



Business in the age of exponentialism




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A photograph of a modern, multi-story building with a glass facade, situated on a body of water. The building has a unique, angular design with many windows. The water in the foreground is dark and rippled. In the bottom left corner, the Google logo is visible. In the bottom center, there is a red metal railing. Overlaid on the image is the mathematical equation $y = e^x$ in a large, white, serif font.
$$y = e^x$$

A photograph of a modern, multi-story building with a glass facade, situated on a waterfront. The building is illuminated from within, and its reflection is visible in the water. The sky is dark, suggesting dusk or dawn. The water in the foreground is dark and rippled. The text is overlaid on the water.

Change has never been
this fast.
And it will never be this
slow again.

A world map visualization showing the relative IPv4 utilization observed using ICMP Ping requests. The map uses a color scale where blue represents lower utilization and red/yellow represents higher utilization. North America, Europe, and parts of Asia show higher utilization (red/yellow), while Africa and South America show lower utilization (blue).

What characterises our world today?

Relative IPv4 utilization observed using ICMP Ping requests.

Source: Cern Botnet

The 3 Fundamentals



EXPONENTIAL CONNECTIVITY

As users across the world are becoming digitally connected, there's a need for companies to adapt and create value across devices and channels



EXPONENTIAL SIGNALS

The volume of data is rapidly increasing and is creating new opportunities to leverage data in more intelligent ways



EXPONENTIAL TECHNOLOGY

The pace of development in technology is allowing companies to make giant leaps across a range of business areas

