

MBA • VALUE CHAIN MANAGEMENT • 120-MINUTE SESSION



Digital Value Chain Excellence

How Pampers uses IT to create competitive advantage

P&G • Pampers brand focus — ERP • BI • AI • IoT • Cloud across the value chain

SESSION DASHBOARD

Tap a card to jump to that section



01

Why Pampers

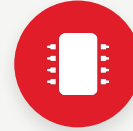
Brand + LO1 · LO2 · LO3



02

Opening & Value Chain

Traditional vs digital



03

IT Across the Chain

IoT · App · 98% availability



04

ERP Explained

Single source of truth



05

Business Intelligence

Data into decisions



06

Cloud, Risks & Case

SaaS/PaaS · hybrid · Q&A



A Showcase for Digital Transformation



**One of P&G's most
recognized brands**

IT, ERP, BI, AI, IoT, Cloud and digital platforms are integrated end-to-end — from suppliers to manufacturing, distribution, retailers and consumers (e.g. the Pampers Club app).

LO1

Recognize the goals, importance and effects of IT in value-chain processes.

LO2

Understand modern IT systems such as ERP and Business Intelligence and their significance.

LO3

Analyze risks and opportunities of SaaS, ASP and PaaS application systems.

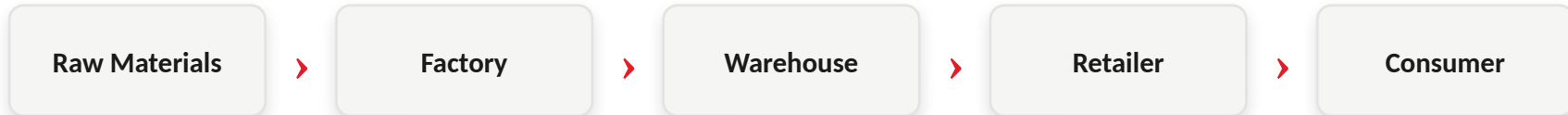


From Raw Materials to the Shelf

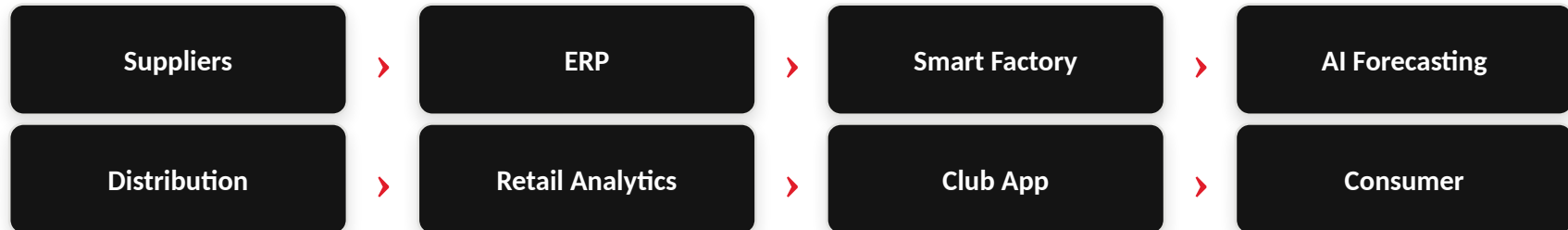


How does Pampers ensure millions of diapers are on supermarket shelves every day — without shortages?

TRADITIONAL VALUE CHAIN

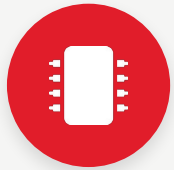


DIGITAL PAMPERS VALUE CHAIN





Smart Factories & Connected Consumers



Manufacturing Excellence

- IoT sensors track speed, temperature, quality & equipment
- AI predicts failures before they occur
- Less downtime • fewer defective diapers



Consumer Data Integration

- Pampers Club App: scan, earn rewards, share usage
- Real-time consumer insights to P&G
- Better inventory planning & supply-chain visibility

Goal of IT: *increase quality • reduce waste • improve productivity.*



End-to-End Supply Chain Visibility

98%

target on-shelf
product availability

P&G's Supply Chain 3.0 strategy integrates supplier, manufacturing, warehouse and retail data.



