



ESTÉE LAUDER

Decision Intelligence for Estée Lauder

We're here to help you win.

We now live in the Intelligence Era. Artificial intelligence (AI) is transforming the world around us and the way we do business, opening up industries in ways that have never been seen before.

Businesses that make great decisions win – but this isn't easy. Organizations are drowning in data and decision making is getting harder. To succeed, businesses like Estée Lauder need to be able to make sense of their data, find the right signals amongst the noise and cut through the complexity.

The key to doing this? Decision Intelligence (DI). DI is the commercial application of AI to the decision making process. It's outcome-focused and must deliver on commercial objectives.

Tipped by Gartner as a key strategic trend for 2022, the DI market is expected to grow to \$17bn by 2027 (ReportLinker). It's AI with a purpose, powering great data-driven decisions across a company that lead to growth, profit, efficiency and sustainability.

DI is how most businesses will adopt AI in the Intelligence Era. Here are some tips to help Estée Lauder get started on the journey...

The opportunity

Understand the full potential

As with any type of data or transformation project, you need to make sure you understand the full potential of what Decision Intelligence can offer before you dive straight in.

Every decision matters. These could be marketing decisions, strategic decisions, supply chain decisions or inventory decisions.

DI enables Estée Lauder to make the right call, every time, to optimize your growth, your efficiency and your sustainability. And not just in one team or one department, but everywhere – throughout your entire value chain.

With DI, you can start to join up your whole business, break down silos, connect your existing systems and serve your customers in a whole new way. That said, don't be overwhelmed; start small but always think big.

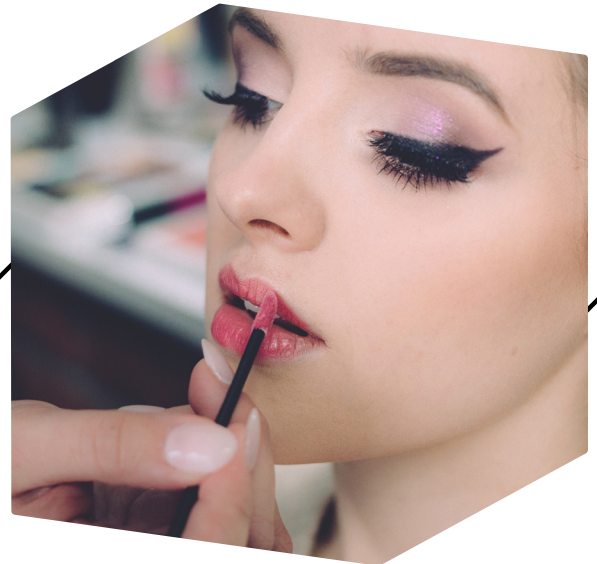
DI IS DRIVING REAL RESULTS FOR LEADING BRANDS:

4x

increase
in ROCE

10%

reduction in
logistics costs



DI IS DRIVING REAL RESULTS FOR LEADING BRANDS:

12%

uplift in website
revenue

64%

lower cost
per acquisition

AI vs DI: What's the difference?

AI is the theory and development of algorithms that can perform certain tasks traditionally only humans could do, such as decision making, language processing or visual perception.

Decision Intelligence is a practical application of AI specifically to the commercial decision making process – it provides recommended actions that address a specific business need. It's always commercially-focused and powers business decision making.

For example, an AI might be an algorithm that predicts future demand for a set of products, but this only becomes DI once a merchandising team can use an interface to make buying decisions based on this prediction..

Nail three key things

The first place to start will be by getting your data in order

To fully benefit from DI, make sure you're following these three steps to success:

- Join up disparate data, bringing it together from across your organization to gain a unified, holistic data set that's AI-ready (spoiler: we can help with this.)
- The next step is to create intelligence on top of your data; your own AI, tailored to your business (because every business is different.)
- Once you've created that intelligence, you need to be able to interface with it – making it accessible for everyone in your company to drive decisions. You'll need a platform to make this a reality.

FACT #01

"Companies that haven't made progress with Decision Intelligence will feel the same effects as those in businesses that were late to move online."

IDC

FACT #02

"By 2024, 75% of organizations will shift from piloting to operationalizing AI."

Gartner



Choose the perfect platform

To generate a return from DI, you'll need somewhere for your teams to access recommendations and insights to drive action and outcomes.

Rather than bundling together siloed point solutions across functions, Peak's centralized platform enables you to adopt Decision Intelligence widely across your organization by connecting your entire business together. It's a single, end-to-outcome platform that sits on top of your existing systems (so no need to rip and replace anything) and drives commercial outcomes via great decision making.

With Peak, you move from siloed data and teams to a single platform powering business-wide decisions, delivering value across the entire enterprise.



So, where do you start?

Work in the best way for you

Build what you need to, and work how you want to – but always stay focused on delivering real commercial outcomes from Decision Intelligence. Peak is set up to cater for you no matter where you are on your AI journey.

We're here to help you deliver DI in a way that works for your team, from self-building your own solutions on the Peak platform to co-creating intelligence alongside our customer success and data science teams.

If you're not quite there on the journey just yet, you can immediately leverage our fully Peak-deployed solutions; ready-to-go and configured to meet your business' needs. And, as your internal DI capability develops, we can help with a smooth transition once you're ready to roll on the platform independently. It's a partnership, a journey to embark on with a trusted partner. One that, done right, will yield results for years to come.



FACT #03

"In 2022, the number of AI initiatives moving into widespread production will double."

New Vantage Partners

FACT #04

"By 2023 a third of large organizations will have analysts focused on Decision Intelligence."

Gartner

Find out more

If you're interested in learning more about the Peak platform and our approach to implementing Decision Intelligence for Estée Lauder, contact us.

[Get in touch](#)



Peak is on a mission to change the way the world works. Our Decision Intelligence platform provides businesses all over the world with AI-powered solutions that drive commercial outcomes.