

A man with a beard and glasses, wearing a dark suit, is holding a green glass bottle up towards a single, bright light bulb hanging from a brick ceiling. The bottle is illuminated by the light, showing some internal details. The background is a textured brick wall.

SPRINGBOARD BARCELONA 2018

filter, transform and grow



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INTRODUCTION SPRINGBOARD BARCELONA 2018



This first-ever Winter Solstice SpringBoard was a milestone in the E2E strategy of spreading best practices. Bringing together the very best experts in their respective fields, the event in Barcelona was built around the topics of Artificial Intelligence, Data Exchange, Robotics and Machine Learning.

More generally, SpringBoards are specially-designed, invitation-only workshops. Their goal is to get the best experts into one room to jointly assess, discuss and learn from each other, focusing on the newest trends impacting our industry. We want to enable the exchange of knowledge between experts in these different disciplines, seeking points of connection and re-enforcement.

The Winter Solstice SpringBoard also tested new tools of marketing and communication, like the teaser movie, an artist-inspired giveaway, a short video documentary and a high-quality printable report.

The latter two were also designed to serve as a souvenir for all participants. On top of this, they can be used for promotional purposes by the event sponsors to showcase their involvement and thought-leadership.



FREIXENET TOUR



Our friends and sponsors from GrauGriell organised an excellent visit to the production belt of one of the world's most famous producers of sparkling wine, Freixenet. The participants who confirmed their attendance early enough were invited on this trip and were treated to a personal greeting and private tour by Freixenet's CIO and CCO. Participants all marvelled at the high-tech, underground production plant where art meets magic, and excellent taste.

Returning from Spain's Penedes region, participants went back to their hotel in Poble Nobu where they joined the rest of the team for an organised VIP bus ride to the famous "El Nacional" restaurant in downtown Barcelona. In the midst of buzzing bars and restaurants, the CGF SpringBoarders enjoyed a special selection of tapas while taking the time to connect, network and make new friends.



DINNER AT THE *EL* NACIONAL



Seeing is believing. How PA helps clients create real-time transparency and visualisation in E2E Supply Chains

SUPPLIER RISK MANAGEMENT

Oliver Lofink, Rogier Pronk and JJ Van Der Meer introduced how PA is developing a Tier-N supplier risk management software tool, which enables you to visualise risk across your supply chain and receive event driven early warnings, enabling rapid response. This includes:

- Identify and monitor risks to anticipate disruptions
- Receive warnings and address changing situations proactively
- Support quick identification of alternative sources
- Protect unbroken and uninterrupted supply

