

The future after what comes next?

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Former Global VP Digitalisation – Shell Group

Digital Mandate 2011

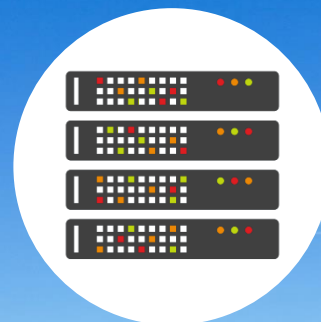
- ✓ Get value from digital technologies beyond automation
- ✓ Pioneers of the future
- ✓ 2 + 3 years
- ✓ Forgiveness ... then live or die

Digital
technologies
evolving at an
accelerated pace,
becoming more
immersive &
integrated

Mobile
Immersive mobile



High Performance &
Cloud Computing



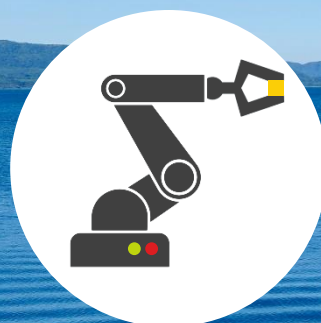
Internet of Things



Advanced Analytics
Artificial Intelligence
Machine learning



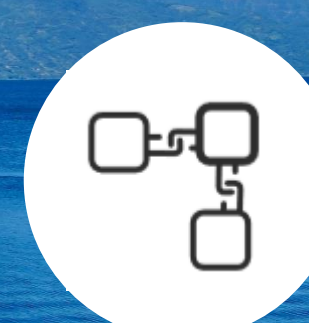
Wearables and
New Realities



Robotics
Drones



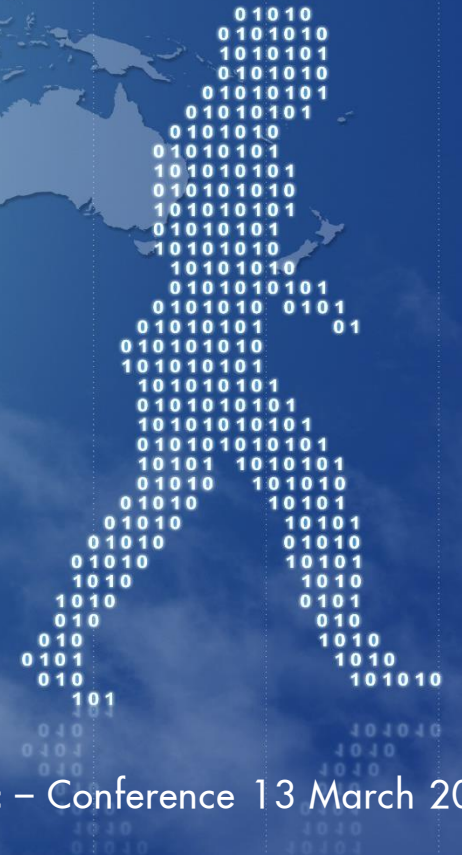
3D printing



Blockchain

The greatest shortcoming of the human race is
our **inability** to understand the exponential
function.

Albert Allen Bartlett



How many
kilometers with 1
liter of fuel ?



