Transforming Business Operations in the AI Era

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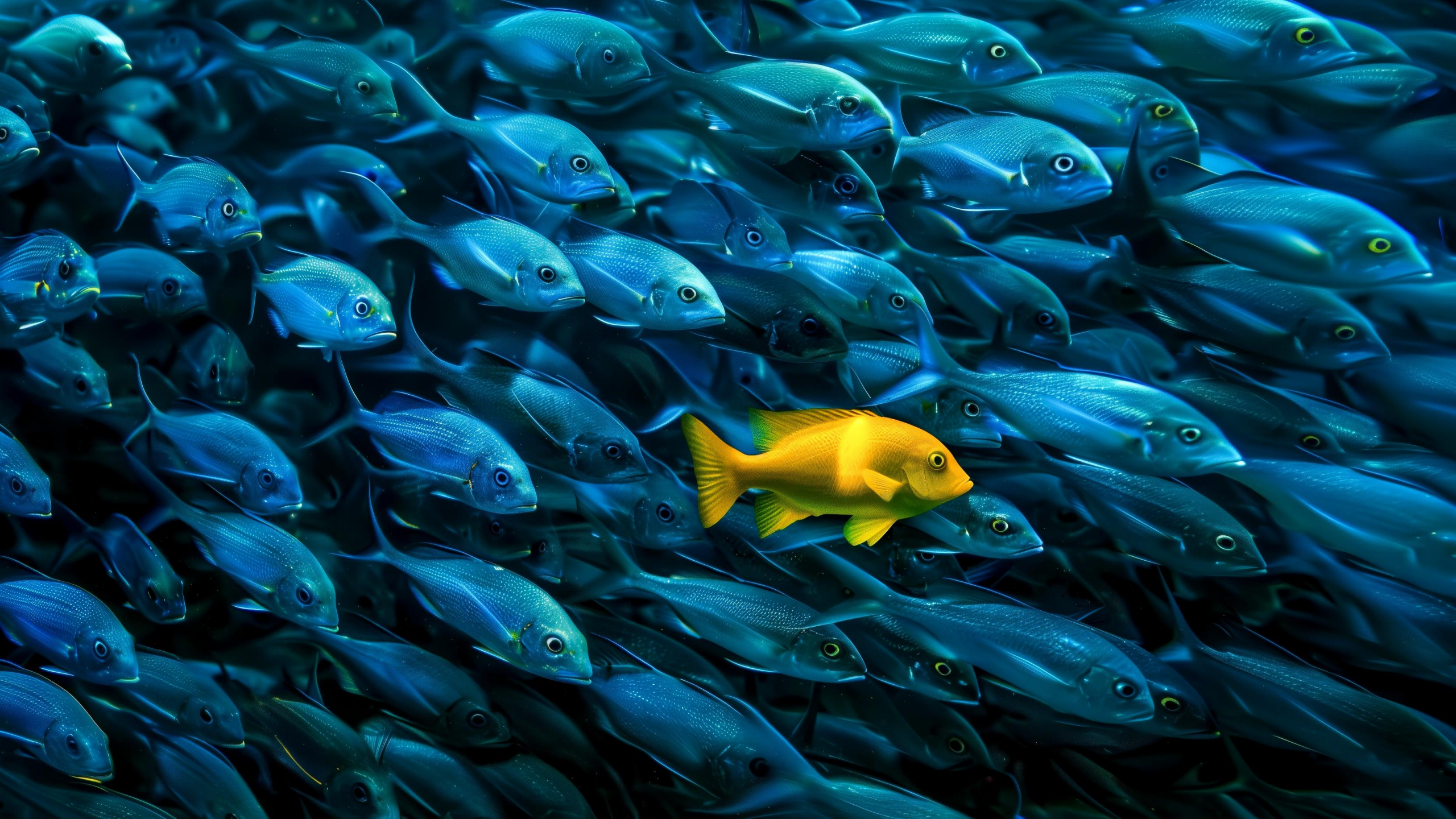
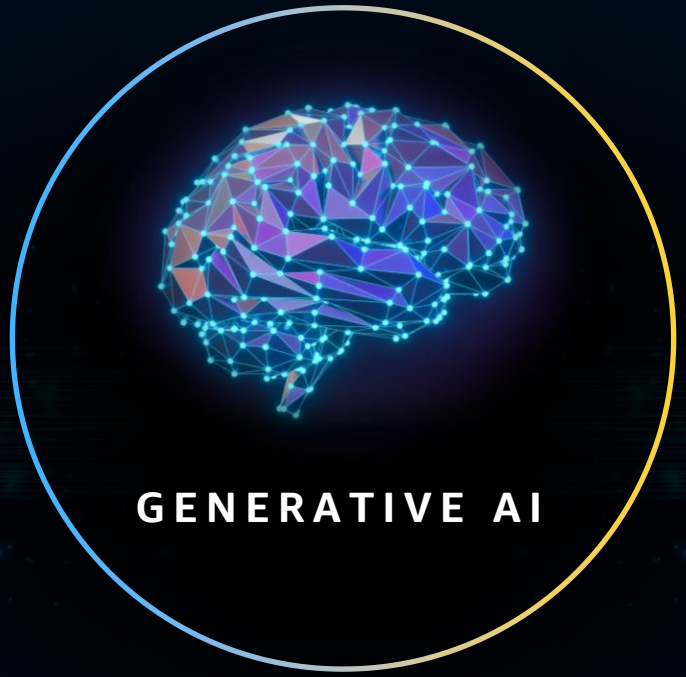


