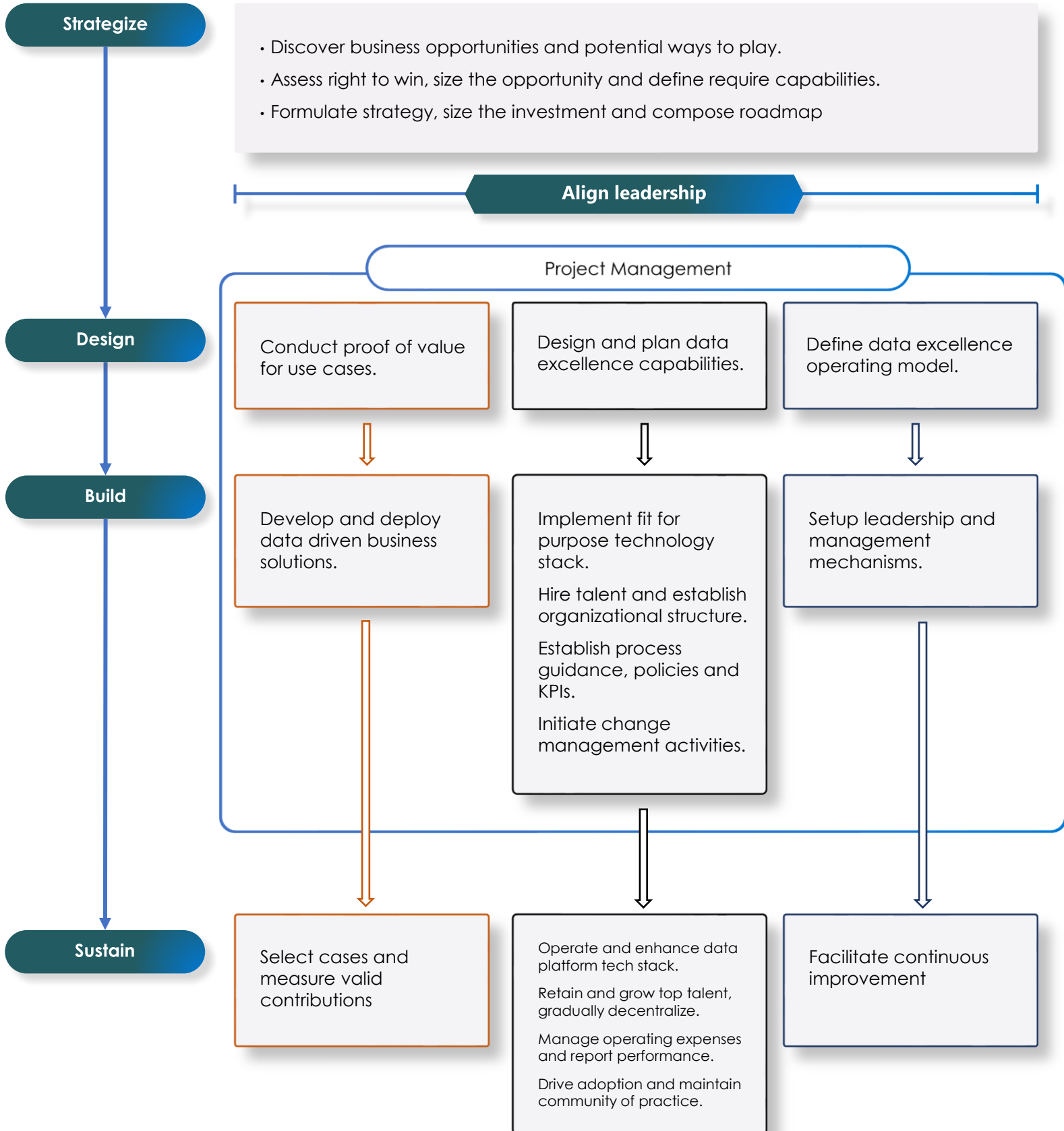




Appendix A: How do we approach Data & AI strategy





Appendix B: Our ABC Assessment

Motivation

Business Strategy

- Enterprise vision and mission
- Corporate culture & values
- Product & services portfolio
- Growth targets & initiatives
- Efficiency targets & initiatives
- Business model innovation
- Digital transformation path
- IT strategy fields of action

External Factors

- Customer expectations
- Competitive landscape
- Partnerships & ecosystems
- Politics, economy & environmental constraints
- Emerging technologies
- Regulation
- Ethics

Why do we need to handle data strategically?

