DIGITAL PROCUREMENT WORLD
18–19 SEPTEMBER, 2019 AMSTERDAM

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gerd.cloud

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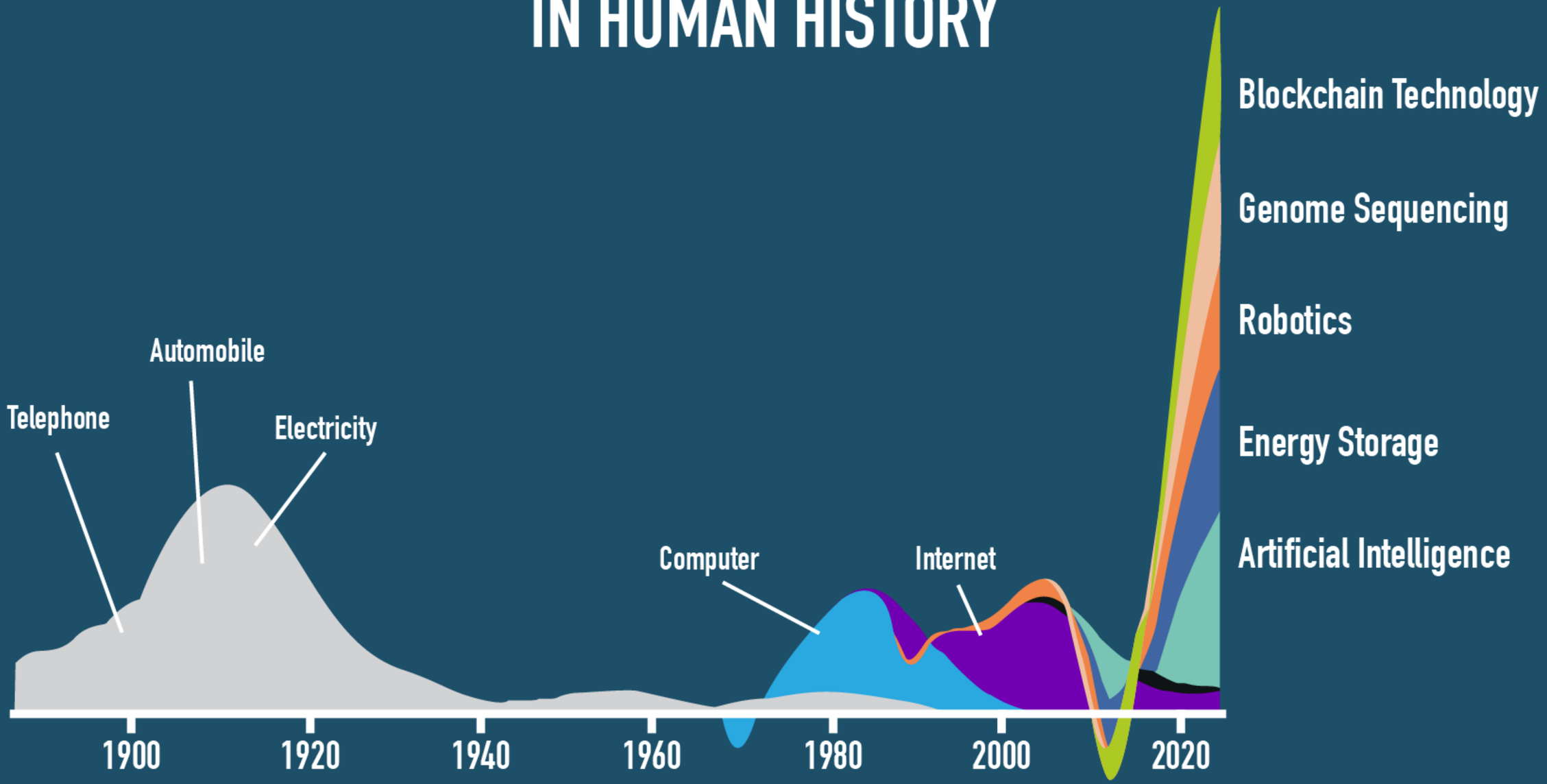
The 10 things you should know about the future and what they mean for your industry

Our world is going to change more in the next 20 years than in the previous 300 years

Gerd

THE BIGGEST TECHNOLOGICAL TRANSFORMATION IN HUMAN HISTORY



Source: ARK Investment Management

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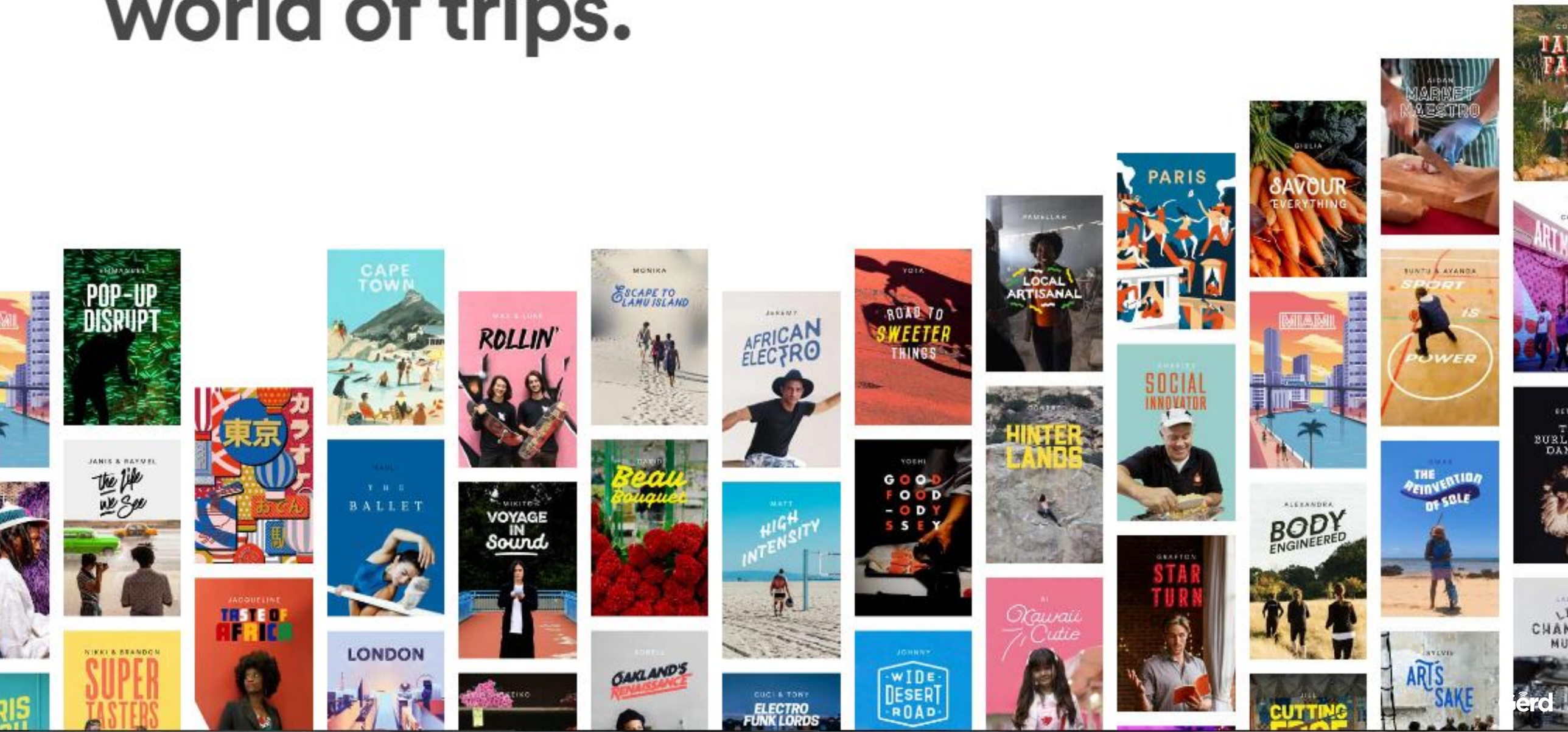
Transcend EFFICIENCY – go beyond faster, better, cheaper!

Gerd

Loop
Tide
purclean

PORSCHE
PASSPORT

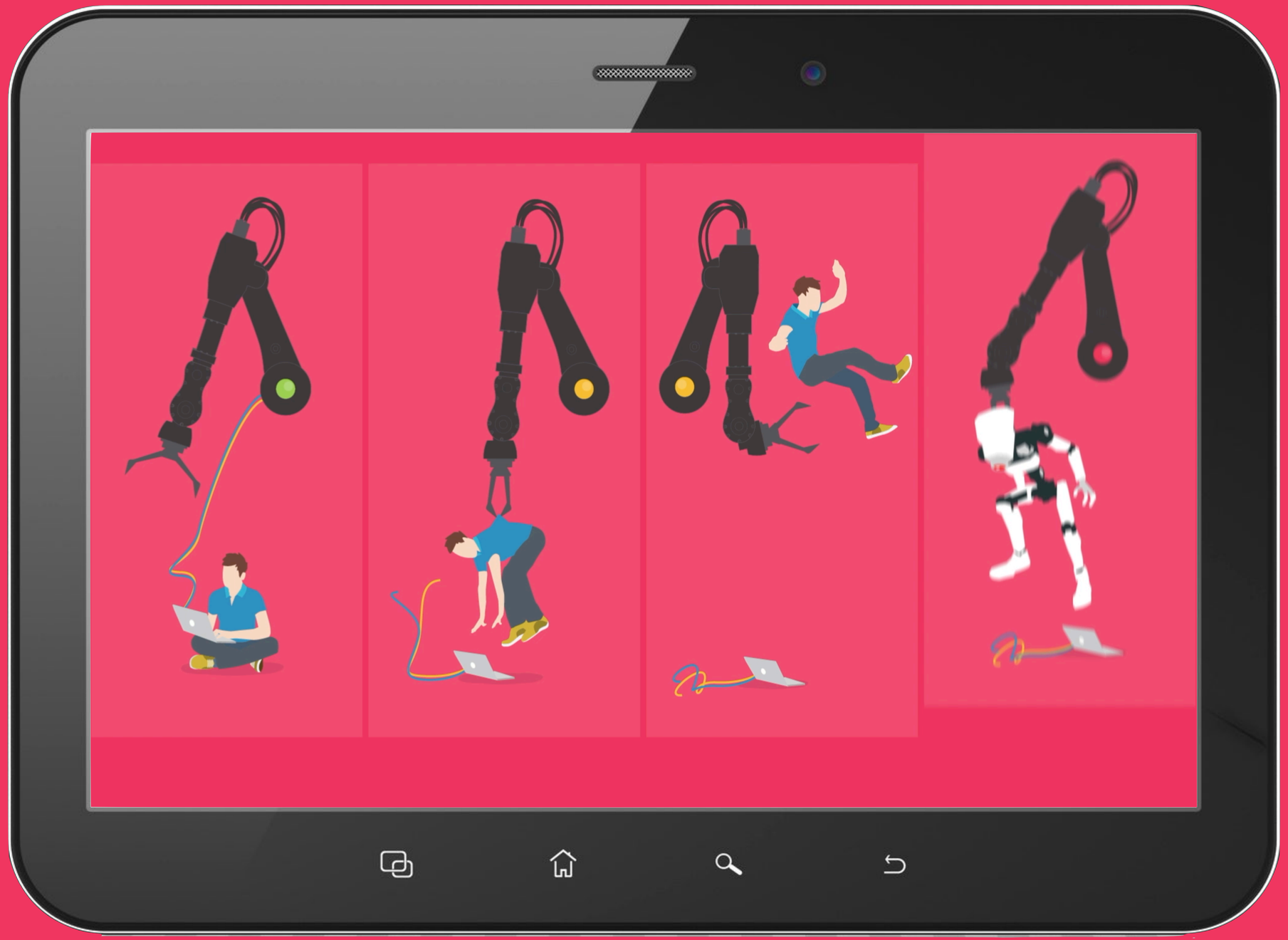
Welcome to the world of trips.



