



Re-Inventing Retail - TOGETHER

Andreas Kranabitl
CEO Spar ICS

Mario Berger
Country Lead Google Cloud

Google Cloud

Google



8 Cloud products with 1 billion users

A woman in a dark blue Google-branded shirt is working in a server room. She is surrounded by rows of server racks filled with equipment and glowing blue and yellow lights. The Google logo is superimposed over the center of the image.

Google



Google Search

I'm Feeling Lucky



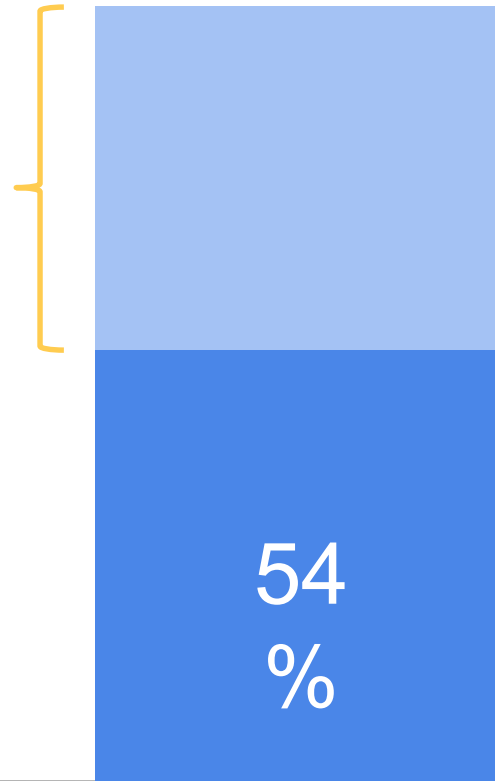
Google Cloud Platform

**Use best of Google's innovation to solve
the problems that matter most to you**



Welcome to The Age of the Customer

WHERE YOU WIN OR LOSE IN 2018



amazon

Time spent online with retailers

