

SPRINGBOARD

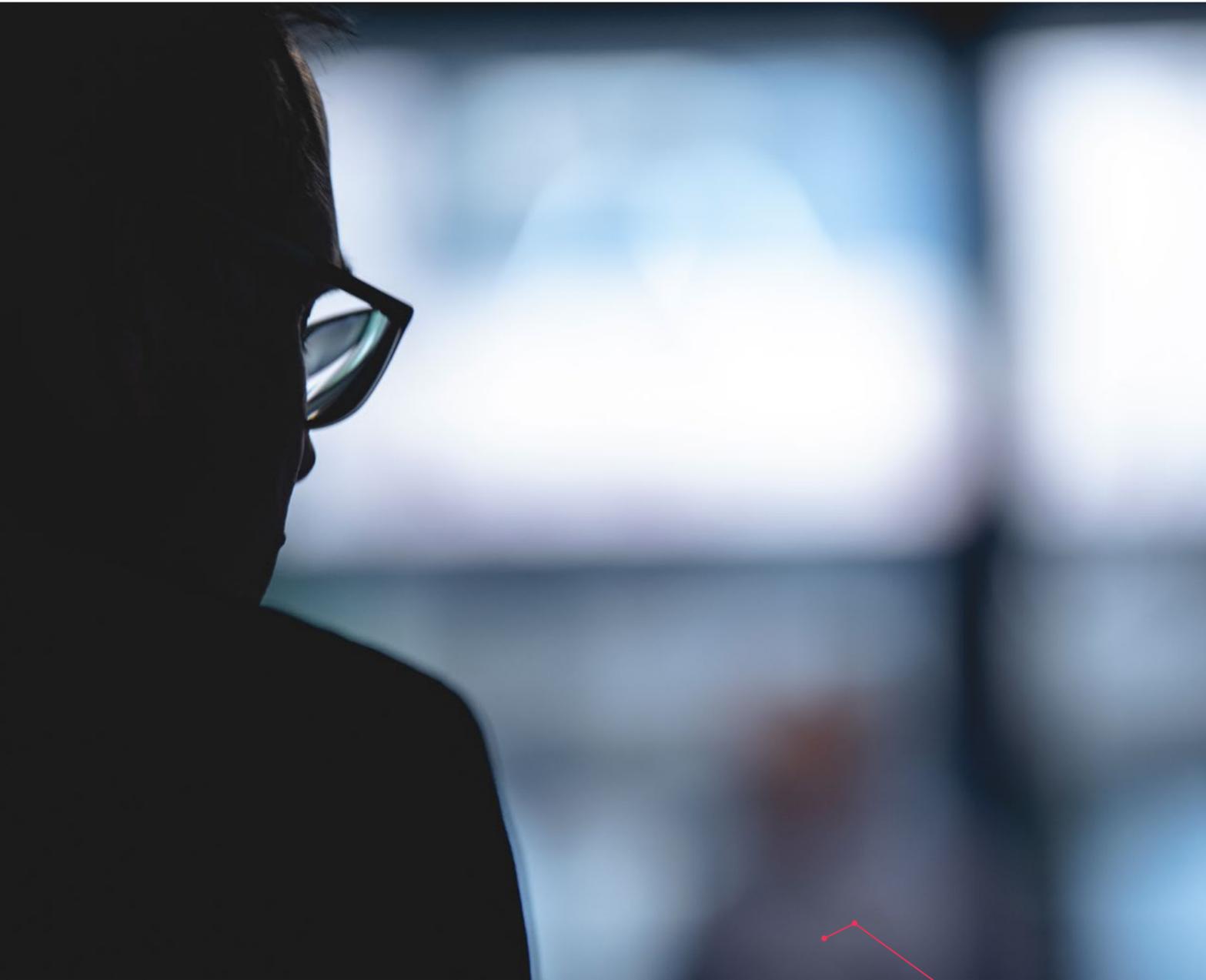
DATA ACCELERATOR SESSION

BARCELONA
APRIL 2019

*EXECUTIVE
SUMMARY*



End-to-End
Value Chain



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End-to-End Value Chain SpringBoard



The fifth End-to-End Value Chain SpringBoard took place on 24th-25th April 2019 in the heart of Barcelona, Spain. The event proved to be yet another successful gathering of industry experts, this time under the theme of Digital Transformation. The topics covered during the exciting two-day workshop included block chain for consumer and supply chain transparency, product data management, and decentralised data exchange, among others.

