

# SHARE GROUP NYC

18-19 January 2017

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Welcome to the



E2E INDUCTION  
PROGRAM

# About ---

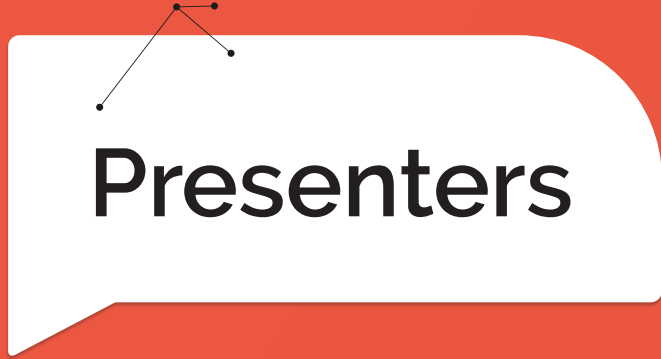
## The Consumer Goods Forum

***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:*

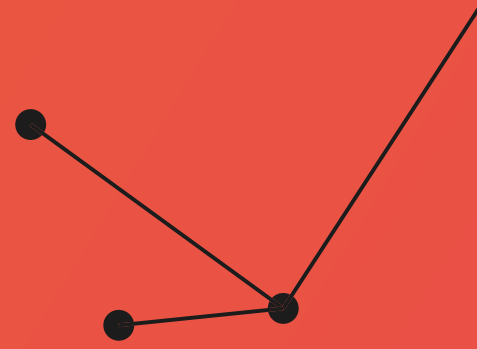
*[www.theconsumergoodsforum.com](http://www.theconsumergoodsforum.com).*

# Agenda

WEDNESDAY, 18	THURSDAY, 19
<p><b>9.00 Welcome and start of meeting</b></p> <ul style="list-style-type: none"> <li>• Anti-trust caution</li> <li>• Welcome to host and guests</li> <li>• Review of agenda and schedule of activities</li> </ul>	<p><b>9.00 Gathering and welcome</b> <i>Ruediger Hagedorn</i>, Consumer Goods Forum</p>
<p><b>9.10 Top of Mind Issues</b></p>	<p><b>9.30 Greeting and welcome from Intel</b> <i>Gilles Karolkowski</i>, Intel Corporation</p>
<p><b>9.40 Share Group Roundtable presentations &amp; discussion</b></p> <ul style="list-style-type: none"> <li>• Presentation 1 - The Internet of Things</li> <li>• Presentation 2 - Security</li> </ul>	<p><b>9.45 Technology, Innovation, and Transformation in FMCG: Key Technologies That Are Re-Shaping our Today... and Will Redefine our Tomorrow.</b> Presentation and round-table discussion. Questions, comments, and debates welcome! <i>Chris Hunt</i>, Intel Corporation</p>
<p><b>11.30 Update on new E2E project:</b> <i>Ruediger Hagedorn</i>, Senior Manager, Collaborative Value Chain Initiatives &amp; Projects, The Consumer Goods Forum</p>	<p><b>11.30 Lunch</b> (provided by Intel)</p>
<p><b>12.00 Lunch</b></p>	<p><b>12.15 Technology, Innovation, and Transformation: the Start-Up World and Work of XRC Labs.</b> Presentation and round-table discussion. Questions, comments, and debates welcome! - <i>Pano Anthos</i>, XRC Labs</p>
<p><b>12.45 AI Virtual Assistants- Meeting Scheduling:</b> <i>Allison Schneider</i>, Enterprise Sales Manager, X.AI</p>	<p><b>13.45 Summary</b> <i>Ruediger Hagedorn</i>, Consumer Goods Forum</p>
<p><b>14.15 Concept and Potential of Graph Data Bases:</b> <i>Chris Morrison</i>, CEO, Transparency-One</p>	
<p><b>15.45 Break</b></p>	
<p><b>16.00 Knowledge Management:</b></p> <ul style="list-style-type: none"> <li>• <i>Nikos Kourtis</i>, Vice President, Business Development Global Consumer Industries</li> <li>• <i>Jeffrey S. Van Pelt</i>, Global Industry Leader, Consumer Products Solutions &amp; Offerings, IBM Corporation</li> <li>• <i>Sridhar Sudarsan</i>, Chief Technologist - Solutions &amp; Accelerators, IBM Watson</li> </ul>	
<p><b>17.30 IT Study Tour 2018</b> Potential theme, location, date, programme, hosts</p>	
<p><b>18.00 Share Group Activities and Meeting Schedule 2017</b></p>	
<p><b>18.15 Close of meeting</b></p>	
<p><b>20.00 Dinner</b> at Porter House Bar &amp; Grill</p>	



