

Session 2: How to handle digital information and technologies for value chain

What is the potential of specific technologies in value chain? What new use cases the current advancements in technology can bring us?

| LIFE PRINCIPLE

- **PRIORITIZE: WHILE YOU CAN HAVE VIRTUALLY ANYTHING YOU WANT, YOU CAN'T HAVE EVERYTHING YOU WANT.**

 **PRINCIPLES IN ACTION**

RAY DALIO

Presented by Riaz Jogiyat



Landscape Today



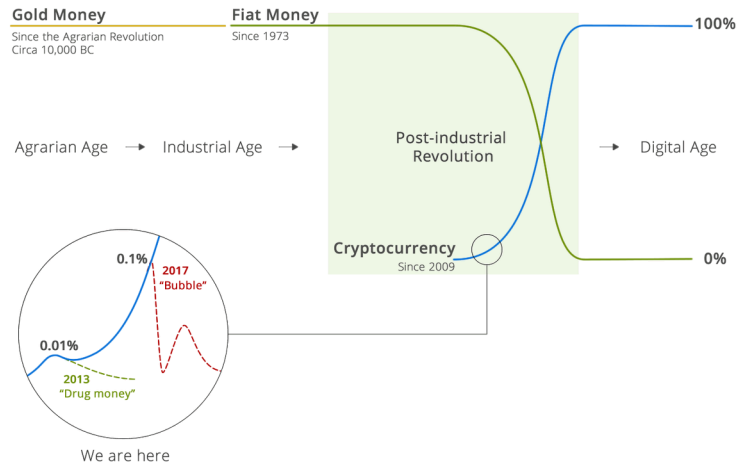
Amplifi Sarl @HelloAmplifi · Jan 21

A zettabyte is one sextillion (one long scale trilliard) bytes. The unit symbol is ZB. 1 ZB = 1000~7bytes = 10~21bytes = 1000000000000000000000bytes = 1000exabytes = 1millionpetabytes = 1billionterabytes = 1trilliongigabytes.

- 175 TB of projected raw data by 2025.

The 10,000 Year View of Cryptocurrency

Source: Woobull.com



30 years vs 10,000 years – it's all new

<12% of raw data is analysed

<20% of global commerce is B2C related

Intangible assets (i.e. data) growing dramatically

"AI" is used to enhance decision making while automating operational requirements

Large enterprises leading the charge



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Ecosystem Challenges

“The real problem of humanity is the following: we have paleolithic emotions; medieval institutions; and god-like technology”

– EO Wilson



Fragmentation - platforms, jurisdictions, standards, isolation, processes

Increased complexity in multi-lingual environments both natural and machines

Legal and reputational risk with growing compliance and regulations

Lack of interoperability and collaboration

Long time to value IT spend >6 months with high costs

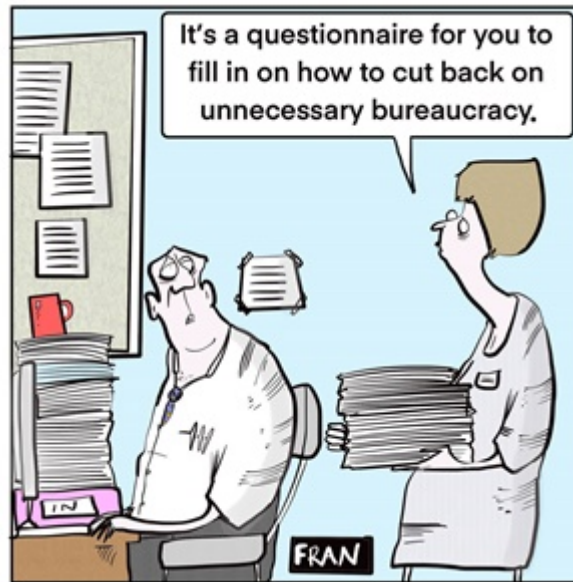


Global Data Excellence



“The Govern by Value approach has immediate ROI and impact. By prioritizing resources and assets, it becomes clear which data requires attention and which data can be ignored.