1

Procurement as we know it today will fade away

Gerd



1

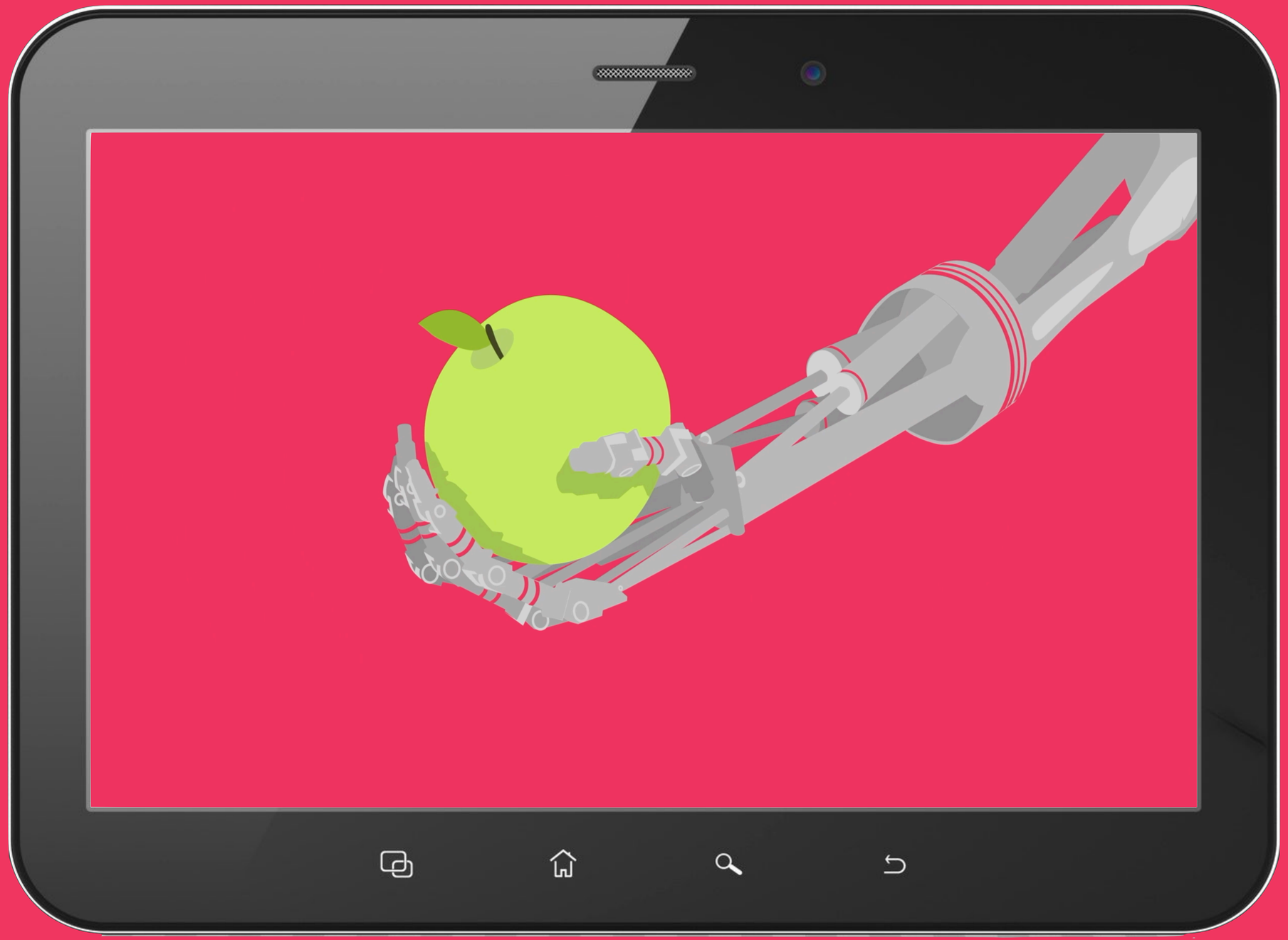
Procurement as we know it today will fade away

Gerd

1

Procurement as we know it today will fade away

Gerd



1

Procurement as we know it today will fade away

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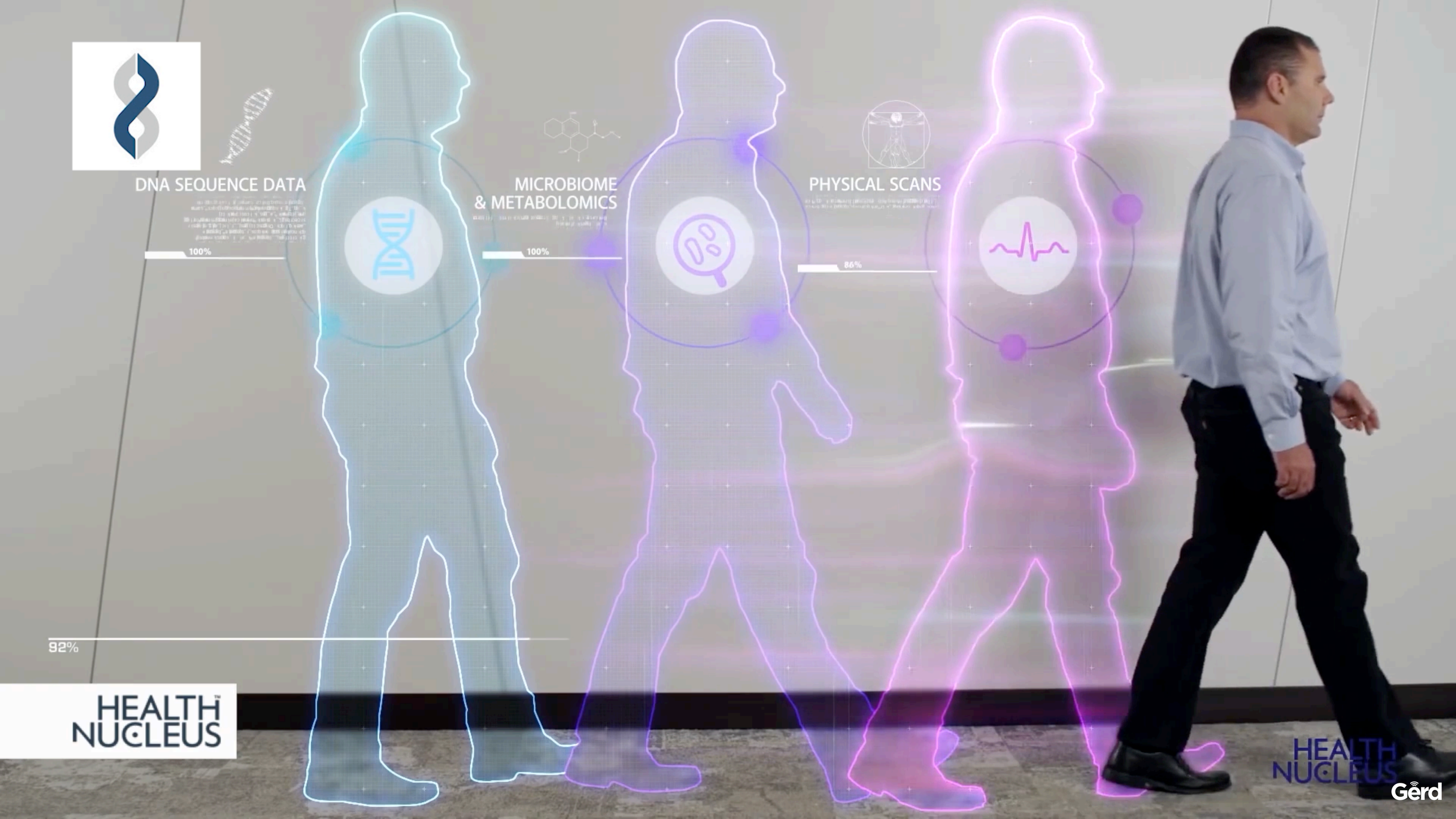
Data

Intelligence*

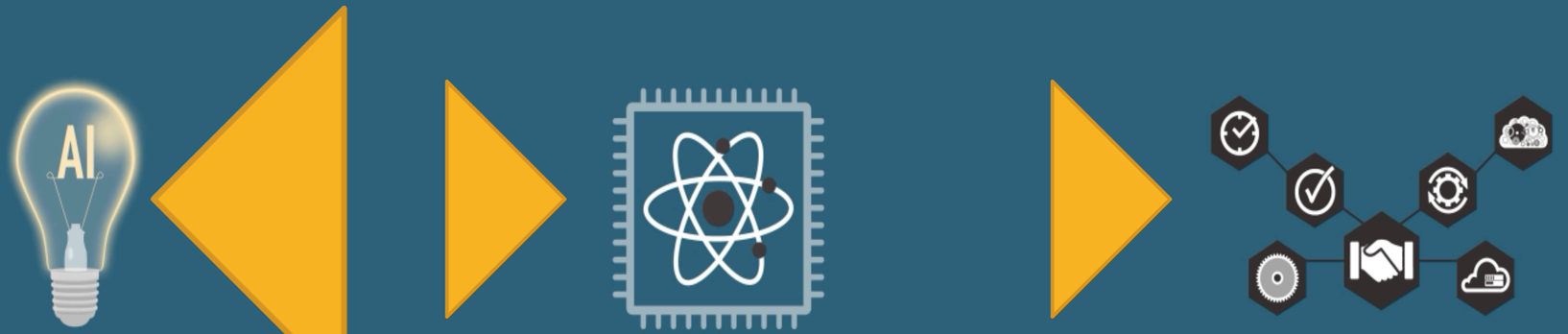
Gerd


DNA SEQUENCE DATA
100%
MICROBIOME
& METABOLOMICS
100%
PHYSICAL SCANS
86%
92%
HEALTH NUCLEUS
HEALTH NUCLEUS
Gerd

DATA EVERYWHERE

CONNECTED EVERYTHING

CLOUD EVERYTHING



COMPUTE ANYTHING

SMART EVERYTHING

TRANSACT ANYTHING

SEE EVERYTHING

MAKE (BE) ANYTHING

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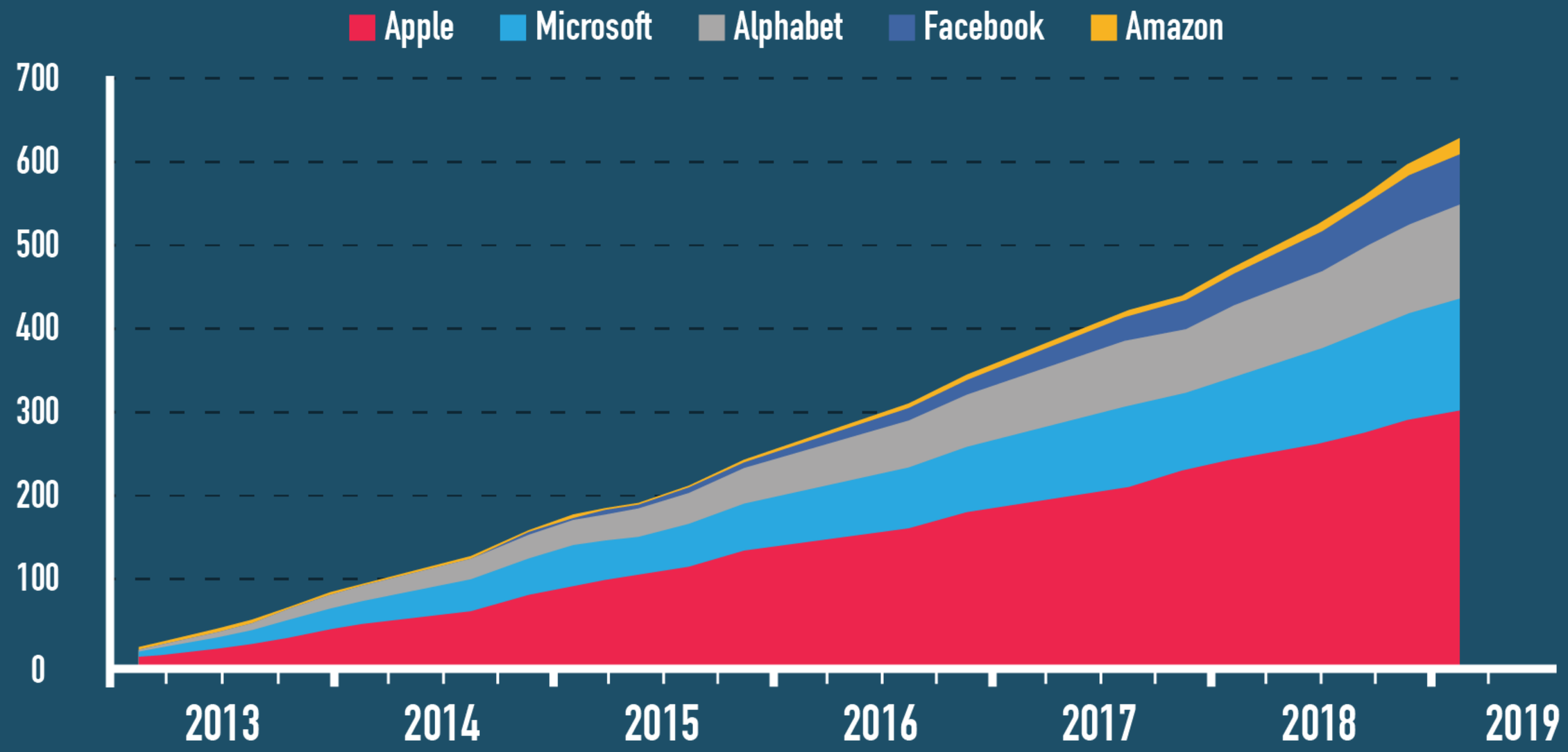
REALLY BIG TECH

