

Technology for Competitive Advantage

Willem Eelman – CIO Unilever



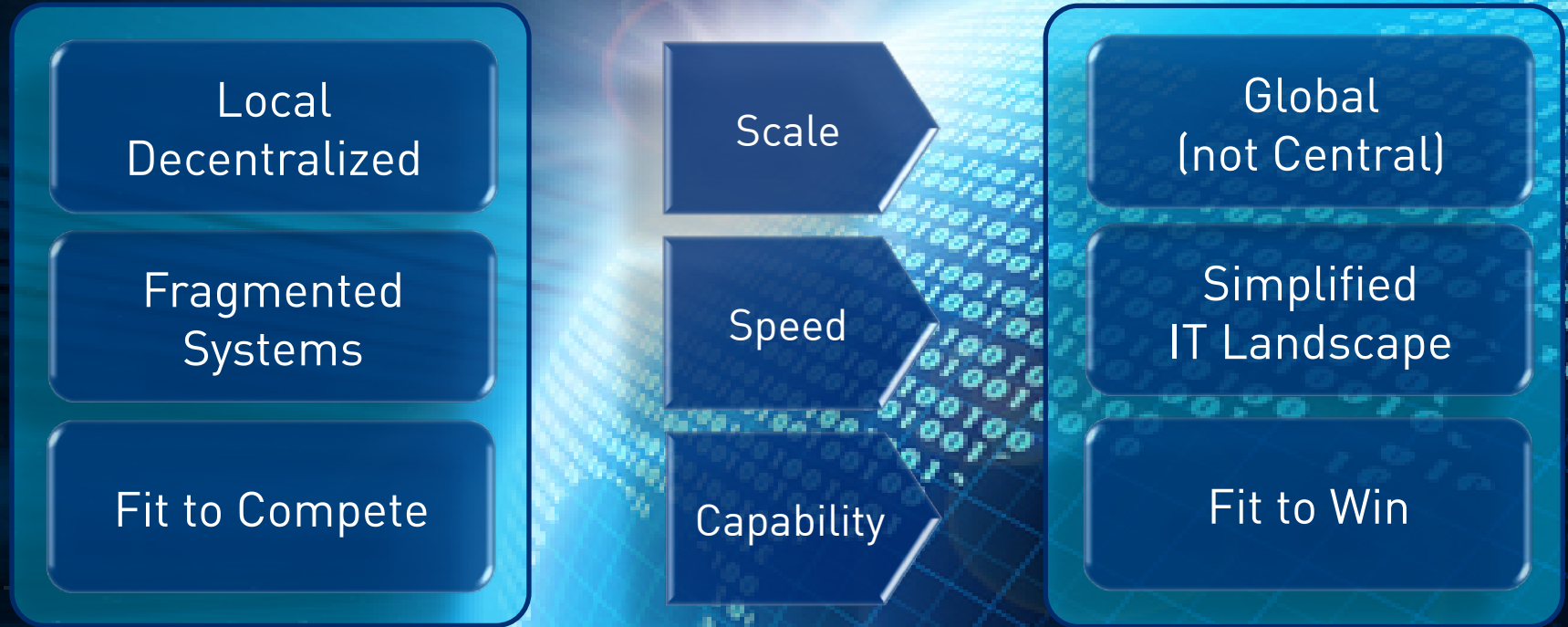
Comfort
Cho Da Nhạy Cảm

MỀM MẠI DỊU HƯƠNG
NHƯ TÌNH THƯƠNG CỦA MẸ



Comfort Đậm Đặc Cho Da Nhạy Cảm an toàn cho da

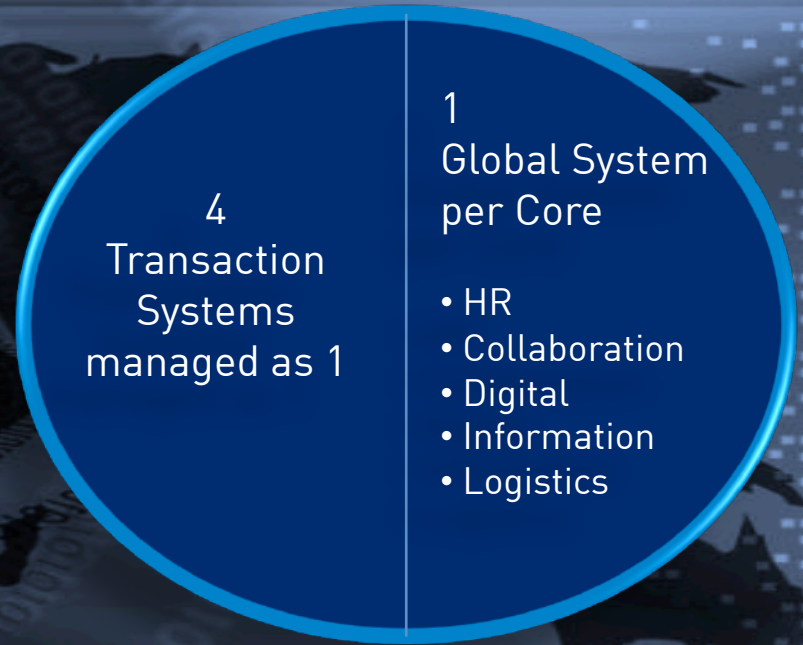
Our Journey - Global Scale with Local Relevance



From Local to Global for Scale & Speed



From 100's of Local Systems



4
Transaction
Systems
managed as 1

1
Global System
per Core

- HR
- Collaboration
- Digital
- Information
- Logistics

Design Once – Deploy Everywhere

Support doubling the size of the business



