

Leveraging Your Operational Data

AI's Big Play  SuppEQ



Harnessing value from operations is the next big play

Source: McKinsey, Suppeco



Here's why?

The background of the slide features a red-tinted photograph of several business professionals in a meeting. Some individuals are standing and looking at documents, while others are seated at a table with laptops. The scene is dimly lit, with the primary light source coming from the windows in the background, creating a professional and collaborative atmosphere.

**Because 90% of company data
is unstructured data**

Source: International Data Corporation



This data takes many forms

Types of unstructured data

Email Chat Documents Imagery Voice



The background image shows a close-up of hands signing a document. The word "CONTRACT" is printed in large, bold, capital letters on the document. A blue semi-transparent overlay covers the entire image, and a dark blue rectangular box is centered over the text.

**Not surprisingly
that's mostly operational data**

The background image shows a close-up of hands signing a document. One hand is holding a pen and writing on a document that has the word "CONTRACT" printed on it. Another hand is visible, possibly holding the document steady. The entire image is overlaid with a semi-transparent blue rectangle that contains the text.

Coz here's the thing:

**We don't live inside
a legally drafted contract**



**We function in the operational ether
where things don't run by clause**



Let's add some scale to that:

**Up to 80% of a company's revenue
is generated by its suppliers**

Source: Suppeco, Proxima, Others



**Activity that can generate
exabytes of unstructured data
right across the value chain**



Only 18% of companies utilise that data. Deloitte

**But most remains untapped
due to poor relationship management
and poor data retention**



That is until now



**Today we can leverage
this data like never before**

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