CUMULATIVE PROFITS SINCE Q1 2013, $bn



Source: Bloomberg

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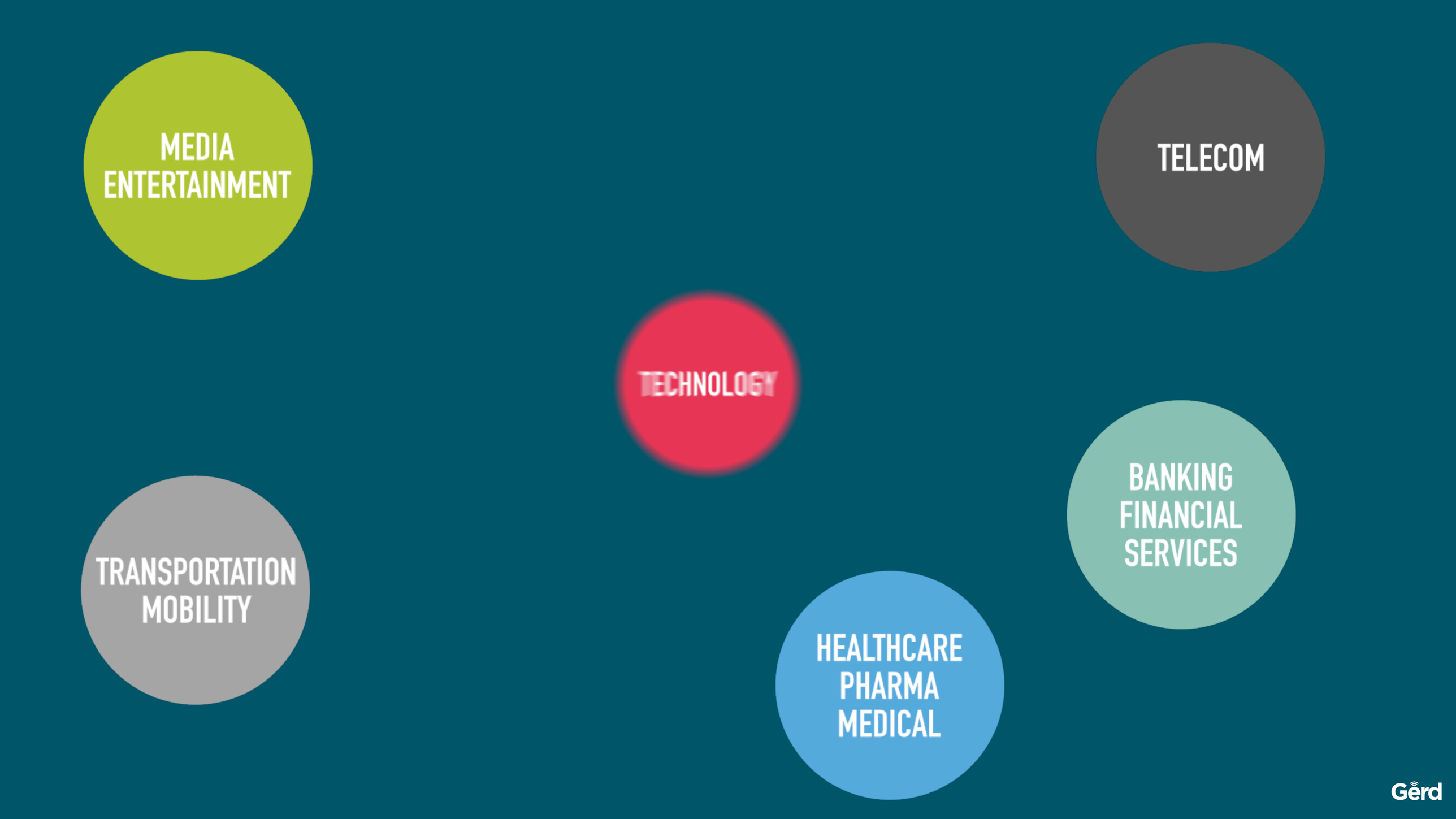
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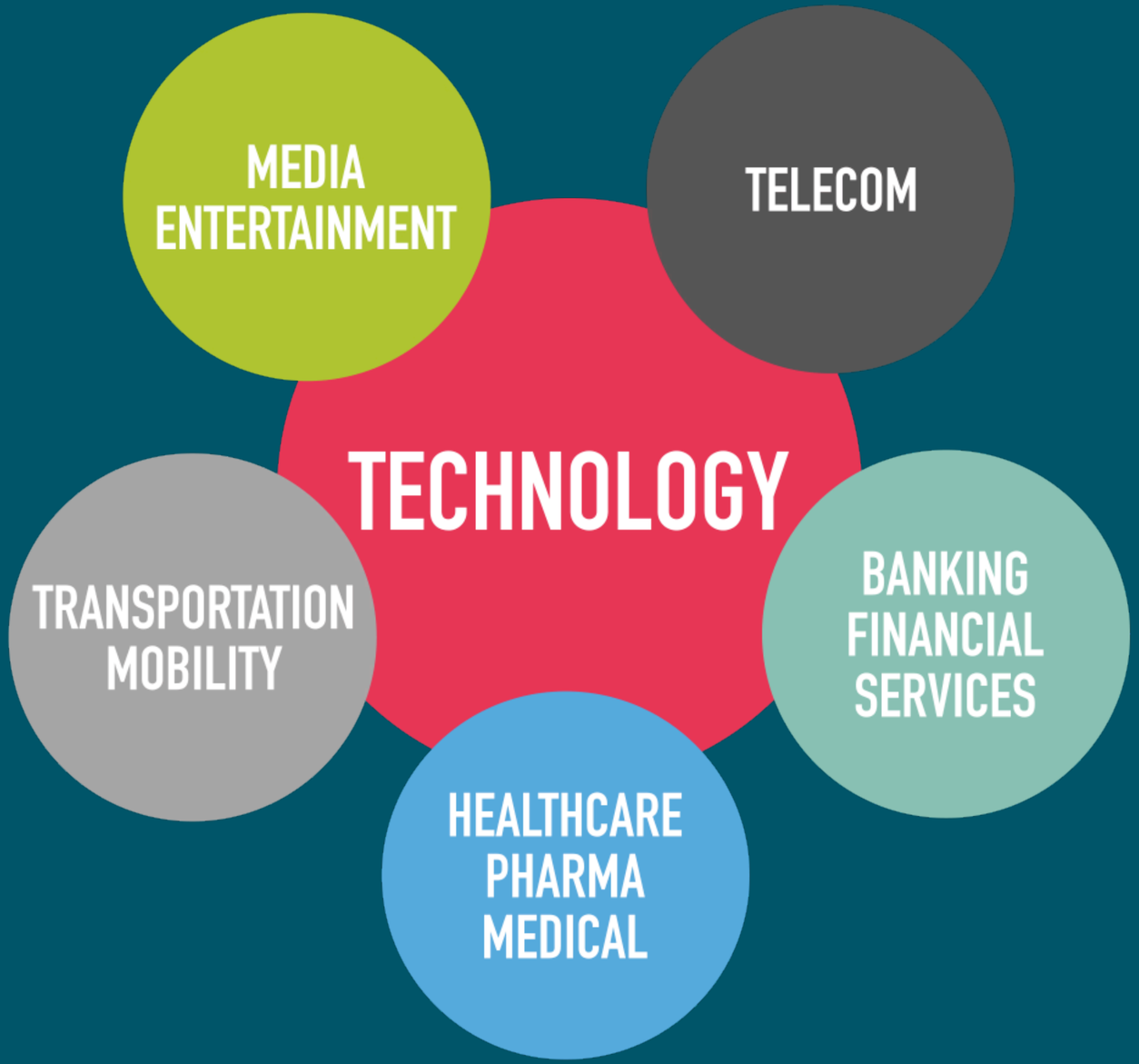
ENTERTAINMENT
TELECOM
TECHNOLOGY
BANKING
FINANCIAL
SERVICES
TRANSPORTATION
MOBILITY
HEALTHCARE
PHARMA
MEDICAL


MEDIA
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TRANSPORTATION
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SERVICES
HEALTHCARE
PHARMA
MEDICAL

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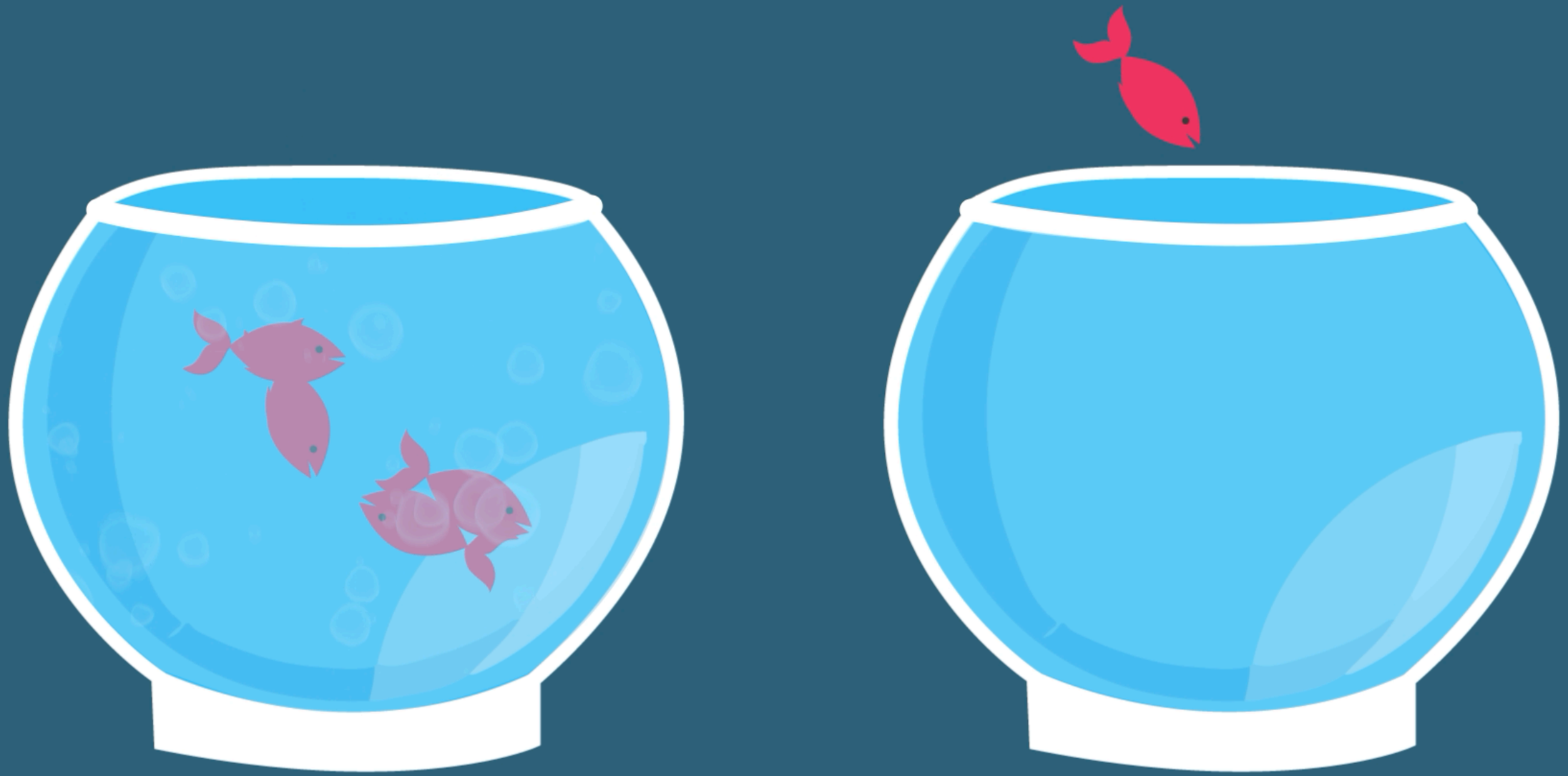
The Future is better than we think. . .

. . . if you can make the leap into a new fishbowl!



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Move from hindsights to insights to FORESIGHTS 2

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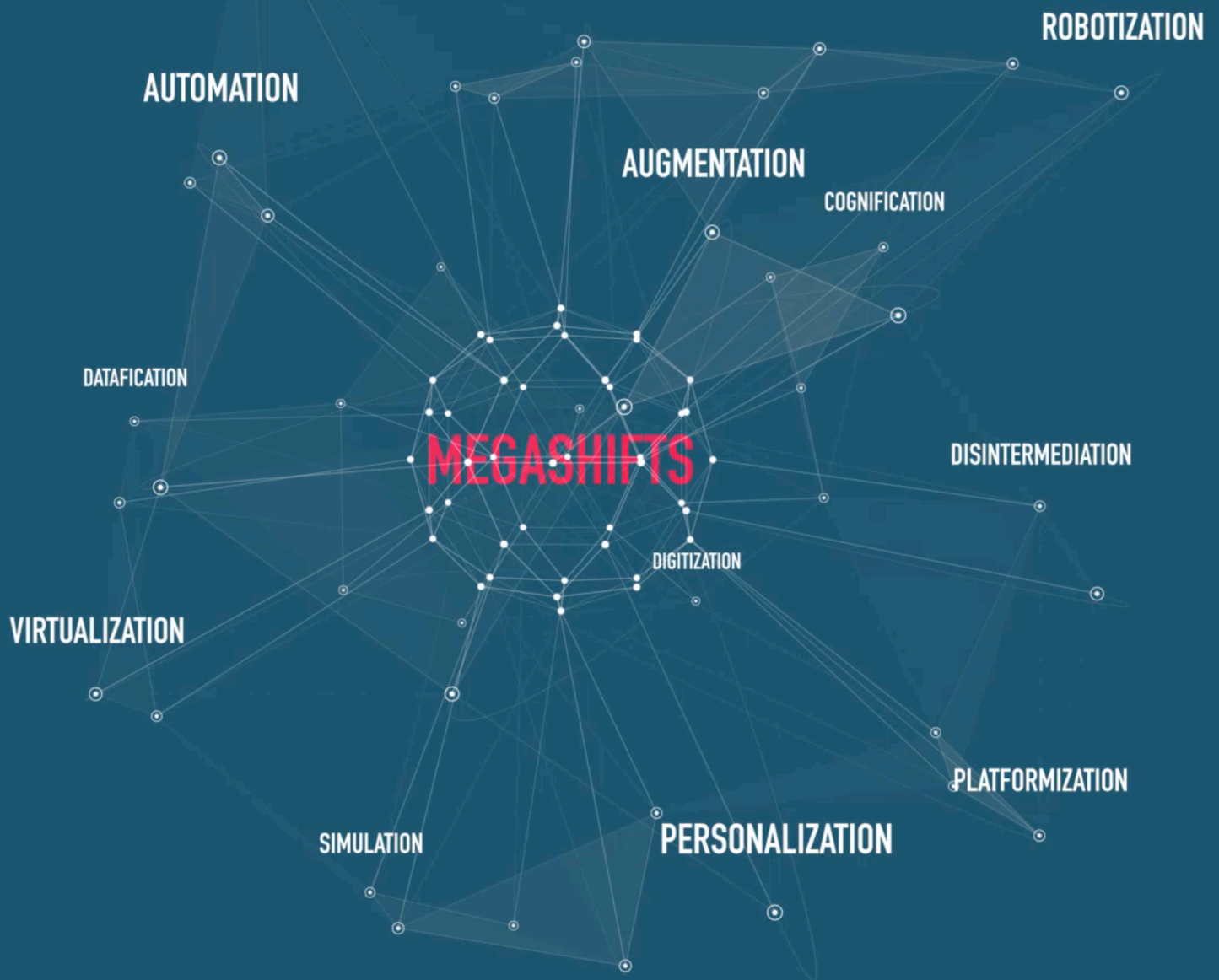
Understand and embrace the Megashifts