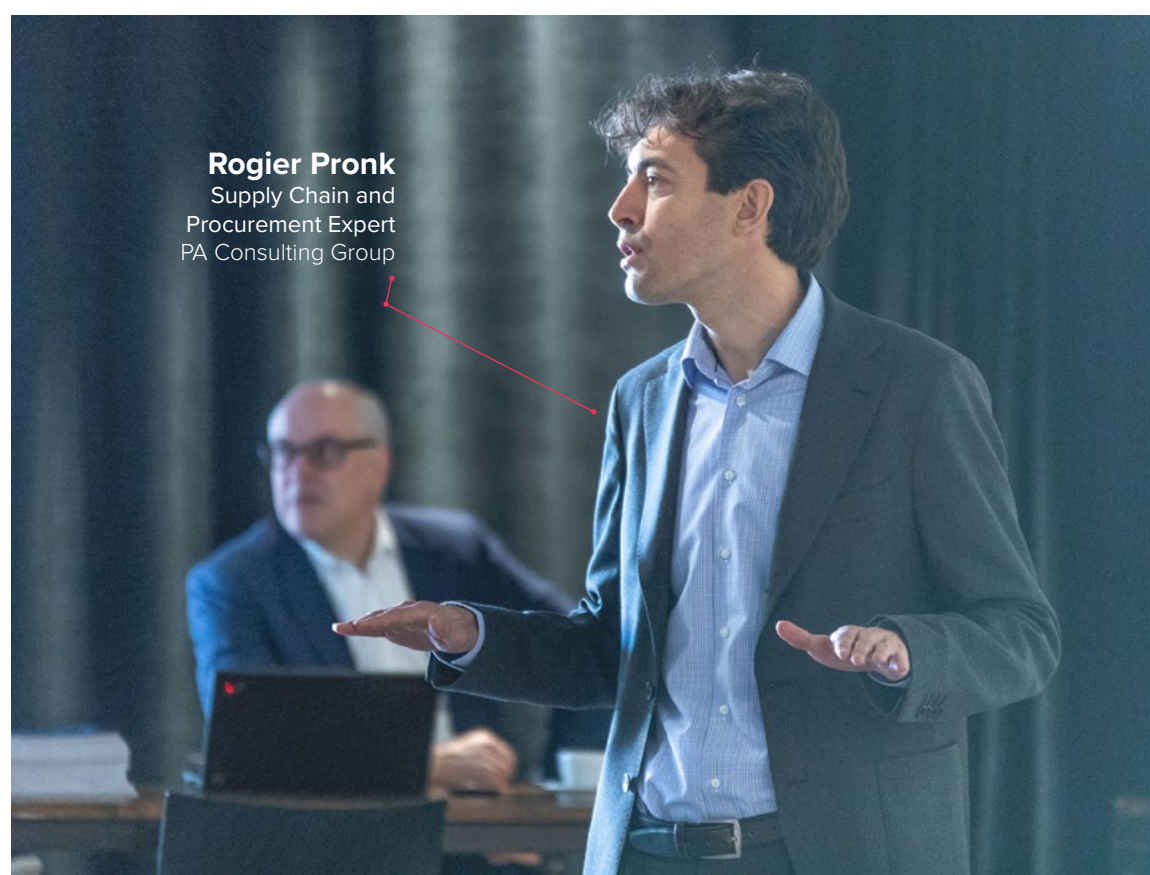
ADVANCED SHIPMENT MONITORING

Working with Intel, PA has developed an advanced tracking and monitoring system for valuable assets in transit. Featuring a disposable smart tag and gateway module for global connectivity, the system provides a secure, scalable, cost effective solution for asset tracking. This includes:

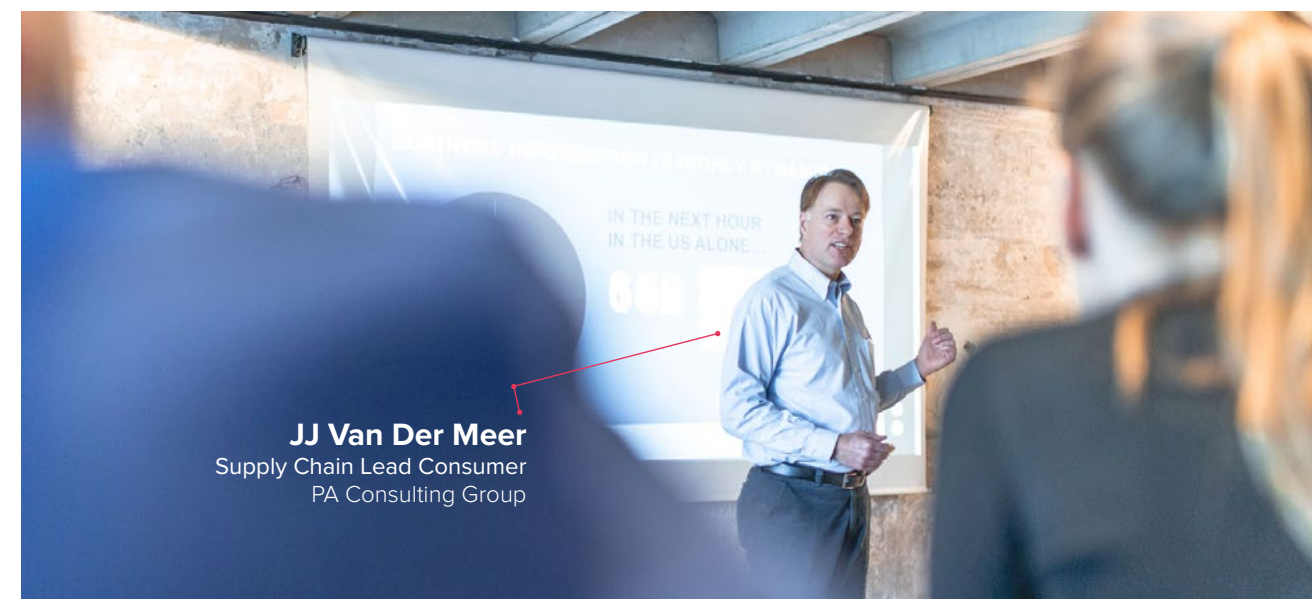
- Track temperature, humidity light, shock, tilt and location
- Monitor temperature to see if it exceeds regulated levels
- Receive alerts if package is separated or breaks geofences
- Know where and when excessive shock or tilt occurs

