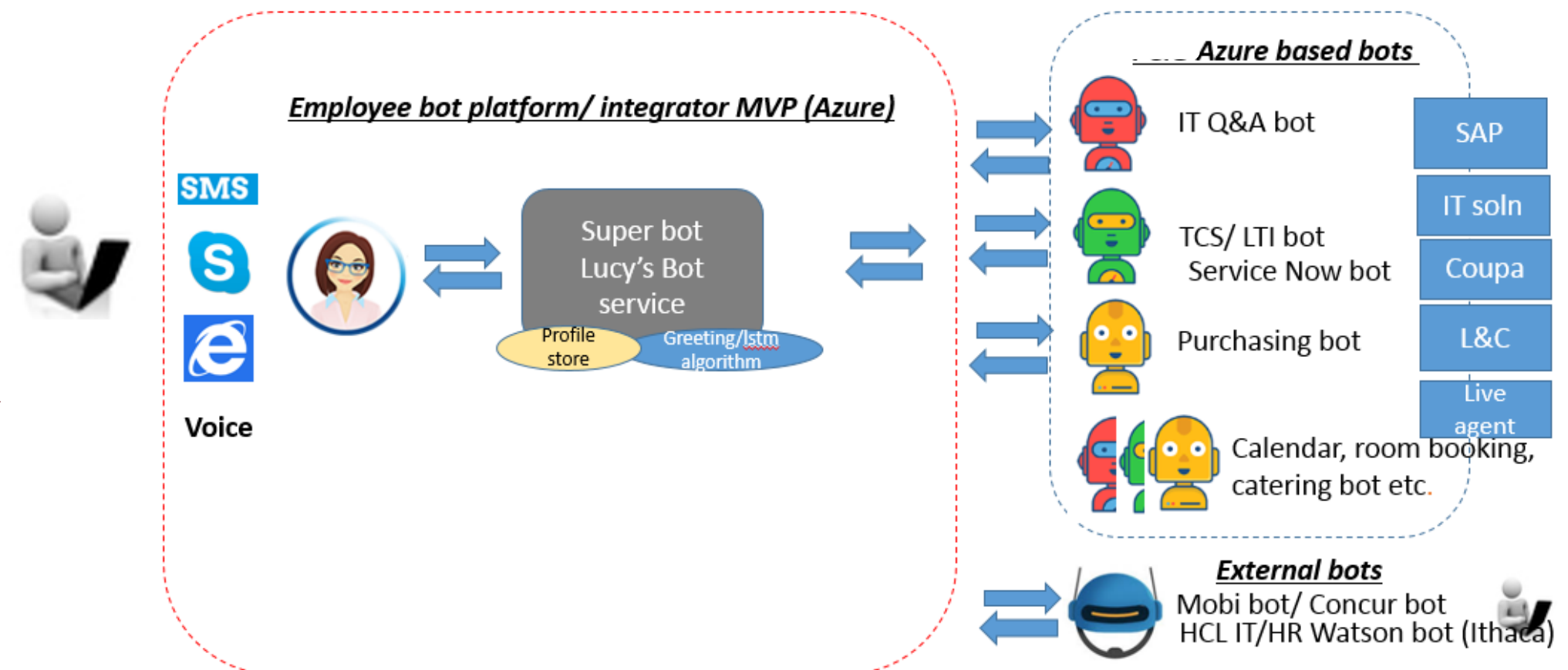
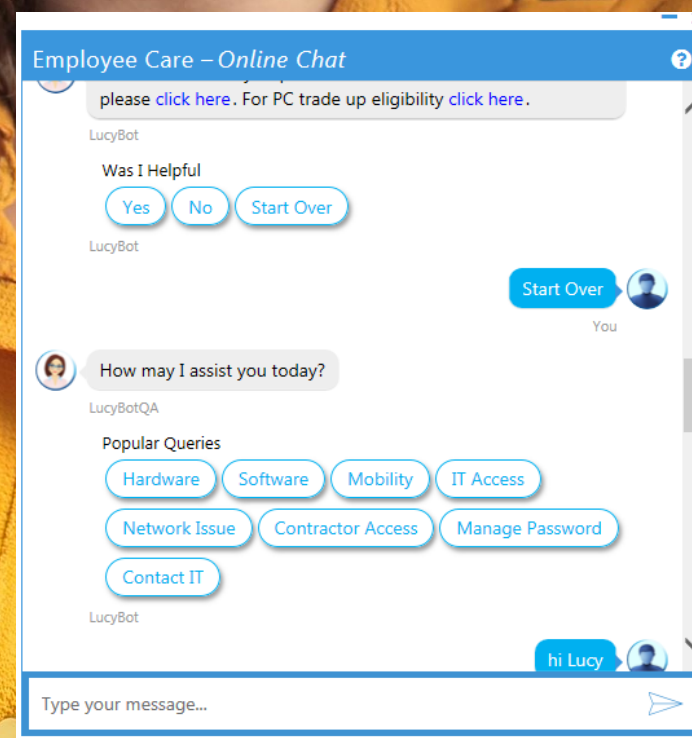
AI PLATFORM FOR ALL EMPLOYEE SERVICES