Scale & Efficiency

- 122+ Countries
- 250+ Factories
- 440+ Warehouses
- 51,000 Users
- 300+m Order Lines
- 500+m Invoice Lines



One integrated scalable platform

Integrating M&A with speed



Integrated
in
6 months!



Agility through a simplified IT Landscape

Optimizing Logistics



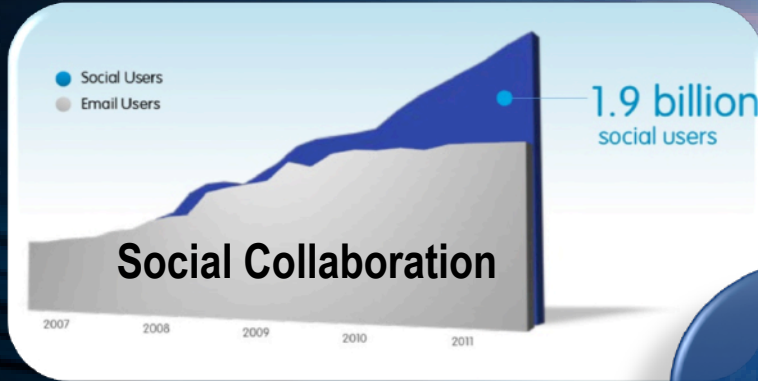
- Better Service
- Lower Costs
- Lower Carbon Footprint

Design Once - Deploy Everywhere

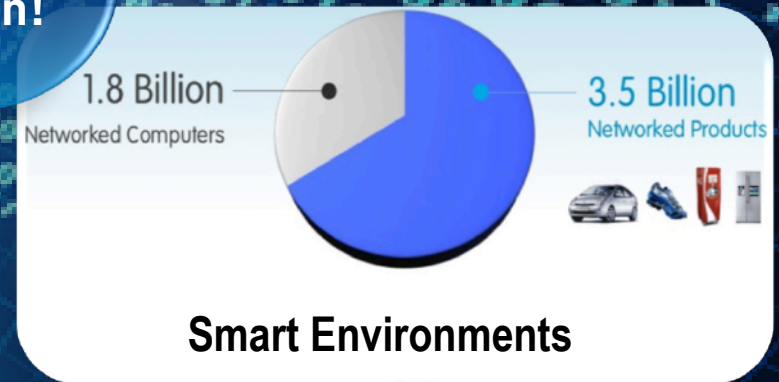
- Pilot North America & Mexico
- Deploy Globally

Design Once – Deploy Everywhere

The Digital Revolution



Take Action!