SIEMENS
eHIGHWAY
SCANIA
DUP 833

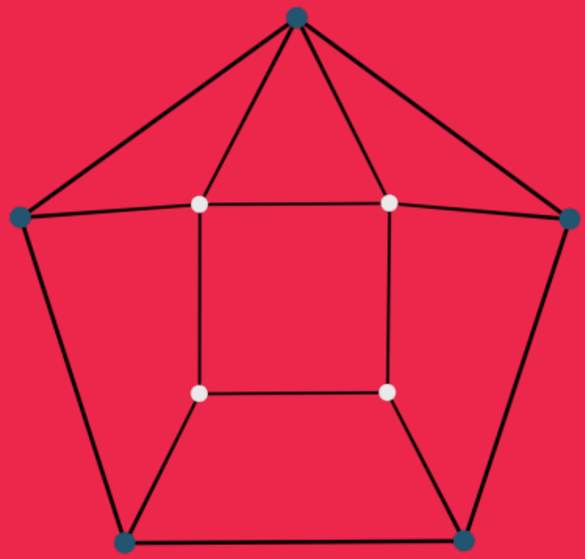
Immerse in the 3 “Future Principles”

3

e^x

EXPONENTIAL

CONVERGENT



COMBINATORIAL

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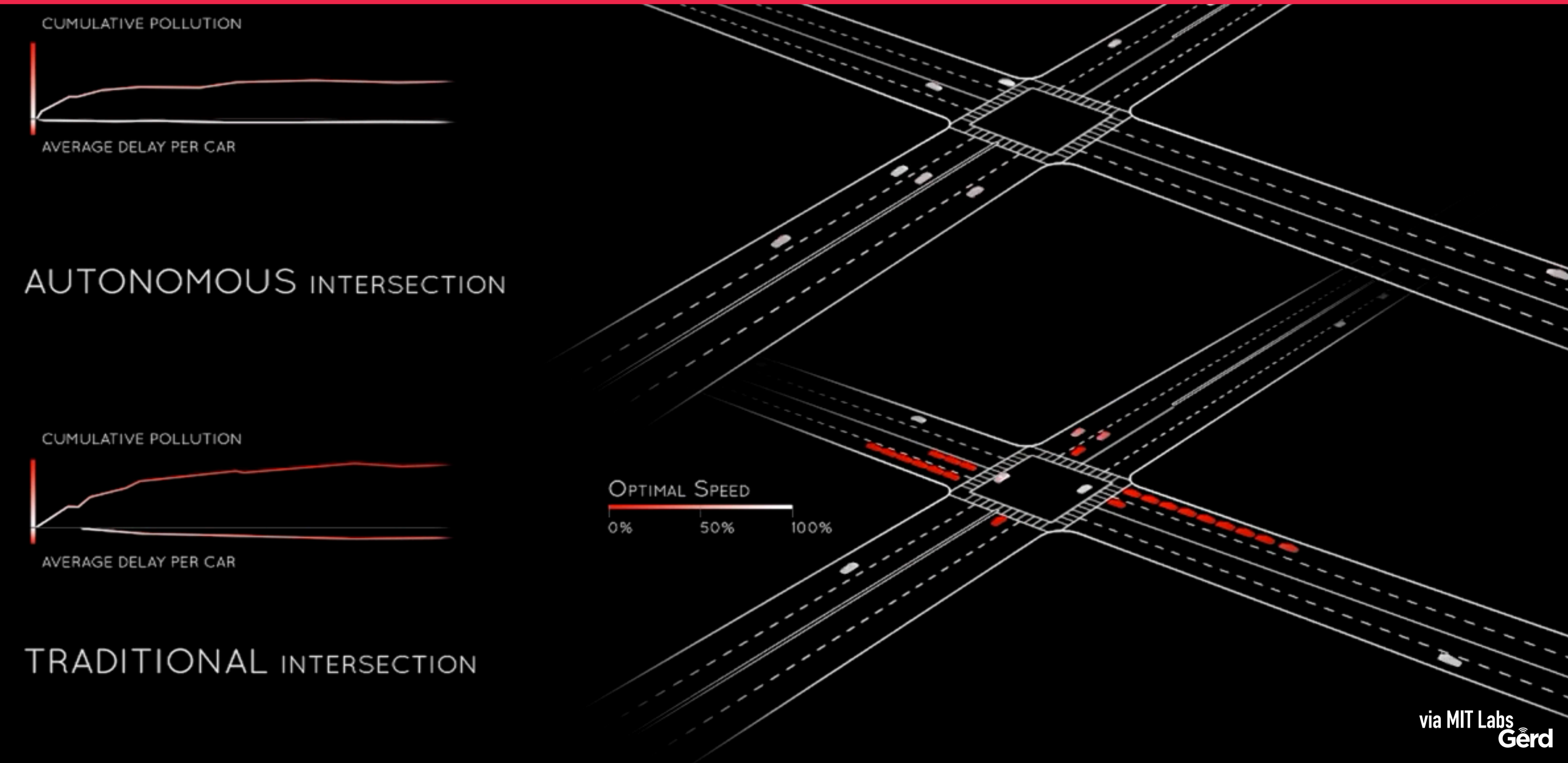
TECHNOLOGY Logistics, Supply Chain, Procurement



via MIT Labs

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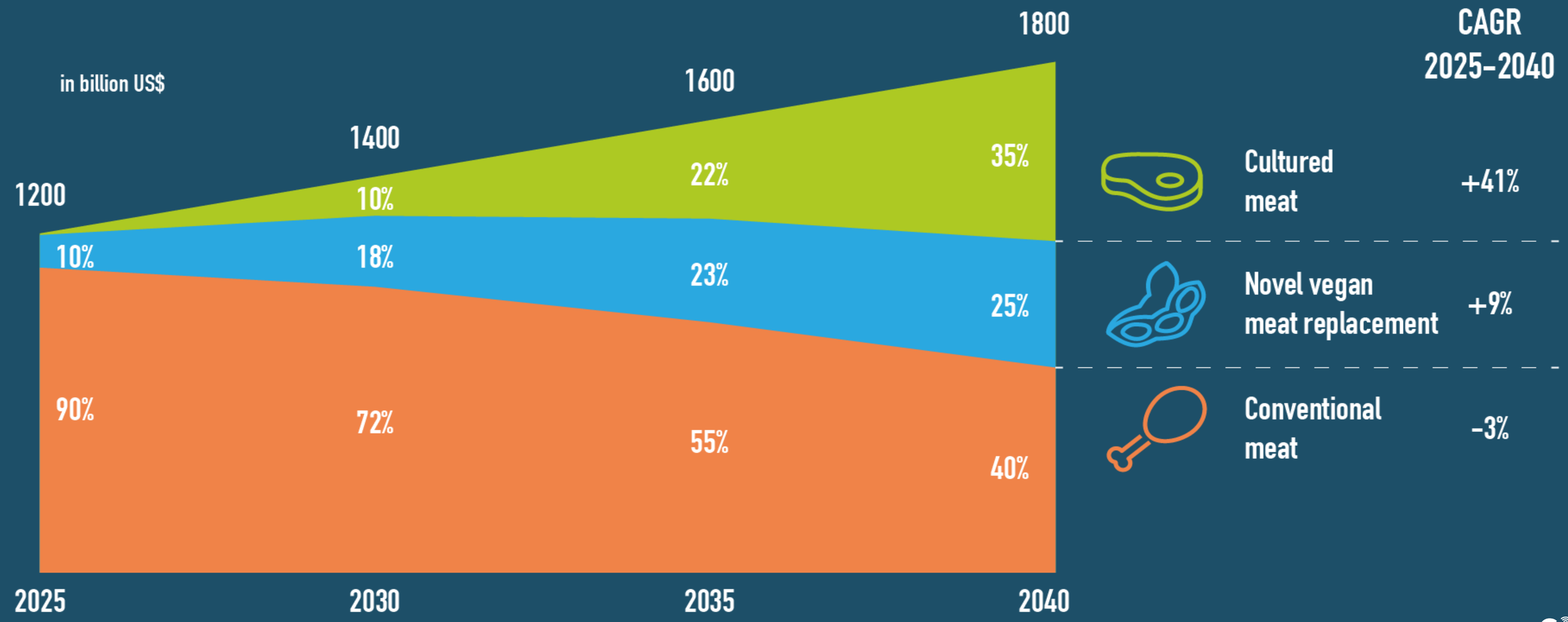
Science fiction is becoming science fact: FORESIGHT IS CRITICAL

Science fiction is becoming science fact: FORESIGHT IS CRITICAL

GLOBAL MEAT CONSUMPTION



Source: United Nations, World Bank, Expert interviews; A.T. Kearney analysis

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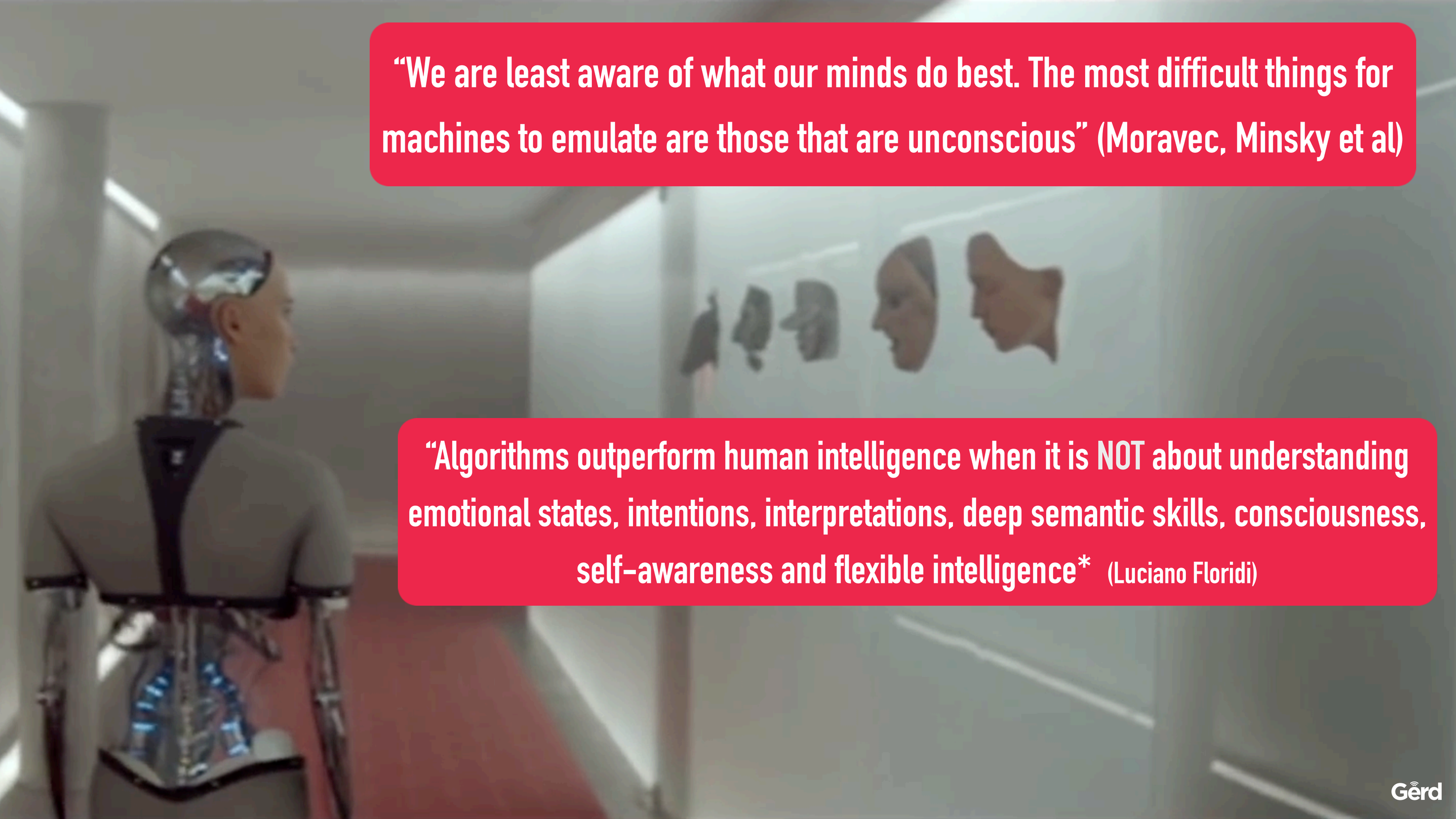