In kicking off the programme, moderator and host **Ruediger Hagedorn**, Director of The Consumer Goods Forum's End-to-End Value Chain Pillar, treated participants to an exclusive visit of a special site kindly organised by Xavier Ortiz from GrauGriell. The visit was followed by the

opportunity to network and make new connections during the opening dinner at Can Fisher.

During the Data Accelerator Session, participants got the opportunity to engage with SpringBoard sponsors and experts, Greenfence, IceCream Labs, Teak Origin and Intel, for in-depth discussions in a round table setting.

The intimate setting set the tone for truly interactive sessions where participants were able to share knowledge and showcase real-life case studies in tackling some of the biggest challenges facing the industry today, and leveraging ground-breaking technologies in seeking innovative solutions for the future.

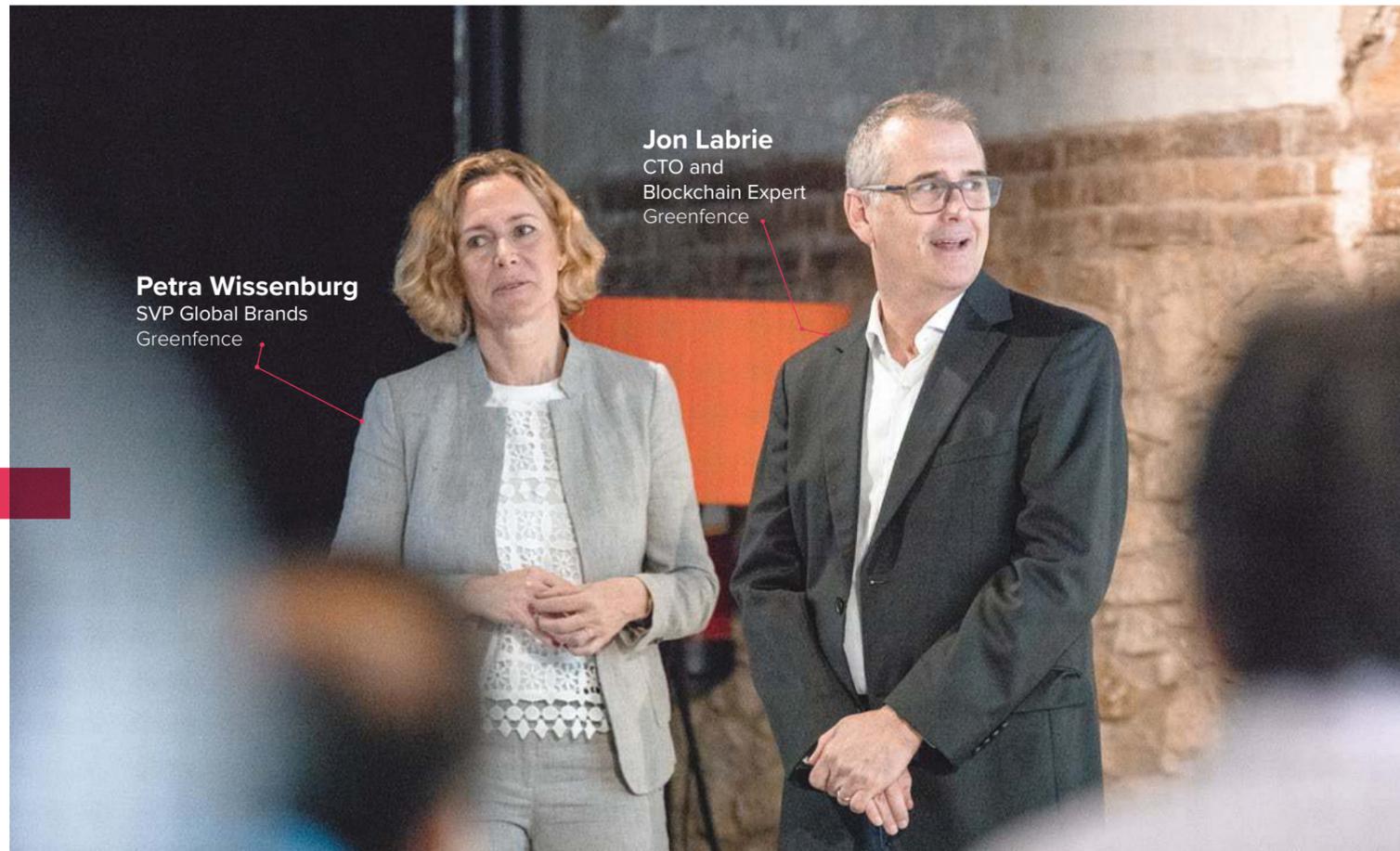


CODORNIU TOUR



DINNER AT CAN FISHER





Petra Wissenburg
SVP Global Brands
Greenfence

Jon Labrie
CTO and
Blockchain Expert
Greenfence

Greenfence introduces a self-serve approach to blockchain that can successfully scale across the entire end-to-end supply chain



DEMOCRATISING BLOCKCHAIN

Jon Labrie, CTO and Blockchain Expert, and **Petra Wissenburg**, SVP Global Brands, introduced Greenfence's innovative approach to successfully scale blockchain technology across global supply chains. A fundamental component in the approach is to 'democratise' blockchain, putting it into the hands of actual users. Before blockchain technology can transform supply chains, everyone - farmers, crop takers, auditors, manufacturers and retailers, and even consumers - has to be able to use it. And not just use it but manage, configure, and understand it while still being able to afford it. Greenfence's approach provides local and global users with easy-to-use tools to track and trace with the efficacy and security of blockchain.

Jon gave a hands-on demonstration using such simple tools on how to build a supply chain process and define and deploy smart contracts to anchor a trusted supply chain on the blockchain. This approach can be used across the entire industry, allowing blockchain to scale across global supply chains to truly enable transparency and traceability for all supply chain participants, including consumers.

