

### You, Your leadership and Al Sharing Experience and Tips on data/Al and human ROI

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## **Objective vs. invisible side of ROI in Data & AI**

EFFICACY

#### Financial Impact derived from Digital Transformation TRANSFORMED BY DATA-DRIVEN STRATEGIES Customer experience, offer, value proposition, renewed business model 20% 22% YES **COMPANIES TRANSFORMED «FUTURE READY» COMPANIES** BY DATA-DRIVEN EXPERIENCE -1 pt margin\* +19.3 pt margin\* Mirrors the levels 3 to 5 of the Digital Readiness Framework 7% 51% NO NON TRANSFORMED COMPANIES ACTIVATING COMPANIES DATA-DRIVEN EFFICACY -7.9 pt margin\* +1.8 pt margin\* Mirrors the levels 1 to 2 of the Digital Readiness Framework NO YES



\* Average Margin Points versus the Industry Average from previous year (2019)



Digital

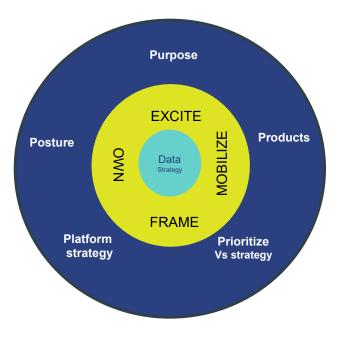


More processes driven

#### **A Human + Data Journey** Purpose Vision, Objectives my 6 Ps framework PEOPLE Posture **Products:** Multidisciplinary **Ideate Data** Ethics Data **Products** Our own AI Act Strategy Platform strategy Prioritize Process & Vs strategy Governance **BM** canvas

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## Cultural transformation



1) Not about digital, but the power of data and conscious AI x strategy

2) Not about digital processes, but about the power of human

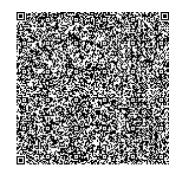
3) Collective Intelligence starts with you, your own psychology of change, critical thinking Datae Humanum.

# Thank you so much and happy to keep in touch!

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**Jatae** Jimanum® Vision, Value, Vitality through Data and AI

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