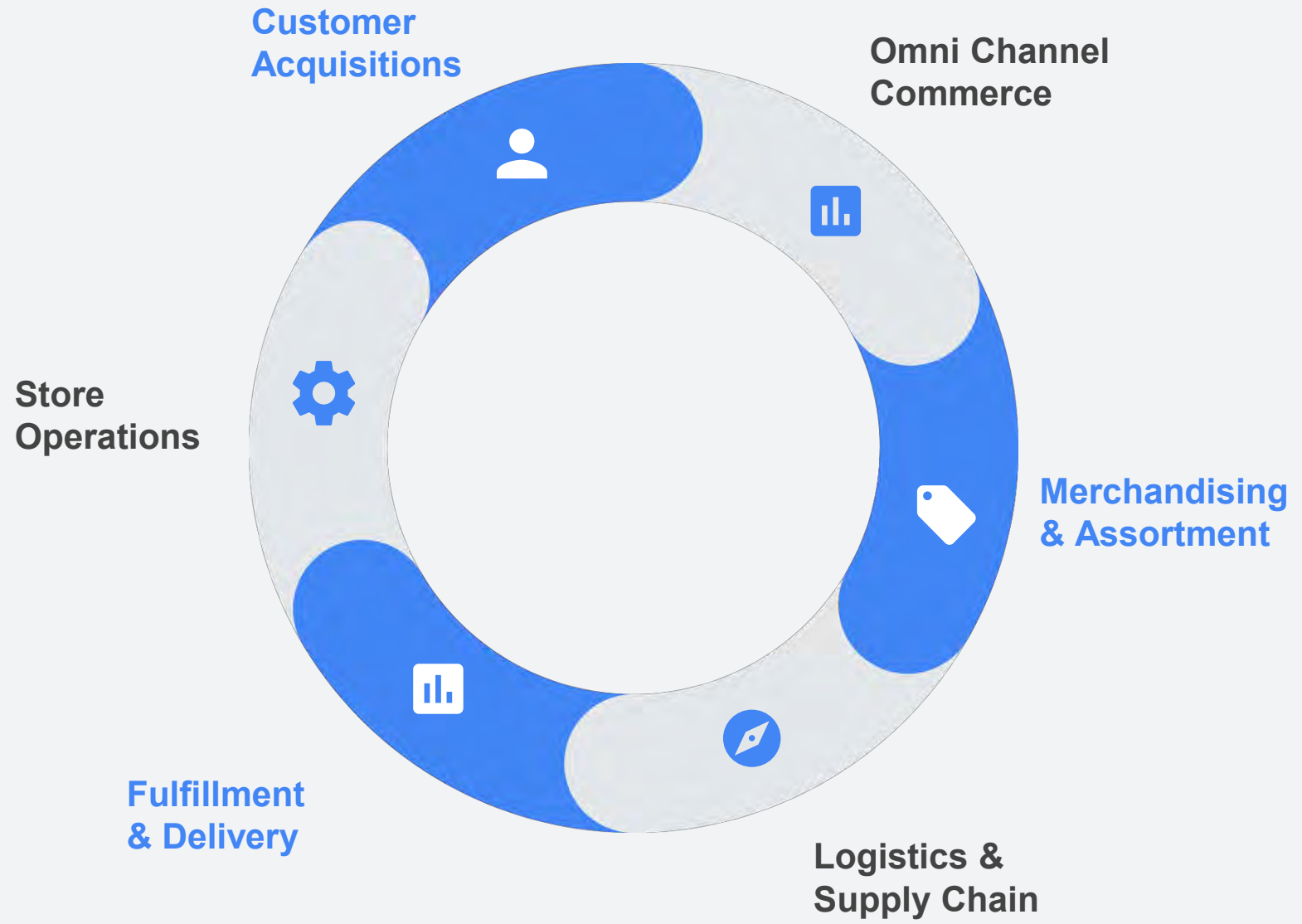
Sources: ComScore

63%

**expect brands to use
purchase history to
provide personalized
experiences.**

Google/Greenberg
Survey, 2017

Retail value chain



Google Cloud

Foundation for
strategic partnership



NEW WAYS TO VALUE CREATION



DRIVER #1

DISCONNECT
FROM THE PAST

NEW WAYS TO VALUE CREATION



DRIVER #2

DIGITAL CULTURE AS
NUCLEUS FOR CONTINUOUS
DIGITAL EVOLUTION.

NEW WAYS TO VALUE CREATION



DRIVER #3

STRUCTURE AND CHANNELS
FOR DIGITAL AGILITY.

NEW WAYS TO VALUE CREATION



DRIVER #4

BREAKTHROUGH APPROACH
TO SPEED UP AND
DISCOVER NEW WAYS.

NEW WAYS TO VALUE CREATION



DRIVER #5

THE COMEBACK OF
TECHNOLOGY
COMPETENCIES.

