Business Intelligence RT

*harnessing the power of **R**eal **T**ime business intelligence to win with more consumers, in more parts of the world, more completely.*

Agenda

1 **About P&G / GBS**

2 The Challenge

3 Going Digital

4 Business Intelligence at P&G

P&G at a Glance

• Countries of Operations	70
• Countries Where Our Brands Are Sold	180
• Consumers Served by Our Brands	4.8 B
• FY 2012 Net Sales	$83.7 B

GBS is one of the 4 Pillars of P&G.

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The Challenge…
the Environment is Changing

	FY 2002	FY 2012	Index
Net Sales *Billions*	$40.2	$83.7	208
Net Earning *Billions*	$4.35	$10.7	245
Billion Dollar Brands	12	25	208

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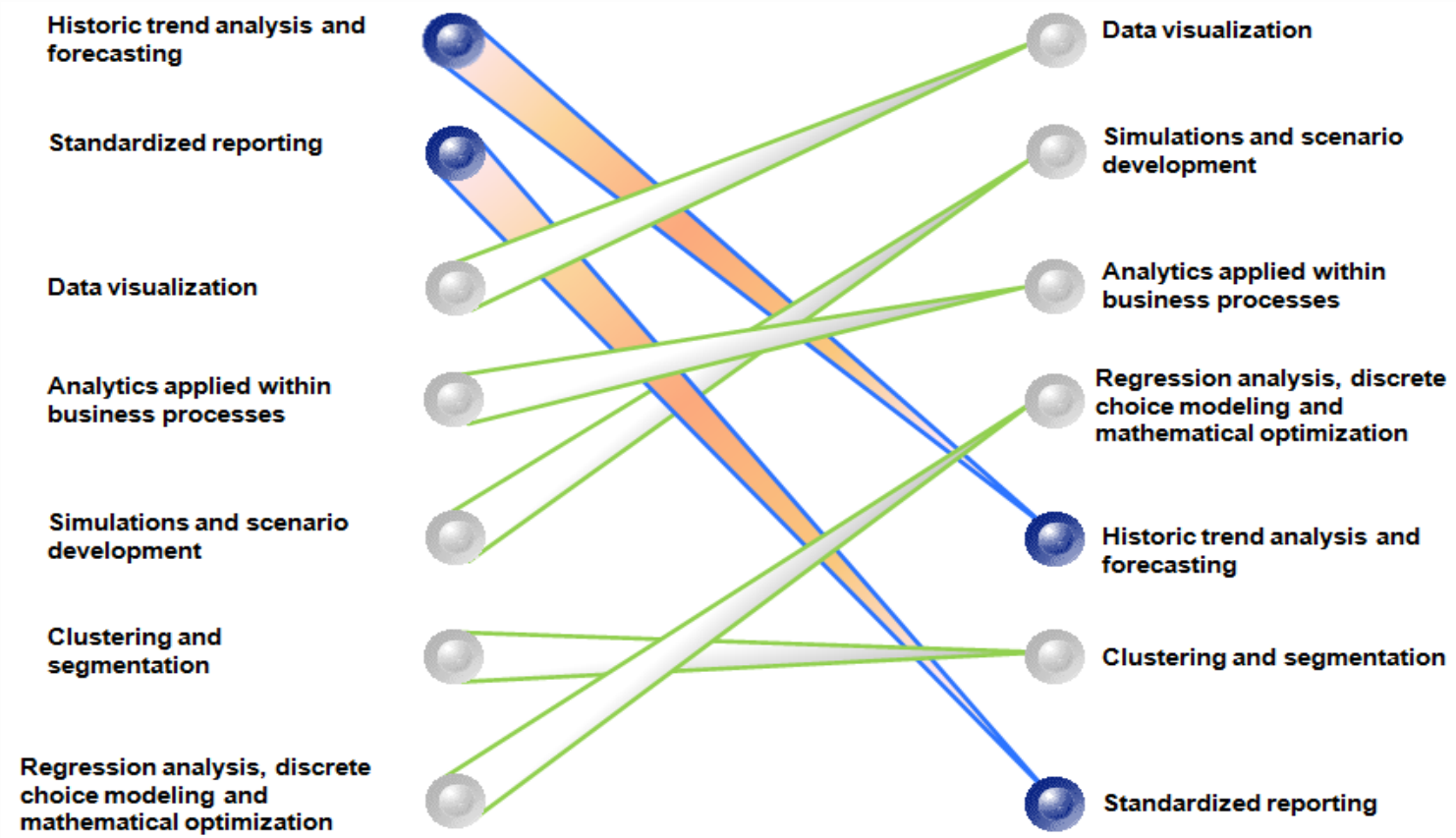
The Challenge…
What Matters is Changing



