



Building a Community

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OPERATIONS CONSULTANT

KIMBERLY - CLARK

The Human side of Digital Transformation



Providing Essentials for a Better Life



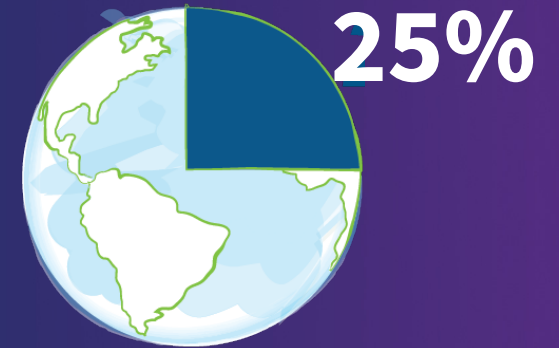
Kimberly-Clark



Countries where
our leading
brands are sold

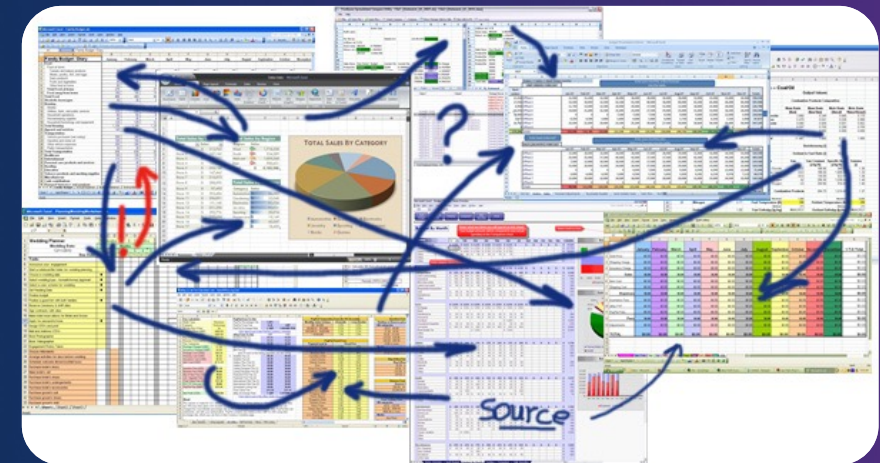
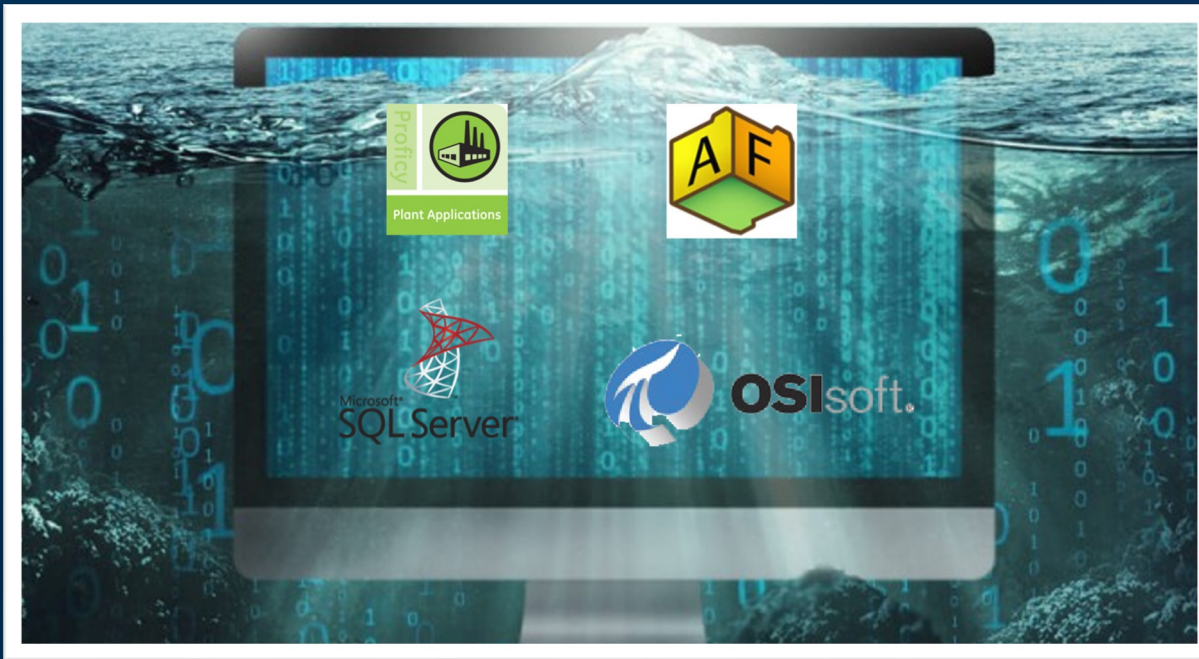


