

Transforming the Way of Doing Business via Digitization

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Chief Information Officer

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P&G

Agenda

1 About P&G/GBS

2 Going Digital

3 Q&A

- Native of Rome, Italy
- 29 years at P&G
- Worked in UK, Venezuela, Greece, Italy, Turkey, USA
- Resides in Cincinnati with wife, Lucia
- Three children—Marta, Chiara, and Emanuele



P&G at a Glance

Countries of Operations	80
Countries Where Our Brands Are Sold	180
Consumers Served by Our Brands	4.4 B
FY 2010/11 Net Sales	\$82.6B



50 Leadership Brands

- Among the world's best-known household names.
- Represent 90% of P&G sales, more than 90% of profits.
- Includes 24 billion-dollar brands.





Touching and
Improving More
Consumers' Lives
in More Parts of
the World...More
Completely

P&G's Purpose-Inspired
Growth Strategy

VIDEO

P&G in Russia

- Established in 1991
- ~80 brands
- 2000+ employees
- Headquarter in Moscow
- 3 production plants: Gillette (St-Petersburg, blades and razors),
P&G-Novomoskovsk (Tula region, detergents, diapers, liquids),
Capella (Nizhegorodsky region, Wella, Shampoos, Gels)



GBS is one of the four pillars of P&G



A close-up photograph of hands typing on a laptop keyboard. The image is partially obscured by a large, semi-transparent grey circle on the right side. Inside this circle, the text 'What we stand for: Transforming the Way Business is Done' is written in white. In the bottom right corner, there is a pattern of blue circles of varying sizes, some overlapping a smaller grey circle.

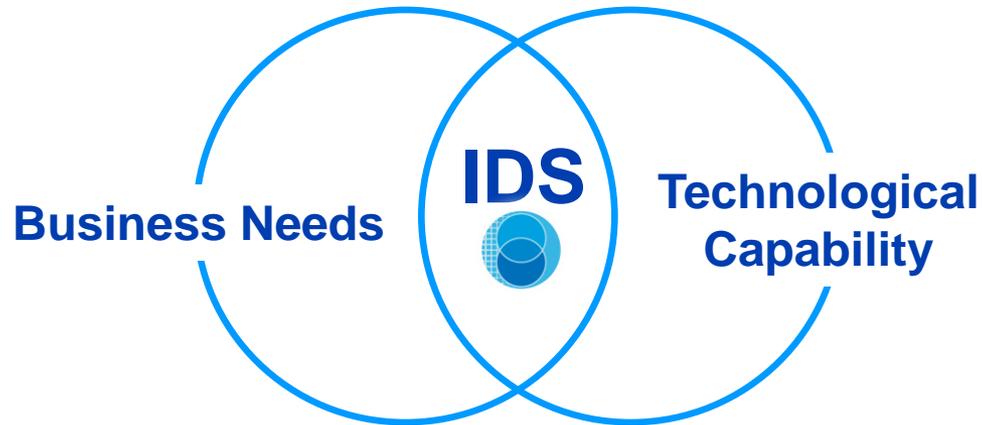
What we stand for:
**Transforming the
Way Business
is Done**



IT is about creating
business value

We are business
focused and use IT
to deliver business
solutions

What Transformation Means to IT



- From technology to solutions
- From what's needed to what's possible

And a new name for our IT organization:

Information	➔	Our unique asset
Decisions	➔	What we want to enable
Solutions	➔	What we want to deliver

Agenda

1 About P&G/GBS

2 *going digital*

3 Q&A

The Challenge

“I want P&G to be the most technology enabled company in the world.”

“We want to be the first company that digitizes from end to end.”