**Presenters**





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**Allison  
Schneider**

Enterprise Sales  
Manager, X.AI

*“It was an amazing opportunity to participate in the IT Share Group meeting and to have such a diverse group of technology thought leaders together in one room. As a speaker, I really appreciated how engaged the group was and the dialog that followed. You could tell that the participants were genuinely eager to understand what new technologies might be able to impact their businesses and to learn from their peers.”*

New artificial intelligence technologies are changing the ways in which we live and work. We are starting to see the emergence of vertical AI assistant who are focused on taking over specific tasks in our lives so that we have time for more productive and meaningful work. At x.ai, we have a personal assistant (Amy and Andrew Ingram) who schedules meetings for you. We're democratizing the personal assistant using AI so that every person (regardless of age, role, or company) can hand over the tedious and time-consuming task of scheduling meetings.

*“As a technology partner, discussing new and innovative ideas with such a forward thinking group was invaluable. The exchanges were lively and thought-provoking. We were honored to be part of the discussion and look forward to more in the future.”*

The real world is not nicely structured. It is a complex, interconnected network. How well does our technology represent real life? Many technologies are built around relational databases which manage structured, hierarchical information very efficiently. However, they can be rigid and hard to change which becomes more of a challenge with ever-evolving sources of data and required analytics.

Graph databases are a new technology that represent complex networks and analyze connections. They are flexible and can perform complex network analyses often times 10x faster than relational databases. Graphs leverage the scale and complexity of networks powering some of the world's largest social networks and search engines. They represent opportunities for new analysis and innovation. Now, graphs are moving from being used for data analysis to powering enterprise applications. Transparency-One which is built on a graph database, helps companies identify and mitigate address risks such as child labor, modern slavery, product safety, and sustainability through their entire supply chain, from source to store.



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**Chris  
Morrison**

CEO,  
Transparency-One



**Sridhar  
Sudarsan**

Distinguished  
Engineer & CTO,  
IBM Watson

*Cognitive technologies are influencing all spheres of an enterprise and a consumer as they evolve to augment human intelligence. It was great sharing some of the insights we've gathered, lessons learned and best practices developed building cognitive solutions using Watson with worldwide customers and partners across industries. It was also helpful to have the interactive discussions and listen to the kinds of challenges faced by the group as we advance and scale our cognitive platform and solution offerings. Hope to continue to engage with you all and keep the discussion going offline.*

*Thank you to CGF and the IT Share group for starting this dialogue with us. A number of Artificial Intelligence disciplines are reaching a level of maturity that has the potential to revolutionise industries.*

*The opportunity to directly engage with you as consumer industry leaders is essential to make sure that the emerging solutions reflect the real aspirations and challenges you face. I hope we can continue the dialogue as this is an ongoing journey!*



**Nikos Kourtis**

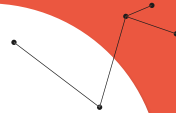

VP, Business  
Development, Global  
Consumer Industries



**Jeff Van Pelt**

Global Portfolio Leader,  
CPG Industry Solutions

*The IT Share Group meeting provided an excellent forum with which to discuss emerging technology capabilities in the context of real world business outcomes. Being able to exchange ideas with retail and consumer products business leaders was of benefit to all parties involved.*



IBM conducted a briefing on Artificial Intelligence and in particular how Cognitive Technologies are beginning to augment human intelligence to influence all domains in enterprises and more broadly in a social context the way that consumers experience, interact and consume. A simple framework was presented by Sridhar Sudarsan, Distinguished Engineer and CTO in IBM's Watson business, to define the core capabilities that comprise cognitive technology:

**Understand** - Data comes in various forms - speech, text, images, videos

**Correlate** - The data with other data that exists in the knowledge systems

**Reason** - Rationalize within a context, discover new insights

**Act** - Interact in a more human-like way in the channel of choice

**Learn** - Continuously capture and build knowledge at scale and speed

These capabilities in turn open up opportunities to engage in new and different ways, re-inventing the way that work happens, to aid decision-making in an evidence based way based on emerging trends and information and to discover new and better insights from the exponentially growing quantities of data that is becoming available.