Big Idea / Concept

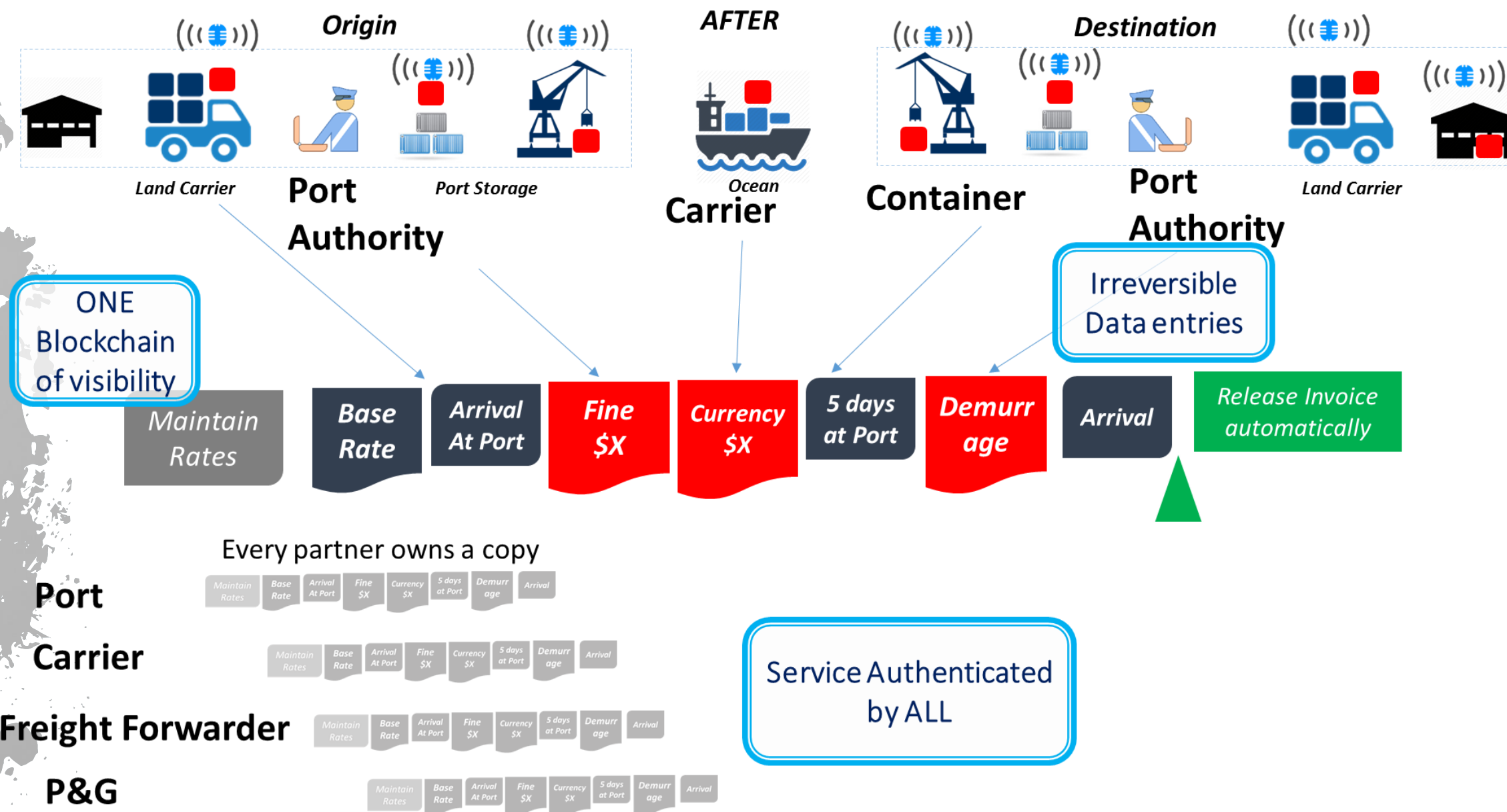
- Single personal virtual assistant for all employee needs (cross domain/ function)
- Accessible on multiple channels e.g. voice, text, web, Skype etc.

