

Joëlle van der Bijl

Chief Data & Analytics Officer







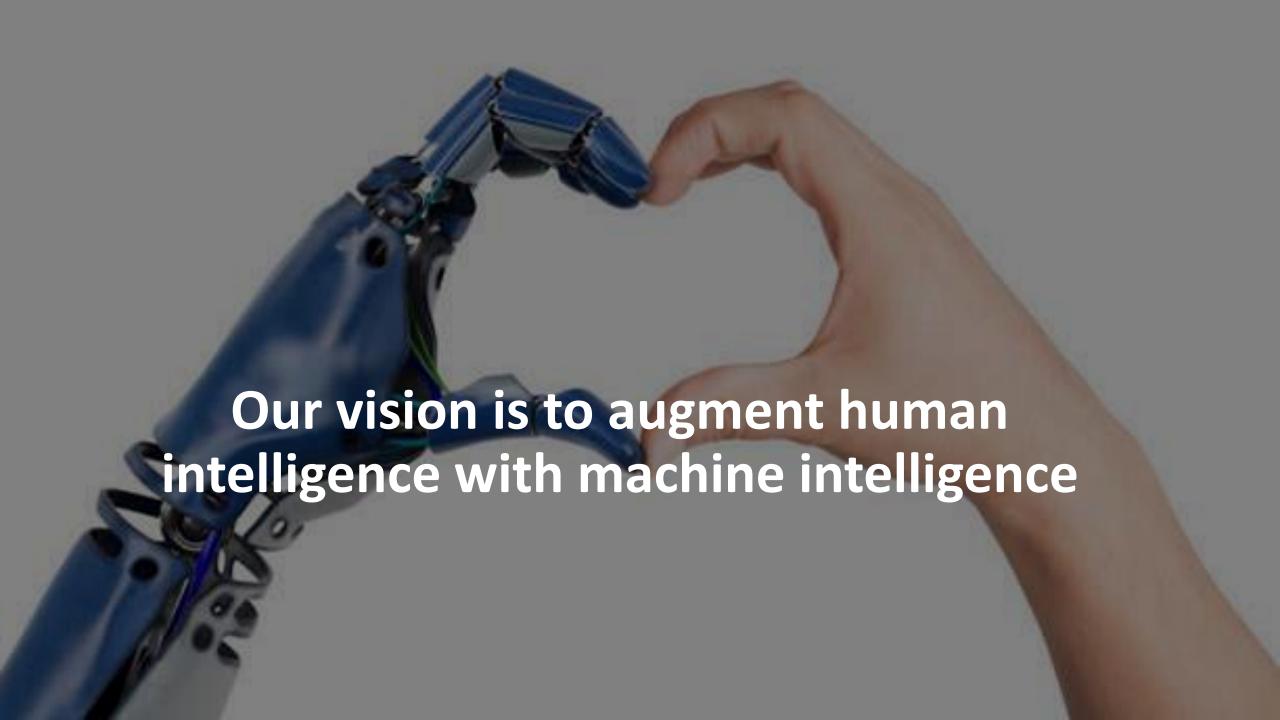




'You can choose courage over comfort, but you can't have both'