Digital Platform for Brand-Consumer Intimacy



- Speed - Design Once Deploy Everywhere
- Synergized Digital Assets
- Secure by Design and Works on all devices

650
Activations

54
Countries



Recipe Ideas

Home | Search | My Favorites | Recipes | Inspiration | About Us | Contact Us

9 Recipe search by Category

Summer Recipes

Turkey: Fish

At home? Get the most for the whole family.

At home? Get the most for the whole family.

Pumpkin Mash
Inspiration from Knorr

Recipes, recipe videos, cooking tips and techniques from Marco Pierre White

Knorr products

NEW! Knorr Beef Gravy Paste

NEW! Knorr Gravy Paste

Knorr

ACCUSOL | KNORR | SOUPES | BOUILLONS & JAMBON CLASSIQUES | SAUCES | SAISON PARTY

Marmite de Bouillon

VOS RECETTES KNORR PREFERÉES MAINTENANT EN FORMAT INDIVIDUEL 0,3L

Actualités

MEXICANA

RECETAS PARA IMPRESIONAR

ESCUADRÓN Knorr

RECETAS PARA IMPRESIONAR

Knorr

RECETAS PARA IMPRESIONAR

Knorr

RECETAS PARA IMPRESIONAR

Simple Chinese recipes from Knorr

Knorr Products

The Knorr line of products includes an extensive range of delicious soups, side dishes, classic sauce, seasonings, gravies, broths, bouillon and frozen entrees.

Breth Mixes

ADD KNORR ALL-IN-ONE MEATY SEASONING AND EXTRA SERVINGS OF YOUR FAVORITE ADORO RICE

A Soup and So Much More from Knorr

Knorr's ever-so-delicious soups are easy to make and so delicious. Just a warming meal. Knorr chef John Doyle has put together some of his favorite recipes using our soups to help you make your family's favorite soups.

Las Comidas hoy!

IDEAS RICAS TODOS LOS DÍAS

RECETAS PARA SORPRENDER

SUBERENCIA DEL DÍA

Knorr

RECETAS PARA IMPRESIONAR

ADORO RICE

ADD KNORR ALL-IN-ONE MEATY SEASONING AND EXTRA SERVINGS OF YOUR FAVORITE ADORO RICE

NEW RECIPE

Knorr

RECETAS PARA IMPRESIONAR

Knorr Tarak Suyu'na

Tempo Sandwich EBI

Tempo Sandwich EBI

Knorr

RECETAS PARA IMPRESIONAR

WHAT'S FOR DINNER?

Knorr

Good food makes it

Knorr

From: Disparate and fragmented ...

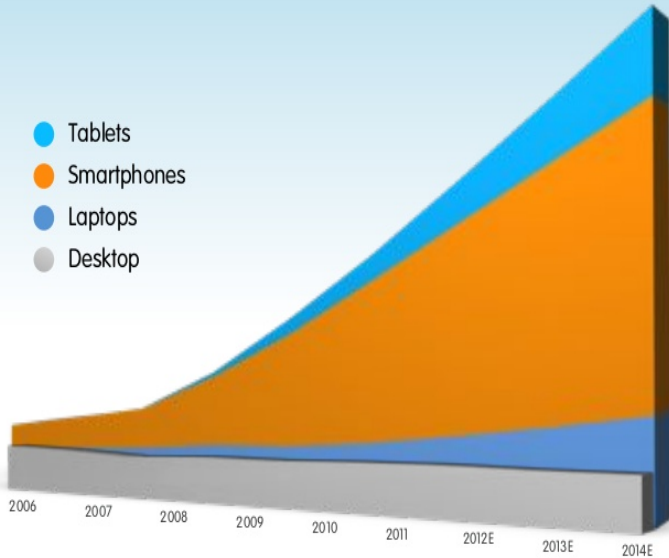


To: Design Once - Deploy Everywhere

The Mobile Revolution



Social Revolution: Next Generation Devices Changing How We Access the Web



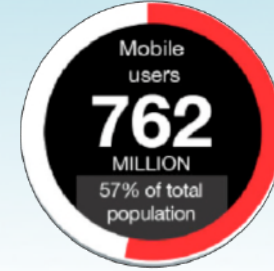
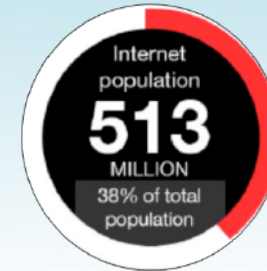
1.8 billion
mobile devices
by 2014