The process of creating and deploying a supply chain to the blockchain is relatively fast - hours instead of months - and does not require massive investment. The result is verifiable data and transactions about supply chain activity that can be shared at will and transparently with all participants in the chain. The ease of set up and operation makes this an essential tool for organisations of all sizes and supply chains of all types.

Petra emphasised that this approach moves the ownership and control of this rapidly growing technology away from costly developers and consultants and puts it firmly in the hands of all supply chain participants. As in a true democratised society, one can and should own and control one's supply chain and cut any dependence on middlemen. To the extent there is a benefit to connect with others, one can share it (and un-share it) with the click of a button. Transparency and traceability can be realised quickly and can be easily repeated and scaled along the supply chain. Greenfence is helping companies not only build and maintain supply chain integrity, but also achieve cost savings, manage incidents and issues and address questions from consumers and advocacy groups.

icecreamlabs



Madhu Konety
CEO
IceCream Labs

real product examples from a popular retailer. The presentation covered the key capabilities of AI, including:

- Automated attribute generation from product images including nutri-facts, ingredients, and warnings.
- Normalisation of product attributes like quantity, units, brand name, and pack-size.
- Auto-generation of rich content like titles and SEO keywords.

Madhu continued by illustrating the power of the system to link all of the information contained within a product catalogue and organise the content into a graph. From here, the solution can easily provide answers to questions about the product information. For example, the AI can easily and quickly share the product substitutes or complementary products contained within

a catalogue. The real “aha” moment for the attendees came in the realisation of how this information can benefit many merchandising and e-commerce use cases. This practical demonstration of the graph query language was a teaser for its potential use in making DataPorts viable and functional.

