BREAK-OUT SESSION
DIGITAL ACCELERATION

4 ESSENTIALS

- OPERATIONAL EXCELLENCE
- TALENT DEVELOPMENT
- SUSTAINABILITY & RESPONSIBILITY
- ROUTE TO MARKET / CONSUMER

4 ACCELERATORS

- PORTFOLIO MANAGEMENT
- DIGITAL ACCELERATION
- INNOVATION
- PREMIUMISATION AND LUXURY

ANTONIA MCCAHON

Group Digital Acceleration Director

MATHIEU LAMBOTTE

Group Chief Information Officer

SUPER CONNECTIVITY:

THE CATALYST & ENABLER

SCALEABILITY & BUSINESS IMPACT

4 FOCUSES

1. CONNECTED CONTENT
2. DATA SMART ACTION
3. EVERYWHERE COMMERCE
4. ENABLED ORGANIZATION

TARGETS

consumers

amazon

Alibaba.com

TESCO

customers

Pernod Ricard

Créateurs de convivialité

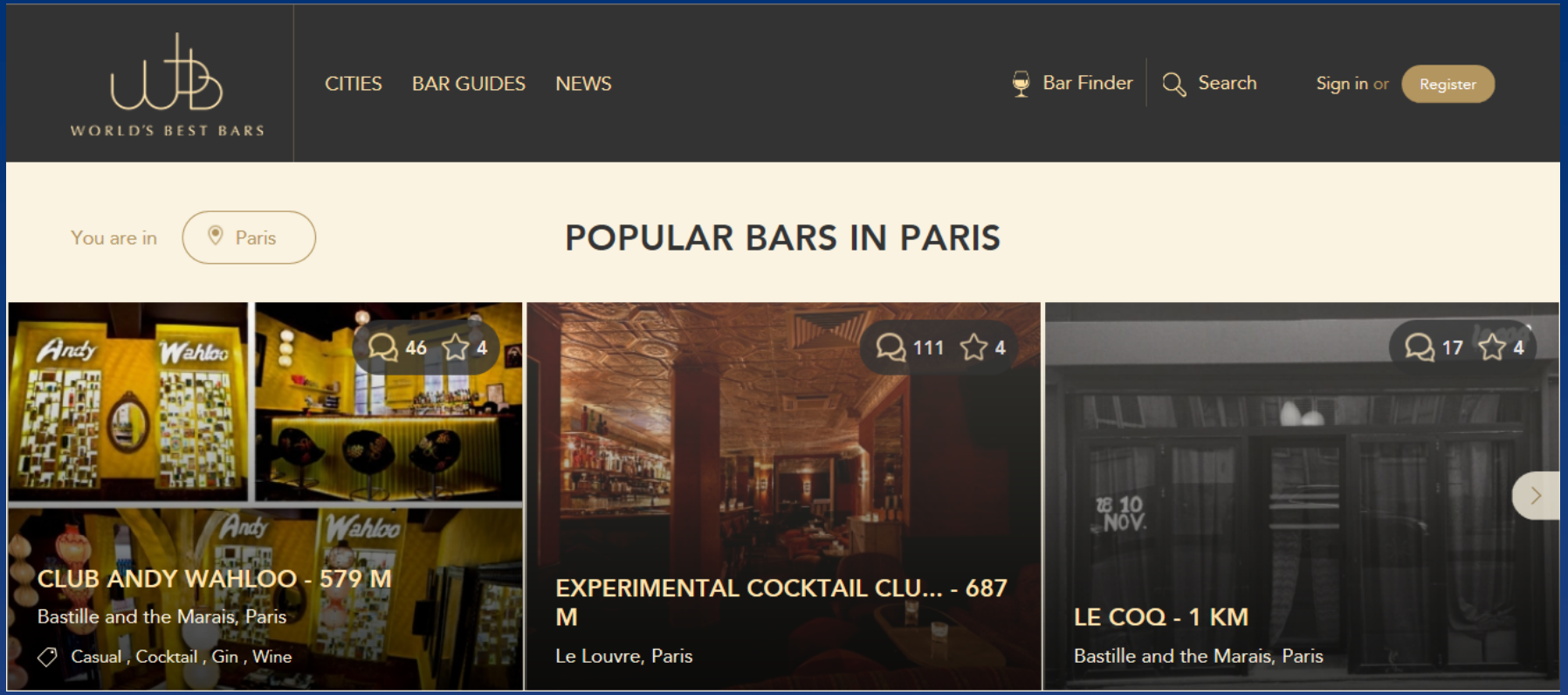
employees

SALES IMPACT

STRATEGIC PARTNERSHIPS

DIGITAL CREATIVE ACADEMY WITH GOOGLE

WBB: OPEN DATA GOOGLE COLLABORATION



ACCELERATE THE INTEGRATION OF DIGITAL INTO EVERYTHING WE DO.