

Hello! World

A woman with dark hair, wearing a light blue collared shirt, is looking slightly to the left. Overlaid on her face is a futuristic, digital interface consisting of a grid of small, glowing blue dots and lines, resembling a facial recognition or data visualization. The background is dark and out of focus, with some blurred lights and a faint, glowing blue shape that looks like a stylized animal or object.

Data strategies for AI and co-innovation

Creating a customer-centric business

1992

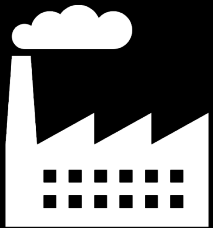


 Business
& Decision

Business & Decision

⋮

1996



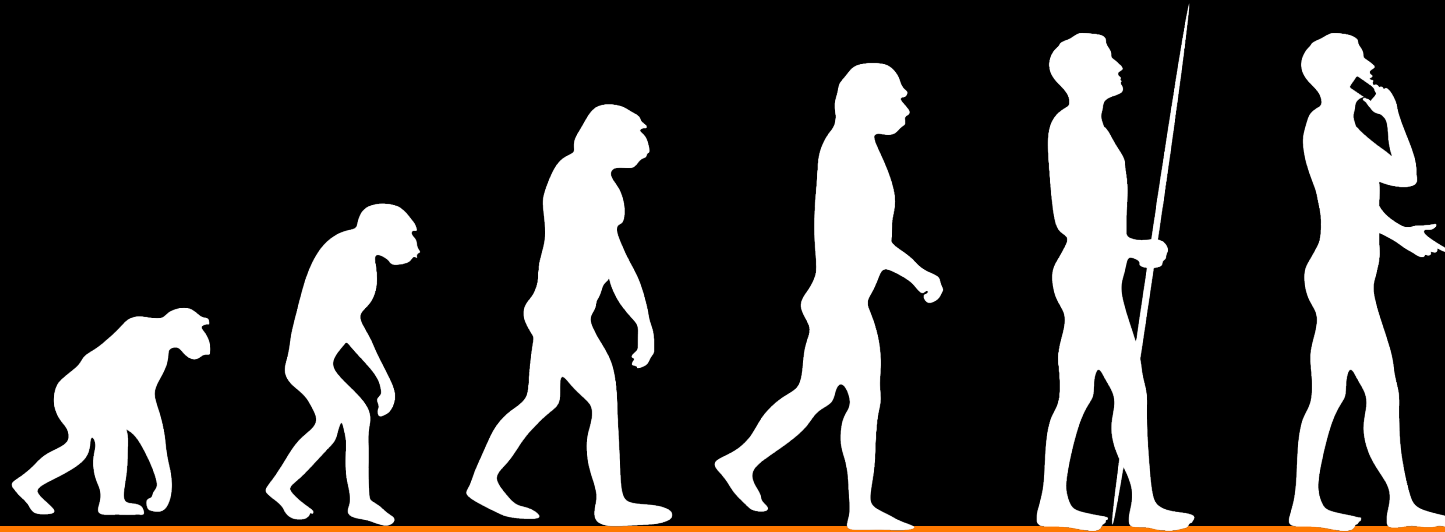
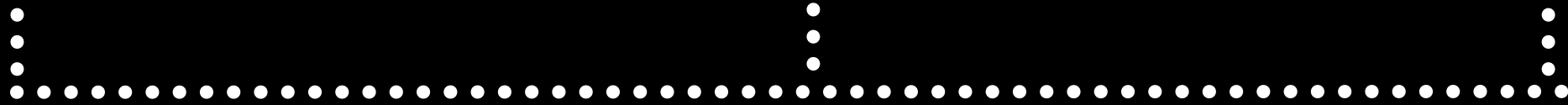
The background of the slide is a blurred photograph of a large crowd of people, likely at a public event or festival. Overlaid on the left side of the image is a large, semi-transparent blue circular graphic. This graphic contains a network of white icons connected by lines, suggesting a digital or data-driven theme. The icons include a megaphone, a laptop with a cursor, a smartphone, a mail envelope, a person silhouette, a house, a wrench and screwdriver, a gear, a document, a keyboard, a calendar, a handshake, a speech bubble, a link, a headset, a shield, a magnifying glass, and a globe. The overall aesthetic is modern and tech-oriented.

**Collecting and
analyzing
customer data
for marketing
and sales
departments**

**Internet
usage**

**Mobile
connectivity**

**New
business
models**



Digital revolution

Changing customer behaviour

Right message

Right channel

Right customer

Right moment

= More sales

Digital revolution

Customer engagement models



**Real-time data
warehousing**

Direct campaign tool



360° consumer metrics for:

- Better interaction
- Personalized communication
- Hyper-personalized insights about shoppers



