



HOW BREITLING IS SETTING THE FOUNDATIONS FOR PREDICTIVE ANALYTICS AND AI

NOVEMBER 2023



WITH YOU TODAY



Valerie
Gryson-Austruy

Lead Solution Advisor Luxury
Salesforce



Rajesh
Shanmugasundaram

Chief Technology Officer
Breitling



Gennaro
Galdo

Market Development Director CH
Merkle

Personalized
Experiences



Exclusive
Services



Unique & Exclusive
Products

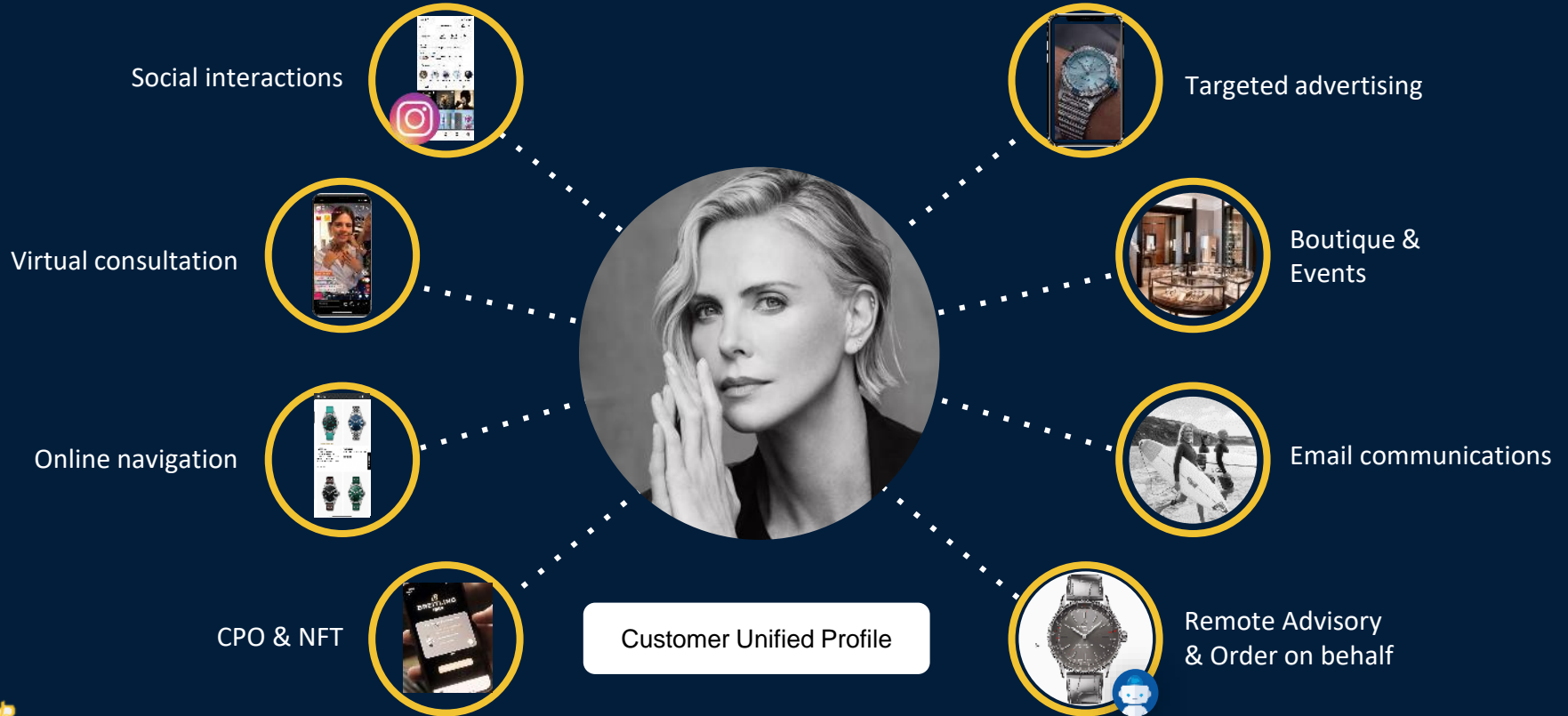


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**How do you leverage your
data...**