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The Challenge… Expectations Are Changing

"P&G to be the most technology-enabled company in the world."

"We want to be the first company that digitizes from end to end."

Agenda

1. About P&G/GBS
2. The Challenge
3. **Going Digital**
4. Business Intelligence at P&G

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Going Digital - Our Response

Standardize systems, processes + information

Automate to eliminate non-value added touches

Integration to connect systems and processes

To create an environment that is **Real-Time**.

Going Digital

Where To Begin?

Business Planning

- Strategic Business Planning
- Annual Business Planning
- Steering the Business
- Strategic Revenue Management
- Operational Planning

• 31–Business Processes

Initiative Management Portfolio & Master Planning

- SIMPL & E2E IM
- Initiative Design & Qualification
- Initiative Launch & Leverage
- GBU Master Data Management
- Portfolio Management
- Master Planning

• 15–Business Processes

Brand Building

- Brand Management
- Holistic Brand Communication

• 6–Business Processes

Go to Market

- Operational Execution
- Retail Execution
- Market Strategy Planning
- MDO Master Data Management

• 15 –Business Processes

Human Capital Management

- Talent Management
- Organization Management
- Culture Management
- Communication Management
- Collaboration
- Workspace Design & Management

• 26 –Business Processes

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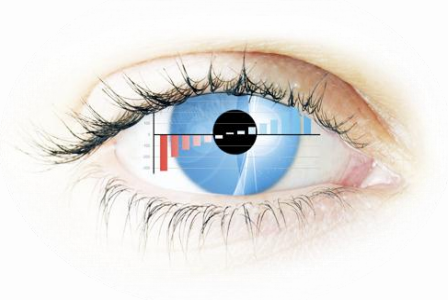
Going Digital

Program Focus Areas



Digital Business Intelligence

Digital Consumer Engagement

Digital Value Chain

Digital Organization

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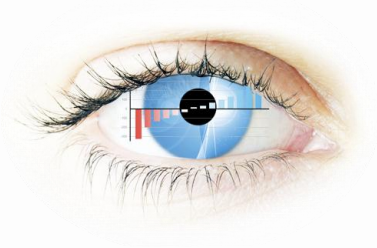
digital BusinessIntelligence



Harness the power of real time business intelligence to win with more consumers, in more parts of the world, more completely.

Digital Business Intelligence uses real-time data to help P&G make better, faster decisions, using a forward-looking approach to manage by exceptions, and anticipate needs in the future.

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Business Intelligence – 3 Ingredients