Lower inventory costs



Reduced stock-outs



Faster replenishment decisions



ACTIVITY 1 • 10 MINUTES

Value Chain Mapping Exercise

In teams, identify where IT creates value across each stage:



Procurement



Manufacturing



Logistics



Retail



CRM



What ERP Changes — A Demand Spike in Dubai

ERP integrates every business function into a single system with one real-time source of truth.



WITHOUT ERP

- Manufacturing doesn't know demand rose
- Warehouse data is delayed
- Retailers hit stock-outs



WITH ERP

- Retail sales data enters the system
- Production adjusts automatically
- Inventory updates instantly
- Distribution plans are revised



ERP Components & Benefits



Procurement

Tracks raw materials



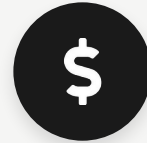
Manufacturing

Controls schedules



Inventory

Monitors stock



Finance

Costs & profitability



Sales

Retailer demand

BENEFITS FOR PAMPERS

Single source of truth • Real-time visibility • **Improved planning** • Reduced inventory •
Faster decisions



Business Intelligence at Pampers



BI turns operational data into insight

Combining retail sales, consumer behaviour, Club App and production data answers:

- Which Pampers size sells most?
- Which region is growing fastest?
- Which products may face shortages?



ERP

Runs operations — integrates and executes the day-to-day.

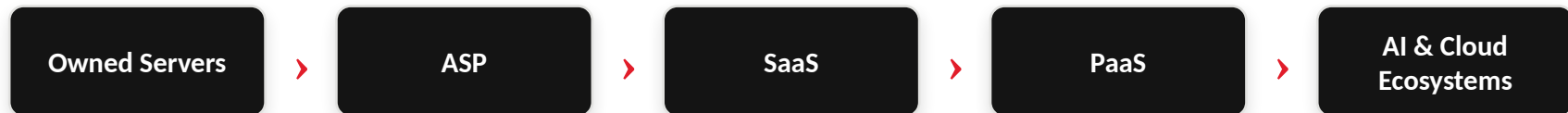


BI

Explains & predicts — turns that data into strategy.



From Owned Servers to Cloud & AI



Pampers example — Microsoft Azure

P&G partnered with Azure to build cloud-based manufacturing intelligence enabling:

Real-time analytics

Edge computing

AI model deployment

Predictive maintenance

Supply-chain optimization



Opportunities vs Risks



OPPORTUNITIES

- Scalability for global growth
- Lower IT & infrastructure cost
- Real-time data everywhere
- Advanced AI & analytics
- Faster innovation / agility



RISKS

- Cybersecurity & data breaches
- Vendor lock-in
- System downtime / outages
- Data privacy & compliance
- Latency for critical factory ops



Hybrid Cloud — Place Each App Where It Adds Most Value



CLOUD-BASED

- Business Intelligence
- Demand forecasting
- Customer analytics
- Supplier collaboration
- ERP reporting



ON-PREMISE / EDGE

- Critical manufacturing controls
- Factory automation
- Sensitive operational systems

Recommendation: *do not move everything to the cloud — combine cloud innovation with on-premise reliability and security.*



Final Takeaways

LO1

IT creates visibility, coordination, quality and customer value throughout the value chain.



LO2

ERP integrates business processes; BI transforms that data into strategic insight.



LO3

Cloud systems add flexibility and innovation — but need managed security, vendor and change risk.





Case Study — Questions to Discuss

1

LO1

How has IT improved efficiency and customer value across the Pampers value chain?

2

LO2

Which is more critical for Pampers — ERP or Business Intelligence? Explain with examples.

3

LO3

Would you move ALL Pampers operations to the cloud? Weigh the opportunities and risks.

“Pampers competes not only through better diapers, but through a digitally integrated value chain connecting suppliers, factories, retailers and consumers.”