



# latest innovations

Procter & Gamble’s groundbreaking **Business Sphere** environment and **Business Sufficiency** analytic models enable the Company to be rapidly responsive to changes in the marketplace and uncover new opportunities to improve the lives of consumers. Business Sphere—built and powered by P&G’s Global Business Services (GBS)—is a visually immersive data environment that transforms decision-making at P&G by harnessing real-time business information from around the globe.

**By eliminating the delay of manually collecting and aggregating data, this patent-pending business intelligence system improves productivity and collaboration, simplifies work processes, reduces the decision-making cycle time, and enables P&G to focus on innovating for the consumer:**

- Business Sufficiency analytic models focus the business on exceptions and provide forward-looking projections and scenarios.
- This complex data is presented visually in business processes, allowing leaders to view the data more easily, process the information faster, and quickly turn insights into actions.
- GBS Analysts use the technology to help bring context to the data and identify opportunities for P&G.
- This network of analysts also helps the Company save time and money by reapplying lessons learned across categories, regions, and business units.
- P&G business leaders around the globe see the same business data in the same way at the same time, allowing them to collaborate more effectively.
- The system is already providing business value. One supply chain example leveraged supply chain Sufficiency models to bring together multiple data points, analytics, and visualizations. This resulted in an inventory reduction of 25% and savings of tens of millions of dollars.

## About GBS Business Sphere Technology:

This patent-pending integration of technology, visualization, and information enables leaders to drill-down into data to get answers in real-time.

- To answer a set of questions, the program analyzes and connects as much as 200 terabytes of data (equal to the amount of information contained in 200,000 copies of *Encyclopedia Britannica*), allowing for unprecedented granularity and customization.
- The way the data is presented uncovers insights, trends, and opportunities for the business leaders and prompts them to ask different and very focused business questions. If one question elicits a follow-up question, it can be addressed with data on-the-spot.
- The visualization helps people to “see” the data in ways they would not have been able to with just numbers and spreadsheets. It challenges assumptions while simultaneously presenting the data in different ways, revealing potential solutions that previously may have not been apparent.
- GBS’s strategic partnership model gave us access to the latest technology-enabled capabilities. The Business Sphere was developed in partnership with BOI, Cisco, HP, SAP, Nielsen and TIBCO Spotfire.

## Availability:

This system is patent-pending. Currently, we have over 40 interconnected Business Spheres around the globe which integrate a number of technologies to deliver an immersive visualization experience.



### Contact

Nicole Summers  
P&G GBS External Relations  
513.983.0502  
summers.nc@pg.com