... to create new experiences

salesforce





Rachel Morris

Seattle, WA



Customer ID **02567418**



Email Address **rmorris@gmail.com**



Phone Number **(315) 545-1254**



Address **2259 Green Avenue
Oakland, CA. 94611**



Segment **High Propensity to Buy
Breitling Avenger**



Lifetime Value **\$14,882.26** (Avg \$152.50)



Propensity to Purchase **Most Likely**



Engagement Score **84%**



Highly Engaged

Compared to 12K similar audience

Powered By



All

Search Salesforce



Data Prep



Data Lake Objects



Identity Resolutions



Custom Propensity Scoring



Segments

Alicia Stevenson



Next Best Action

See All



Product Recommendation: Breitling Navitimer 32



Rely on this lightweight, waterproof hiking boot's solid foundation as you explore rugged terrain in variable conditions. Supportive TPU shank cushions the heel and forefoot as they bear the load of a large pack...

Size **7** Price: \$120.00

Not Helpful

Take Action

Customer Activity

Insights

Cases

Details



Activity by Channel

Last 12 months

Purchases

Engagement

Outreach

NTO Website



Email



Mobile NTO App



Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep

Engagement Feed

Propensity to Purchase Increase

'More Likely' to 'Most Likely'
now

New Mobile App Registration

Downloaded Fitness Tracker App
Favorite activity: **Hiking**
12 min ago

Email Open

'Try the new NTO Fitness Tracker app today' campaign
2 hour ago

Added to Segment

'Download Fitness Tracker App'
3 hour ago

Engagement Score Increase

Increase from 63% to 76%
3 hour ago

Life Time Value Increase

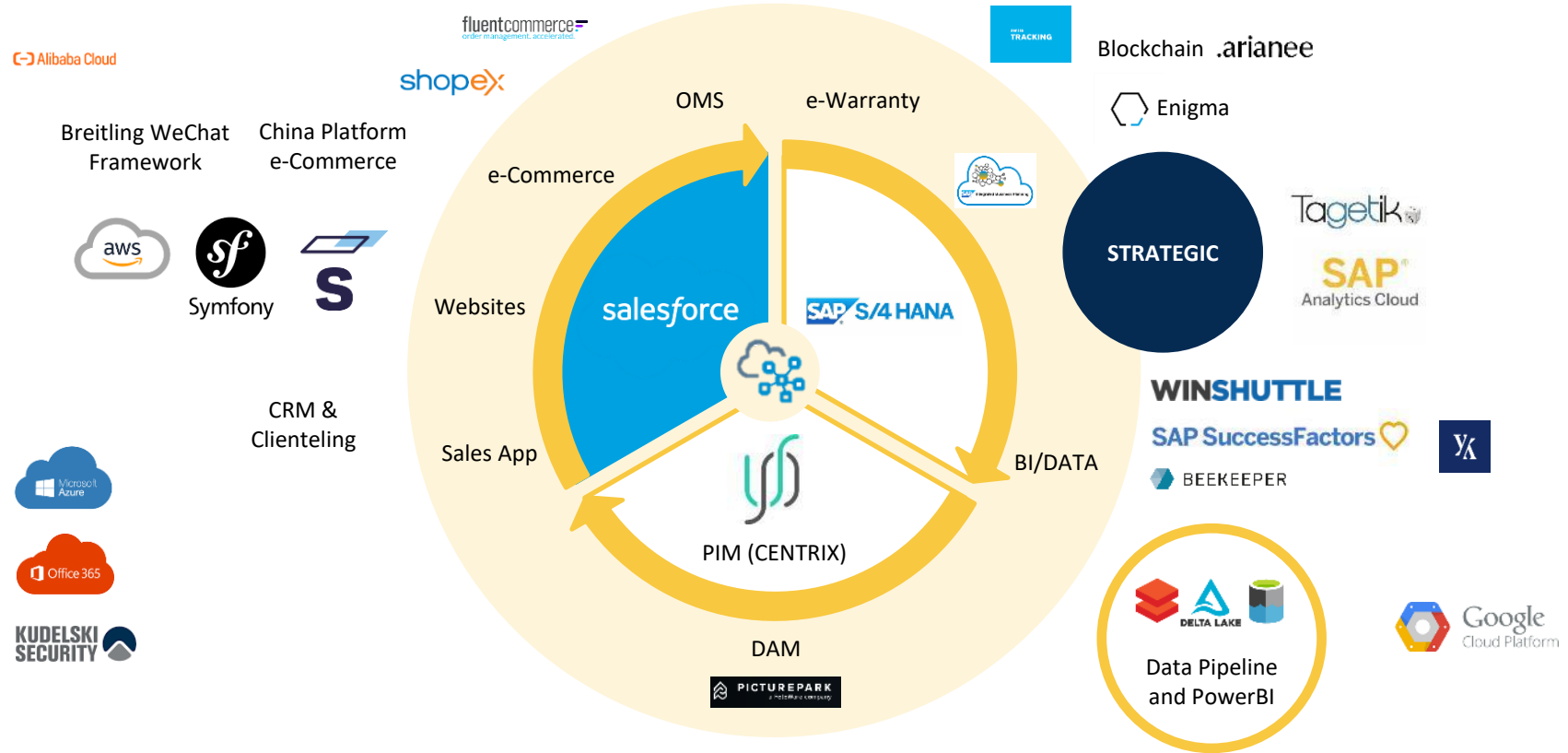
\$2,397.09 to \$2,565.26
4 hour ago

Loyalty Account Created

THE STORY OF THE BREITLING/MERKLE PARTNERSHIP



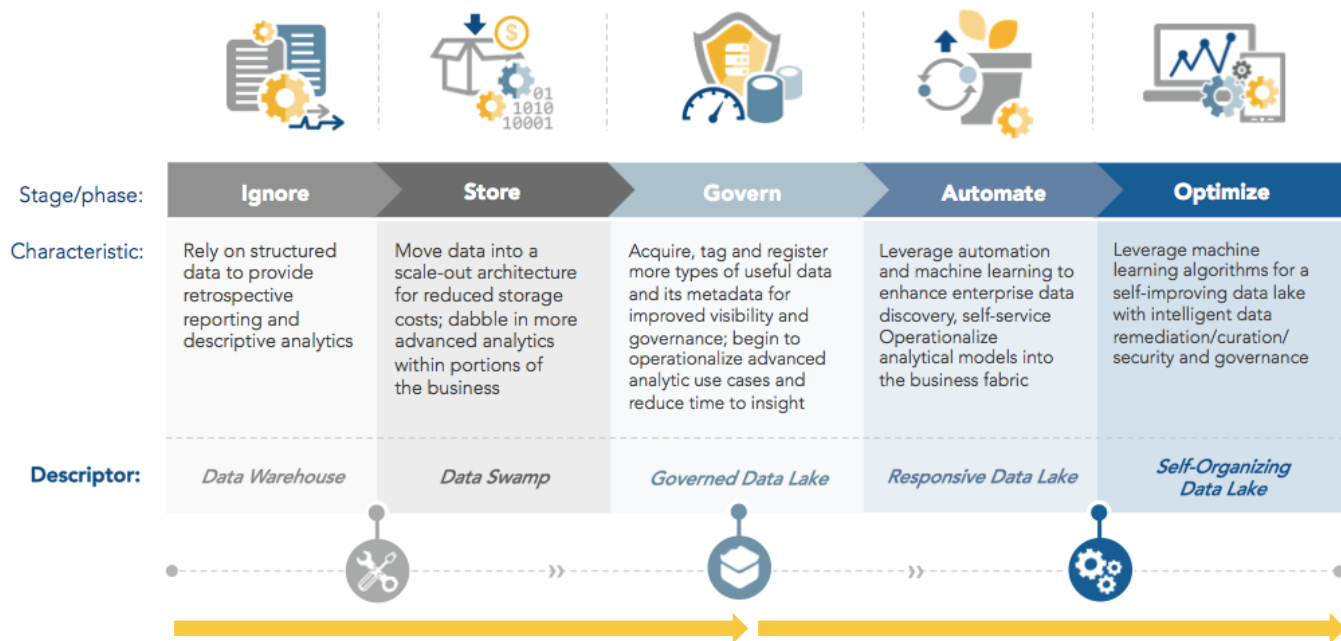
BUILT A GLOBAL TEMPLATE MAPPING ALL THE BUSINESS CAPABILITIES



2 DATA AT BREITLING

DATA AT BREITLING

Vision: to create a data-driven ecosystem that empowers each domain to make more informed, strategic, and customer-centric decisions, leading to enhanced operational efficiency, increased profitability, and sustainable growth across the entire organization.