Some illustrative examples, insights and lessons learned from IBM Watson's clients and partners across industries aided the discussion with inputs from Jeff Van Pelt, IBM Global Portfolio Leader for CPG Industry Solutions and Nikos Kourtis, Vice President, Business Development for IBM Global Consumer Industries. The IT share group then had an engaging conversation about aspects of AI and Cognitive technologies which require further clarification and in some cases evolution. Topics included:

1. Implications for Intellectual Property
2. Considerations of corporate competitive advantage
3. Security and IP challenges for Cloud/aaS model
4. Impact on human society and need for standards
5. Commercial models for using cognitive technologies



*“It was an extraordinary privilege and opportunity for time and dialogue with remarkable technology leaders across the Consumer Goods industry. I can only hope that my contribution to the group matches what I gained from working with the team.”*



**Chris Hunt**

Global Solution Architect,  
Retail Hospitality Consumer Goods industries  
Intel Corporation

The technologies which enable the ongoing transformation of our industry are shifting dramatically, year after year. 2017 is no exception, in fact the technology shift happening in 2017 offer enormous business and consumer benefits if we can put them to good use efficiently. “Innovation and Transformation 2017” looks at the core market and technology shifts which are driving change in the areas of retail and consumer goods, and opens the conversation of how to leverage those shifts for innovation. At the core we identify five technologies to watch in 2017: Artificial Intelligence; the Internet of Things; Virtual Reality; Block Chain; 4th Channel. Of course the list can go on – but these five appear top of mind for a large number of industry participants. Beyond identifying the technologies to watch, we open the conversation around what action to take in each technology area, so that we can progress effectively, both individually and collectively.



**Pano Anthos**

Founder and Managing Director,  
XRC Labs,  
New York

*“Global, non-US retailers and brands understand the innovation challenges ahead of them. They seem to understand well the constantly changing nature of the consumer.”*

**Store is the brand, not the four walls.**

What we might suggest is that the idea of the store being the brand and not the four walls is a further evolution of both consumer tastes and retailer responses. Moving the brand closer to the consumer with more self service aka Amazon Go is a likely evolution

**Optimize store layouts for the consumer, not the store.**

Align to customer needs (expediency) as opposed to internal optimization. See the article which looks at this question and note the suspicious attitude of the consumer (and even the consultant). Win the heart of the customer and their likelihood of leaving grows smaller.

**Reduce complexity**

Less is more. We are overwhelmed with too many choices. Or enable technology that enables me to find what I am looking for without huge wastes of my time.

Imagine I am looking for a recipe and you navigated me to each of the ingredients instead of me doing this myself.



# Key Take - Aways



*Several new technologies are getting ready to affect our customers and the way we work. But which? And to what extent? One can only get the complete picture when taking diverse points-of-view. The presentations and the discussions provided me with many valuable opinions.*

**Wim van Herwijnen**  
Managing Director, METRO SYSTEMS GMBH, Germany



*It was a great opportunity to understand the challenges of each participant. These are great inputs to consider for strategy and tactics. Use cases from vendors also are useful for us.*

**Masayuki Abe**  
Vice President Information Systems, KAO CORPORATION, Japan



*We had good discussion on top of minds for 2017, especially around those topics we consider of high importance for CIOs over the next 12 months. They will be published separately by The Consumer Goods Forum. I particularly enjoyed the artificial intelligence presentation from IBM, which was very well structured and relevant.*

**August Harder**  
Chief Information Officer, COOP, Switzerland



*The opportunity for global manufacturers and retailers to discuss technology implications for our industry is always of value. Our CGF IT Share Group meeting in New York was no exception. By sharing top of mind challenges and priorities, the group was able to debate and consider alternative points of view on topics ranging from cyber security to digitalisation of our businesses. This was time very well spent.*

**Ken Thomas**  
Chief Information Officer, MC CORMICK & COMPANY, INC., USA



*To combine new technologies to new solutions for our business is our objective. The IT Share Group meeting in NYC helped for a better understanding of the opportunities. Sharing ideas between the speakers and the group was very valuable and it was perfectly organised and orchestrated.*

**Martin Haas**  
Chief Information Officer, MIGROS, Switzerland

**RESERVE THE DATE**

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**6-7 September 2017**

Cologne, Germany

