

TECH IN ACTION: NAVIGATING THROUGH COMPLEXITY FOR GROWTH

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TECH 360

An iceberg floating in a blue ocean under a blue sky. The tip of the iceberg is above the water, and the much larger part is submerged below. Three dark blue rounded rectangular boxes containing white text are overlaid on the image, representing different technology trends.

AI CHATBOTS FOR
CONSUMER SUPPORT

AR SHOWROOMS FOR
EXTENDING CONSUMER
EXPERIENCE

ELECTRONIC PRICE TAG OR
REAL-TIME SHELF
RESIDUE ANALYZER FOR
MANAGEMENT SALES

DELIVERING CORE



TARGETING



DISTRIBUTION



MESSAGE

**CDP / DMP /
IDENTITY
MANAGEMENT**

**AI SCORING
ALGORITHM**

AD SERVER

**BID
MANAGEMENT**

**AD DELIVERY
PLATFORMS**

**RECO
ALGORITHMS**

**WEB ANALYTICS
TOOLS**

**ATTRIBUTION
TOOLS**

**ASSETS
MANAGEMENT
ENGINE**

DCO PLATFORM

**DYNAMIC CMS
ENGINE**

ETC.

DELIVERING CORE



**PREDICTION
MODELLING**



**DATA
MANAGEMENT**



**REAL TIME
DECISIONING**

XAXIS



BIDDING



**AI
OPTIMIZATION**



DCO

LOOKING FOR INNOVATIONS



**PROMO
MECHANICS**



**CREATIVE
DEVELOPMENT**



**CRM
SOLUTIONS**

MBA CONTENT+ INNOVATION LAB



**DATA
STRATEGIES**



BOTS & AI



**CONTENT
PRODUCTION**

DISRUPTING HABITS

An aerial photograph of a person surfing on a wave. The water is a deep teal color, and the wave is breaking into white foam. The text is overlaid on the image, with 'FROM' and 'TO' in white and the other words in teal.

FROM

MEDIA INDICATORS

TESTING INNOVATIONS

SERVICE

TO

BUSINESS GROWTH

PROVIDING BUSINESS SOLUTIONS

PARTNERSHIP

THANK YOU

QUESTIONS?

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