The key takeaway was that AI is now more than ever ready for the retail industry and companies can increasingly see value with AI. The easiest way to start using AI in a retail environment is to improve the “Product Data Pipe” from manufacturers to retailers by automating the data generation, normalisation and exchange process using AI. The discussion highlighted that there are numerous use cases for AI in this space, and IceCream Lab’s goal is to make it easy to deploy, use and extract value from it.

SPOTLIGHT ON ARTIFICIAL INTELLIGENCE

Madhu Konety, CEO of IceCream Labs, kicked off his session with an overview of artificial intelligence (AI), covering key concepts of how machines see patterns in data, the definition of supervised & unsupervised learning, along with some key terms in AI. The key message highlighted was that AI is now ready and available for deployment in the industry.

He then went on to cover applications using AI for actual retail enterprise problems. Madhu demonstrated how AI and machine learning are improving product content creation for retailers and brands. IceCream Lab’s solution leverages AI to extract and understand

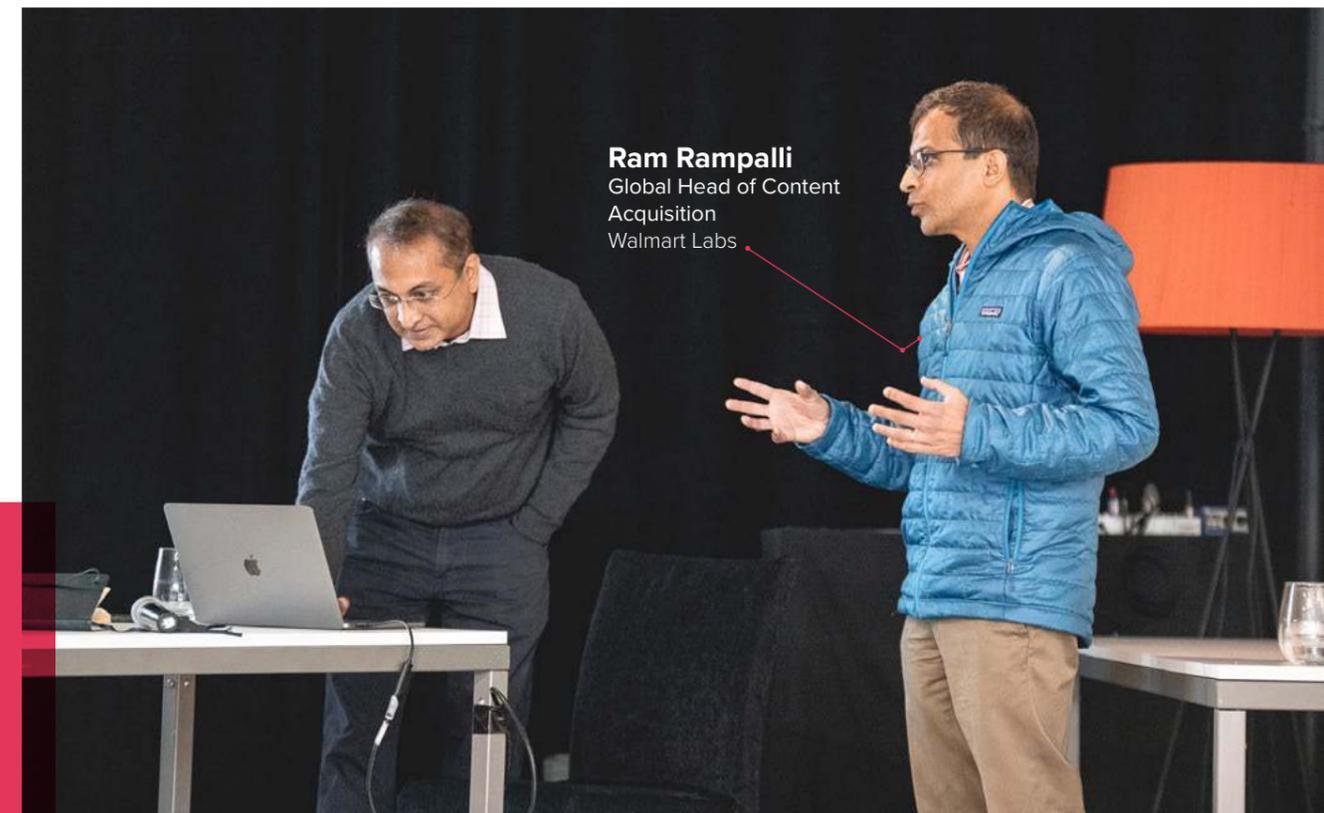
attributes from product images then automatically creates digital product content directly from product images.