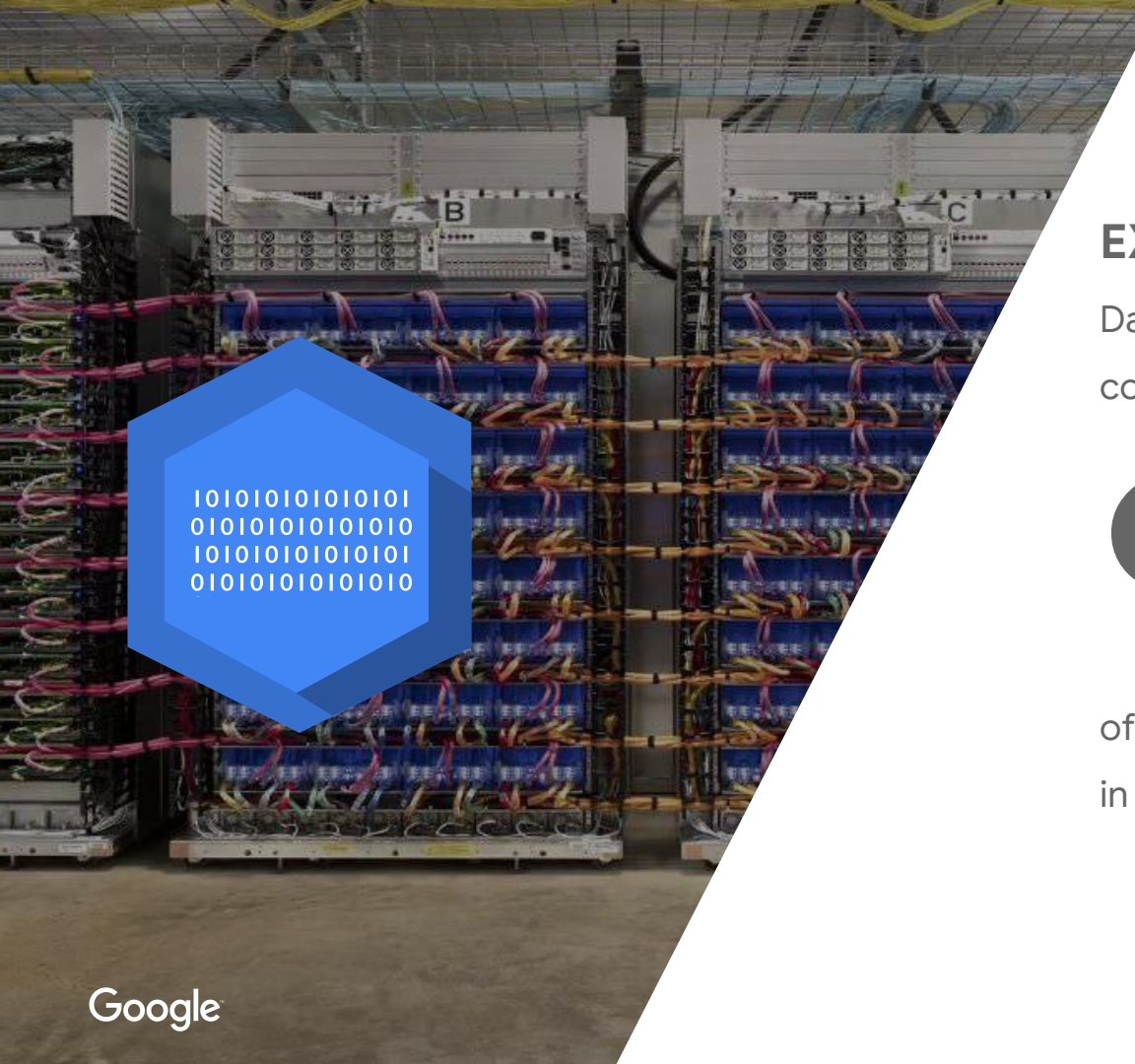


EXPONENTIAL CONNECTIVITY

In the coming three years, 200 billion things will get connected and

750million

more people from across the globe will go online, gaining instant access to all the world's information



EXPONENTIAL SIGNALS

Data is becoming an essential element for companies in a world where

90%

of the world's information was created in the last 2 years

Not a it's not to be simpler than ever...