PROJECT APPROACH AND CHALLENGES



“With bad data, we keep making bad decisions.
We just don’t realize they’re bad decisions until later.”
– Scott Taylor, MetaMeta Consulting (The Data Whisperer)

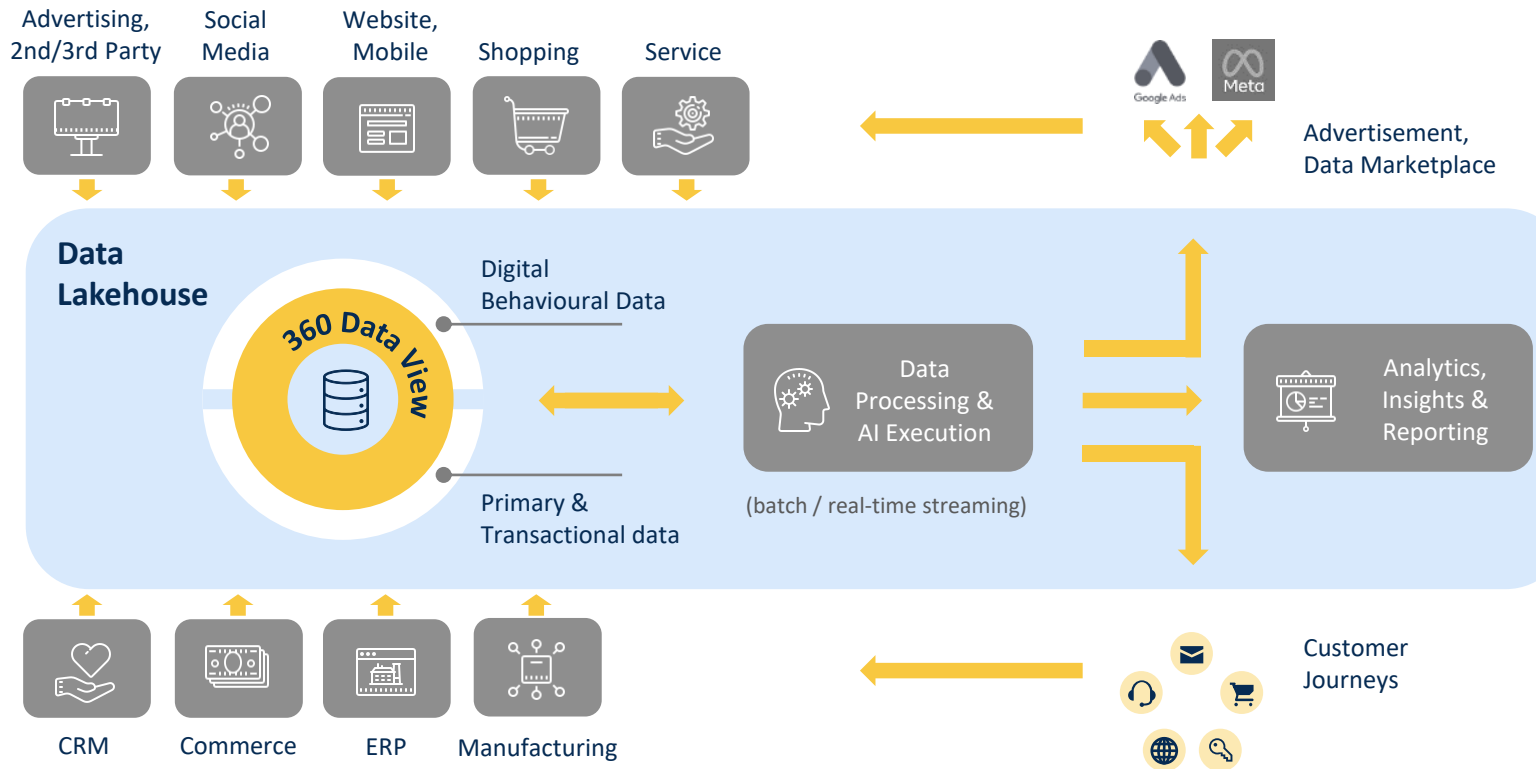
PROJECT CHALLENGES

- Start small, think big
- From multiple siloed data sources to ONE Data Lake
- Different interpretations of the same KPIs
- Data quality and data consistency is a never-ending discipline
- Documentation is a pre-condition to automation
- Once the approach Data Lake House concept is accepted, the enhancement ideas multiply!