Number of countries in which
our products hold the No. 1 or
No. 2 brand share

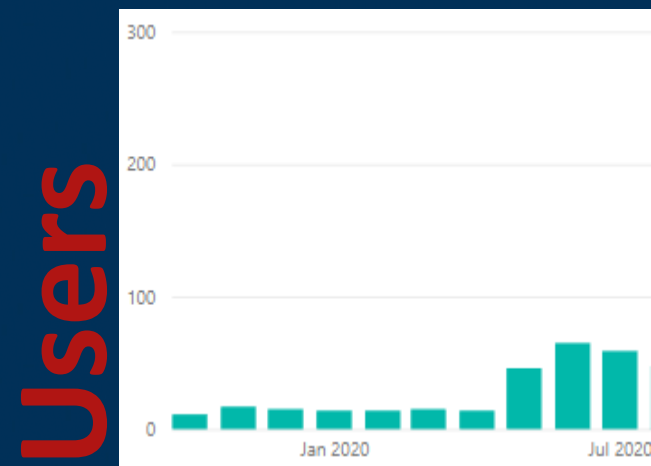


Of the world's population
use one or more of our
products each day

Prior approaches for analysis are not scalable



Our Seeq Adoption Story



2020



Our Seeq Adoption Story



2020



2021



Our Seeq Adoption Story



2020



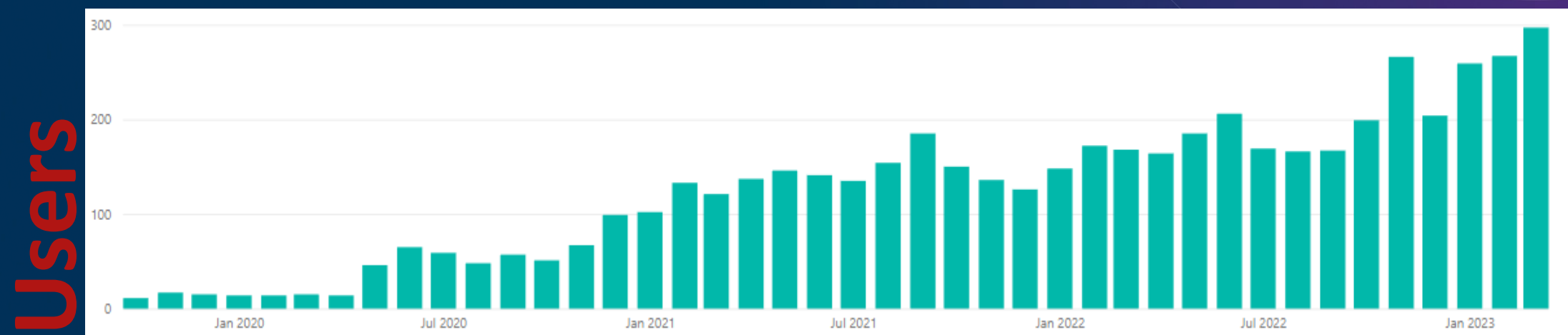
2021



2022



Our Seeq Adoption Story



2020



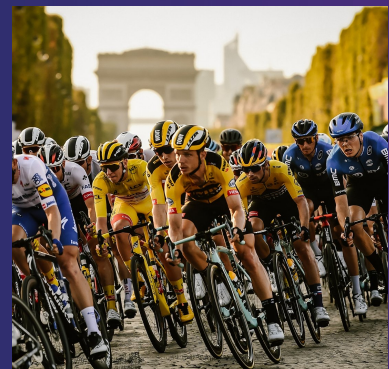
2021



2022



2023



Building a Community



Training



Collaboration Space



Monthly Users Forum



Knowledgebase

Embrace a “Work Out Loud” Culture



- Learn from and be inspired by others
- Give back to others in the community
- Build relationships across mill sites and business units
- Foster a growth mindset