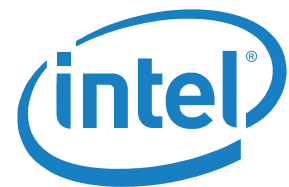
**Identify and
monitor risks
to anticipate
disruptions**

Rogier Pronk
Supply Chain and
Procurement Expert
PA Consulting Group



JJ Van Der Meer
Supply Chain Lead Consumer
PA Consulting Group





Chris Hunt
Global Consulting Lead
for Retail and CPG
Intel Corporation

As a technologist passionate about impacting health and wellbeing through food and nutrition, Chris Hunt discusses how he is constantly on the lookout for the innovative “beacons” of hope which can help to change the industries he serves. Those beacons might be raw technologies which can help to disrupt, but the real game changers, the brightest beacons, are the firms putting those technologies to work immediately to change the quality of our lives for the long haul.

In technology’s constant battle of hype versus hope it seems the winners lie at critical intersections; between individu-

al technologies, for sure; but especially between hope-filled technologies and real world problems. For a long time now he has been most interested in the intersection of IoT, AI and Food: how might today’s convergence of IoT and AI transform the business of food, to improve how all of us are nourished? In Barcelona it’s this convergence which we explored together.

At niolabs for example, Doug Standley is not only changing how we think about IoT through a profoundly different architecture and toolset, he’s combining IoT and AI on the farm to transform quality, efficiency and environmental impact.

At Escavox, Luke Ward is changing the way we think about track and trace for supply chain, to make it easier to optimize food supply chains for improved quality and reduced waste.

At TeakOrigin, Brent Overcash and Greg Shewmaker are reading food quality metrics directly from food, by linking low cost optical measurement systems to specialised laboratory food analysis data.

Individually these beacons exemplify the magic that happens at the intersection of IoT, AI and Food. The real intersection though, the gestalt we seek, lies at the intersection of all three beacons. What happens when real time food analysis by consumers informs the operation of

farms and the entire supply chain; farms which have the tools needed to implement change systematically; supply chains for which measurement and analytics are the norm so that they can be optimised for the economic delivery of the quality of food needed for new levels of health and well being through nutrition, at a global scale.

We need to change the business of food, and I believe we are at a turning point where key technologies like IoT and AI together are helping thought leaders in food make dramatic positive change a reality already. As a technologist working for a firm at the roots of Silicon Valley, it’s a privilege to be a part of that change, Chris concluded.





LUNCH // SHOWCOOKING



Our hosts at ROC 35 had a special treat for us. Besides the excellent finger food throughout the day, the trusted kitchen team delivered a beautiful risotto that was cooked in front of our eyes during the lunch break. Again, it was the perfect time to engage in conversation in a relaxed atmosphere. Participants enjoyed the Mediterranean cuisine and gained energy for the second half the day with its inspiring speeches, discussions and business insights.