$$2013 = 1/10^{\text{th}}$$

$$2016 = 2/10^{\text{ths}}$$

$$2020 = 6/10^{\text{ths}}$$

$$2025 = 2.5 \text{ times}$$



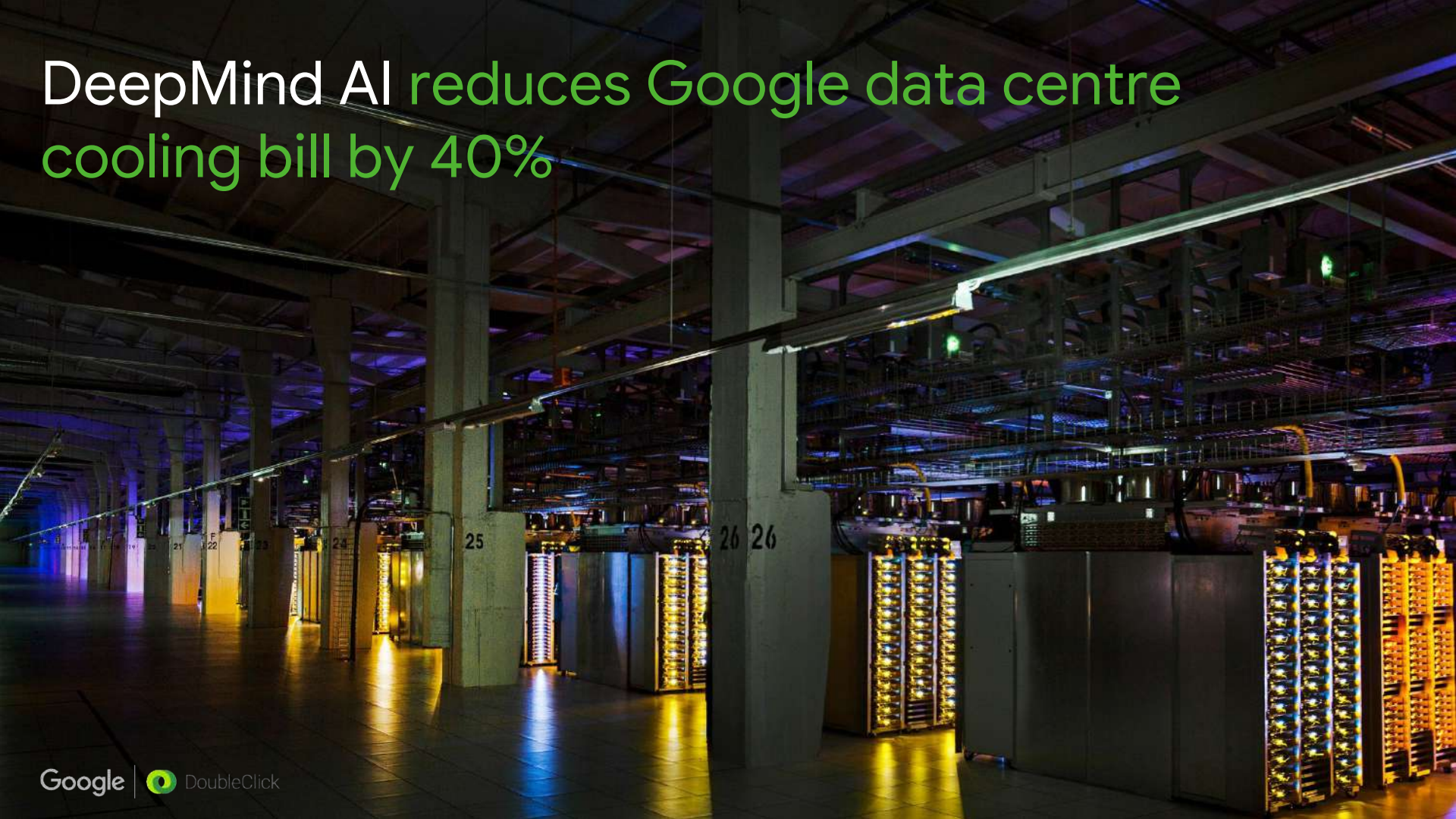
EXPONENTIAL TECHNOLOGY

The emergence of new, radical technology is fueling most new advances across multiple industries. Gartner estimates that by 2020

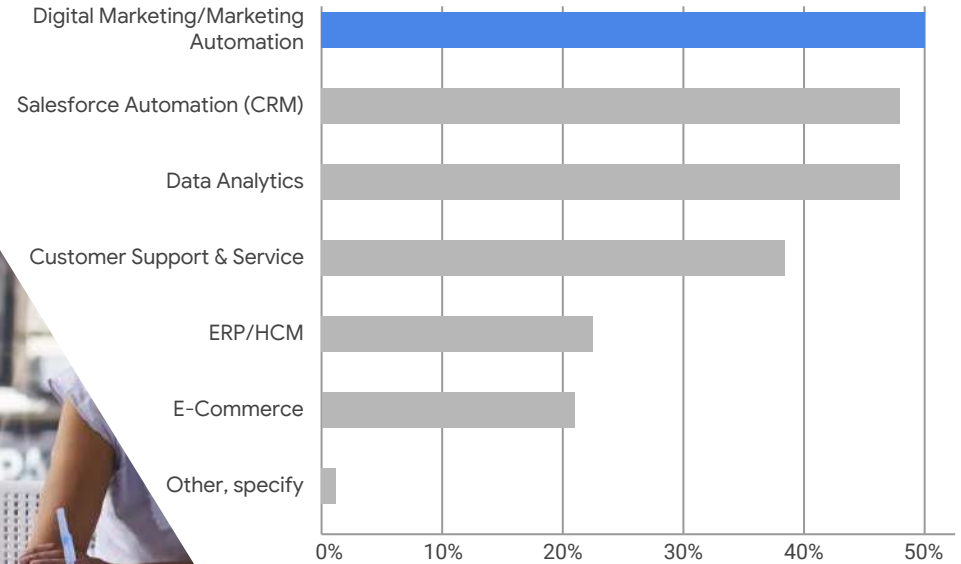
88%

of all customer interactions will be managed by artificial intelligence without any human involvement

DeepMind AI reduces Google data centre cooling bill by 40%




Some of the areas in software that are ripe for AI/ML Investment



Source: Cowen and Company IT Survey May 2017 (N= 146)



"...businesses that integrate multiple sources of customer and marketing data significantly outperform other companies in terms of sales, profits, and margin. They also had dramatically higher total shareholder returns."

A man and a woman are looking at a tablet together. The man is on the left, wearing a light blue button-down shirt and a striped tie, and is pointing at the screen. The woman is on the right, wearing a mustard-colored top and glasses, and is holding the tablet. The background is a light gray wall with some colorful sticky notes on the left side.