Data: Salesforce.Com

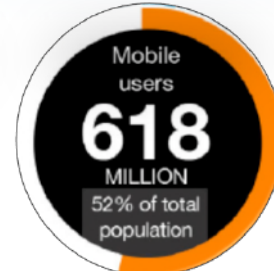
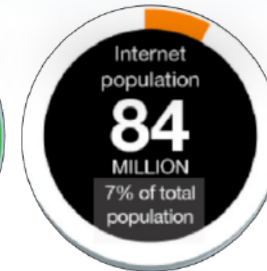
D&E 'Leap Frogs' to Mobile



China



India



Understanding trends and Taking Action!

Leveraging Mobile to Connect with Consumers



Brand-Consumer Engagement



- 15m calls from 1.5m unique callers
- 80% listened to entire content

Drive Repeat Purchase

R9-MILLION IN PRIZES IN 1 STEP

BUY 5 PACKS TO WIN ALL 5 REWARDS*

Stand a chance to win your share of barcodes to the value of **R1-MILLION**

Win **GUARANTEED R5 AIRTIME**

Win **GUARANTEED R8 AIRTIME**

Win your share of school socks to the value of **R1-MILLION**

Win your share of school shirts to the value of **R2-MILLION**

HOW TO GET YOUR REWARD

BUY 1 BUY ONE OMO DETERGENT 2kg PACK

LOOK 2 LOOK FOR LUCKY BARCODES ON OMO DETERGENT PACKS

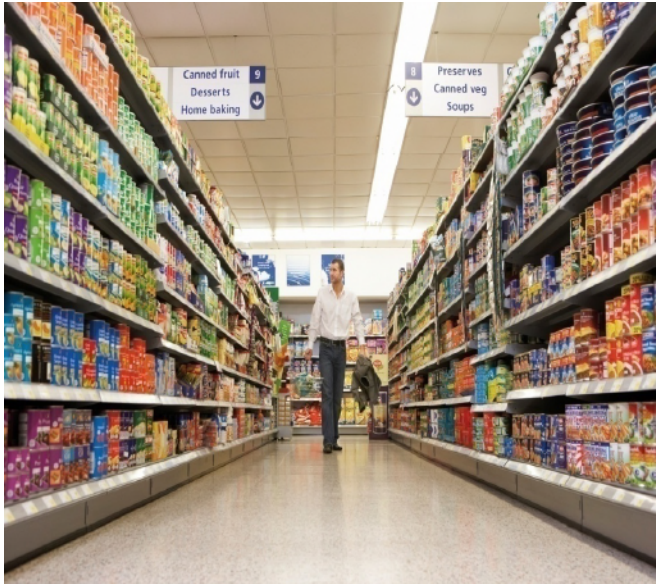
DIAL 3 DIAL THE LUCKY NUMBER 1800-3000-1599

ANSWER 4 ANSWER EACH QUESTION WHEN WE CALL YOU AND TO GET REWARD



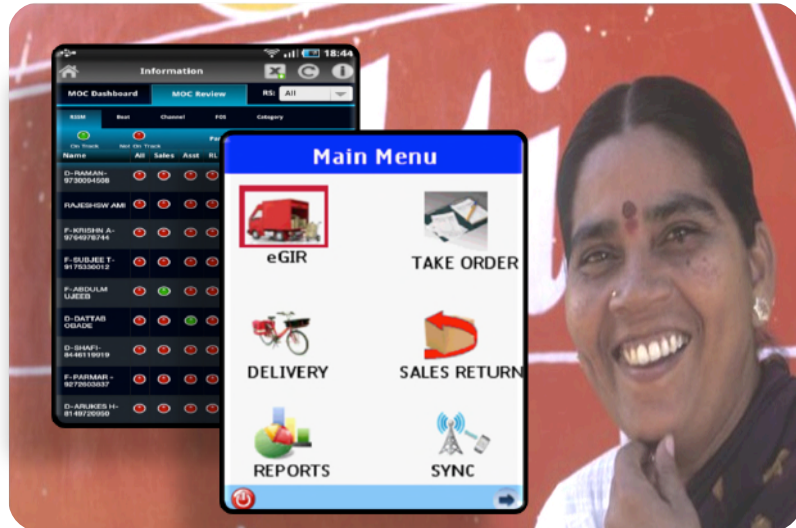
- 20% Sales Uplift
- 18% increase in Repeat Purchase
- 1.5m New Consumer Profiles created

