



Session 3B

Digital innovation at Merck - Establishing and leveraging a data & analytics ecosystem



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Bio: *As the Group Data Officer for Merck Group, Walid Mehanna is driving Data & Analytics strategy, implementation, architecture, governance, and culture across all its businesses. Previously, he became Mercedes-Benz Car's first Chief Data Officer. With more than twenty-five years of technology experience and twenty years in consulting and major corporations, he still enjoys always working at the intersection of business and technology.*

Brief description: Merck is a leading science and technology company headquartered in Darmstadt, Germany. Innovation powered by Data & Digital is one of its core strategic pillars. Attendees will learn how Merck is building a global D&A ecosystem to enable and continuously extend its digital- and data-driven capabilities and accelerate innovation.

Abstract: Driving digital innovation within large enterprises is a daunting challenge. On one side, they need to maintain and extend their current portfolio but on the other they must screen the market not to miss inflection points in new technology developments and therefore new opportunities. Investments must be balanced between minimizing risk to running business but at the same time taking calculated risks to innovate. Digital technologies offer a substantial potential for innovation as they are not at the core of a science and technology company like Merck that is producing physical products. They can extend and augment the existing product portfolio and lead to new business models and markets. Under the umbrella of a global data strategy, Merck creates a vivid environment to make faster and data-driven decisions and to accelerate digital innovation. This is done by fostering a harmonized



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operating model, standardized architecture, data governance, a common data culture, and implementation of new state-of-the-art digital solutions. This results in the creation of digital solutions and products with significant impact across multiple businesses within Merck.

- Attendees will learn how Merck is implementing a global group-wide data strategy;
- how the creation of a global D&A ecosystem will foster innovation powered by Data & Digital and offer a framework for exploration, prototyping, and industrialization of new data & digital solutions;
- how to identify focus areas for digital innovation from a group-wide perspective.
- Get to know an example use case which demonstrates the development of state-of-the art AI technology to create actionable insights from unstructured data characteristic for chemistry

Key words: *Digital Innovation, Data Analytics, Data Strategy, D&A Ecosystem, Data Literacy, Data Upskilling.*