The main pain-points highlighted were:

- Good product data is key to smooth, efficient retail operations.
- Current product data is incomplete and often not consistent.
- Creating and managing product data for multiple retailers adds overhead to the process.

Madhu’s presentation showcased how incomplete and noisy product data is in the real world, which he illustrated using

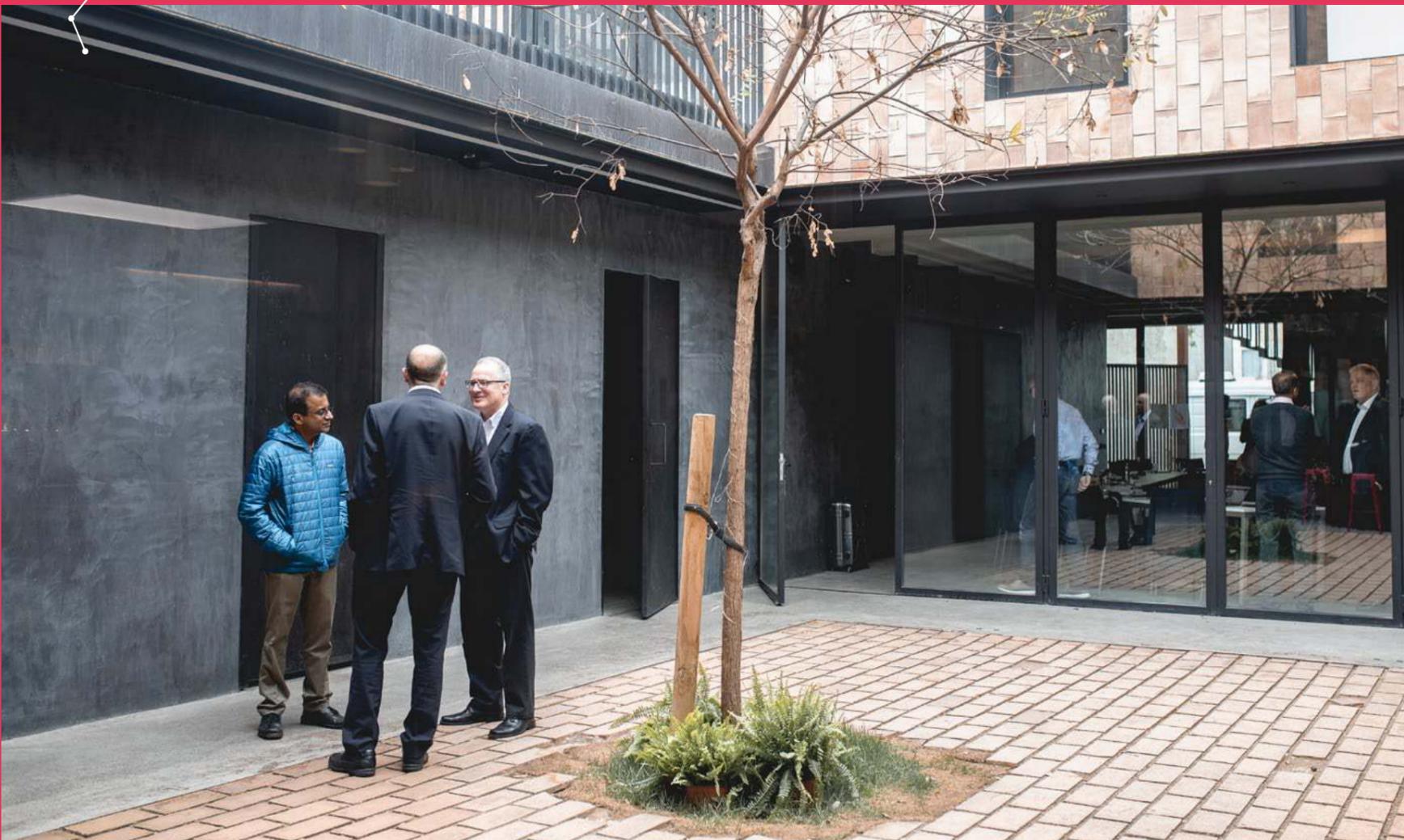
IceCream Labs showcases how artificial intelligence is ready for retail