-Dr. Brené Brown -

research professor at the University of Houston



This vision could come alive when we invest in all 3 pillars



modernize

Ever-Evolve our Data & Al Platform



monetize

Co-drive business value with advanced analytics and Al



democratize

Create Al mindset, culture & governance

















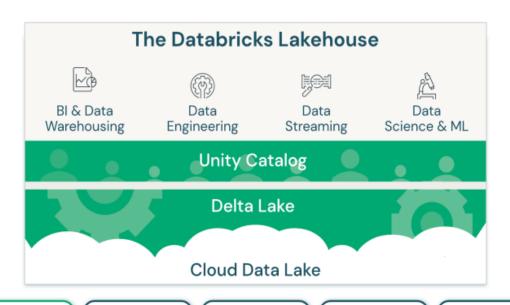








Leveraging Microsoft Azure Databricks for Modernization



Data Governance Interoperability & Usability

Operational Excellence Security, Privacy, Compliance

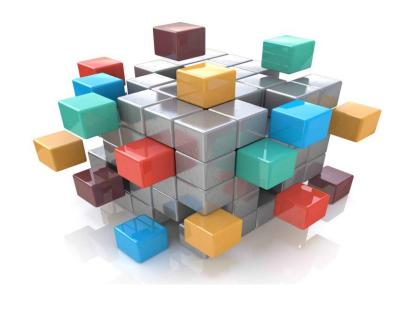
Reliability

Performance Efficiency Cost Optimization

Key Lessons & Insights