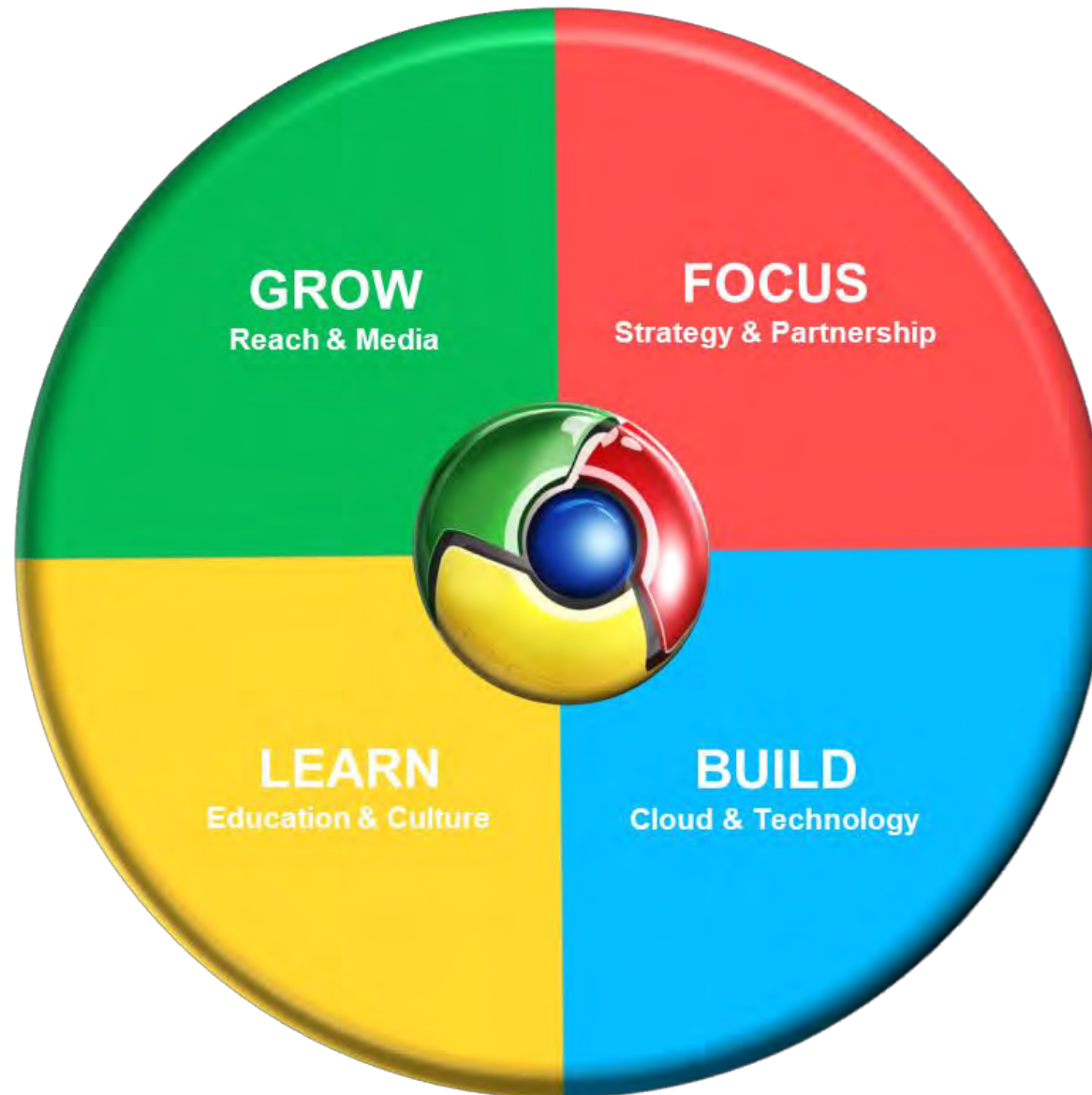
NEW WAYS TO VALUE CREATION

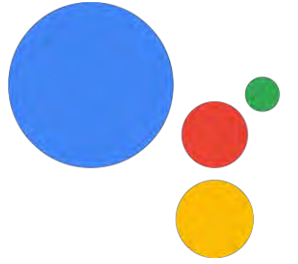


DRIVER #6

IT ENTITY MOVES FROM
TECHNOLOGY TO A SOLID
BUSINESS VALUE MAKER.