Business Benefits Targeted

- Reduce front office call volume by XX% over the next 2 years
- Improve employee productivity by XX%



BLOCKCHAIN BASED SHIPPING & INVOICING



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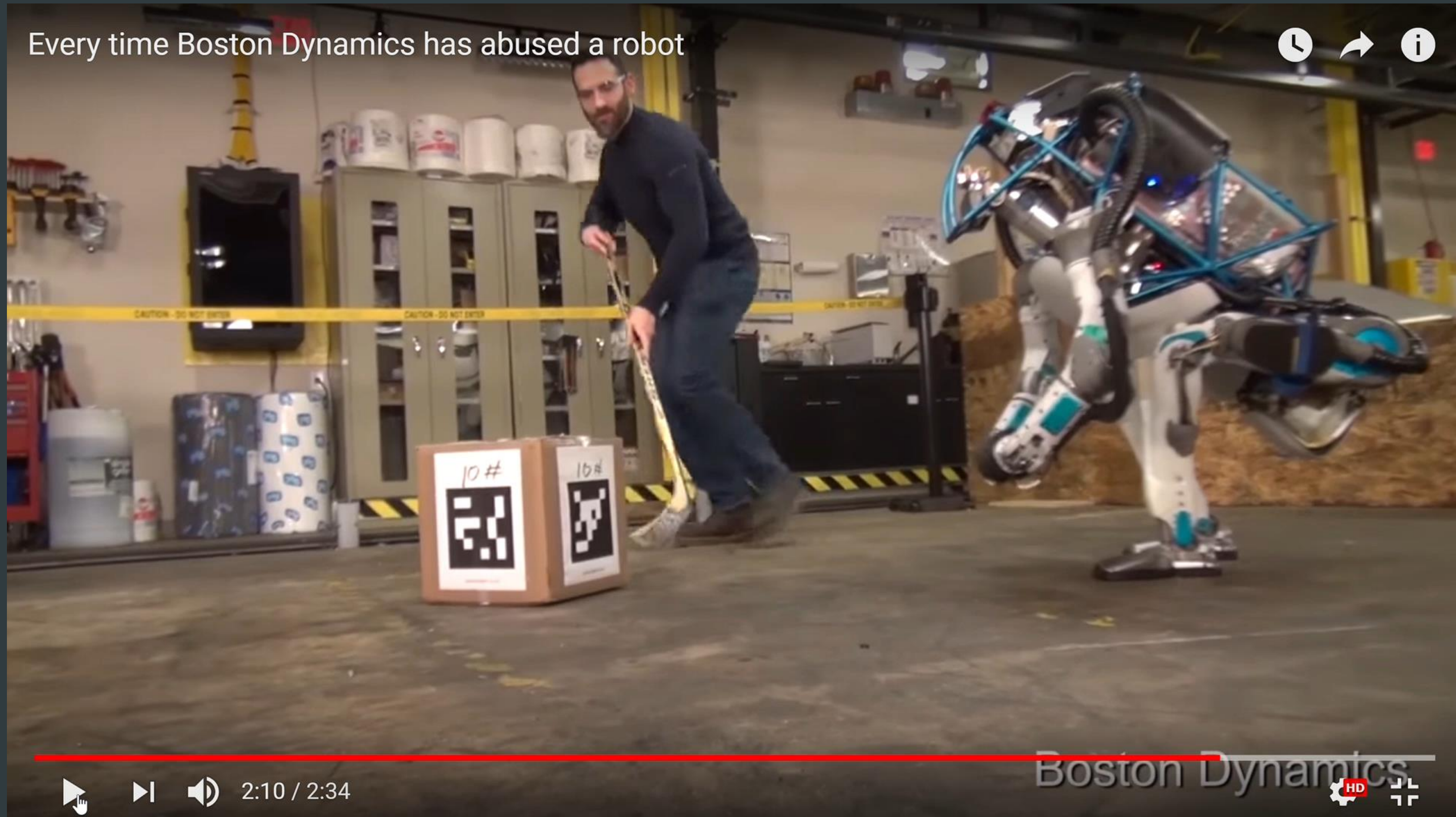
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Where to Start?