"We are least aware of what our minds do best. The most difficult things for machines to emulate are those that are unconscious" (Moravec, Minsky et al)

"Algorithms outperform human intelligence when it is NOT about understanding emotional states, intentions, interpretations, deep semantic skills, consciousness, self-awareness and flexible intelligence* (Luciano Floridi)

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“Never mistake a clear view for a short distance”

Paul Saffo

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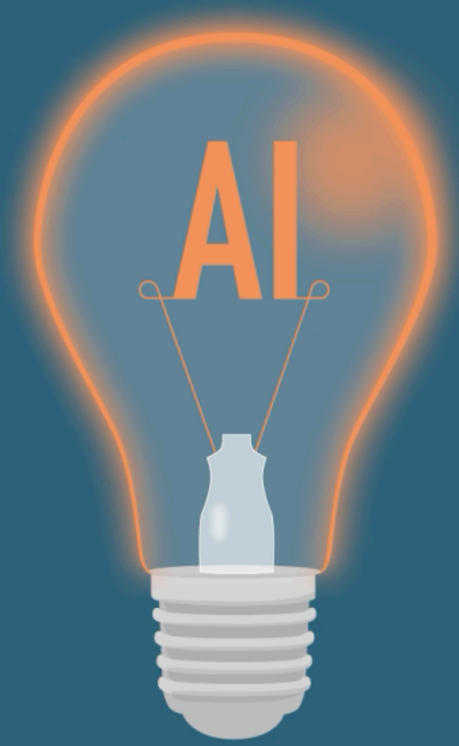
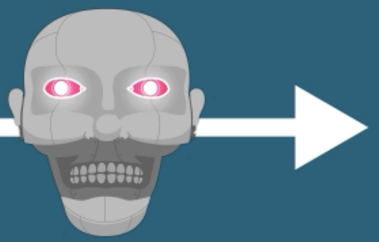
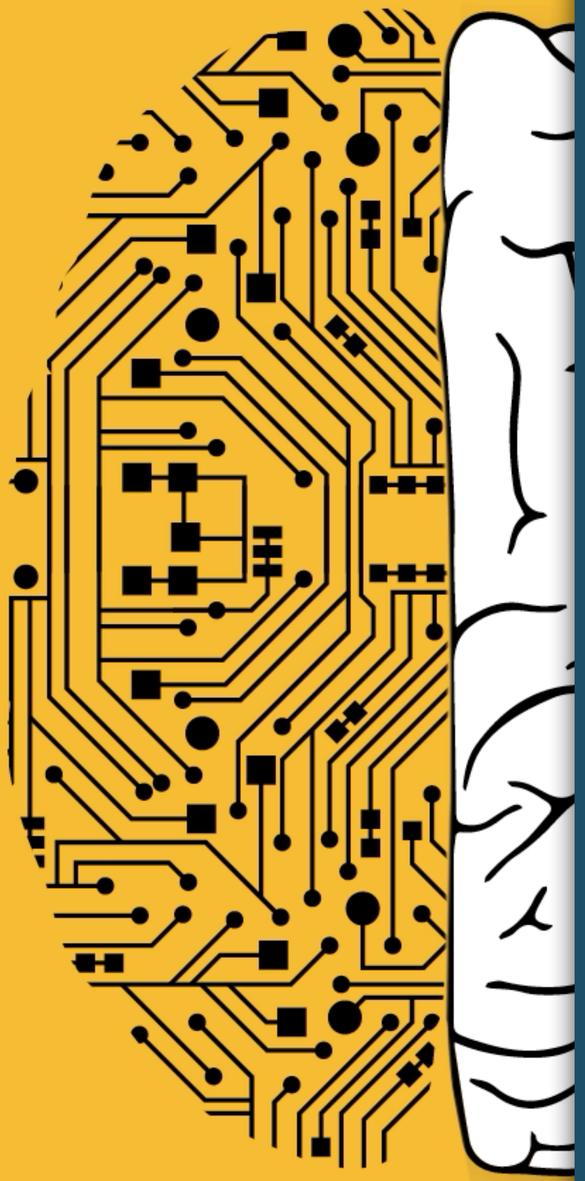
Right now, it's all about Intelligent Assistance (IA), not AI







ARTIFICIAL INTELLIGENCE UPTAKE IN SUPPLY CHAIN MANAGEMENT

PERCENTAGE OF COMPANIES IN THE FOLLOWING SECTORS THAT HAVE ADOPTED AI

Source: McKinsey 2018

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AI in procurement: humans need to stay in the loop where it REALLY MATTERS (the black box challenge)

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Humans and/with/versus machines: Striking the right BALANCE is crucial

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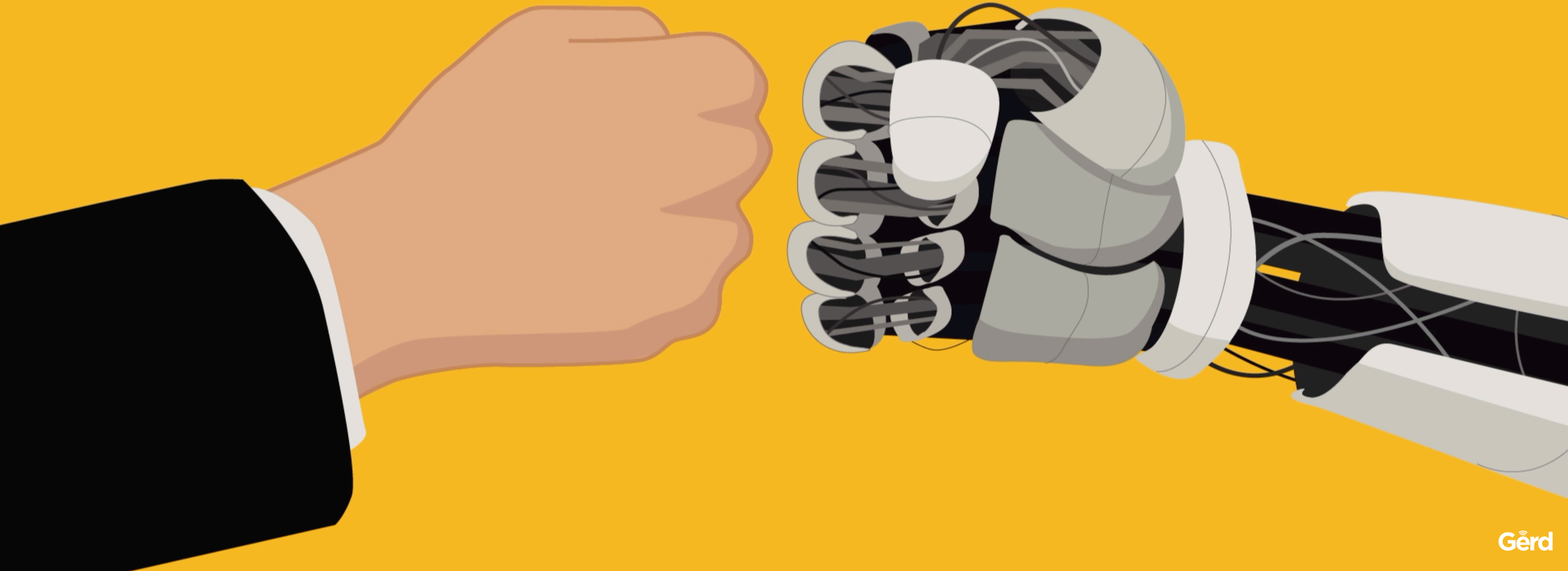
Humans and/with/versus machines: Striking the right BALANCE is crucial



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Google AI

Alright, I'll call to book under your name and phone number, and I'll update you in the next fifteen minutes. Is that okay?

El Cocotero
Reservation details

June 12, 7:00 PM (or 7:00 to 8:00 PM)
2 People
228 W 18th St #1, New York, NY 10011

Under Anna Davis
tel: (650) 273-7808

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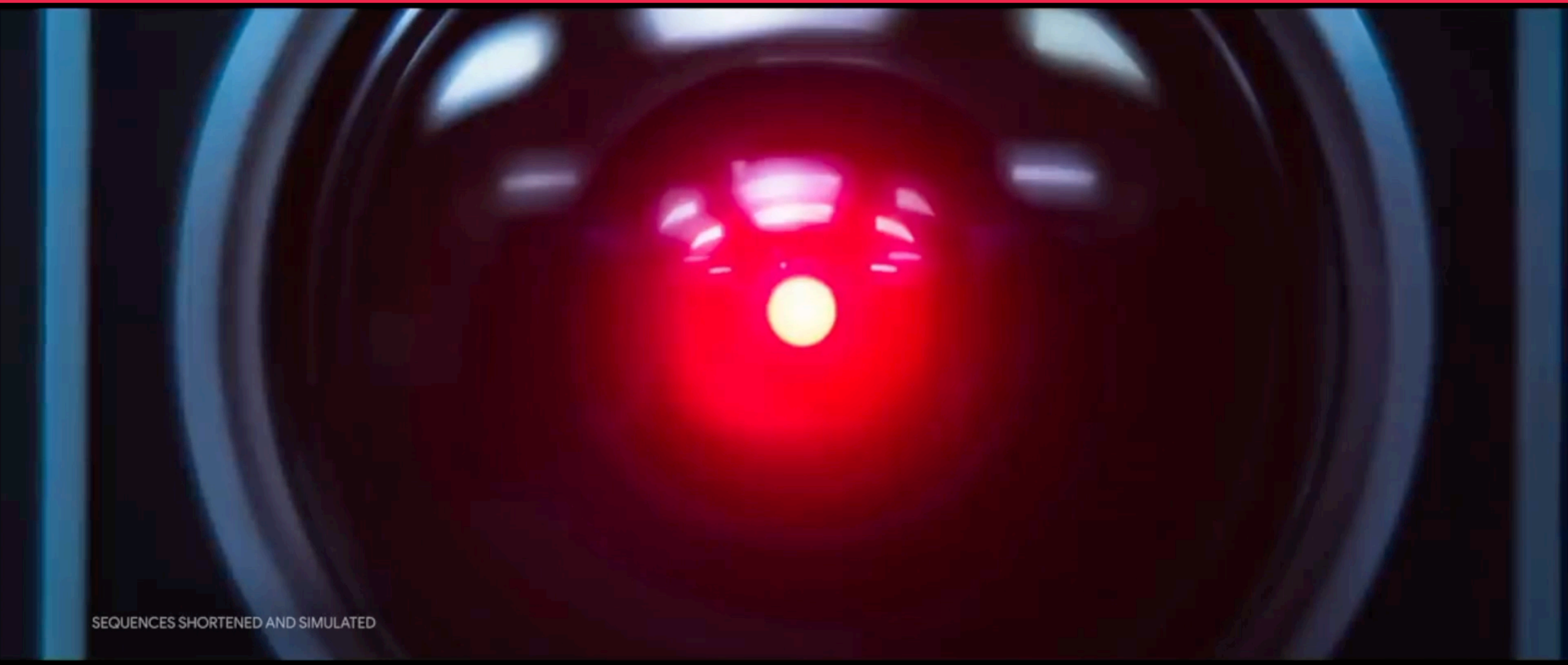
. . . so who is going to build the first ‘Procure-Bot’?



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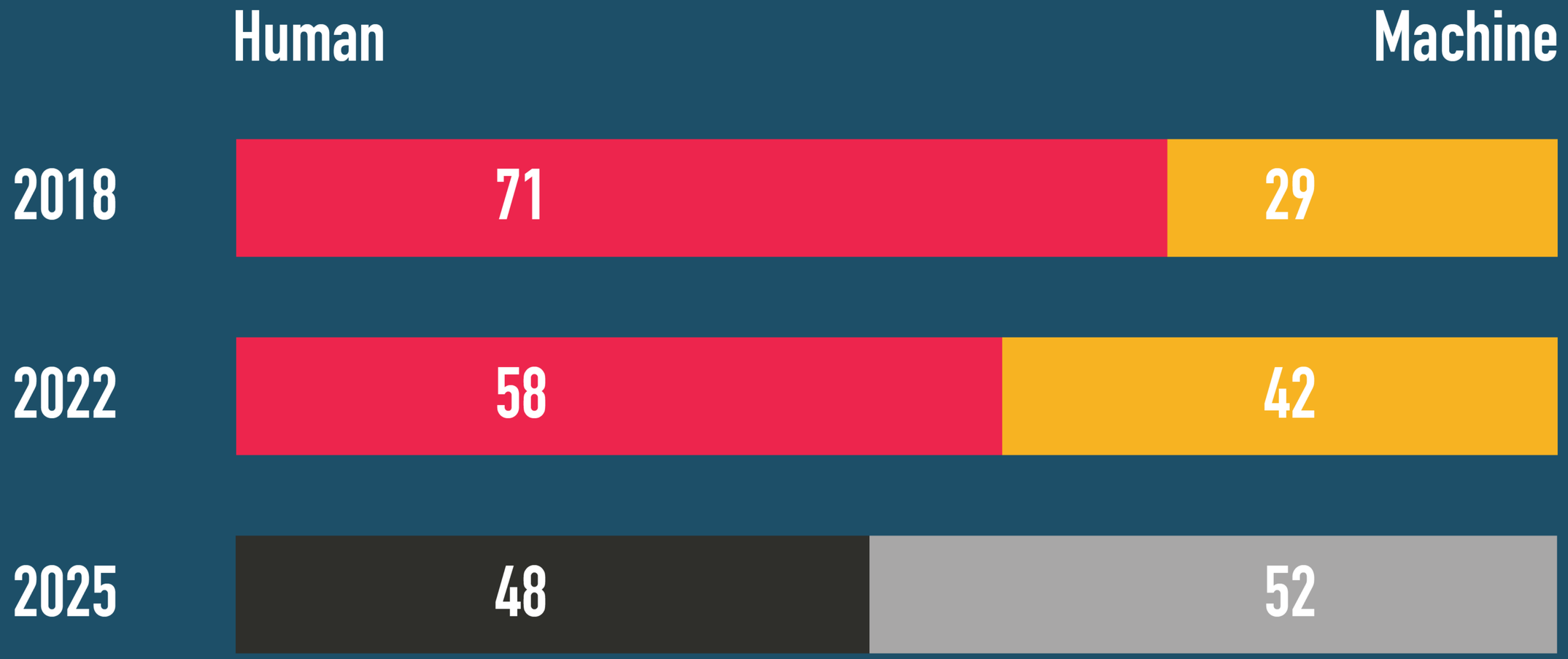
MACHINES WILL INCREASINGLY DO THE ROUTINE WORK



