

Cognitive Procurement Strategy That Disrupt

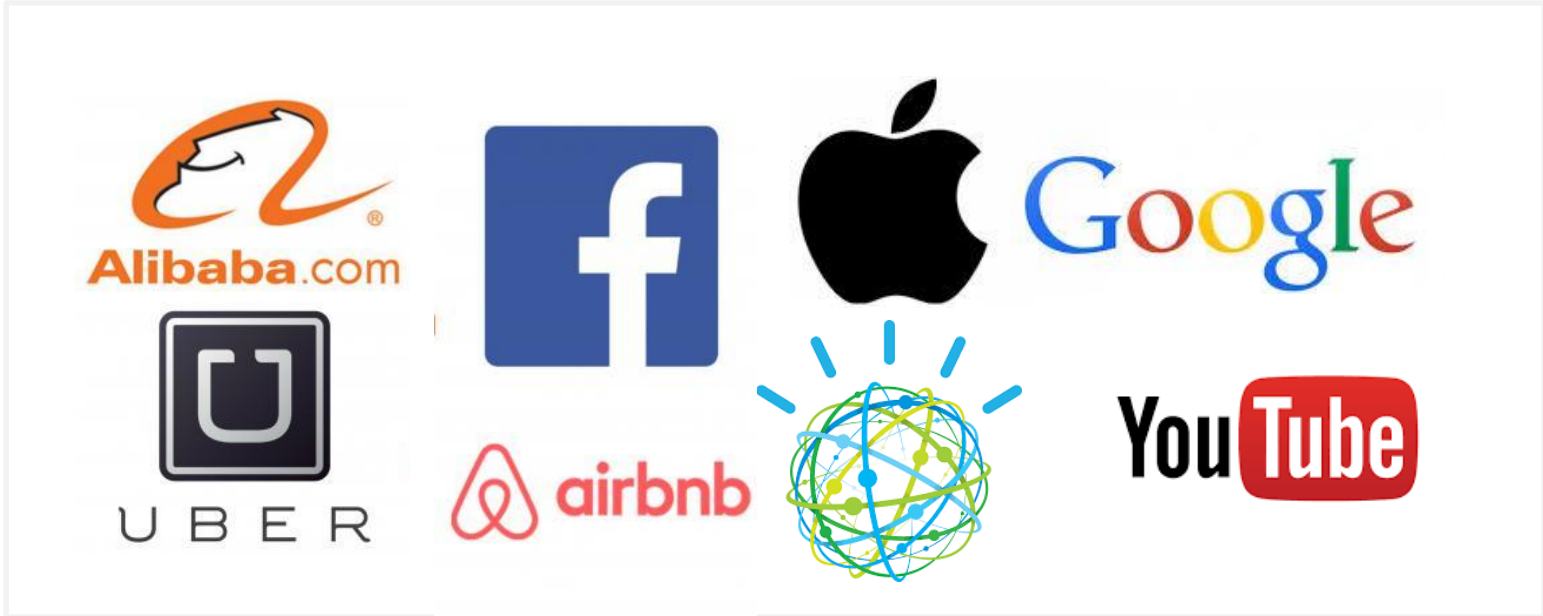
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**'Data is the new oil,
but intelligent data is the new petrol.'**



Connectivity, data and intelligence is rebooting every industry



Vodafone to reboot procurement ?

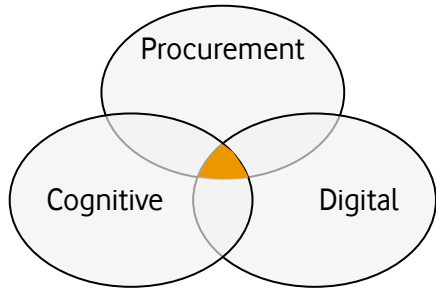


‘We want to equip **every category manager with augmented intelligence capabilities**, through cognitive computing technologies, **to make faster and smarter data-driven decision making** that deliver competitive advantage for Vodafone.’

Digital Supply Chain Team



Procurement function as late adopter, VPC first?



Refers to any given procurement process supported consequentially by cognitive computing technology

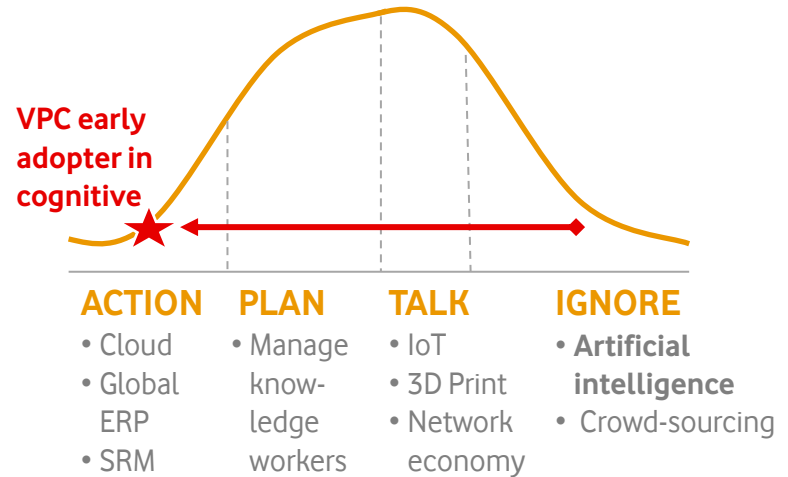
What is cognitive procurement?