Thoughts on what you can do today

WHAT NOT TO DO (JUST KIDDING)

Every time Boston Dynamics has abused a robot

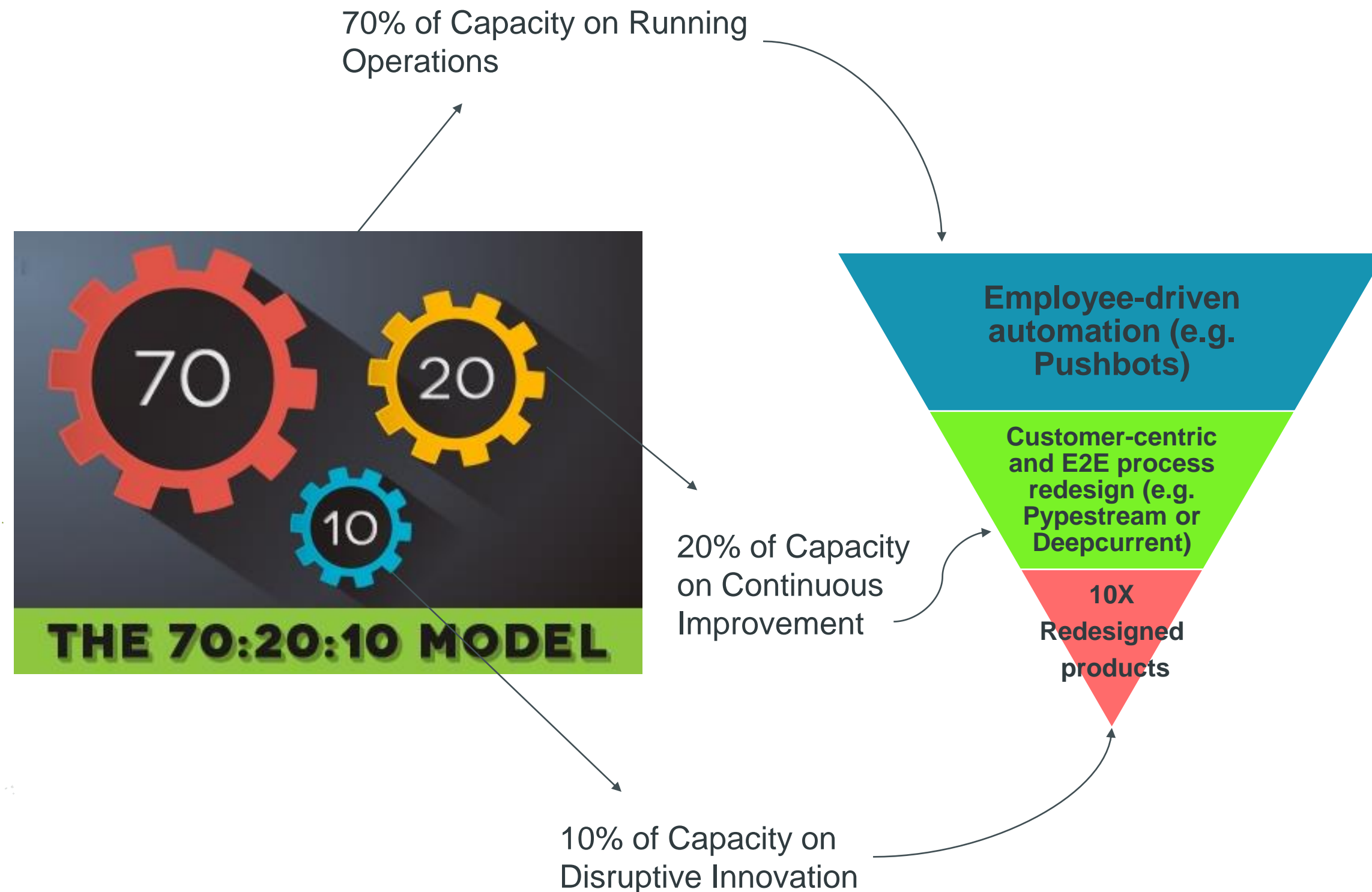


Three Ideas You Can Use Now!