ICS GOOGLE COLLABORATION





Welcome in a ~~mobile~~ first world

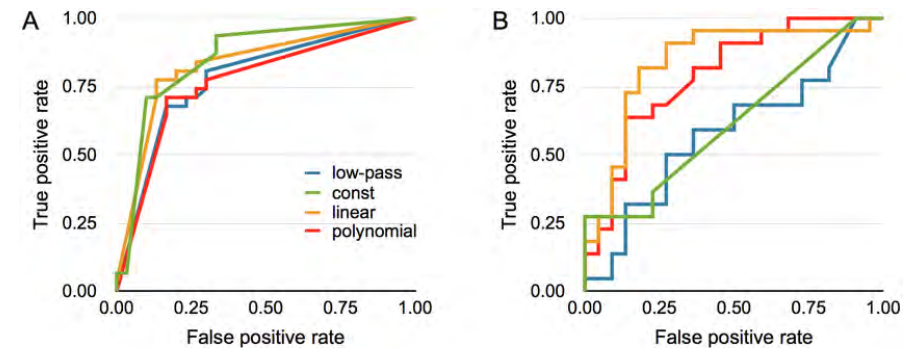
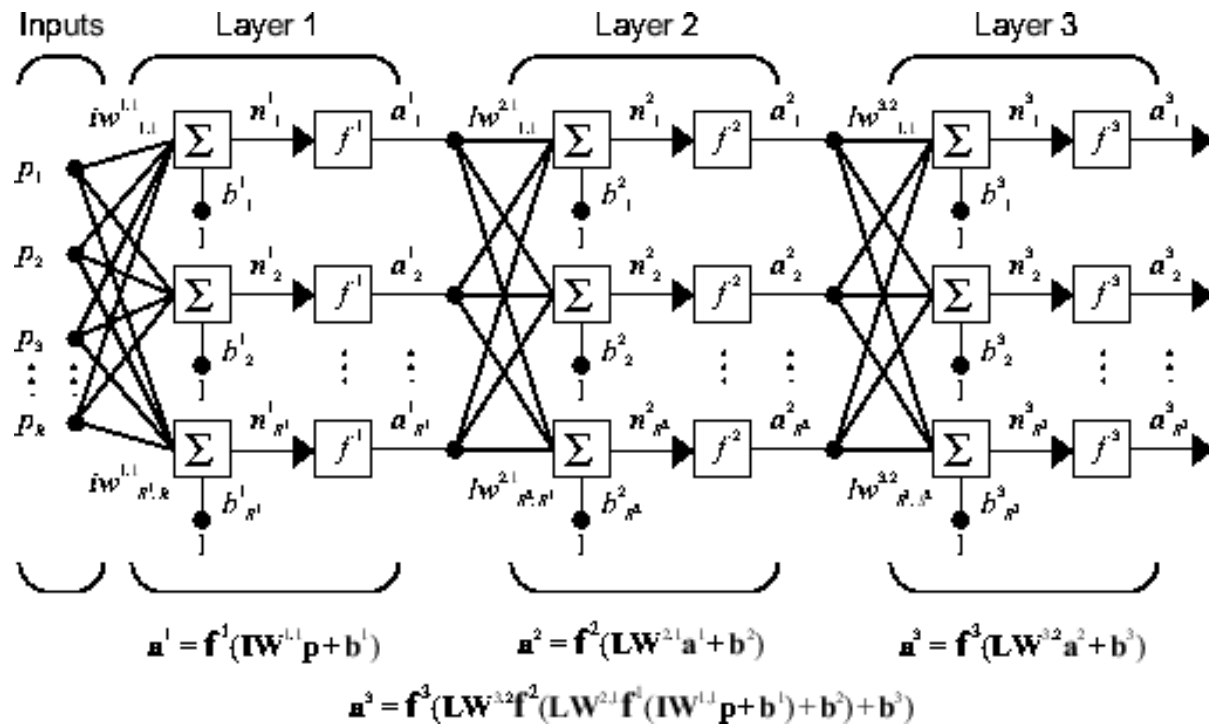
AI



Common Believe



Reality



```

1  class NeuralNetwork:
2      def __init__(self, x, y):
3          self.input      = x
4          self.weights1   = np.random.rand(self.input.shape[1],4)
5          self.weights2   = np.random.rand(4,1)
6          self.y          = y
7          self.output     = np.zeros(self.y.shape)
8
9      def feedforward(self):
10         self.layer1 = sigmoid(np.dot(self.input, self.weights1))
11         self.output = sigmoid(np.dot(self.layer1, self.weights2))
12
13     def backprop(self):
14         # application of the chain rule to find derivative of the loss function with respect to weights
15         d_weights2 = np.dot(self.layer1.T, (2*(self.y - self.output) * sigmoid_derivative(self.output)))
16         d_weights1 = np.dot(self.input.T, (np.dot(2*(self.y - self.output) * sigmoid_derivative(self.output), self.weights2.T)))
17
18         # update the weights with the derivative (slope) of the loss function
19         self.weights1 += d_weights1
20         self.weights2 += d_weights2

```

“Machine learning is a core, transformative way by which we’re rethinking how we’re doing everything.”

— Sundar Pichai



AI REAL

DAMn Smart

Vielzahl an Bildern - Lesbarkeit für Suchmaschinen - Woher kommen die Search-Tags?



Dominant Colors



Label Annotations

footwear (98%) green (97%) shoe (94%) running shoe (91%) walking shoe (91%) product (89%)
sportswear (86%) product (79%) outdoor shoe (74%) cross training shoe (74%)

Web Entities

Nike Air Max (1.00) Nike Free (0.81) Shoe (0.70) Nike (0.69) Sneakers (0.52) Adidas (0.42)
Sneakers (0.39) Swoosh (0.32) (0.30) Hervis Sports (0.13)

AI REAL HADES

Automatisierte Stammdatenanalyse - Erhöhte Datenqualität - Erhöhte Prozessstabilität

Breite: 8,5m?



Gewicht: 10,7t?



Maße:
3,4cm x 3,4cm x 8cm



AI REAL



Google Cloud

Intern | Internal

Where we are heading to...





Google Cloud

That's a wrap.