1 Sufficiency Analytics

- TOP 50
- GBU
- MDO
- CUSTOMER
- CHANNEL
- SUPPLY CHAIN
- ORGANIZATION

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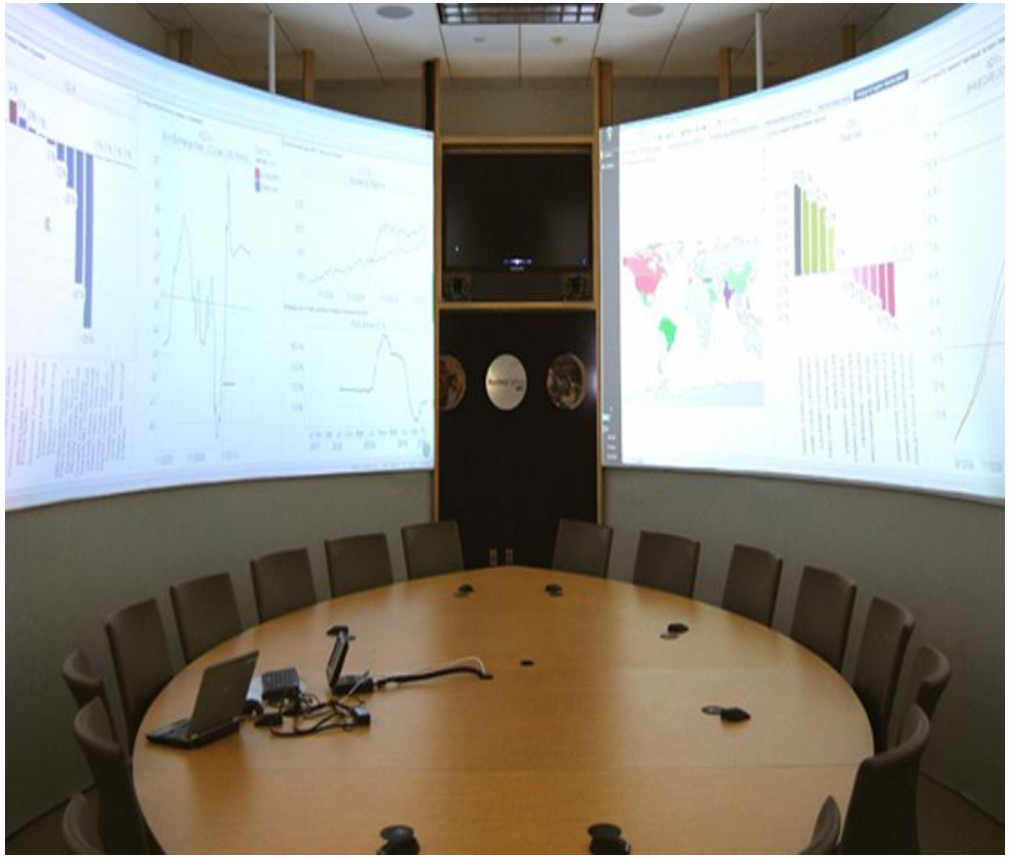
2 Prolific Technologies



Spotfire and Business Sphere

Cockpits – Self Serve

Mobile BI

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3 Real Time Insights

The Role of the Analyst :

- Highly fluent in the business

- What-Why-How Story Tellers

- Create unexpected insights

- Drive to action / decision

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Opportunity & Responsibility

1. To move beyond traditional IT to analysis / insights
2. To change the way our businesses operate
3. To transform our industry and our profession

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What does it take?