- *Enable*: Enable 10X disruption in parallel with current operations
- *Ecosystem*: Create an ecosystem to bring most ideas outside-in
- *Empower*: Build digital capabilities

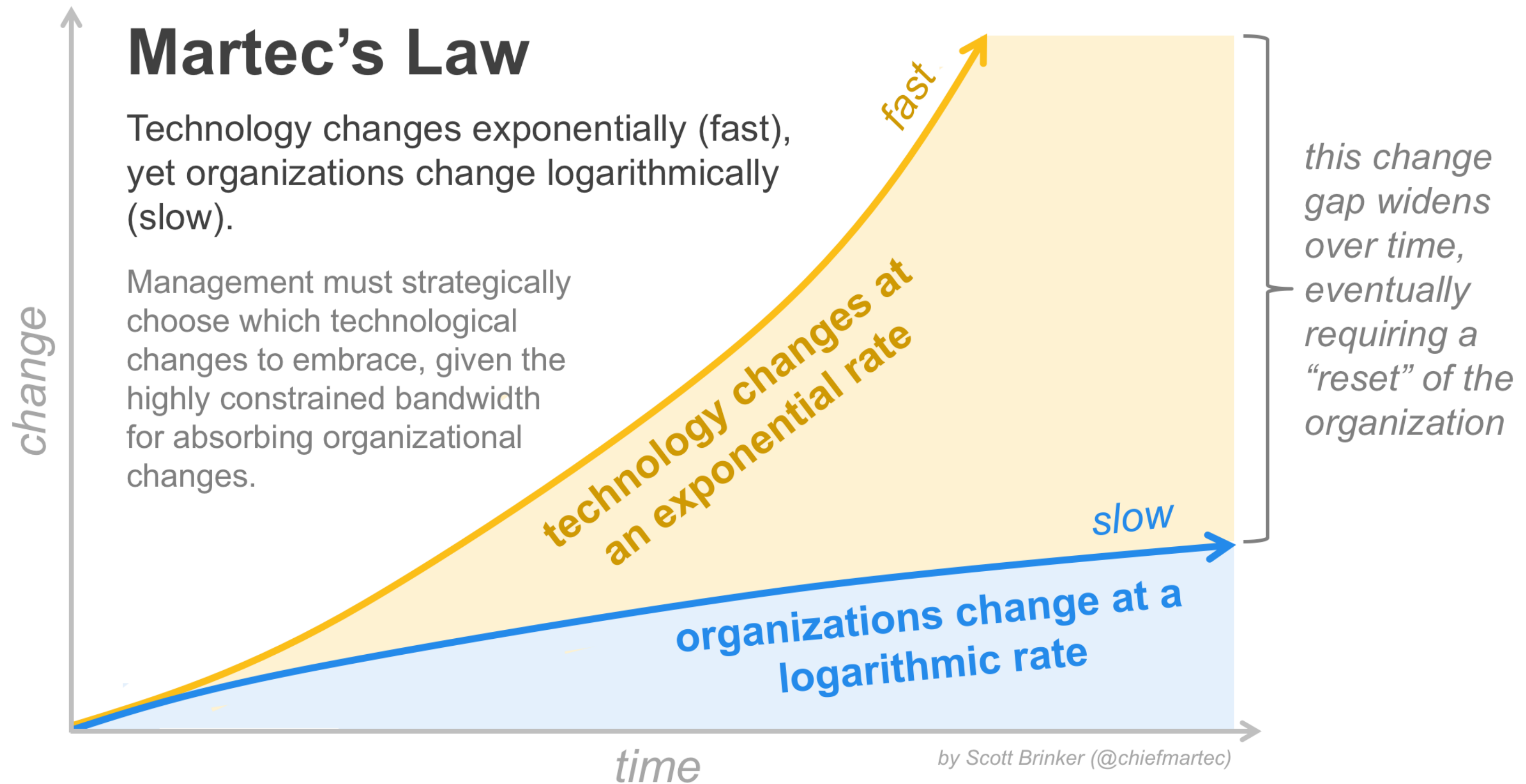
ENABLE: OPERATE AND DISRUPT IN PARALLEL



ECOSYSTEM: BRING IDEAS OUTSIDE-IN