Leveraging Mobile to Connect with our Customers



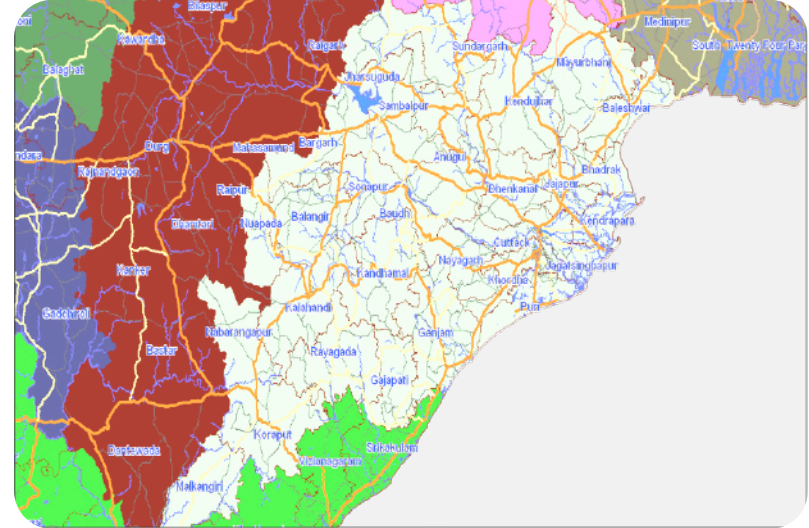
Mobility for excellence in Retail Execution

Retail Execution - Empowering 'Feet on Street' in India



Retail Execution Seamlessly Integrated

50,000 Shakti Entrepreneurs
1,500 Sales Supervisors



Business Intelligence for Perfect Store Compliance

The Food Solutions 'Mobile Chef' in China



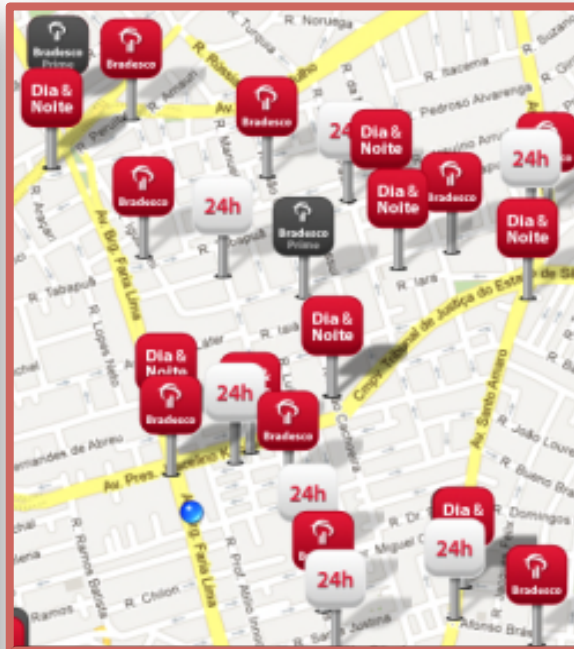
Mobile Chef China

- Rich media content for Point of Sales
- Drives sales & efficiency up 10%
 - 150 sales reps in 2012
 - Rollout to 600 in 2013
- Drive effective Sales Calls up 20%
- Retention with employee satisfaction

Drive More Stores/More Perfect Stores in Latin America



Manage 190,000
Ice Cream cabinets



Deployed in 22 months
to 1,009 Sales Force



Measure Perfect Stores
€200m revenue

Exploiting Technology to fuel Growth



- Connecting with Consumers
- Collaborating with Customers
- Leveraging Scale in Operations
- Reducing our Environmental Impact