Expected impact on business models
(source: World Economic Forum)

- 2015-2017**
- Internet of things
 - 3d printing
 - New energy supplies
- 2018-2020**
- Robotics
 - Artificial intelligence (**cognitive computing**)

Trend

Procurement is a late adopter of trends
(source: Future needs & innovation curve, Procurement Leaders)



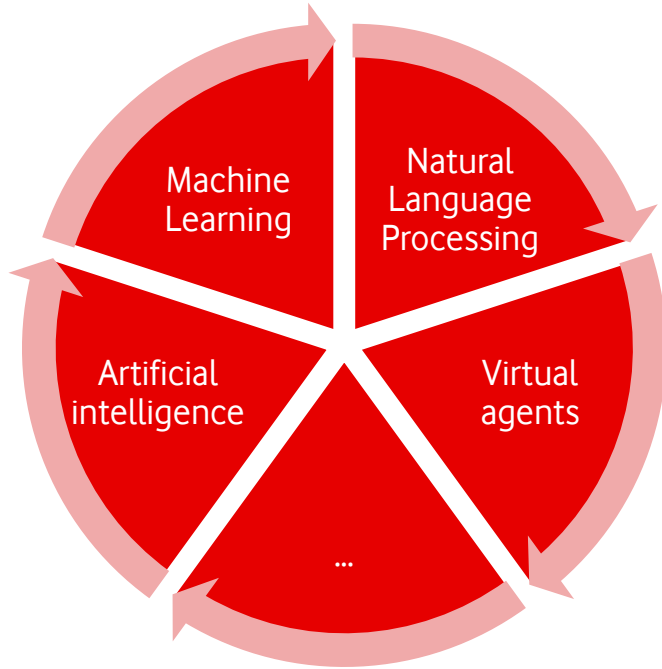
Adoption

Where to start? Cognitive 360

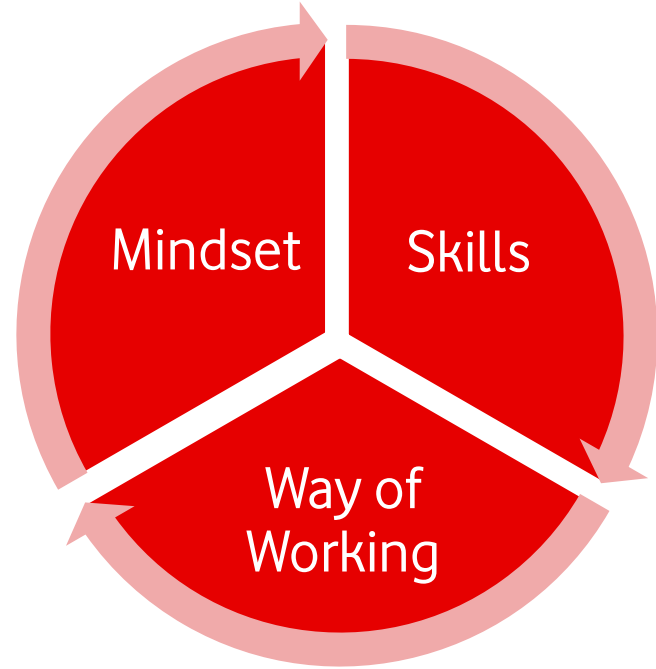


Strategy that disrupt: Technology, but mostly People...

Cognitive Technology



People



Technology: not one solution fits all. But an Ecosystem.



1

Platform solutions

Enterprise/ platform solutions acting as **global players** (multi API that allow integrated use-cases)

2

Product solutions/ start-ups eco-system

Numerous **start-ups** acting as **niche providers** or **“star” product providers** (mono API for specific use-cases)