EMPOWER: MANAGE ORGANIZATIONAL CHANGE

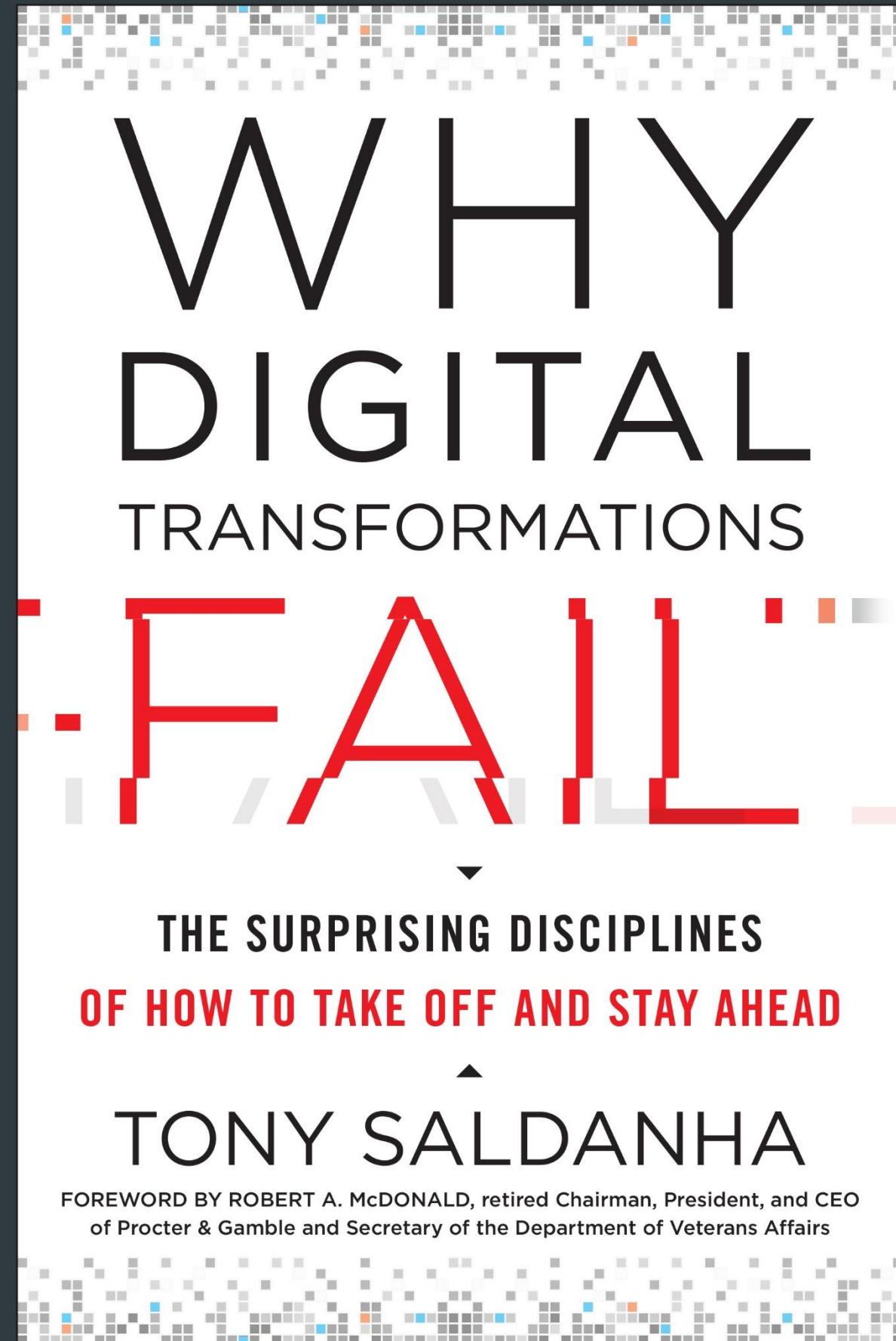


But Wait!

There's more...

70% of all digital
transformations fail!

The Surprising Reason?
- A lack of discipline





GET IN TOUCH!

■ [linkedin.com](https://www.linkedin.com)

Tony Saldanha