– Dr. Walid el Abed



DEMS 4.0 – modular, scalable, unmatched time-to-value output

Connects and measures the value of data through its contribution to desired outcomes

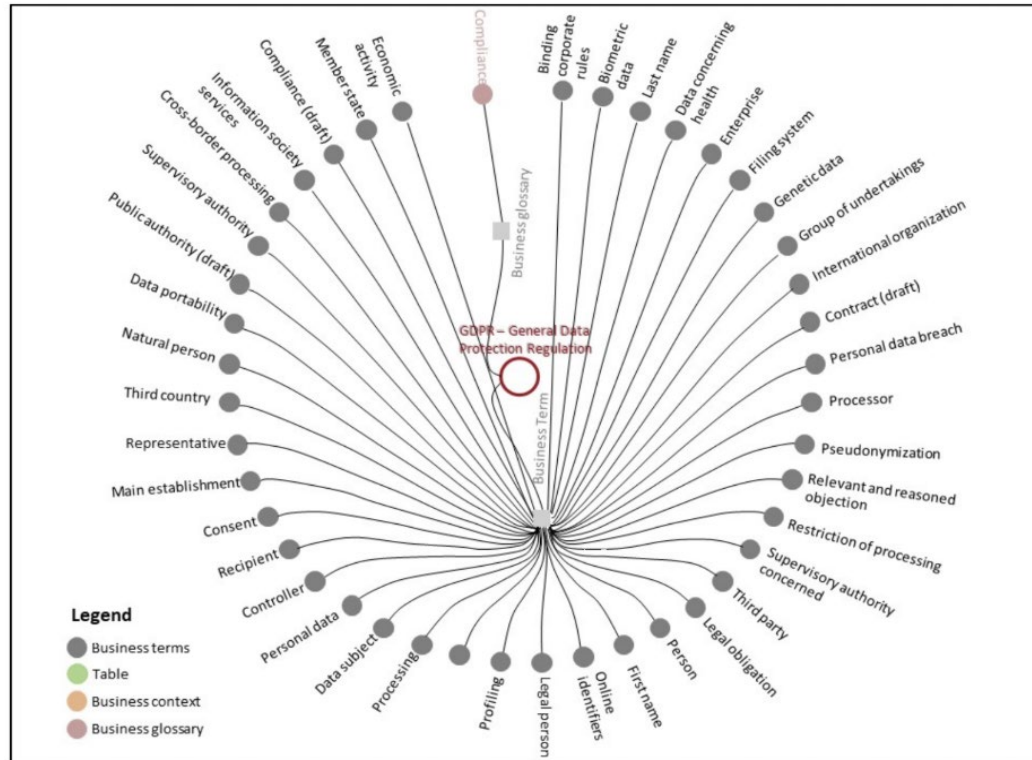
AI can generate present and forward looking value indicators monitoring risk and impact to business

Semantics driven model – natural to computer language without losing context

Everyone can become a data scientist now promoting meritocracy



GDPR Example



GDPR glossary

GDE Plug & Play solution that allows your systems to control GDPR without little human intervention

Business Excellence Requirements

Business Excellence Requirements management

Business Requirement List

Domain of Excellence: **GDPR Excellence** | Status: **All**

Requirement	Code
CONSENT	BER-GDPR-001
UNDER-AGE PERSON CONSENT	BER-GDPR-002
CONSENT FORM	BER-GDPR-003
FREE CONSENT	BER-GDPR-004
CONSENT EVIDENCE	BER-GDPR-005