Connected customers

Station locator

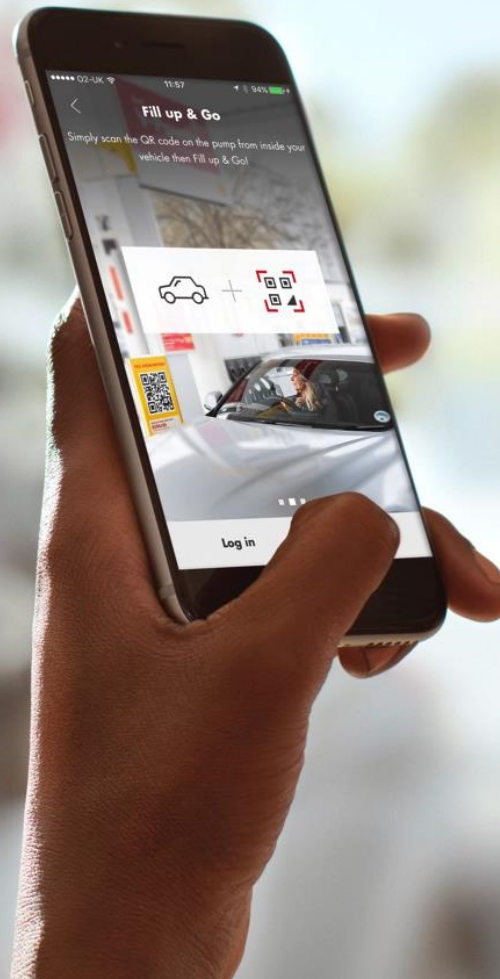
Best price station

Loyalty

Personalised
contextual offers

Fill-up & Go

Shell Drive



Connected Cars

Preparing for the
business model shift





AI takes various forms

85% of customer interaction
without any human interaction
- Gartner

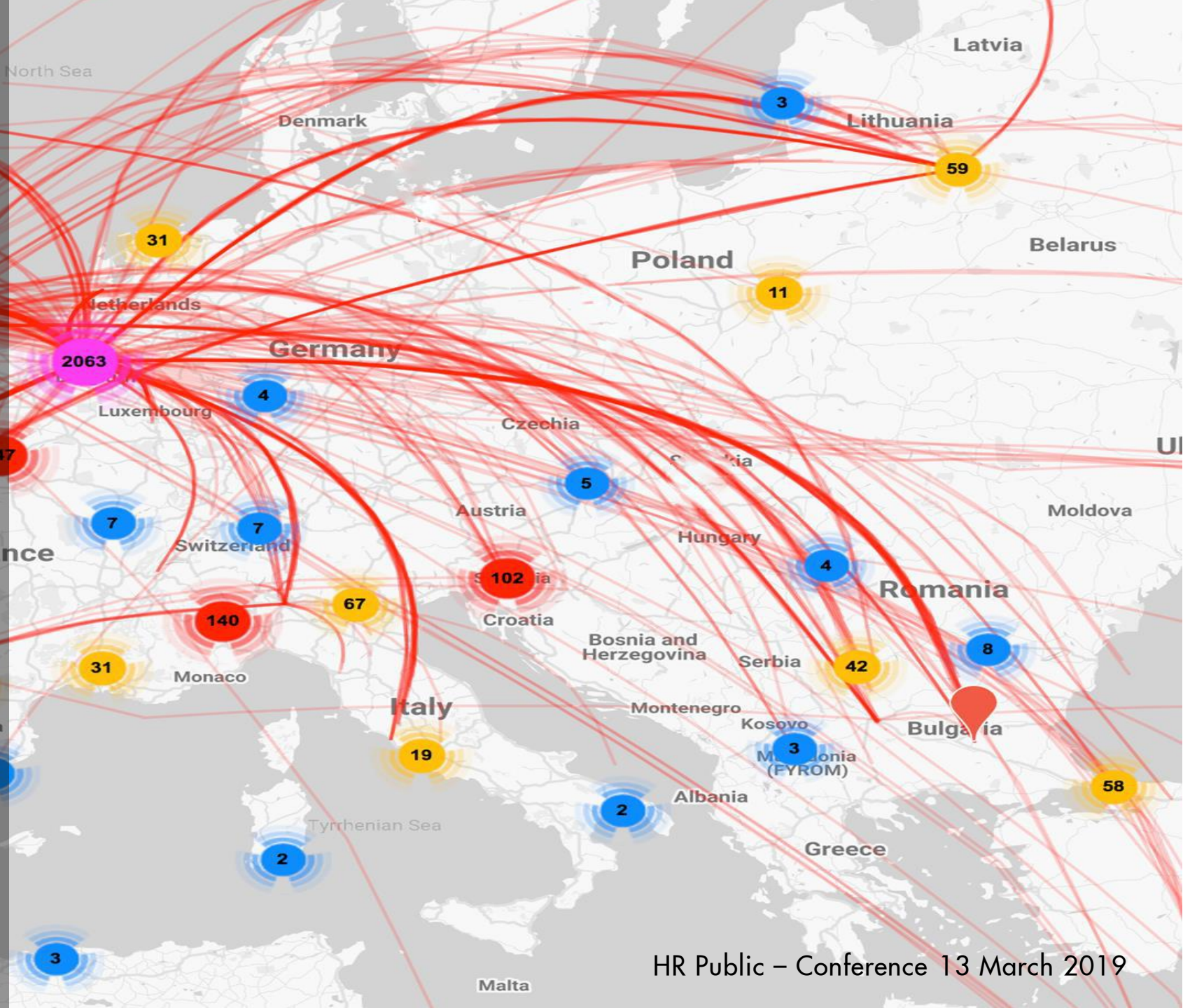
77% of consumers are using AI
platforms while only 33% think
they do – Pega



Cross-border business
matching platform

AI for next best match

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HR Public – Conference 13 March 2019



WORKFORCE
ANALYTICS
REWARD

UQ Career
Identifying Talent + Motivation +
ideal Role Profile via an intuitive
methodology

AI augmented coaching

Matching people personal DNA
with jobs of the future

Defining continuous learning
trajectories for yet unknown
competencies

Leadership in non predictable future

Change ... supporting or driving ?

Dual mode organization

Pioneers of the future

Asses experience differently

Creativity is the top skill

Start-up mindset

Role of HR

Not just a change in
Technology

Delivering value now &
position your business for
the future

Mindset

Business

Technology