

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

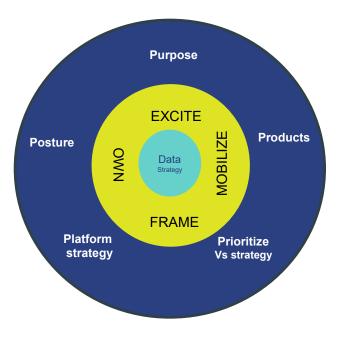


More processes driven

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

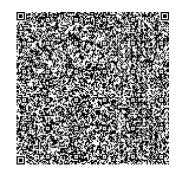
3) Collective Intelligence starts with you, your own psychology of change, critical thinking Datae Humanum.

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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