The 7 habits of highly effective BI professional

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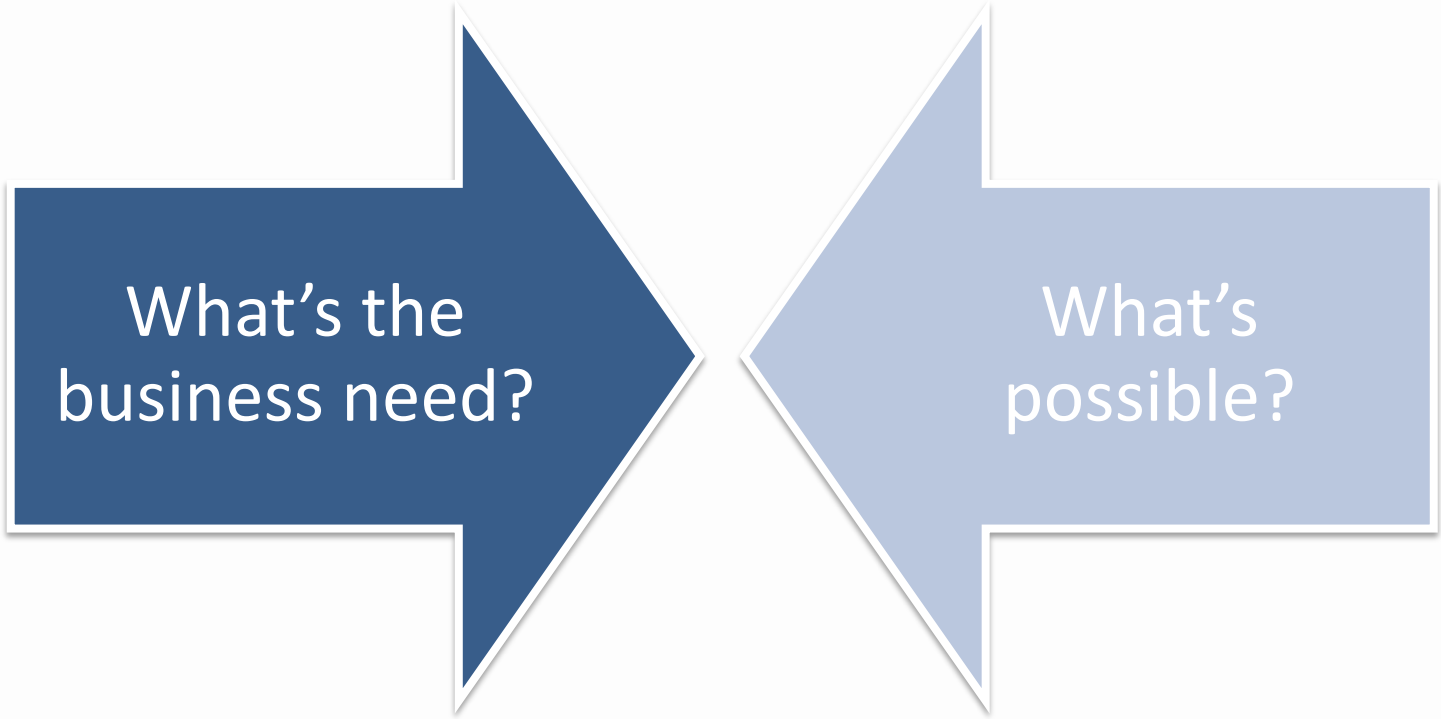
Habit 1



Habit 2

Know the business.

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Habit 3

Be clear on Size of the Prize and the Business Problem you solve.

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Habit 4

Transform the business.

"My job is not to run reports, I'm here to sell!"