Source: World Economic Forum

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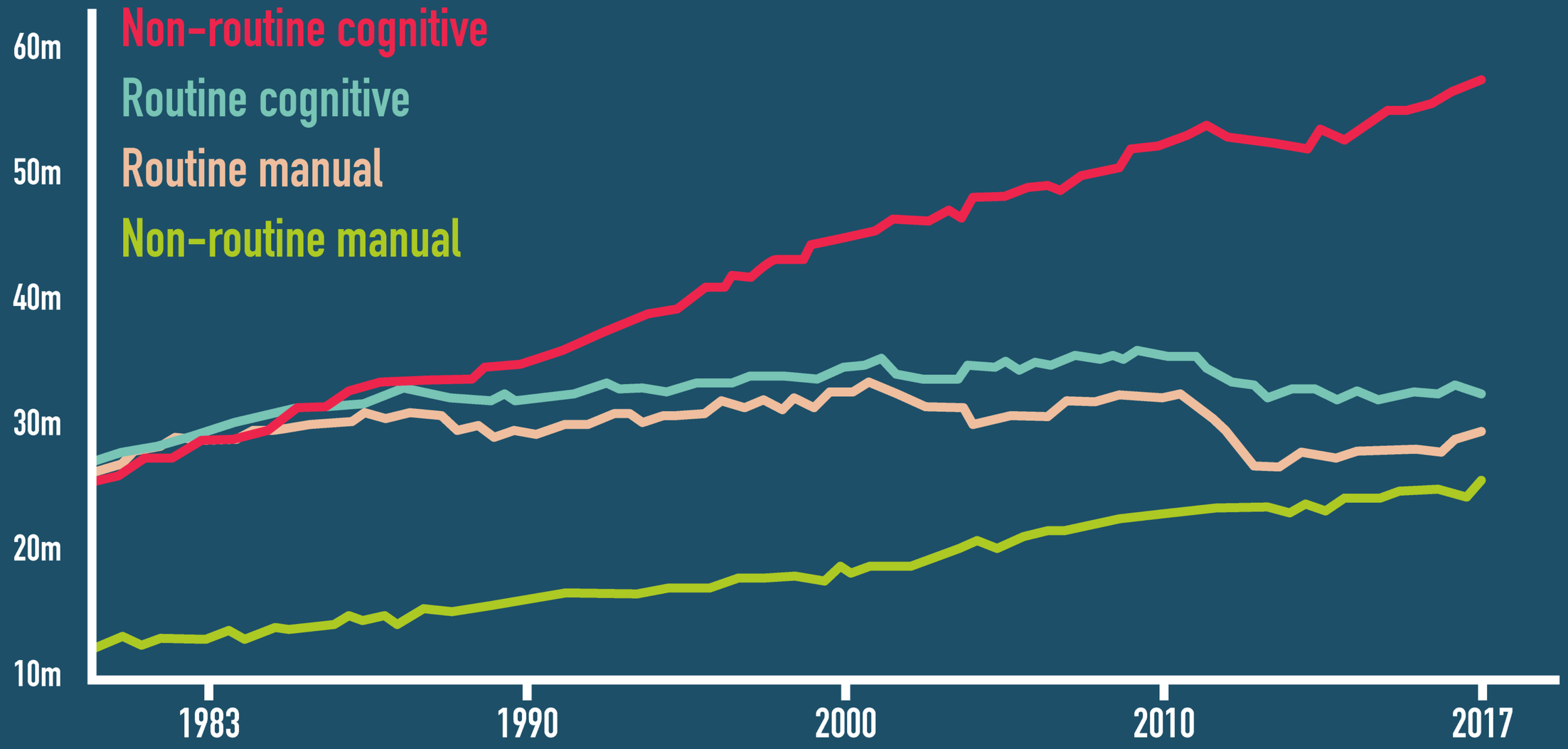
NON-ROUTINE WORK IS THE FUTURE!



Source: Economist.com

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PURPOSE

PASSION

CURIOSITY

IMAGINATION

FORESIGHT

CRITICAL THINKING

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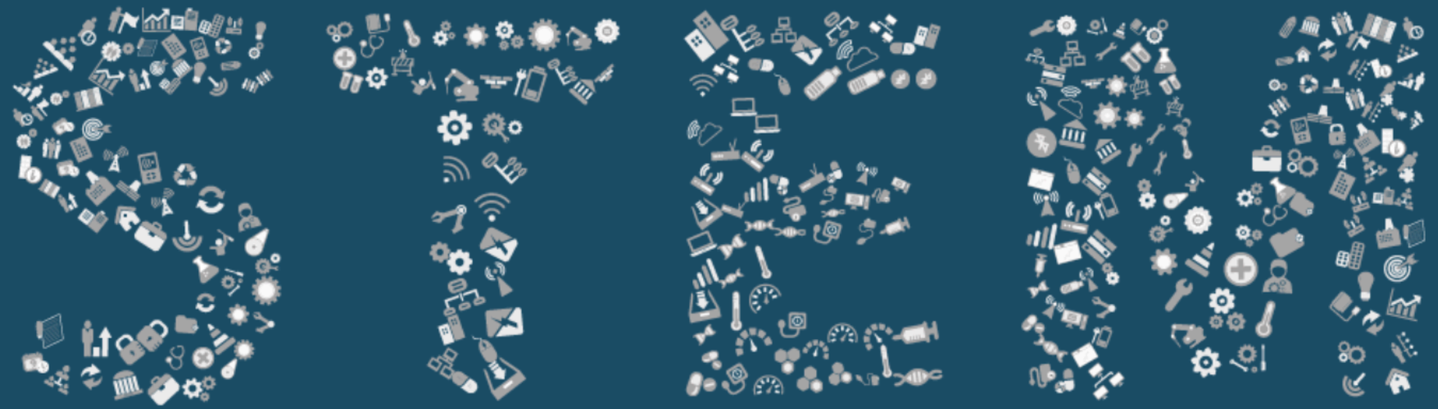
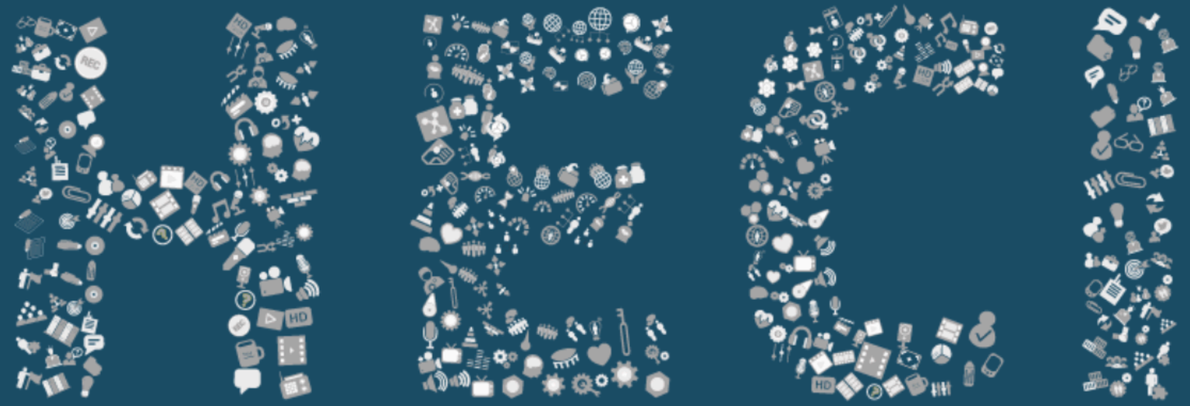


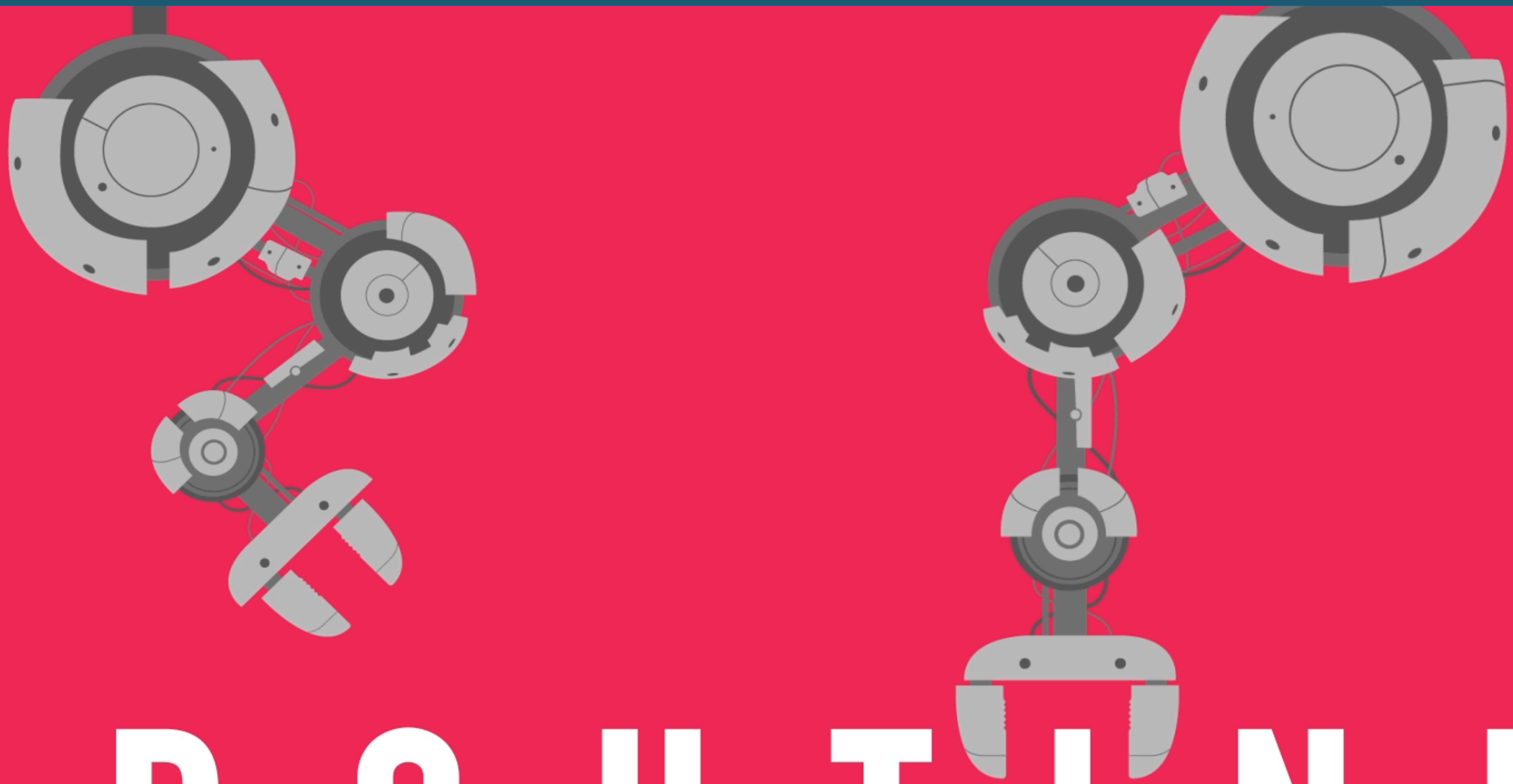
Science
Technology
Engineering
Mathematics



Humanity
Ethics
Creativity
Imagination

Gerd

The end of Routine is nearing, but it's NOT the end of Human Work !