Worthy of a special mention, the CGF's E2E Value Chain Pillar Director Ruediger Hagedorn presented the "Making of", a short clip produced with resident Korean artist HYE. Then, commissioned pieces of art, each piece individually hand-signed by the artist, were presented to participants and were very well received by all. It was seen a special moment that goes above and beyond the excellent knowledge-sharing moments.



Ron Tolido of Capgemini talked about Artificial Intelligence (AI) as being the collection of capabilities and behaviour by learning systems that are perceived by humans as intelligence. While the perception of Intelligence evolves over time, typical AI capabilities currently include speech, image & video recognition, autonomous objects, natural language processing, conversational agents, prescriptive modeling, augmented creativity, smart automation, advanced simulation and complex analytics & predictions. It offers immersive, highly personalised experiences are simplifying customer journeys and boosting sales. Augmented operations are reducing costs and powering smart factories. Across the industries, AI is empowering employees and driving material performance improvements. And it's happening today, as illustrated by a range of examples.

This is not just about the bots, machine learning or the maths. We believe in an ethical, people-first approach, Ron said. Every Perform AI engagement considers culture, process, data and technology – proactively managing the effect of each new initiative on your AI-enhanced workforce. Building trust and transparency to ensure adoption and success.

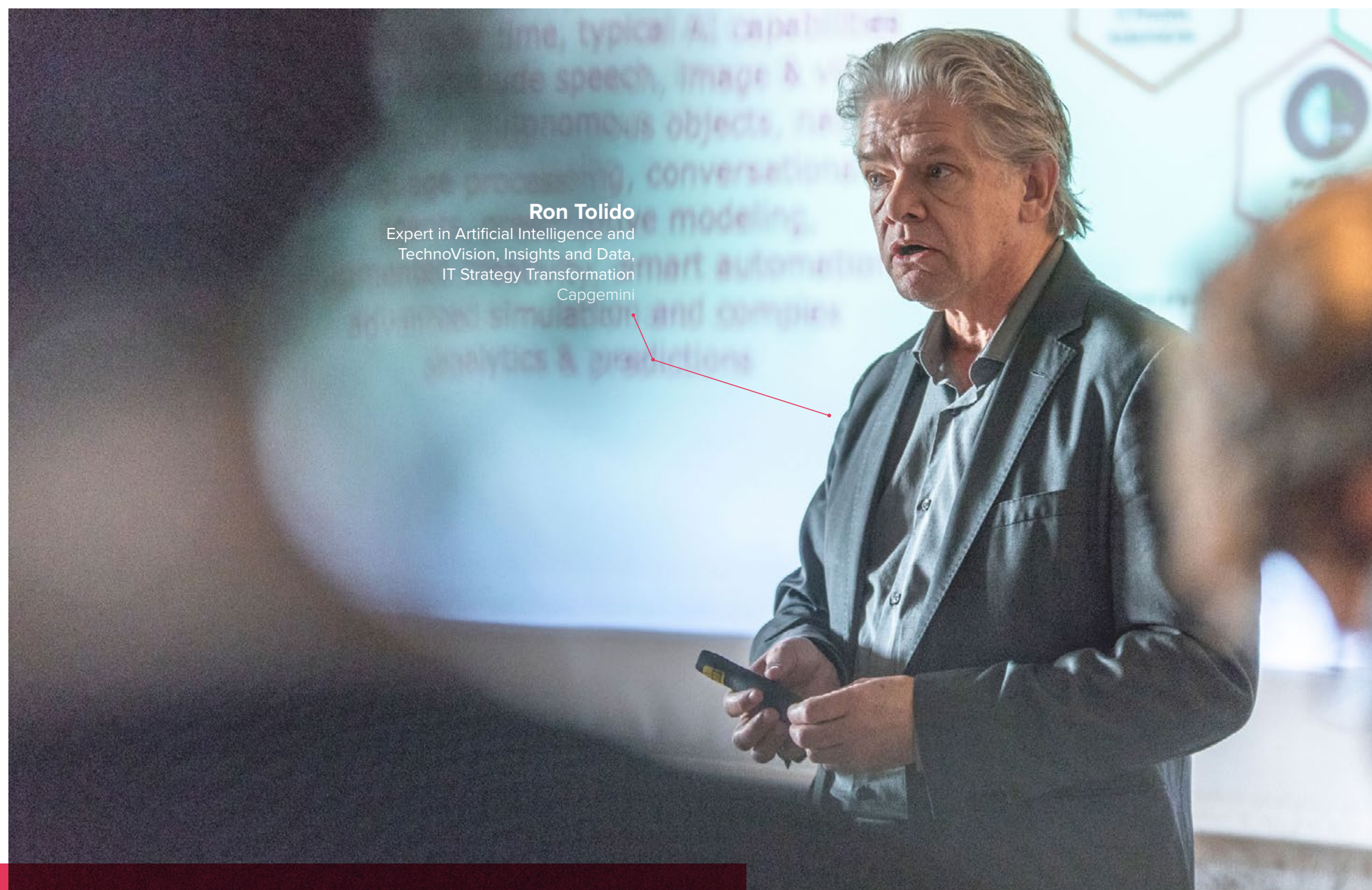
Kees Jacobs addressed one of the areas where AI and Machine Learning can make a big difference in the CPG and retail industry: product data management and sharing. Capgemini is working with The CGF on the so-called 'Product Data Leapfrogs', looking to make a step-change in product data accuracy and completeness, which currently present fundamental and urgent challenges to the success of both retailers and manufacturers in an omni-channel world. There is a clear need to move urgently and at scale beyond current industry and organisational paradigms.