Organizations that leverage customer
behavioral insights outperform peers by

85% and **25%+**
in sales growth in gross margin

Data
Iceberg

Above the Surface



Search



Display



Video



Website



Analytics

Campaign Data

Site Data

Below the Surface



CRM



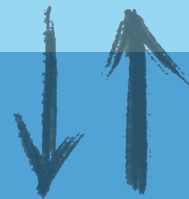
POS



Email



ERP



KLM Airlines Data Activation



Goals


- ❑ Develop smarter, **more effective** media buying models through data
- ❑ Drive **relevant** advertising
- ❑ Scale **predictive modelling** across all touchpoints in the customer journey

Approach

- ❑ Combine data to create a predictive model with granular layers
- ❑ Activated data in real-time

Results

- ❑ **40%** lower cost per booking
- ❑ More than **twice** as many bookings at **same spend**
- ❑ **1.4 times** higher click-through rate for test group than control

A large commercial airplane, likely a Boeing 747, is shown from a low-angle perspective, flying towards the viewer. The aircraft is white with a prominent blue stripe along the fuselage and a blue tail fin. The cockpit windows are visible. The landing gear is deployed. The entire image has a blue tint overlay. A semi-transparent dark blue rectangular box is positioned over the center of the image, containing white text.

From consumer behaviour,
to an AI-driven operational model.

Finding the correlation with the G-ecosystem

What really matters from a business perspective?

Typical Operational Costs

- Fuel consumption (60-70%)
- Leasing costs (aircraft type)
- Airport landing fees
- Luggage handling feed

Revenue drivers

- Ticket sales
- Up- /selling (Hotels & Rental Cars)
- Cross selling

Business Operation Assumptions

More passengers = more revenue

Cross/up-sell = higher yield

Using the right aircraft type = substantially higher yields

THESIS: The faster you can fill seats, the more precise you can be when planning your trips.

HUMAN ANSWER: INCREASE VELOCITY OF BOOKINGS//**ML ANSWER:** The how..

From “this is how” to data driven “what if?” business planning

...a cloud computing conversation

Automated Flight Operations Planning System

Powered by BigQuery - at the heart of “what if planning”

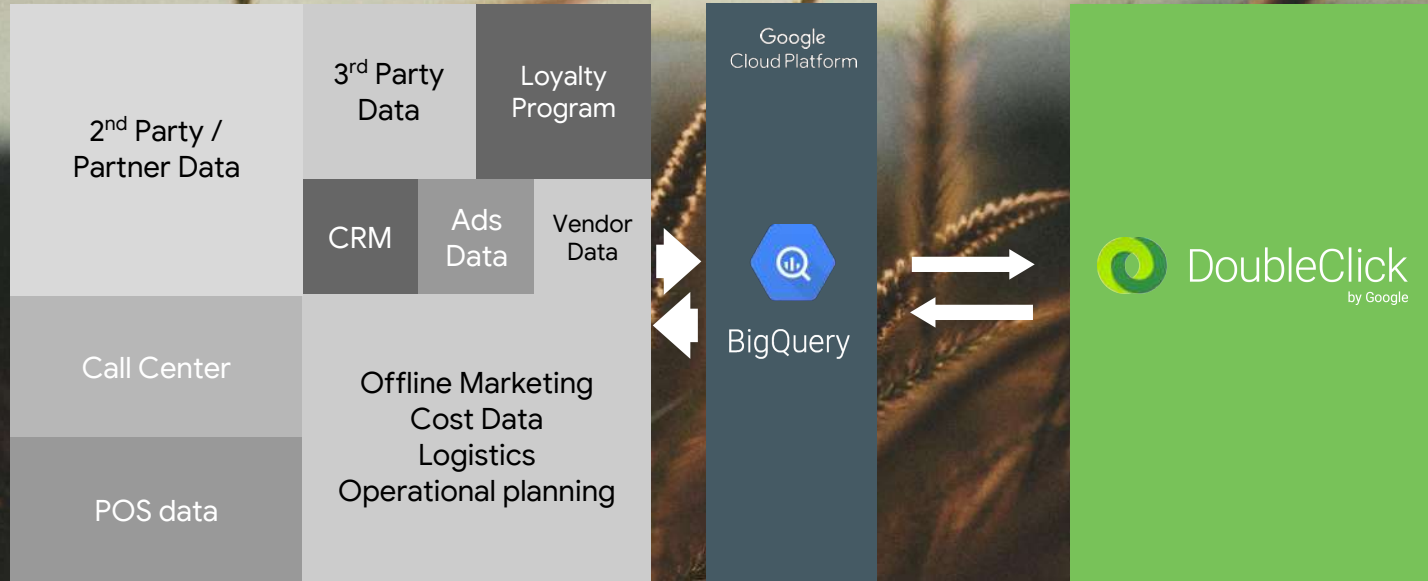
Incorporating enterprise level data such as flight types, fuel consumption, **yeild per km** etc..