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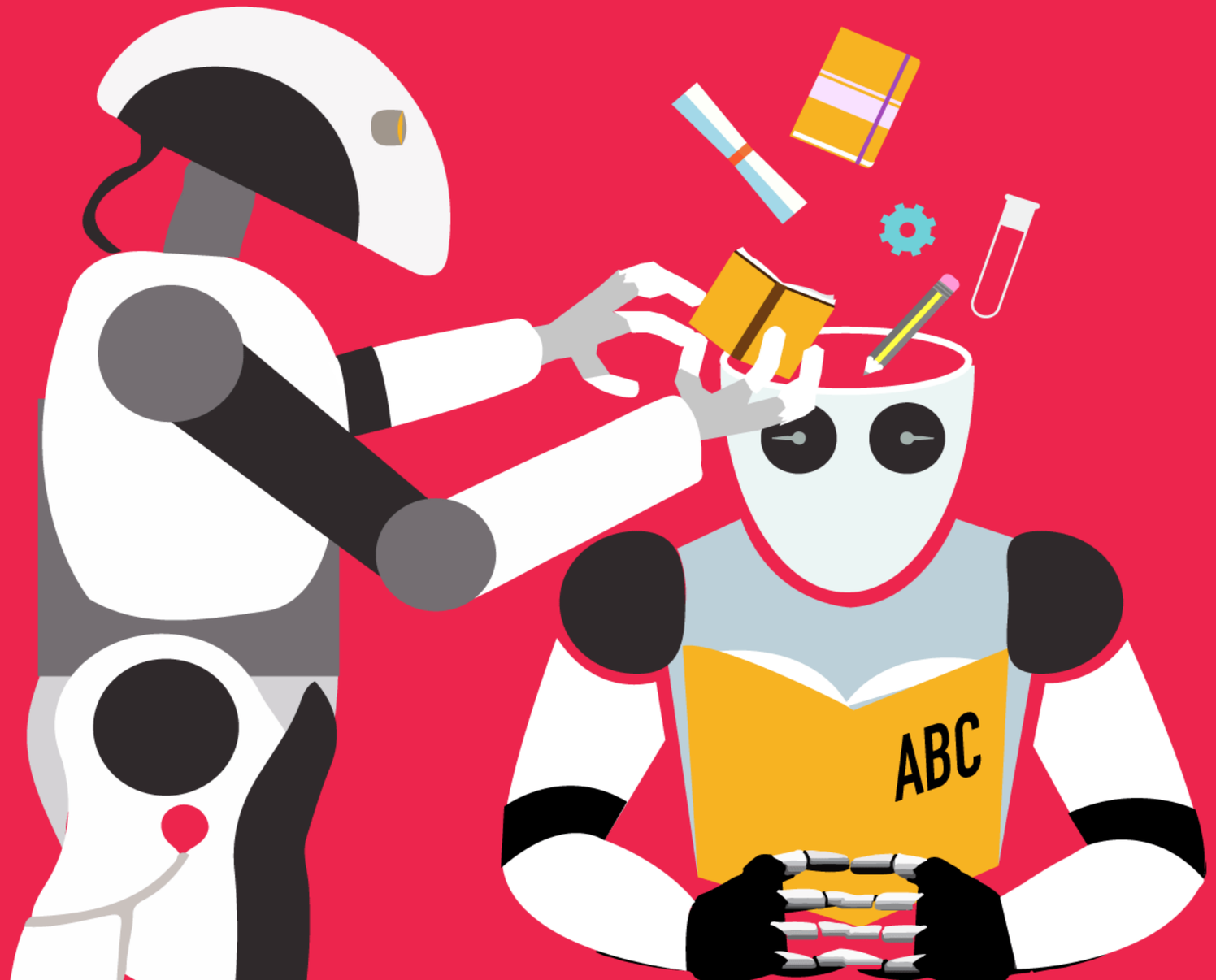
Information and (some) knowledge* will be commoditised: move up the food-chain!

6



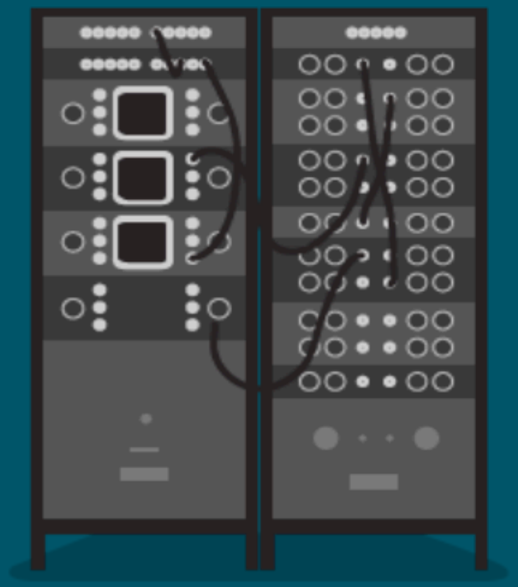
Data and Information

is not Knowledge*
is not Understanding
is not Wisdom
is not Purpose

Gerd

Artificial Intelligence: Computer systems that turn information and data into KNOWLEDGE

(Demis Hassabis @ DeepMind)



Tabulating Systems Era

1900

Programmable Systems Era

1950

Cognitive Systems Era

2020

Gerd

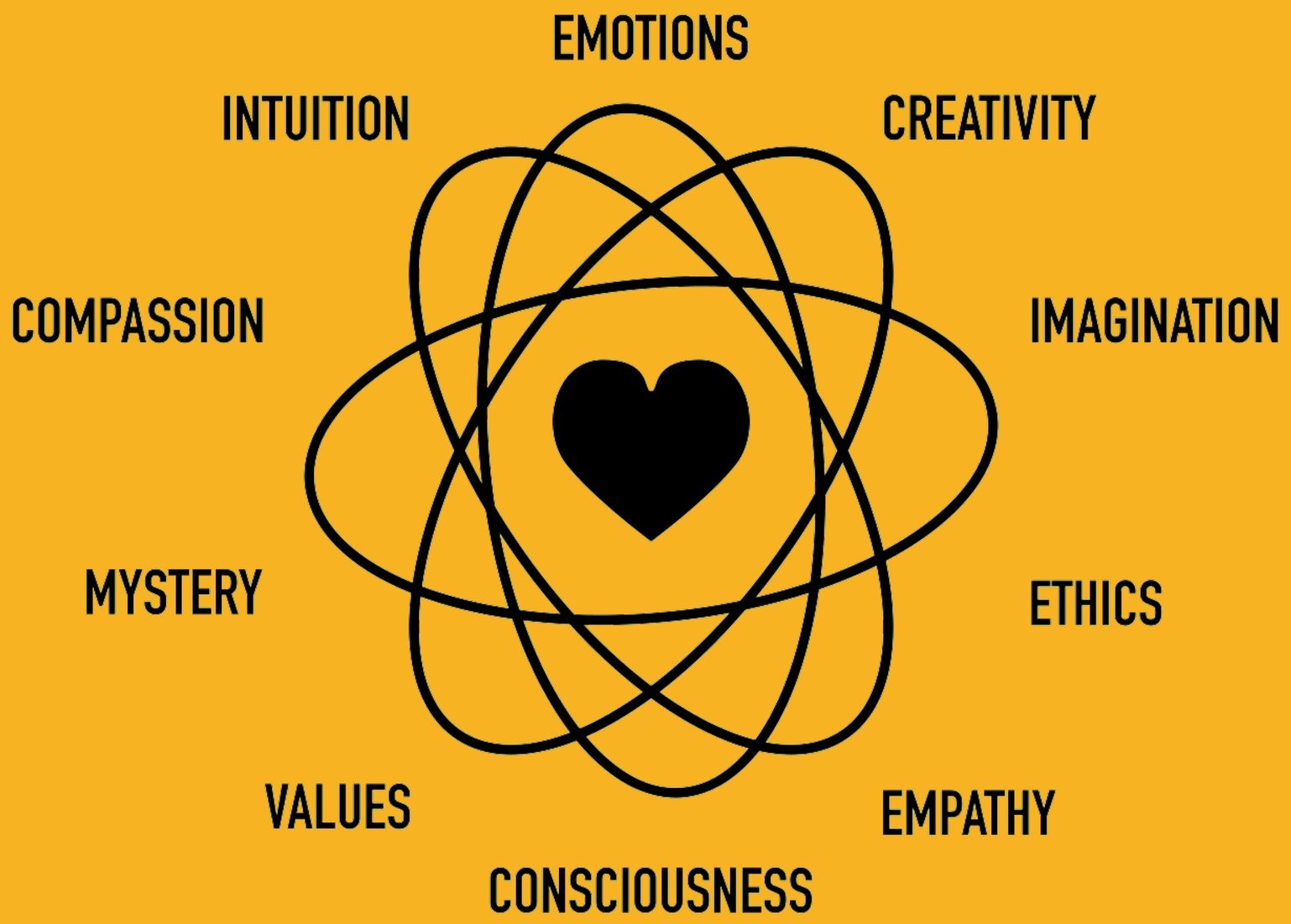
Tacit Knowledge?
Implicit Knowledge?
Intuition & Imagination ?
Consciousness/Agency ?
Mistakes?

Cognitive Systems Era

1900 1950 2020

Gerd

Anything that CANNOT be digitised, or automated, becomes extremely valuable



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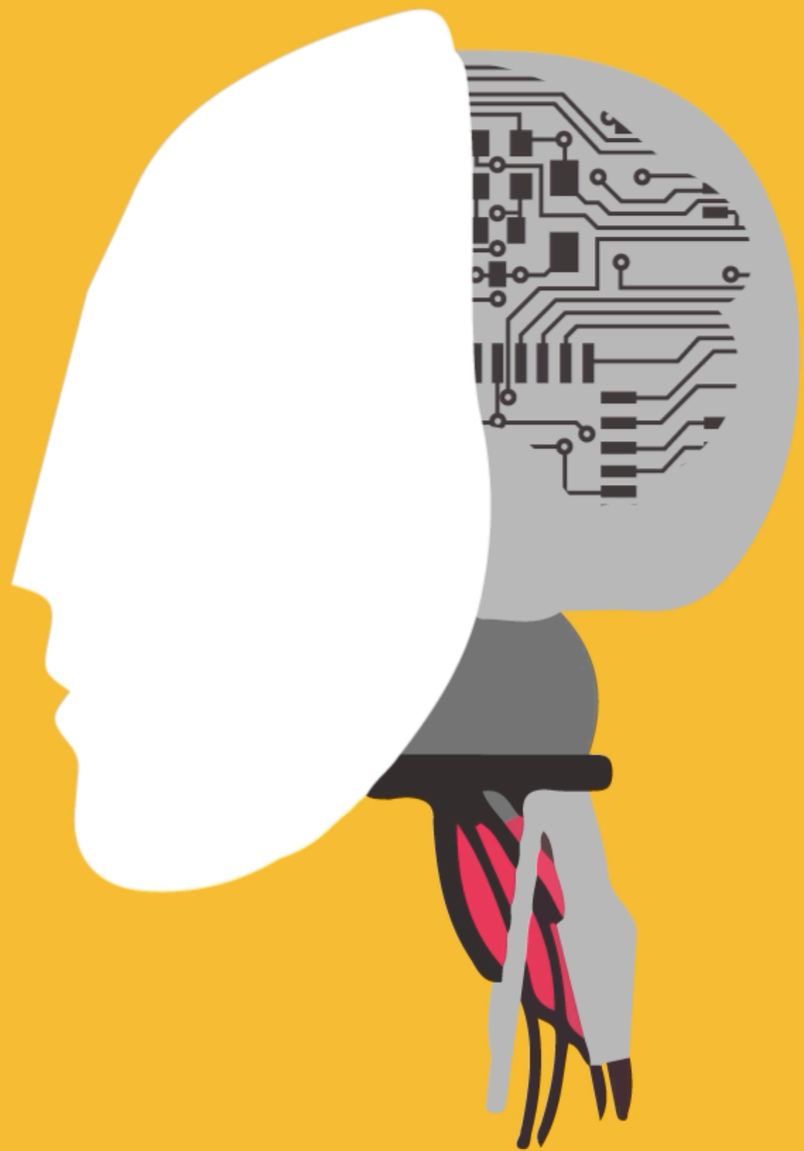
Being truly HUMAN is your ultimate career move



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As our world goes totally digital, it will be our humanity and our purpose that defines us, not our technology

7

human inside

Gerd

Expect dramatic, global and mandatory environmental adaptation and mitigation requirements

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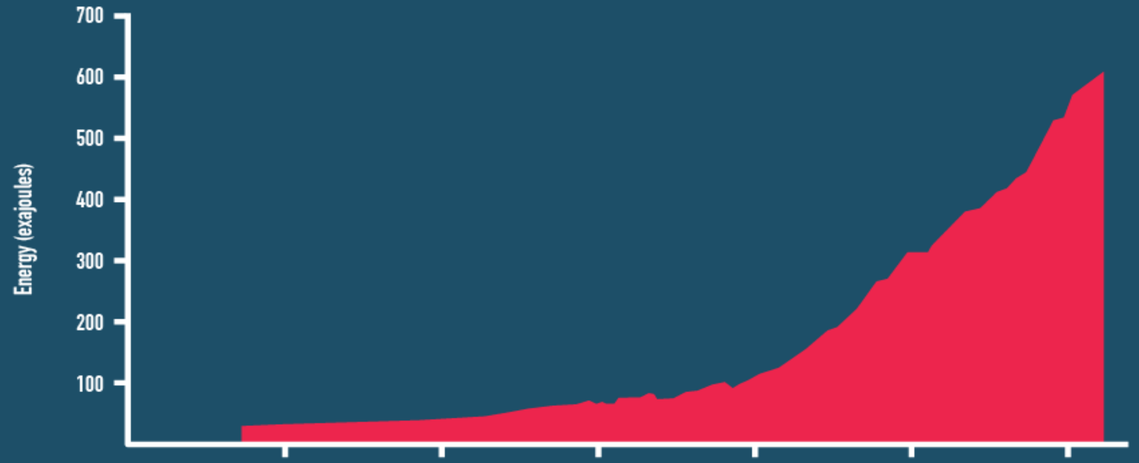
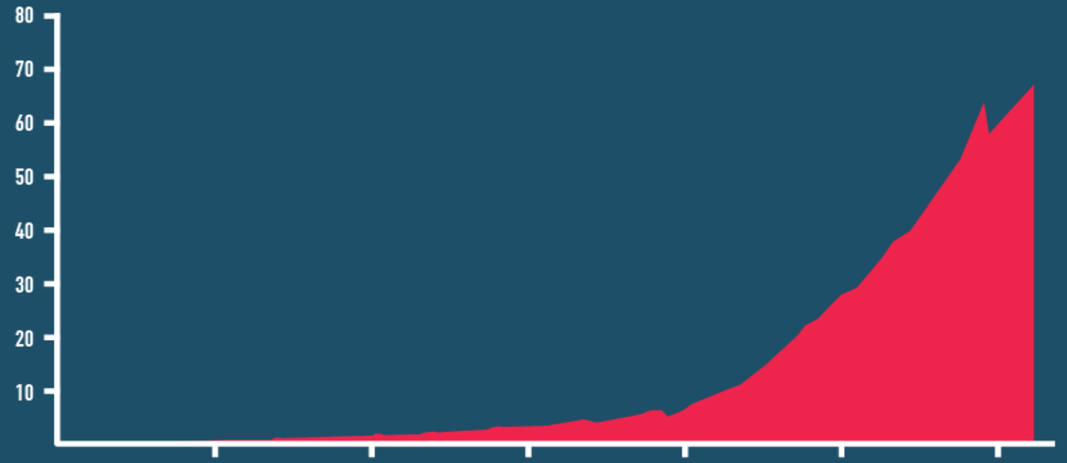
Outmoded and unsustainable ‘industrial society’ economic logic: procurement needs to lead the change