Data strategy

What do we use data for to create value?

B

Best Use Cases
 Data-driven
 Enterprise Operations
 Customer Interaction
 Products/Services
 Business Models

A

Aspiration
 Data
 Dynamics
 Ways to play
 Right to win

Which capabilities do we need to manage and maintain data?

C

Capabilities
 Excellent data
 Technology
 People
 Processes
 Culture

How do we systematically turn data into value?

How much value can we create with data?

How do we operate effectively with our data?

Value

Drive growth & efficiency

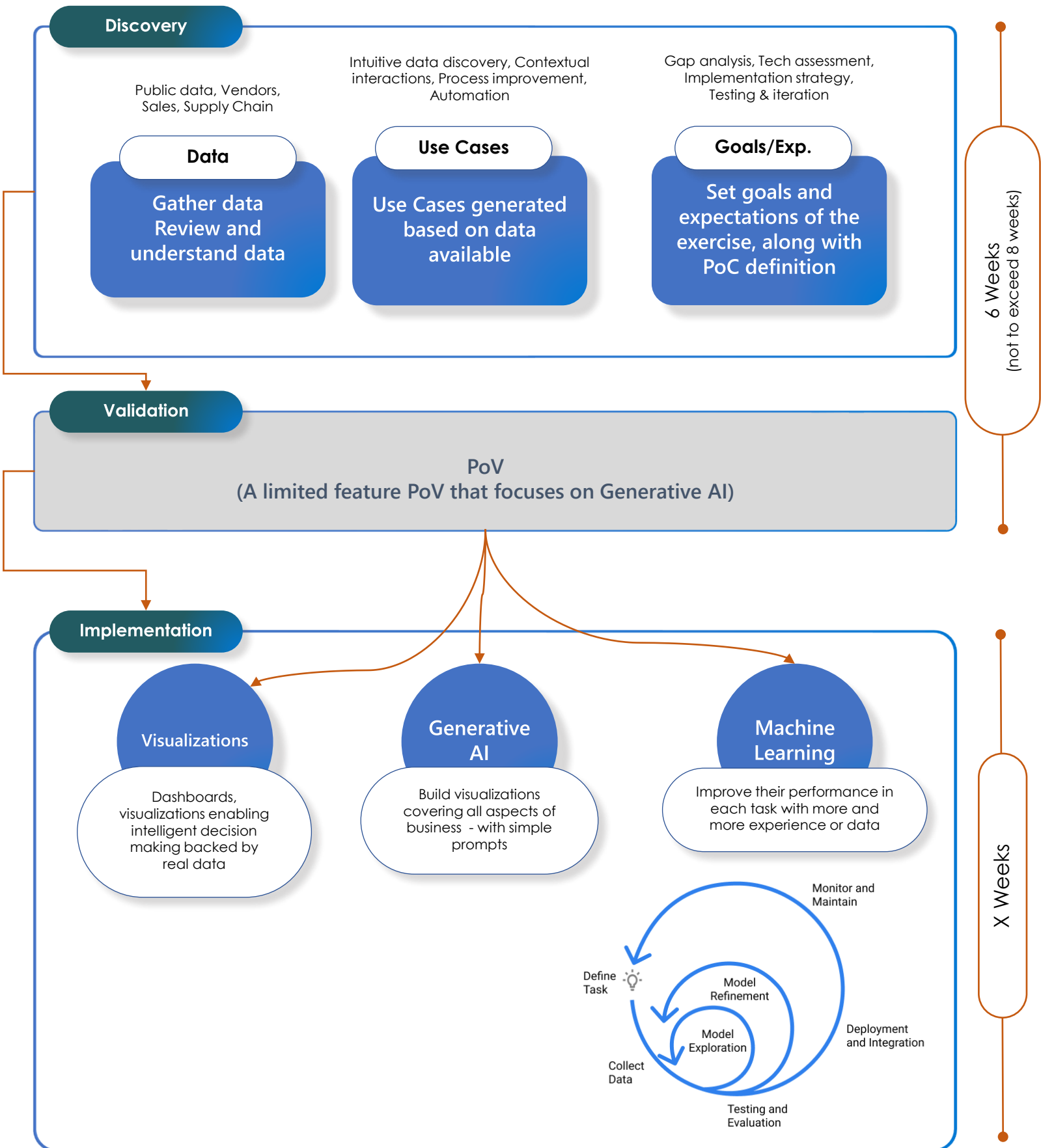
- Through:
- Deeper understanding of your customers, products and processes
 - Data-driven products, services and business models
 - Business process digitization & automation
 - Data monetarization