Celebrate by shining the light

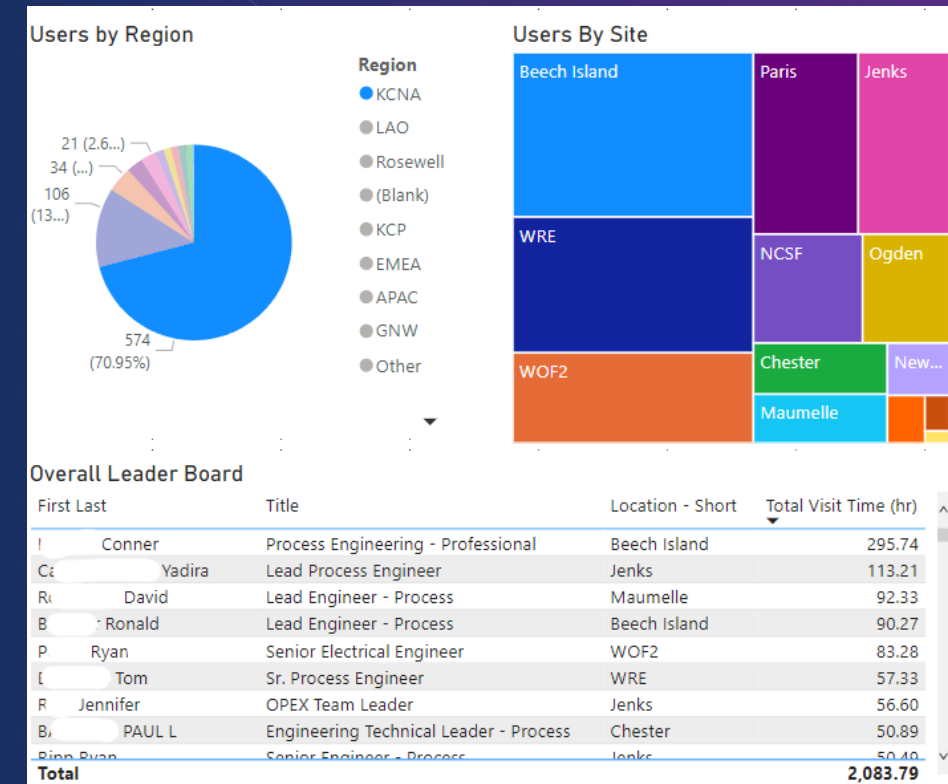
- Create an ongoing library of Seeq use cases
- Share the slide deck with key business stakeholders
- Recognize contributions to each user's direct leader



Capture usage metrics by sector, site, and user



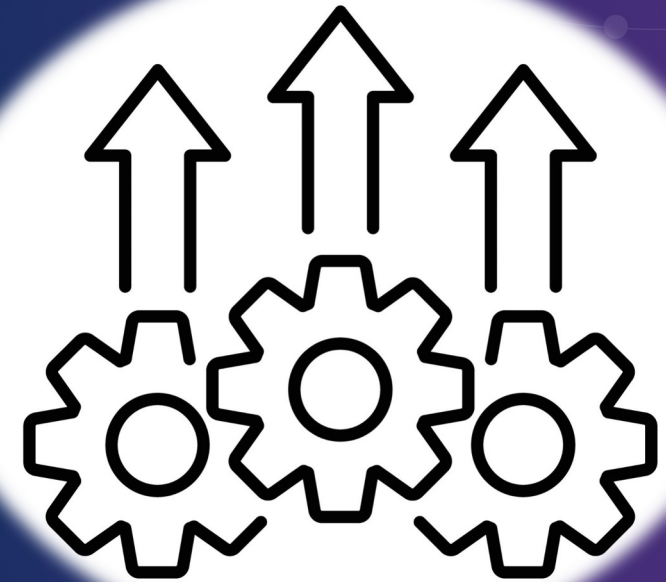
- What sites are leaders in adopting Seeq?
- What sites need help in their adoption journey?
- Who are the power users at a site?
- Usage metrics provides a proxy to business value creation



Digital Transformation through data, analysis platforms and a community



SeeQ®



Digital Transformation

Thank you



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