Big data

Velocity

Value

Volume

Variety

Veracity



**Processing real-time AES
signals emitted by ships**

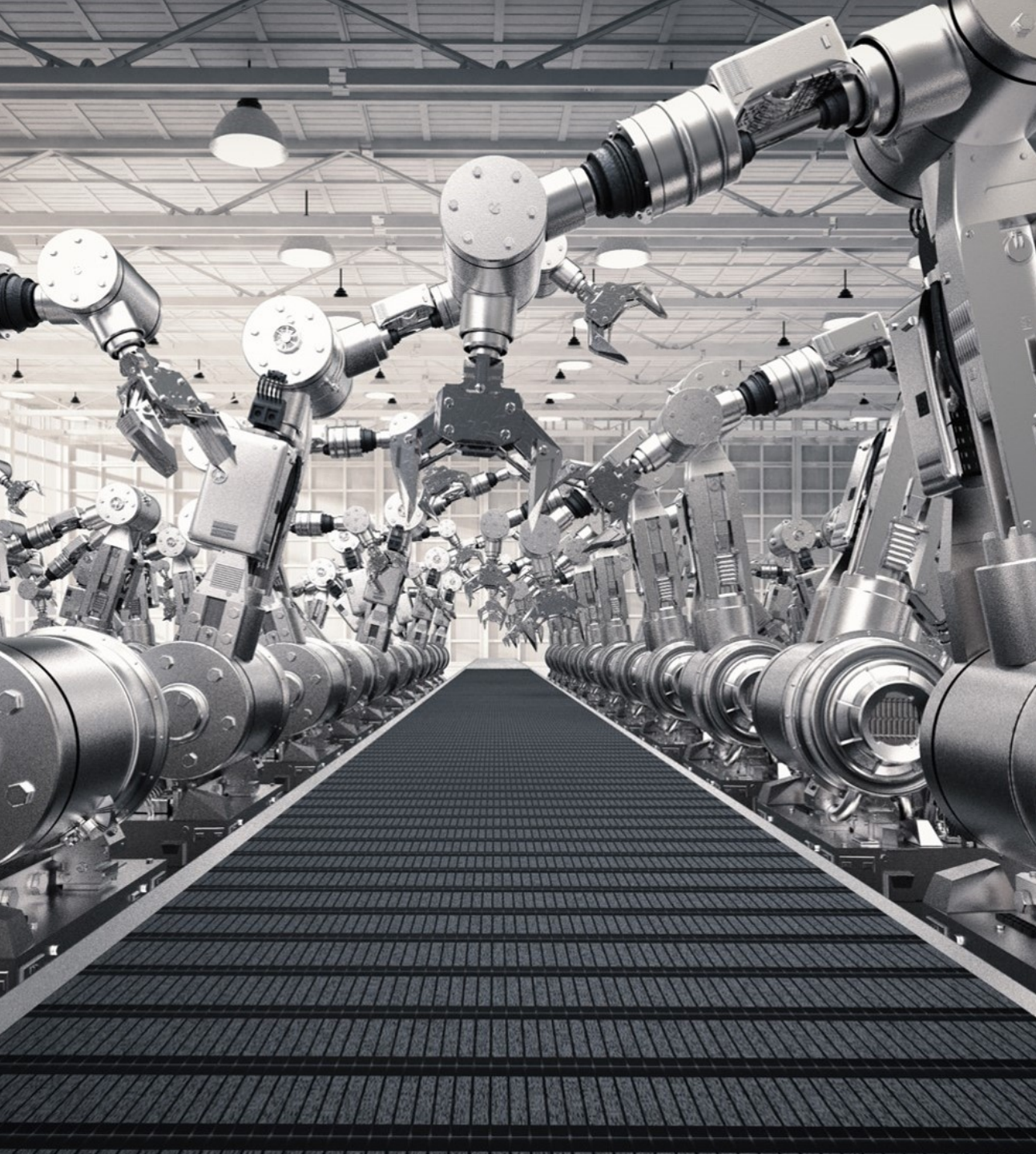
**Machine learning models to
predict ships behaviour**



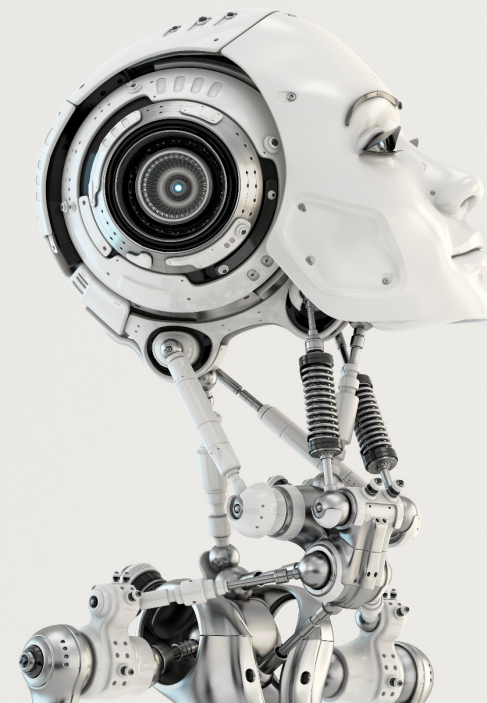
**Proactively direct vessels to
most appropriate spots:**

- **Optimise dock occupancy**
- **Monitor traffic**
- **Track containers**





5G





Should we do it?