– Bob McDonald



going digital

Standardize
systems,
processes,
and information

Automate to
eliminate
non- value added
touches

Accelerate
decision making
via real time
information

To create an
environment that is
real-time

Capturing Digital Business Value

Going Digital
Capability

+

Work Process
Transformation

=

Business
Outcome
Value



digital **BusinessIntelligence**

Data is real-time to make better, faster decisions.

digital **ValueChain**

Faster innovations from manufacturing to shelf.

digital **ConsumerEngagement**

Conversations and relationships with consumers are 1:1.

digital **Organization**

Employees can work from anywhere; perform at their peak.

digital Business Intelligence

Raw Data

Geography: Measure:

Group	MSU											
	SEP07	OCT07	NOV07	DEC07	JAN08	FEB08	MAR08	APR08	MAY08	JUN08	JUL08	AUG08
Grand Total	90,954.3	91,066.1	88,059.8	86,201.4	84,767.9	81,681.7	85,882.3	83,481.2	83,186.1	83,442.2	88,108.4	90,751.5
ARAB PENINSULA	2,401.9	1,843.8	2,179.8	2,260.9	2,147.8	2,243.7	2,592.1	2,015.3	2,206.4	2,140.4	2,482.8	2,237.0
BALKAN MARKETS	1,563.4	1,801.5	1,814.2	1,392.1								
BENELUX	1,551.8	1,831.0	1,409.2	1,275.0								
CEN EUR NORTH	1,681.3	1,683.1	1,737.5	1,683.0								
CENTRAL EUR SO.	1,511.3	1,463.7	1,566.6	1,402.1								
DEV & EXP MKRKS	280.5	247.4	270.7	196.5								
EASTERN EUROPE	4,628.4	4,124.1	4,550.5	5,068.1								
FRANCE GROUP	2,410.5	2,979.5	2,364.0	2,420.4								
GERM/AUS/SWITZ	4,020.9	4,387.8	3,329.9	3,418.8								
GREECE GROUP	740.5	781.4	863.1	605.7								
IBERIA	2,391.2	2,375.2	2,371.2	2,204.7								
ITALY GROUP	4,077.1	3,702.6	3,581.3	2,830.8								
LA ANDEAN	2,248.3	2,186.4	2,287.6	2,220.3								
LA NORTH	5,477.2	6,614.8	6,136.3	5,223.2								