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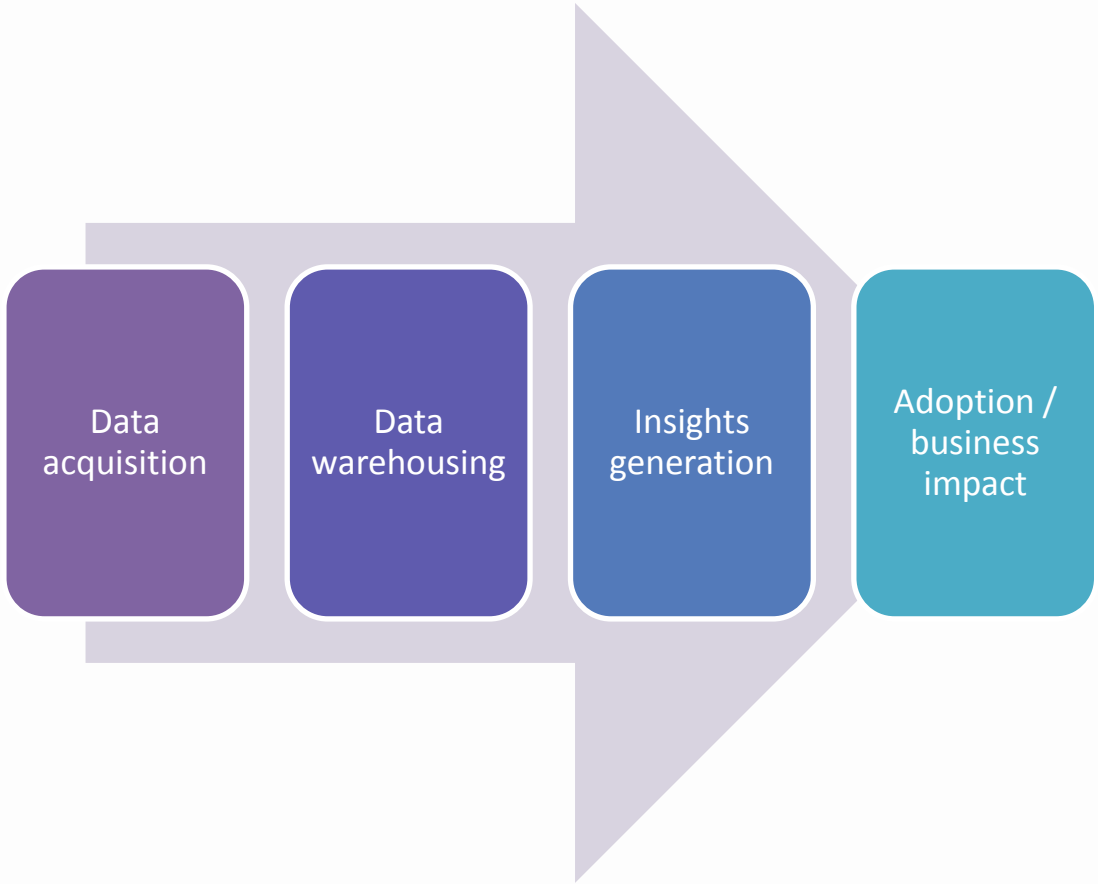
Habit 5

Own the solution end-to-end.



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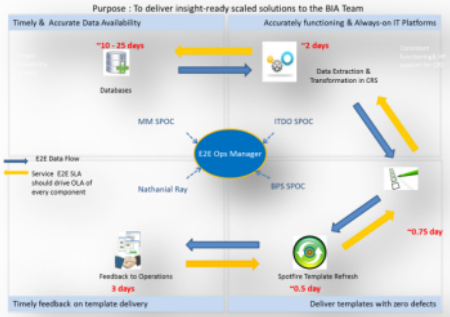
Habit 6