Innovation can **transform industries**



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Generative AI use cases across industries

Enhance customer experiences

Chatbots

Virtual assistants

Conversation analytics

Personalization

Boost employee productivity & creativity

Conversational search

Summarization

Content creation

Code generation

Data to insights

Optimize business processes

Document processing

Data augmentation

Fraud detection

Process optimization

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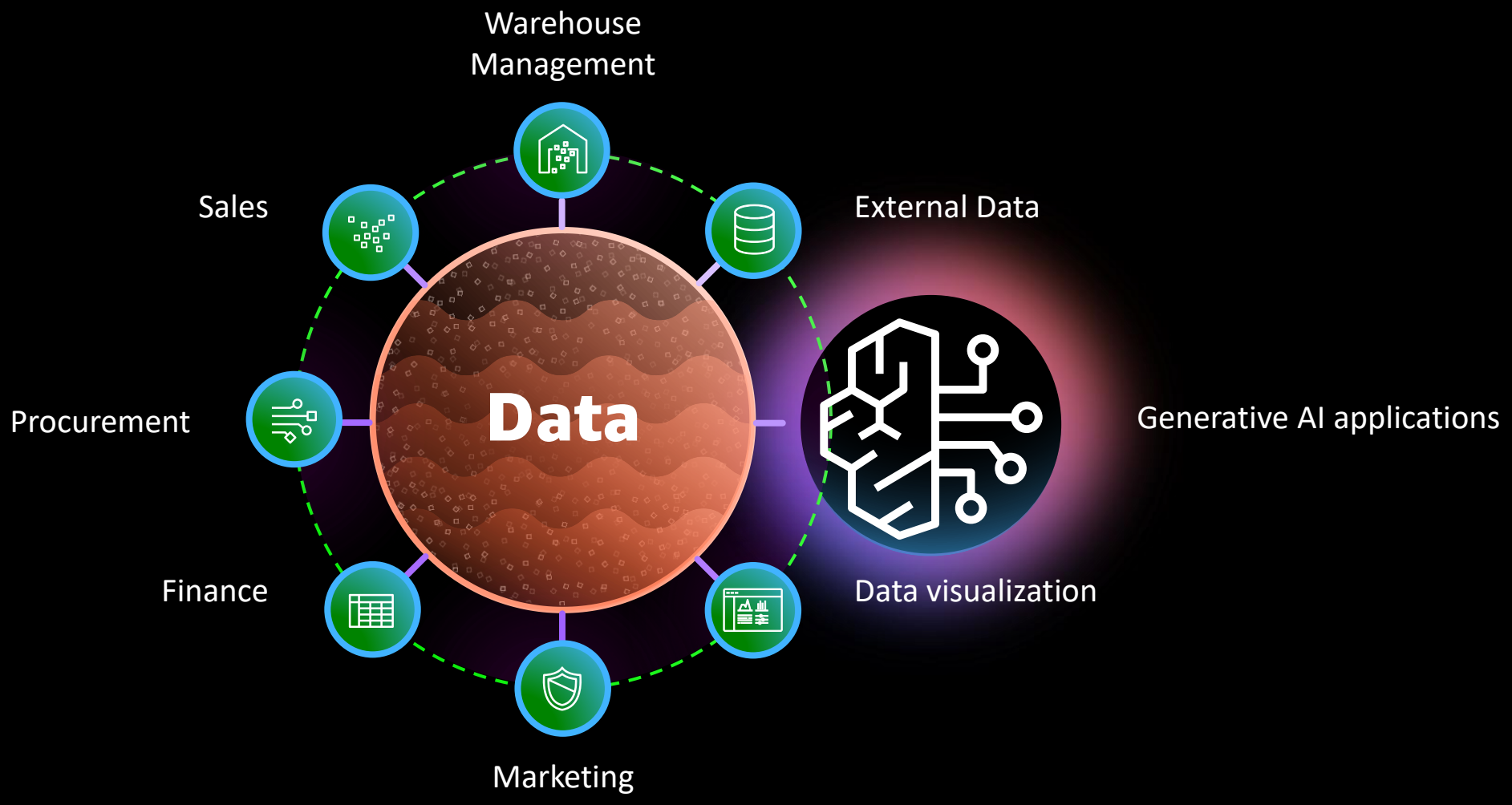
Data at the center of Generative AI