Business Requirement

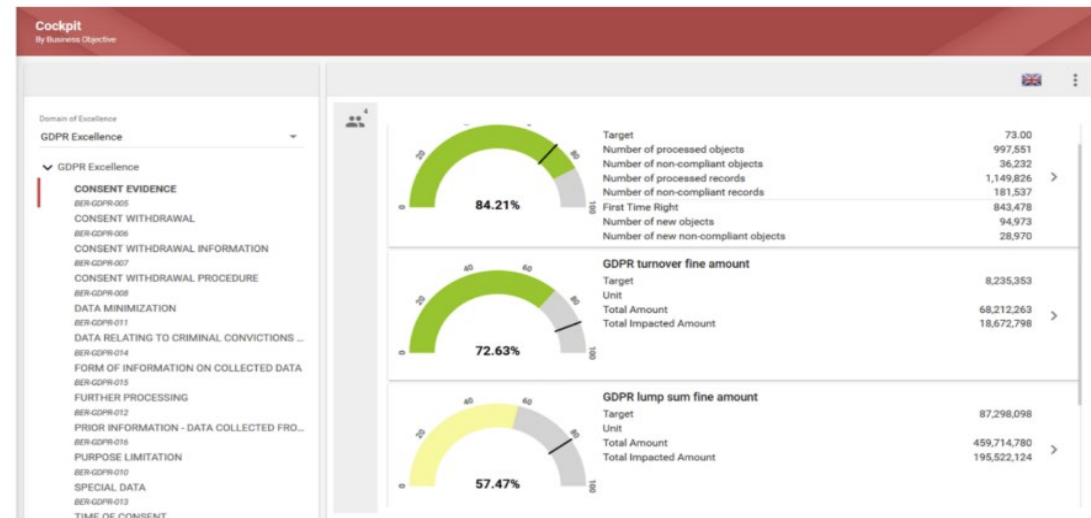
Code: **BER-GDPR-001** | Name: **CONSENT**

Criticality: **Medium** | Status: **Published**

Description:

The controller or the processor must obtain the consent of the data subject prior to processing the personal data, unless the processing is necessary for:

- the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
- for compliance with a legal obligation imposed on the controller;
- to protect the vital interests of the data subject or of another natural person;
- for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- for the purposes of the legitimate interests pursued by the controller or by a third party only if such



Risk to business via fines!

Visualize and comply by value



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Case Study 1

Banking Industry

- Know your customer (KYC) regulatory requirements
- Once rules prescribed and DEMS is connected to source, the bank was able to screen 80,000+ accounts
- It identified 500B+ of assets at risk from incomplete account information within 14 days
- Net asset valuation (NAV) – DEMS found that only 11% of the data was available
- Rest of data was locked up in 300 personal laptops

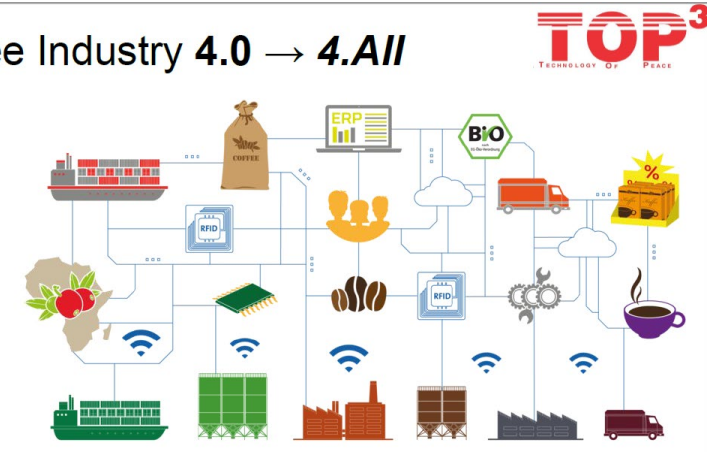
Case Study 2

Food & Beverage Industry

- 14,000 SKUs, facing quality and supply chain issues
- Once value was linked to data, DEMS was able to identify 3,800 SKUs which were contributing to 100% of the firms value within a few weeks
- Prompted decommissioning, optimization to portfolio, inventory, supply chain and HR decisions
- Will improve efficiency by 70x

Case Study 3

Coffee Industry 4.0 → 4.AII



TOP3 Kenya

- Switzerland exports 2.5B worth of coffee
- 7g to make an espresso – sells for 2-6 Euros
- Small Kenyan farmer can produce 200 kg per year – sells for <1 Euro kg
- Creating sustainable model using DEMS platform
- DEMS will show purchasers where their coffee batch has been grown, how it has been processed and handled, and how their purchase has impacted sustainable development goals on a local level, e.g. reducing poverty (SDG goal 1), zero hunger (SDG goal 2), decent work and economic growth (SDG goal 8), gender equality (SDG goal 5).



GDE Lessons & Future



About your talent resources...

Mindset – Future of work

Now that you have the means and tools,
what's next?

Explore new markets for the technology –
SMB & Public Sector

Geneva & CERN – Policy & Governance
Valley



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Thank You

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Amplifi Sarl is an advisory firm that leverages social listening, data mining technology, and demography to improve business development for the financial and wealth management industry.