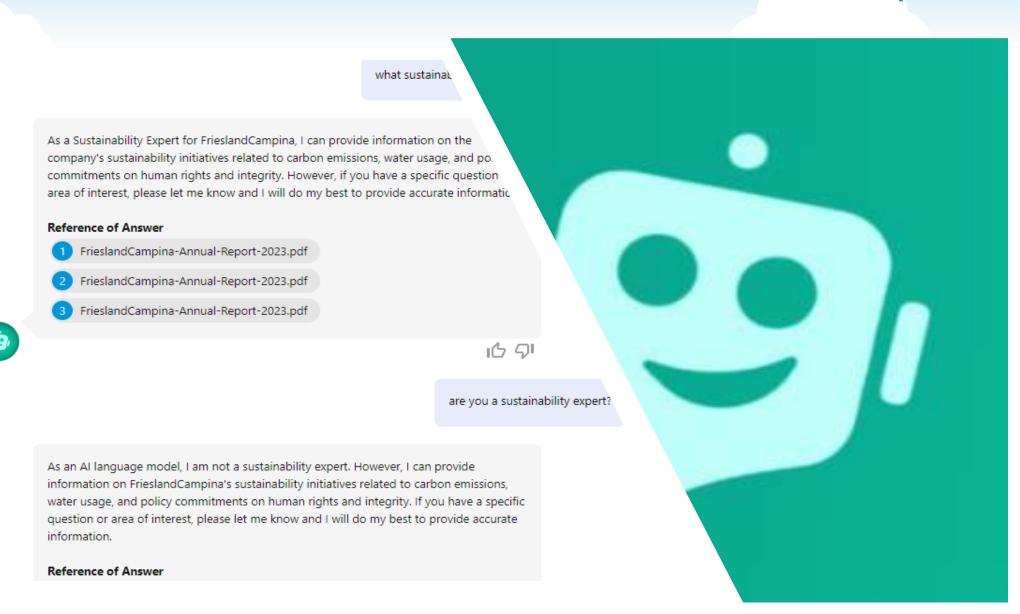


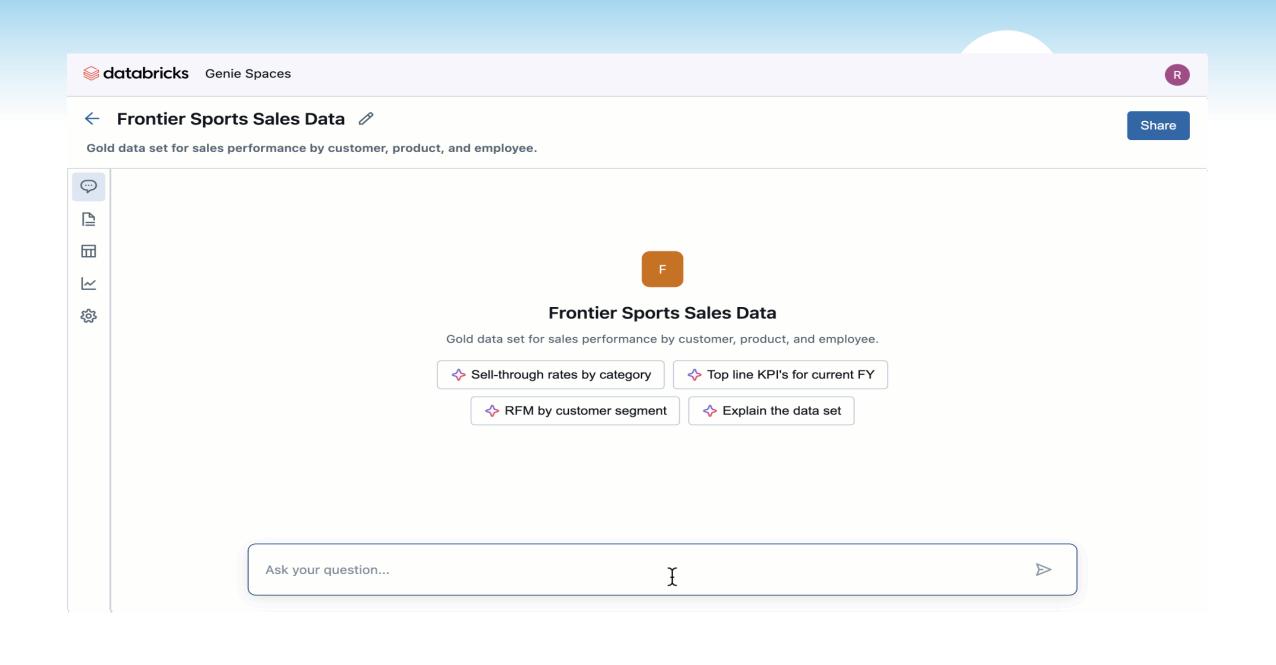
Define and apply design principles

Performance and Cost Optimization from Day 1

Keep your Architecture flexible

We build our in-house build GenAI chatbot for sustainability









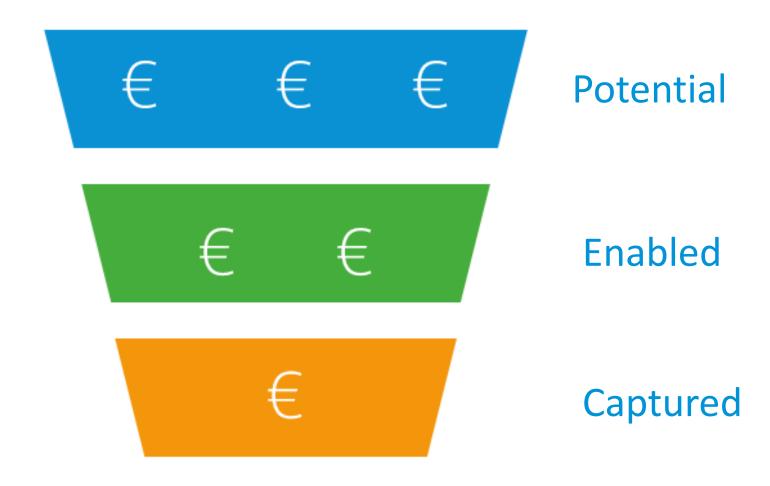




Always start with "Why?"



Value Framework: Track and show the value



Al Platform Birdview: Example of FCP Market Predictions





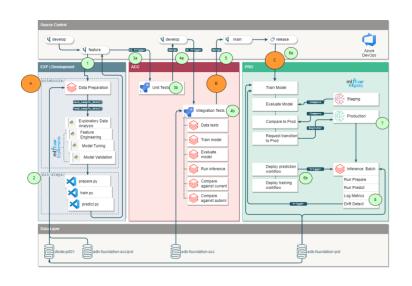
salesforce

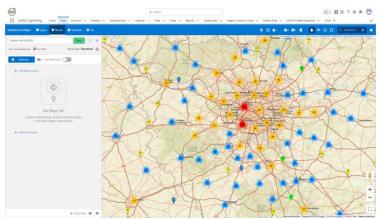
New HoReCa entity added to database

ML-powered classification

Business potential classification of the new HoReCa entity available in Salesforce