- ➔ Iterative process: Agile & Flexible
- ➔ Understanding of business logic and detailed testing
- ➔ Inclusive process: continuous alignment
- ➔ From Quality Assurance to automated monitoring and alerts
- ➔ A special focus on Knowledge Management
- ➔ Careful prioritization based on business value-added

PROJECT APPROACH

DATA CENTRALIZATION THROUGH SCALABLE ARCHITECTURE





3 REAL-TIME INSIGHTS AND BUSINESS VALUE

THE BUSINESS VALUE OF REAL-TIME INSIGHTS

Introducing Real-time reporting allows to provide the following business values:



IMPROVED
DECISION MAKING



ENHANCED
CUSTOMER
EXPERIENCE



INNOVATION AND
NEW
OPPORTUNITIES



STRATEGIC
PLANNING



RISK MANAGEMENT



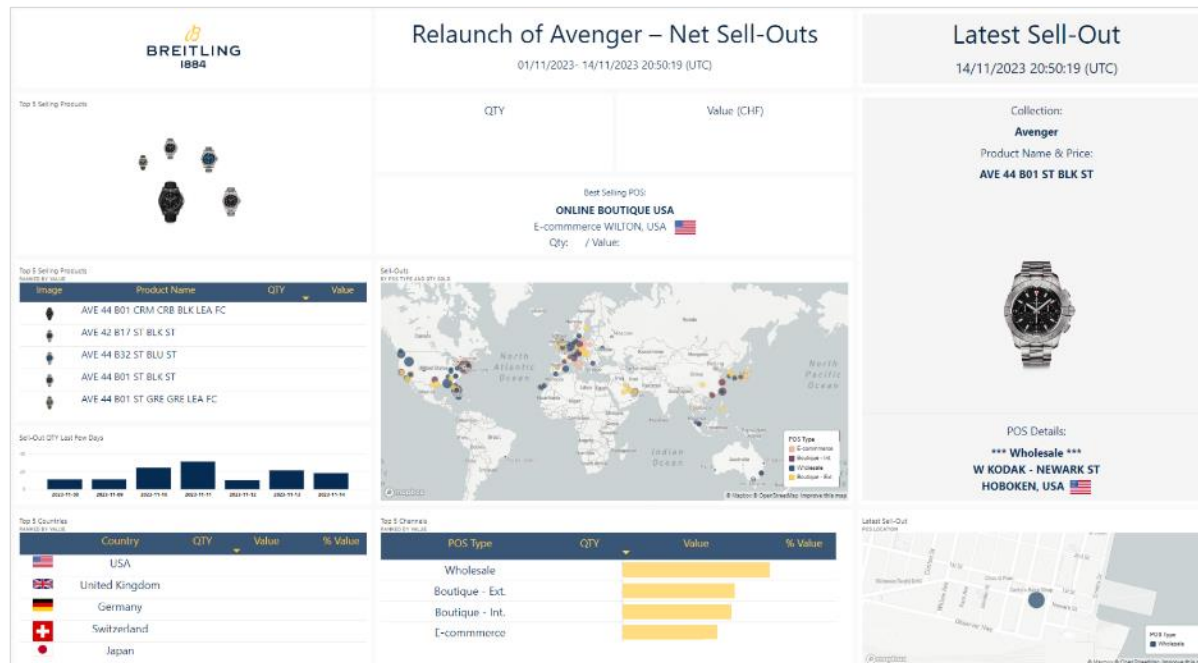
COMPETITIVE
ADVANTAGE

THE BUSINESS VALUE OF REAL-TIME INSIGHTS

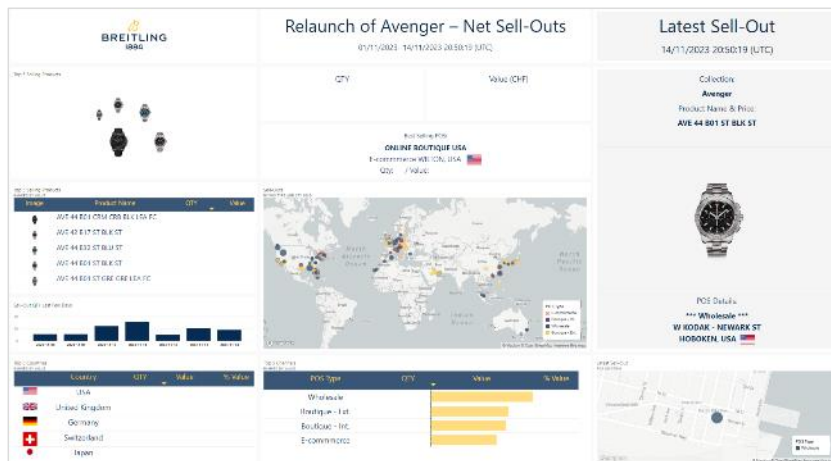
LAUNCH OF COLLECTION REQUIRES

- Multichannel communication orchestration
- Definitions of key KPIs to monitor collection launch
- Evaluation of results and performance