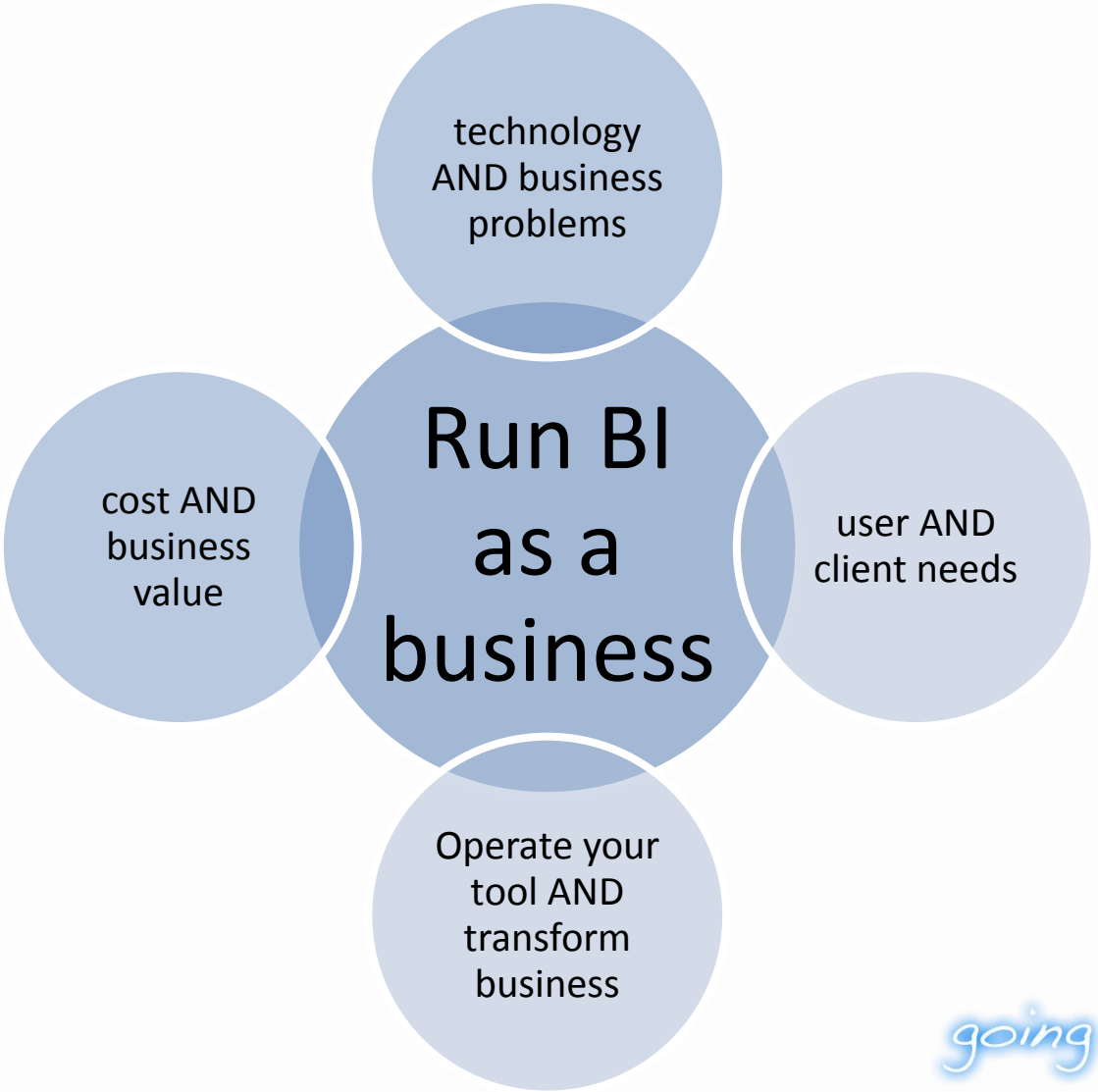
Focus on Operational Excellence.



		Owner	BA	Nov	Dec	Jan	Feb	March	April	May	June	July
	E2E OPERATIONS											
	QoS			93 %	88 %	82%	89%	72%	91%	93%	92%	93%
	10.Template Timeliness		BPS	100 %	88 %	100%	93%	97%	98%	100%	98%	98%
	11.Template Accuracy		BPS	93 %	93 %	100%	89%	95%	91%	93%	92%	93%

KPI	12.Template BounceBack		BPS	2	4	1	5	5	11	2	5	2
	--- 13.CRS QD		ITO	92 %	89 %	91%	88%	97%	89%	93%	96%	98%
	--- 14.% CI CWT		ITO	100 %	78 % (7/9)	50% (1/2)	80%	88%	80%	50% 6/12)	68% (15/22)	87%
	15.MM Data Timeliness		MM	98 %	88 %	82%	98%	77%	100%	98%	100%	100%
	16.MM Data Accuracy		MM	94 %	98%	100%	100%	99%	100%	100%	99%	99%
	----BR SERVICE INCIDENT----		BPS	Zach/Jodi - US	2	4	0	0	1	2	0	2	1

Habit 7



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Thank you!

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