3

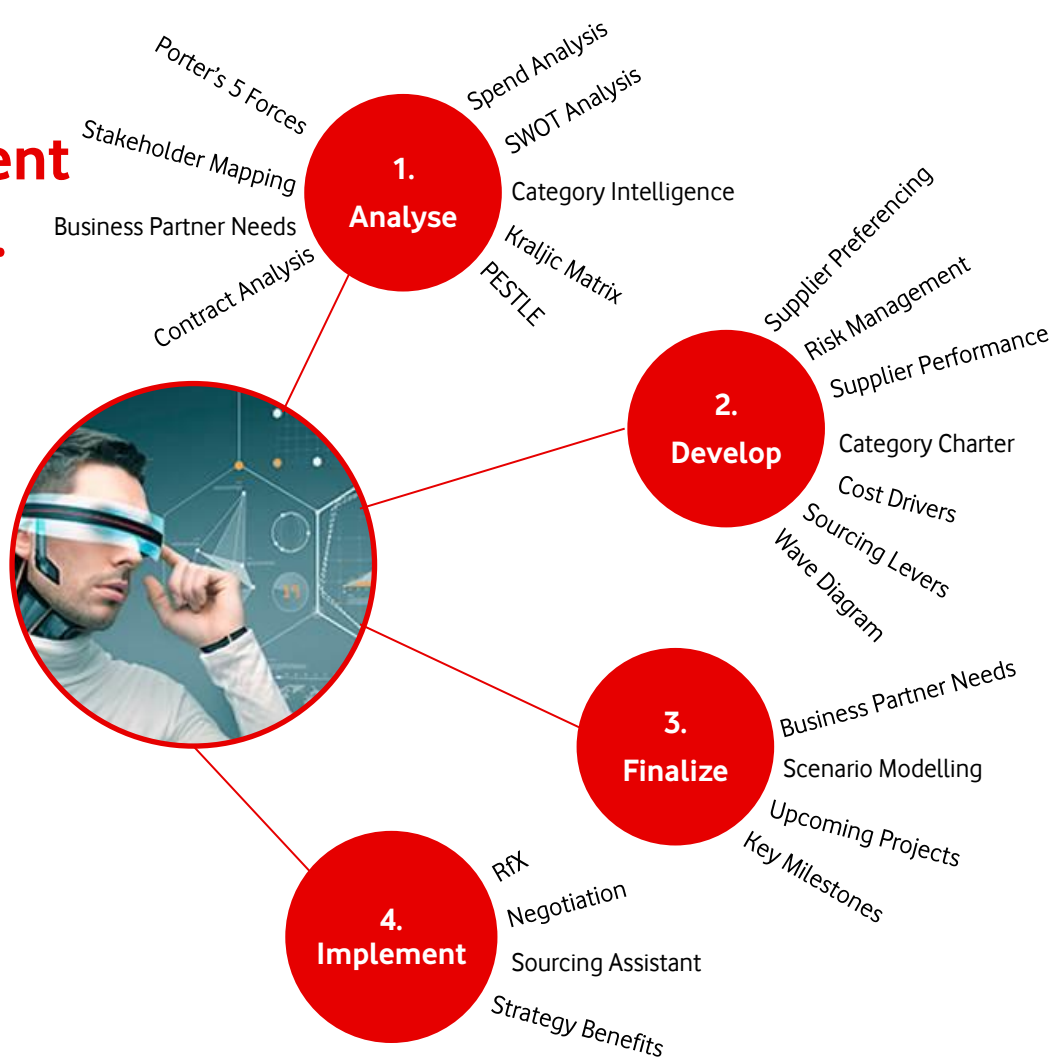
Self-development

Staff the organization with digital architects, data scientist and developers **to create Vodafone custom made solutions.**



In action: the cognitive procurement 'turbo-charged' engine...

The category manager
will have
**end-to-end cognitive
category insights**
to support and augment the
development of **value-driven
procurement strategies**.

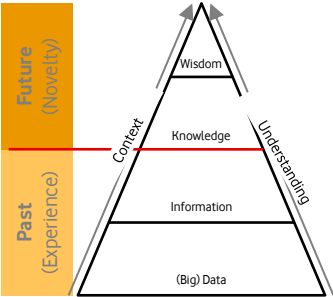


The disruptive journey has started...



... 2020

Key 



Cognitive Category Manager



Cognitive Category Specialist



Cognitive Category Assistant



Use Case

- Category Insights (Finalise and Implement)
 - Cognitive Analytics
 - Virtual Assistant (Expert)
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- Procurement 365D (Planning)
 - Category Insights (Develop)
 - Prescriptive Analytics
 - Virtual Assistant (Setup - learning)
-
- Procurement 365D (Strategy)
 - Category Insights (Analyse)
 - Pricing and Spend IQ
 - Predictive Analytics
 - Data Story-Telling

This FY...

Benefit

- Scenario modelling
 - Decision support analytics
 - Upstream savings identification
 - Growth, Innovation
-
- Improved supply chain visibility
 - Augmented supplier market acumen
 - Pro-active demand management
 - Employee Experience
-
- Standardized category strategies
 - Cognitive insights
 - Increased savings opportunities identification
 - Risk management

Today...

Cognitive Roadmap



Thank you