Manage compliance & Risks

- Through:
- Fact-based decision-making
 - Intelligent business planning
 - Early risk detection
 - Accurate regulatory reporting
 - Ensured data privacy
 - Secure data processing
 - HSSE transparency

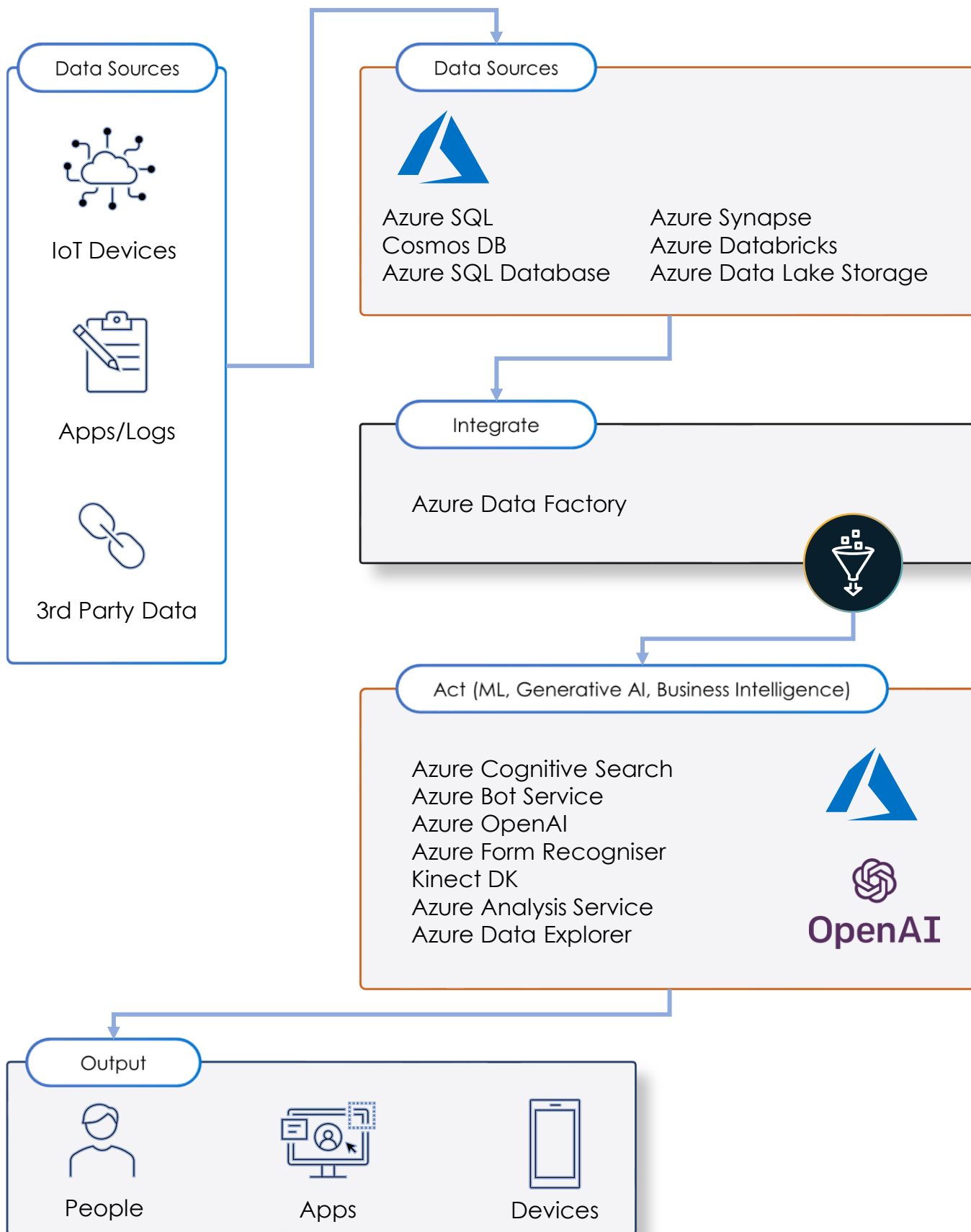


Appendix C: Our VisionFlow Framework





Appendix D: Sample Architecture





Appendix E: PoV Sample Architecture