CMO representing investment (rather than budget allocation) into **managing consumer behaviour -**

GARTNER: 80% CMO to influece or buy cloud infrastructure applications

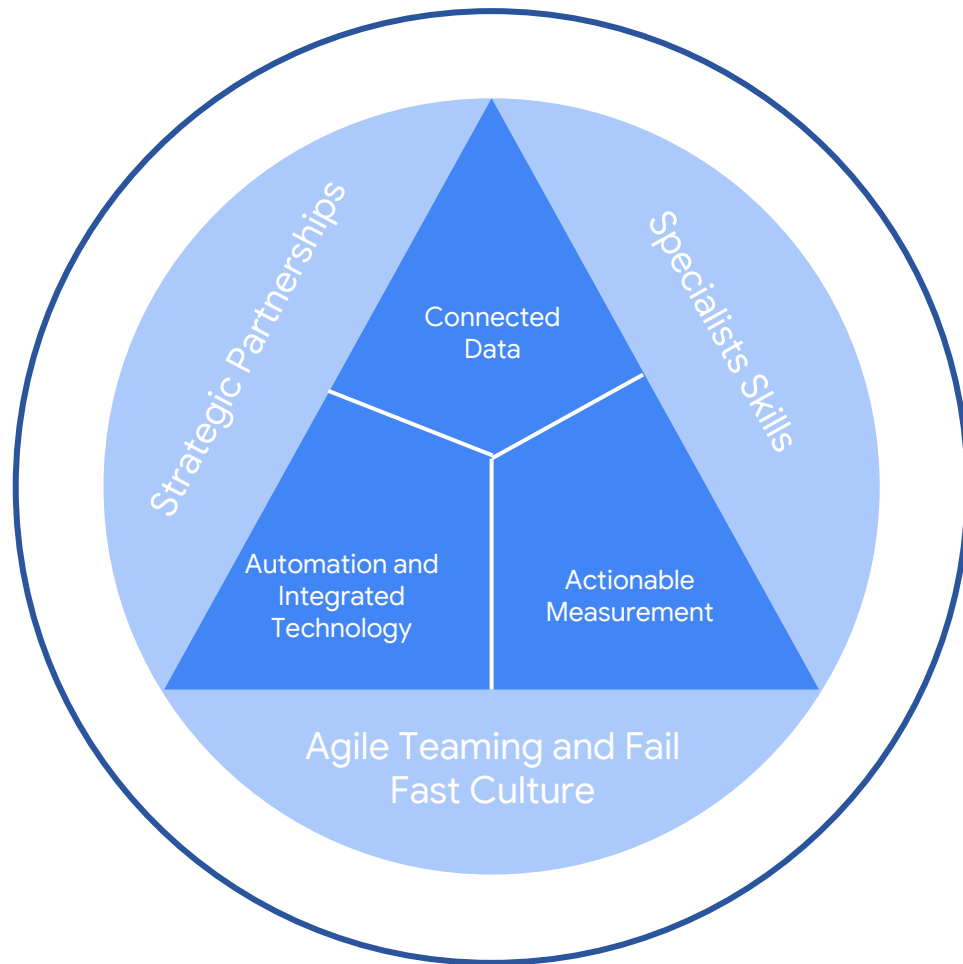
Advertising as a “beacon” of consumer behaviour

Close the loop between core business functions and consumer behaviour



We identified the 6
technical &
organisational success
factors

*BCG, Data Maturity Study,
2017*



A classical marble statue of a bearded man with curly hair, wearing modern sunglasses and a blue t-shirt, set against a textured wall.

Thank you!

G(r)eek inside