gbs decision cockpits My Cockpit

Alerts

Shipments - Quick Overview

GM Net

My Reports

Choose Region

Global

NA Daily Q&S Report

NA Market Measurement Control Chart

My Links

Competitive Intelligence

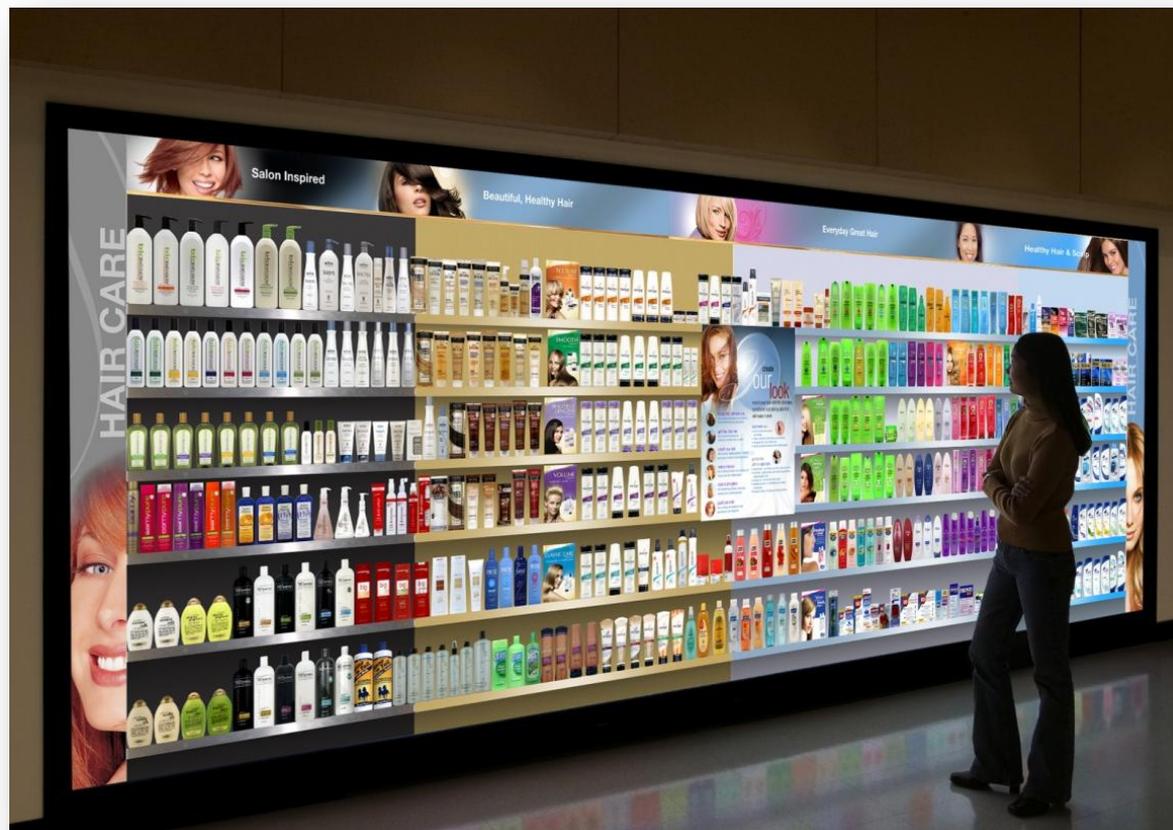
My News/Alert Folders

Measure	Buy-08 Obj	Sep-08 Actual	Aug-08 Actual	Gap Analysis	Action Plan
Core Measures					
Volume	MSU	83	86	View	View
	PLS	112	108	View	View
LOGS	LOGS	25.3	27	View	View

digital BusinessIntelligence



digital ValueChain



digital Consumer Engagement

Welcome to the **eStore**
featuring P&G brands

Designed with you, for you. Your opinion matters. To help us improve, [tell us what you think](#).

\$5 Ship it All Sizes. No Surprises. Single rate for standard shipping.

WOMEN | MEN | HEALTH | BABY | PETS | HOME CARE |

Shop by: Brands | New Arrivals | Special Offers

Help keep kids in school every time you redeem P&G coupons.

SAVE & KEEP KIDS IN SCHOOL

beto eStore
featuring P&G brands

What are you looking for? Search now. **GO**

★★★★★
Crest 3D White Whitestrips Professional Effects - 20 pouches

ADD TO CART

\$49.99

COVERGIRL
Women

Gillette
Men

Pampers
Baby

Crest
Health

Tide
Home Care

IAMS
Pets

Save & keep kids in school
every time you redeem P&G coupons.
GET DETAILS

Back to school made easy
Shop for back-to-school basics with bundles for him, her and the dorm.
GET DETAILS

SAVE 50%
on one Oral-B Pulsaric or ProfessionalCare rechargeable toothbrush.
GET DETAILS

Get your P&G Favorites, even the hard-to-find items, delivered to your door.

digital Organization



P&G's Mobile Portal



going digital gbs

digital Organization





“

We've got to continue to re-engineer our Company to transform the way we do business while delivering record business results.

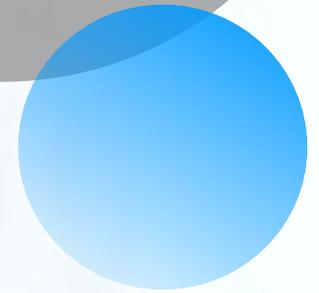
This is the capability GBS has created. You are the transformation organization of P&G.