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KFC
Restaurant
BRANDS

The Journey

← 2021	Multiple ERP systems Lack of Clarity on Data and Decision Making Lack of Standards
2021 - 2022	Standardisation of processes Deployment of SAP Rise on AWS A new operating model
2023 - 2024	Optimisation of processes Focus on value and data as a decision-making tool Business looking at value over costs
2025 →	Key focus on further adoption Ready for the AI journey as foundation is in place Looking to leverage data capability and insights for better decisions

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What mattered to RBD

Relevant Technology	Scalability	Future Ready
Getting in a solution that has good processes and practices Sticking to standards and keeping the core clean	Being able to operate across multiple geography Being able to leverage data from multiple sources Being able to innovate alongside a clean core	Data is key Not carrying tech debt allows one to leverage AI use cases Adoption is critical

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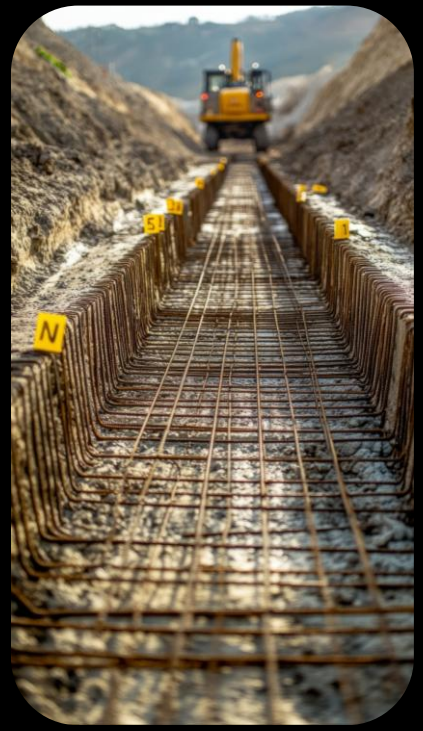
Key Takeaways

Focus on the journey



Foundation

Innovation vs. Core

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Thank you!

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