Ram Rampalli
Global Head of Content Acquisition
Walmart Labs



LUNCH // SHOWCOOKING





DATAPORTS AND TEAKORIGIN - JOINING THE DOTS

Product content and content quality are key to commerce, and as supply chains accelerate so the impact of errors escalate. In his session, **Chris Hunt**, Solutions Architecture for Retail and Consumer Products, Intel Corporation, explained how when the wrong product is shipped to a consumer because of errors in an online catalogue it costs the consumer, retailer, wholesaler, and manufacturer in satisfaction, shipping, restocking, lost sales and reputation. When content errors occur upstream of the consumer, the impact worsens as multiple parties see losses on entire shipments of products, and poor demand and supply planning drives loss at scale. He explained that content errors have the power to break not just individual transactions but longer term trust and relationships, anywhere in the value chain.

Chris highlighted how the industry is asking for more efficient, accurate ways to move product content through the value chain - and the DataPorts project has emerged to address this need. The fundamental concept of DataPorts is "lean content". Just as companies strive for "lean" in physical value chains, the same is wanted for digital value chains. While many have already been addressing digital transformation within their enterprises, the same must also be done for digital transformation between enterprises.

Greg Shewmaker, Co-Founder at TeakOrigin, Inc. went on to present his Boston-based data analytics company that is continuing to build and expand the common language of food. TeakOrigin enables an individual food to directly communicate its current state versus what you expect it to be. The food has its own label depicting what it is, where it's from, whether or not it's real, fresh or nutritious, and how it compares to similar foods being purchased and eaten around the world.

Greg showcased TeakOrigin's initial product, The Global Food Index, which is comprised of 10 of the most important and consumed foods from around the world, and how they can perform real-time assessment of the actual quality of these foods for sale in major markets. Retailers and food manufacturers are then able to get deep insights into how these foods are performing against known standards and in comparison with similar foods.

The pair concluded by highlighting how DataPorts don't just improve content integration through efficient peer-to-peer connections between partners, they also provide a generalised, low cost way for anyone to join the value chain - from the smallest farmer to the largest enterprise, from producers to high value service providers. To prove the point, they demonstrated how TeakOrigin might use DataPorts to integrate their food data services with both suppliers and retailers, to help optimise food quality and supply chain efficiency.



Greg Shewmaker
Co-Founder
TeakOrigin, Inc.

Intel and TeakOrigin demonstrate how by connecting service providers into the supply chain using the DataPort architecture, extraordinary levels of integration and value can be achieved



Chris Hunt
Solutions Architecture for Retail
and Consumer Products
Intel Corporation

Thank you to all
sponsors and
participants.
See you at the
next SpringBoard!



About The Consumer Goods Forum

The Consumer Goods Forum ("CGF") is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 50 manufacturer and retailer CEOs.

For more information, please visit:
www.theconsumergoodsforum.com