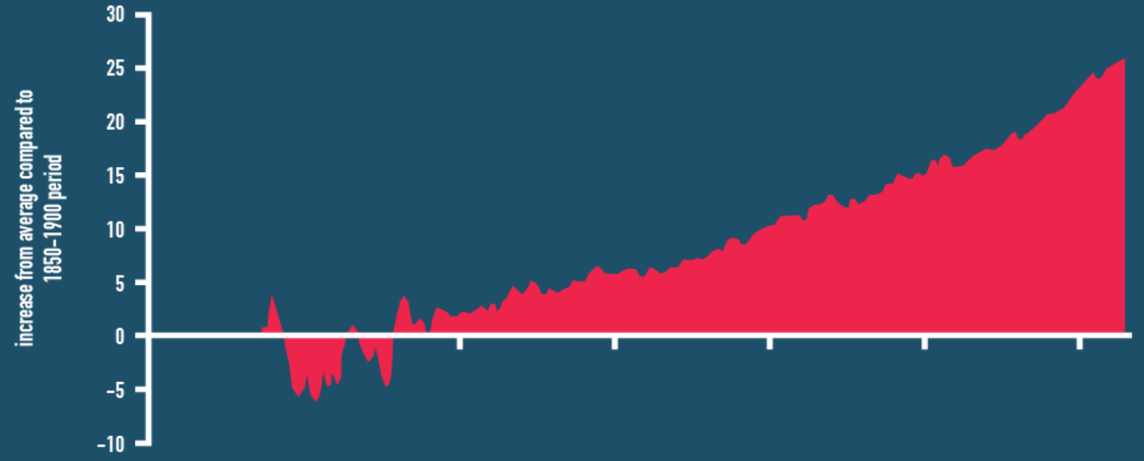
GLOBAL ENERGY USE
A TWENTY-FOLD INCREASE



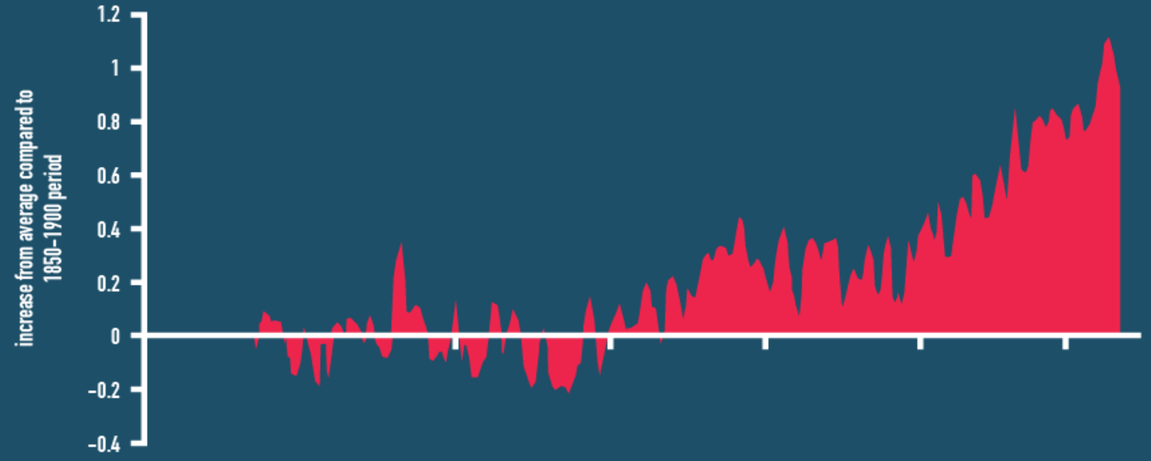
GLOBAL GDP
A HUNDRED-FOLD INCREASE



GLOBAL SEA LEVEL
A 25CM INCREASE



GLOBAL SURFACE TEMPERATURE
A 1°C INCREASE



Source: Exponential View

Scale: last 150 years

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Sustainable Capitalism

"GNP (GDP) measures everything except that which makes life worthwhile"

Senator Robert F. Kennedy

March 18 1968

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The 3 principles of SUSTAINABLE PROCUREMENT

8

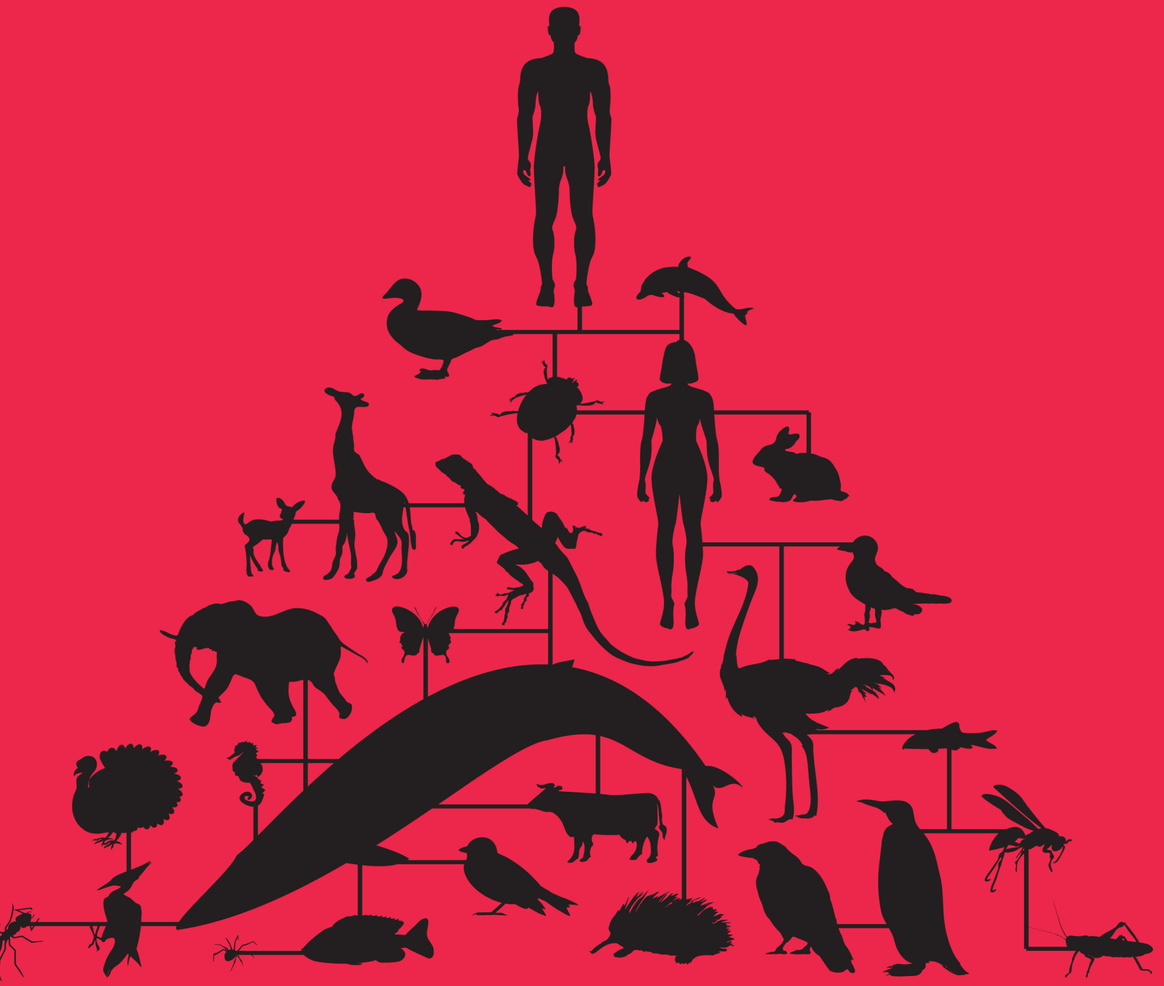
HOLISTIC

CIRCULAR

HUMAN

Gerd

From EGOsystems . . .



. . . to ECOsystems

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BUILD FUTURE-READY ECOSYSTEMS!

9

Hyper-Collaborative & Networked

Open APIs

3rd party applications

Freelancers / Gig Economy

Unprecedented Transparency

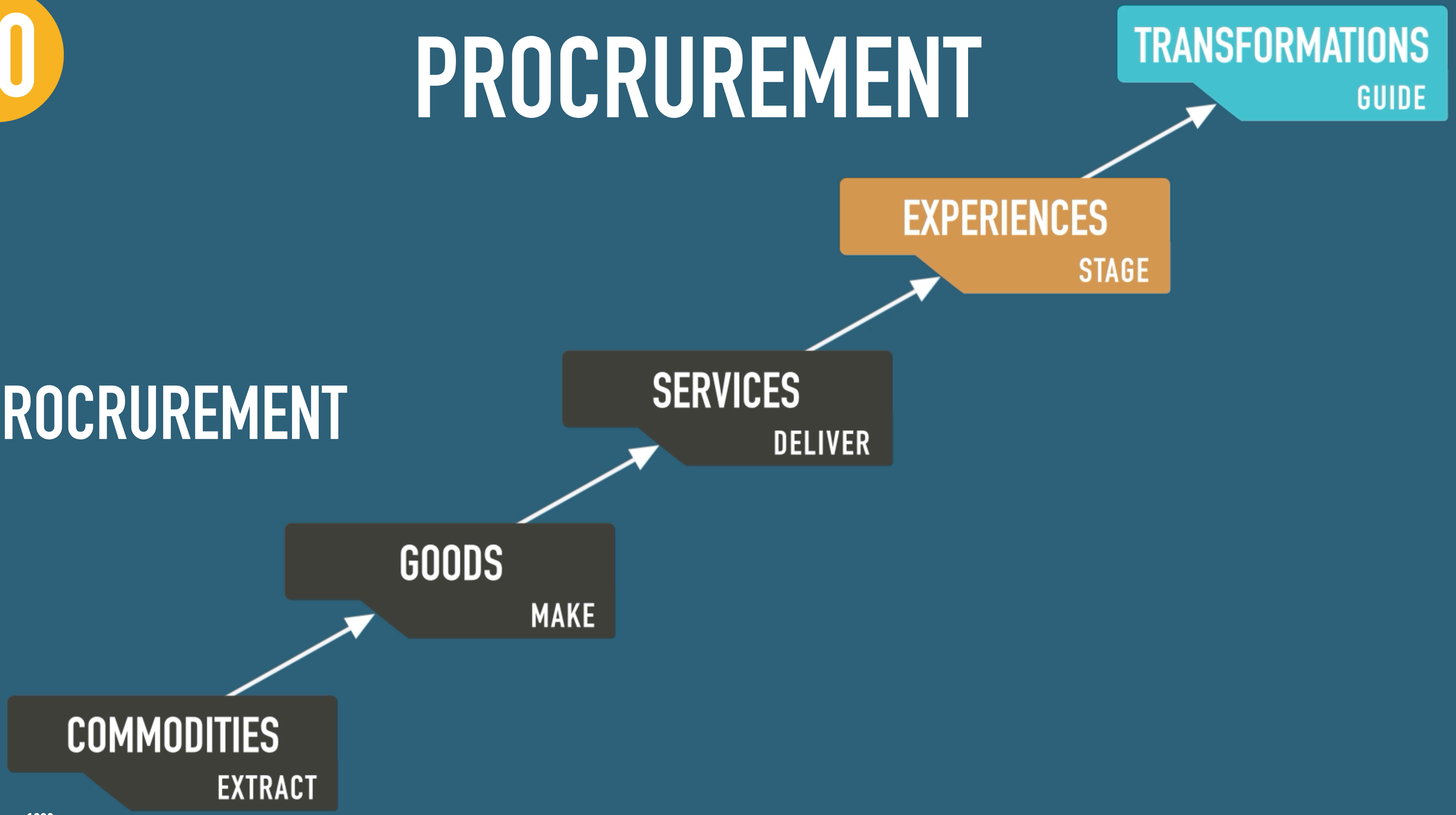
Supplier 'Panopticon'

Gerd

Start navigating the Game-Changers: take care of what is, AND imagine WHAT MIGHT BE!

10

PROCRUREMENT



PROCRUREMENT

Pine & Gilmore 1999

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