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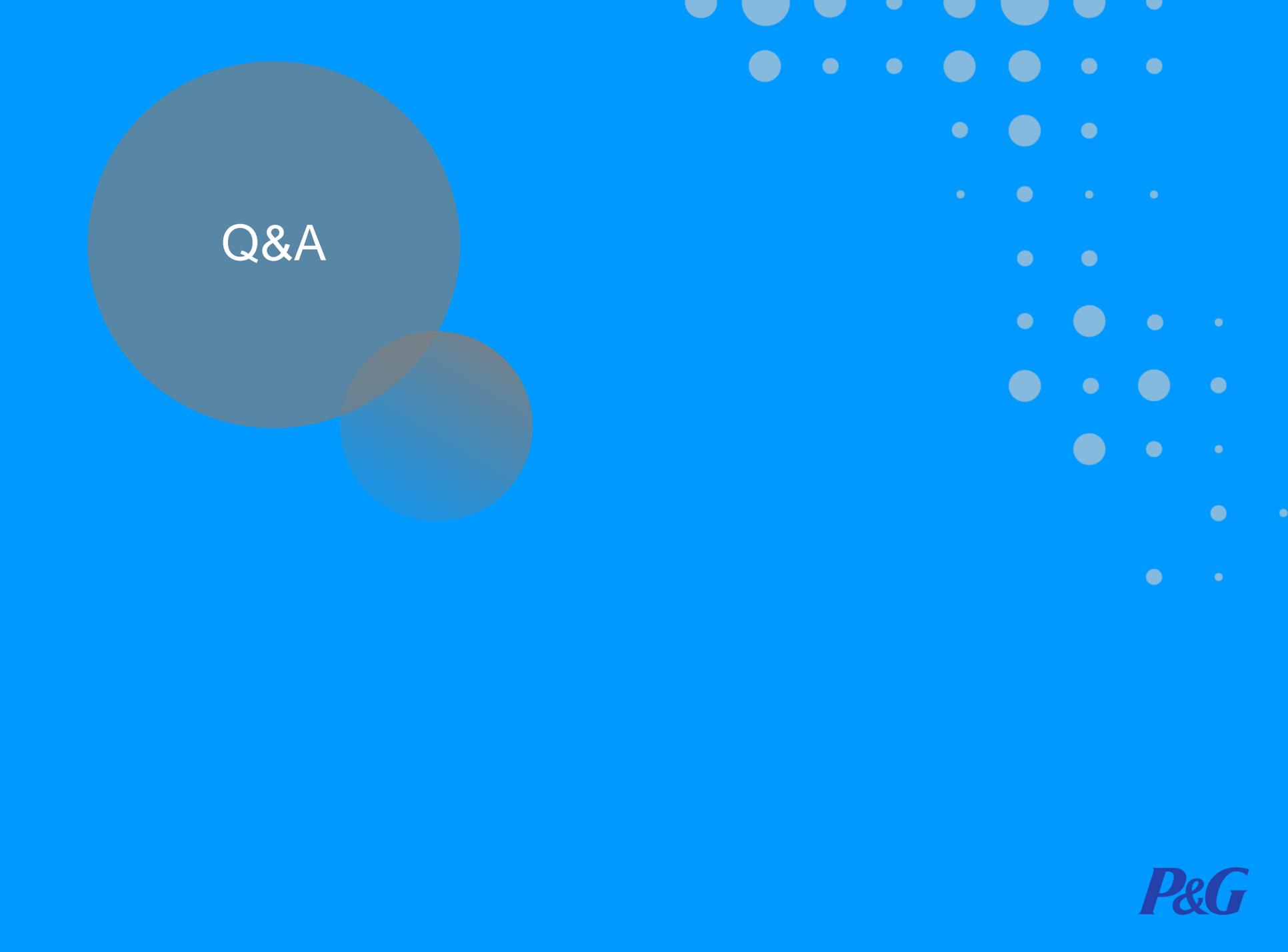
Bob McDonald



We Will
Continually
Transform the
Way Business
is Done at P&G



P&G



Q&A