Real-Time insights enable monitoring key KPI, updated in real-time, with a view on top regions, channels, and products.

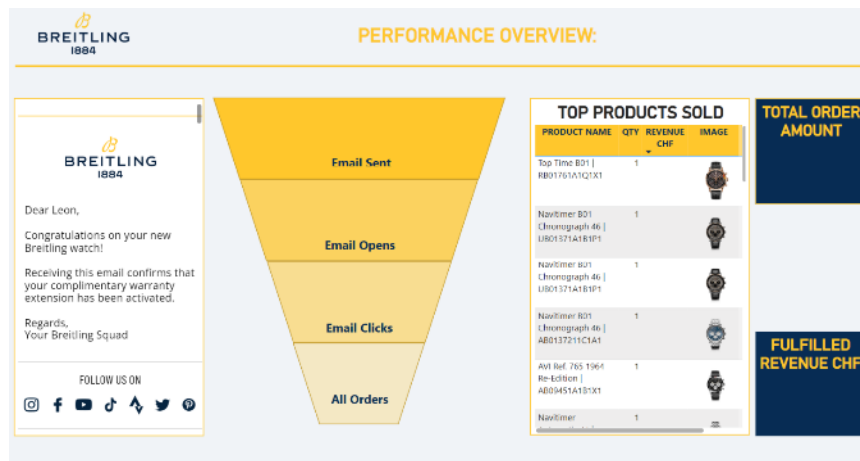


THE BUSINESS VALUE OF REAL-TIME INSIGHTS



REAL-TIME SALES TRACKING

- Global view on sales of highly promoted product
- Instant insights on trending markets and selling channels
- view on top-selling products / collections / items



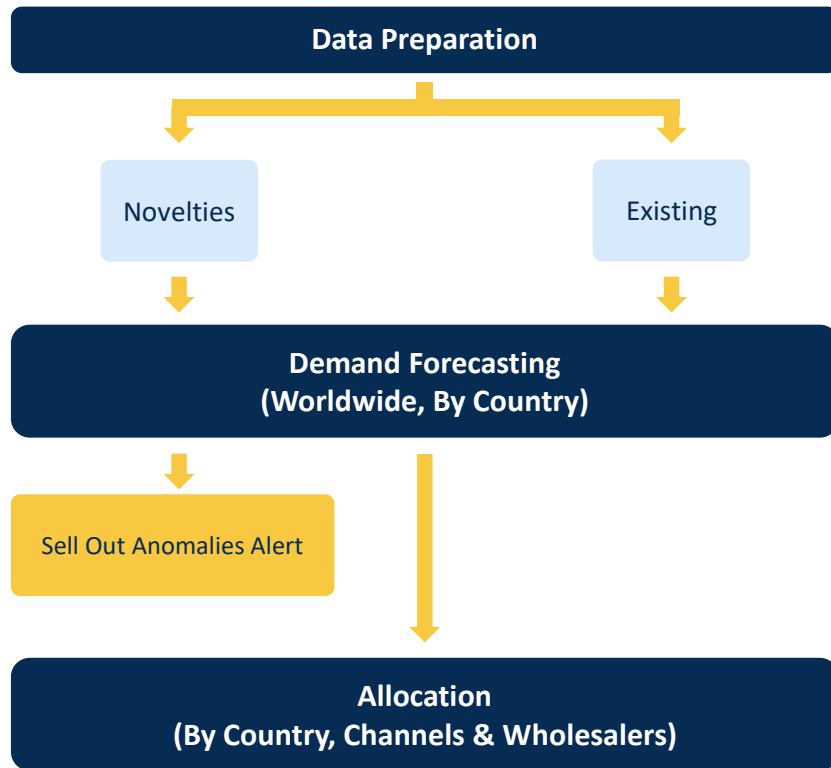
EMAIL SEND OUT TRACKING

- Delivery Insights (crucial for time-sensitive communications)
- Conversion tracking (ROI)
- Engagement Metrics (Understanding recipient's interaction with an email)
- Segmentation Opportunities (allowing to target and personalized campaigns)