New AI-enabled technologies can indeed address many of the industry's problems in generating and sharing product data. For example, as Ram Rampalli of Walmart presented: AI, machine learning and computer vision approaches can extract many attributes automatically from two straightforward sources of product attributes – product images and written product descriptions. Estimated, today the technology can extract up to 600 product attributes this way and can be expected to deliver even more attributes going forward. Also a data-leapfrog can be made by AI-enabled federated, peer-to-peer data-sharing approaches, that take product data from manufacturers and other sources, automatically translating it into the attributes required by retailers.



Kees Jacobs
Expert in Digital
Customer Experience,
Insights and Data
Capgemini

**Artificial
Intelligence is
empowering
employees and
driving material
performance
improvements**



Ron Tolido
Expert in Artificial Intelligence and
TechnoVision, Insights and Data,
IT Strategy Transformation
Capgemini



*Product materia-metrics,
optical sensors on
“the edge” making
decisions and
communicating with
each other leveraging
SimpleLinks*



Ram Rampalli
Global Head of Content
Acquisition
Walmart Labs



Ruediger Hagedorn
Director, End-to-End Value Chain
The Consumer Goods Forum

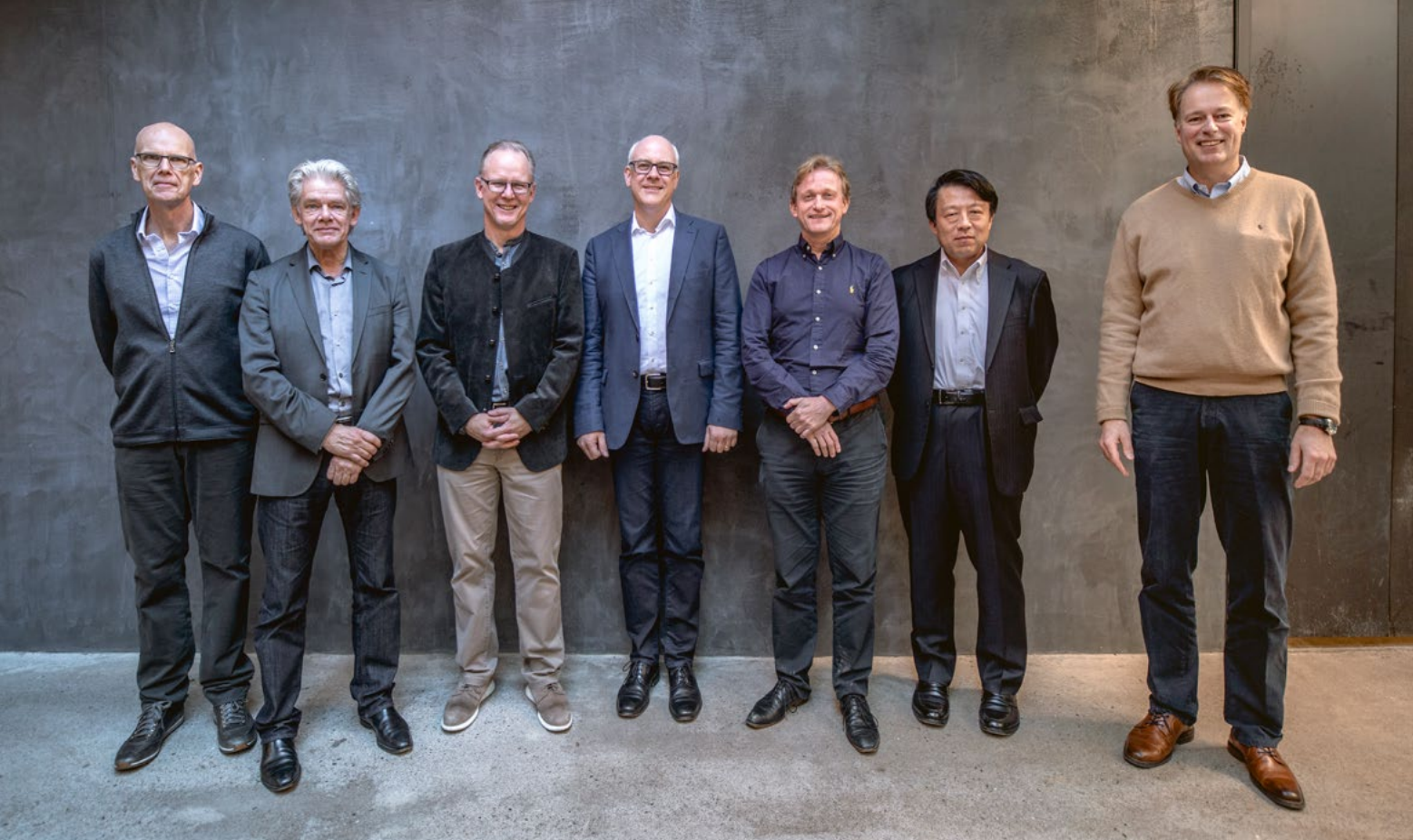
End-to-End Value Chain

2L and Data Leapfrogs

Data networks have gone from tightly knit and durable to being much more fluid and interchangeable. A new paper from the CGF E2E Value Chain Pillar points to a new breed of market-driven best practices with simple tools and proven technical standards.

2L(CGF)–“LabelLess–The Continuum”, puts brackets around internal E2E developments over the past 36 months by Director Ruediger Hagedorn and others. Highlights are the now fully-embedded concepts, like SimpleLinks, which is preparing for total interconnectivity of all entities in a value network from warehouse doors to pallets to delivery documents; the integration of Time-Binder for secure identification through radio-frequency and DNA sequencing

promoting combined sets of data points for contextual identification; and 2L introducing contextual identification in a Machine-to-Machine world through the power of sensors in value networks. Beyond the well-known GPS trackers, 2L introduces product ‘materia’ metrics, optical sensors on “the edge” making decisions and communicating with each other leveraging SimpleLinks. With the help of Kees and Ram, Ruediger visualised the connection between the 2L Concept Paper and recent development of the CGF Product Data LeapFrog Initiative. The “Federated LeapFrog Team” looks into distributed data exchange leveraging key elements of the 2L Paper, driving towards a more flexible automated world.



Thanks for everything
and see you at the
next SpringBoard!



About The Consumer Goods Forum

The Consumer Goods Forum ("CGF") is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 50 manufacturer and retailer CEOs.

For more information, please visit:
www.theconsumergoodsforum.com.