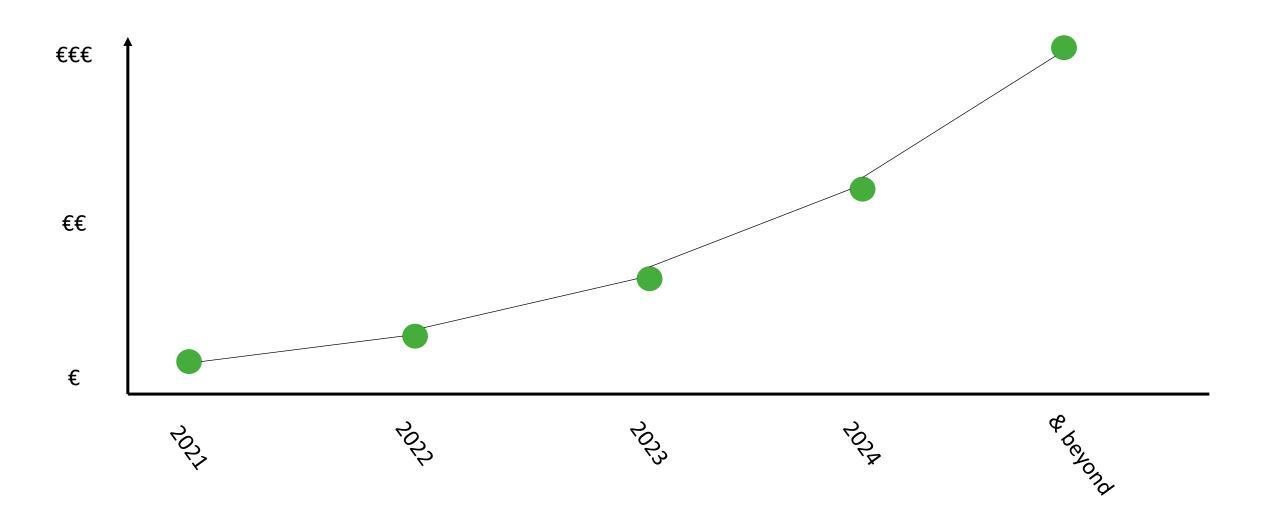






Fail, adjust and carry on

Bringing exponential value into the core of the organization with Analytics & Al









monetize



democratize







We put Analytics & AI in the heart of FrieslandCampina's Business Strategies to drive adoption & value creation



All our employees need to have the **skills** to **comfortably** work with data...

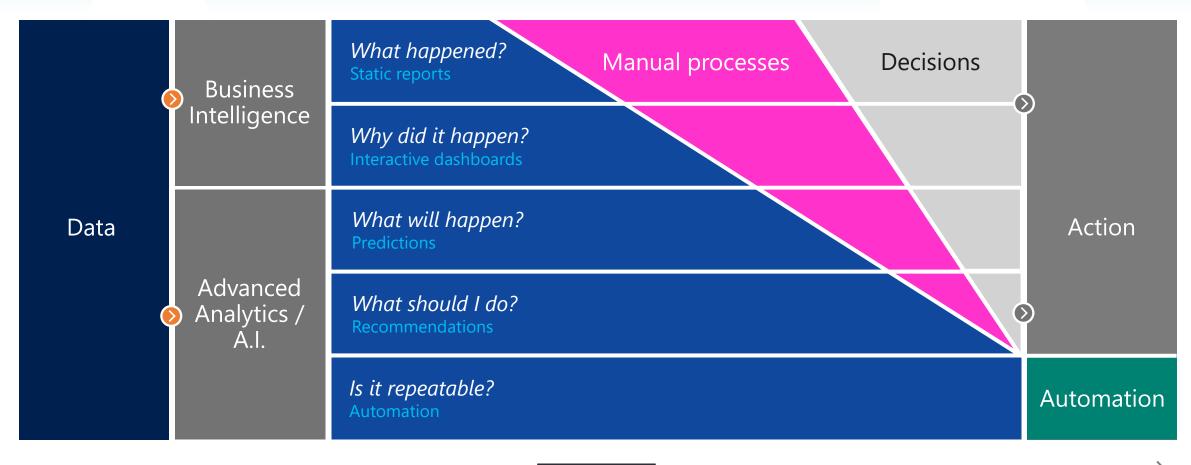


... and the **confidence** to talk data ...



... as a result, we realize value out of our insights while creating a data mindset and culture

We want to make decision making faster and easier by choosing algorithms over reports.



Re-think with AI: Reimagine Sales & Marketing Plans for Asia's Business Group strategy







Let's connect!



Joëlle van der Bijl Chief Data & Analytics Officer