4 THE POWER OF PREDICTIVE ANALYTICS AND AI

DEMAND FORECASTING, ALLOCATION, PRICING



Novelties forecast



Existing products forecast



Allocation



Pricing Optimization

A

Competitors' prices monitoring

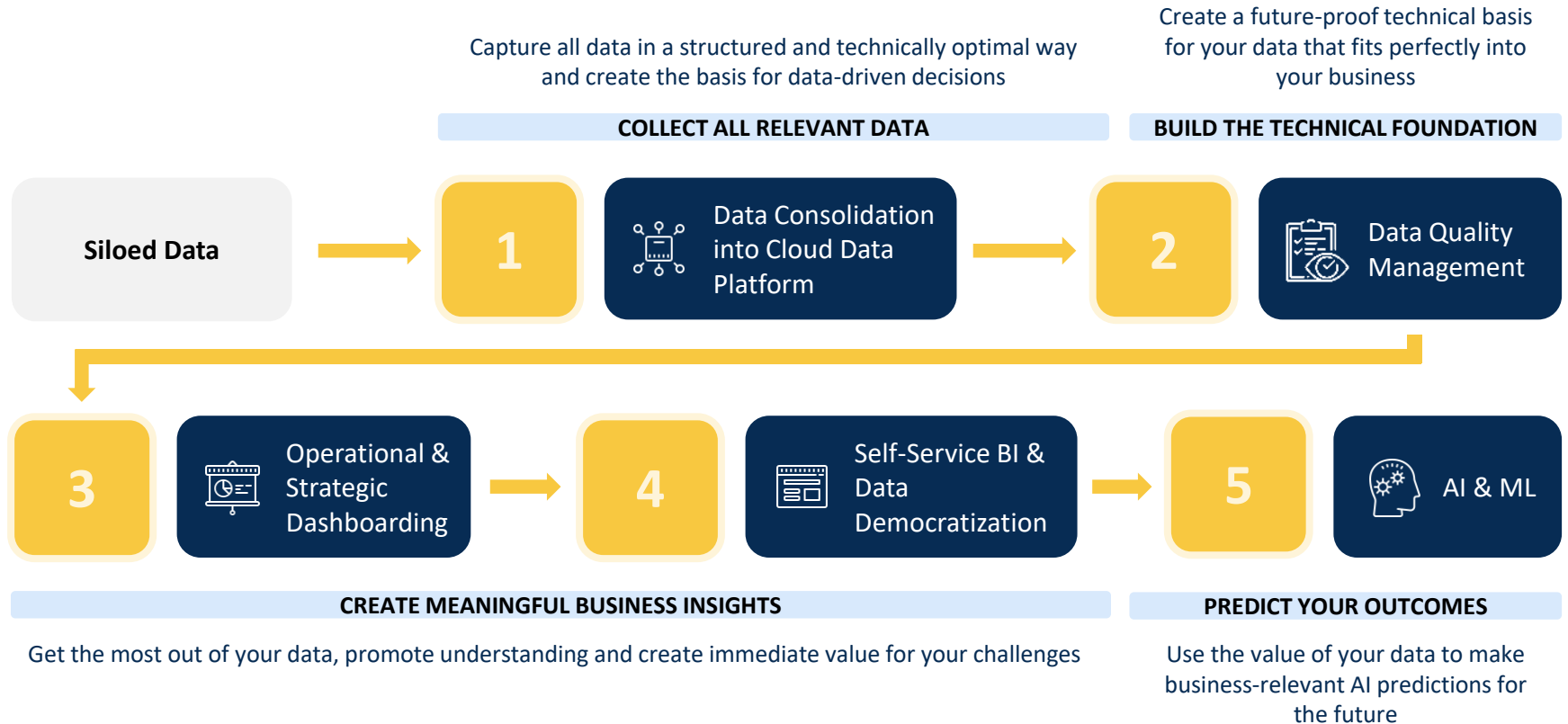
B

Competitors' price breakdown

C

Secondary market monitoring

THE DATA JOURNEY TOWARDS AI



#SQUADONAMMISSION


BREITLING
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