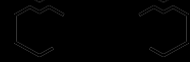


AI driven retail





H&M:s vd Karl-Johan Persson. Foto: Jessica Gow/TT

Sjävlärande algoritmer kommer att påverka hur H&M förutspår kundernas behov, enligt vd:n Karl-Johan Persson.

”Self-learning algorithms will affect how H&M predicts the customers need...”

“

H&M Group's vision is to become the industry leader in Advanced analytics and AI.

Creating competitive advantage through superior customer experience, smart decision making and efficient processes.

”

OUR JOURNEY

2016
Exploration

initial PoCs

2017
Initiation

roll-out by pilot
defining capability needs
establishing the data lake

2018
Industrialization

industrialization of core UC
wow & playbooks
organization & governance

2019
AA Leader

increasing data & algo driven business
factory mode
strong internal team

— **Algo library, IT platform, Business Impact** +

INTELLIGENCE & SPEED

Proof of concept



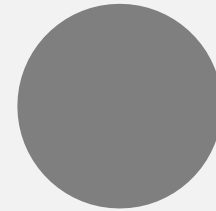
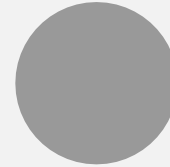
Pilot



Roll out



Harvesting



Dream big! Start small

Test, learn, pivot

Industrialize and scale fast

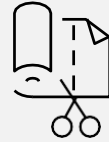
DevOps

There are no
“AI-use cases” ...

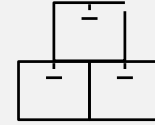
...Just business
solutions that are
amplified with
advanced analytics
& AI



Design/Buying



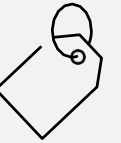
Production



Logistics

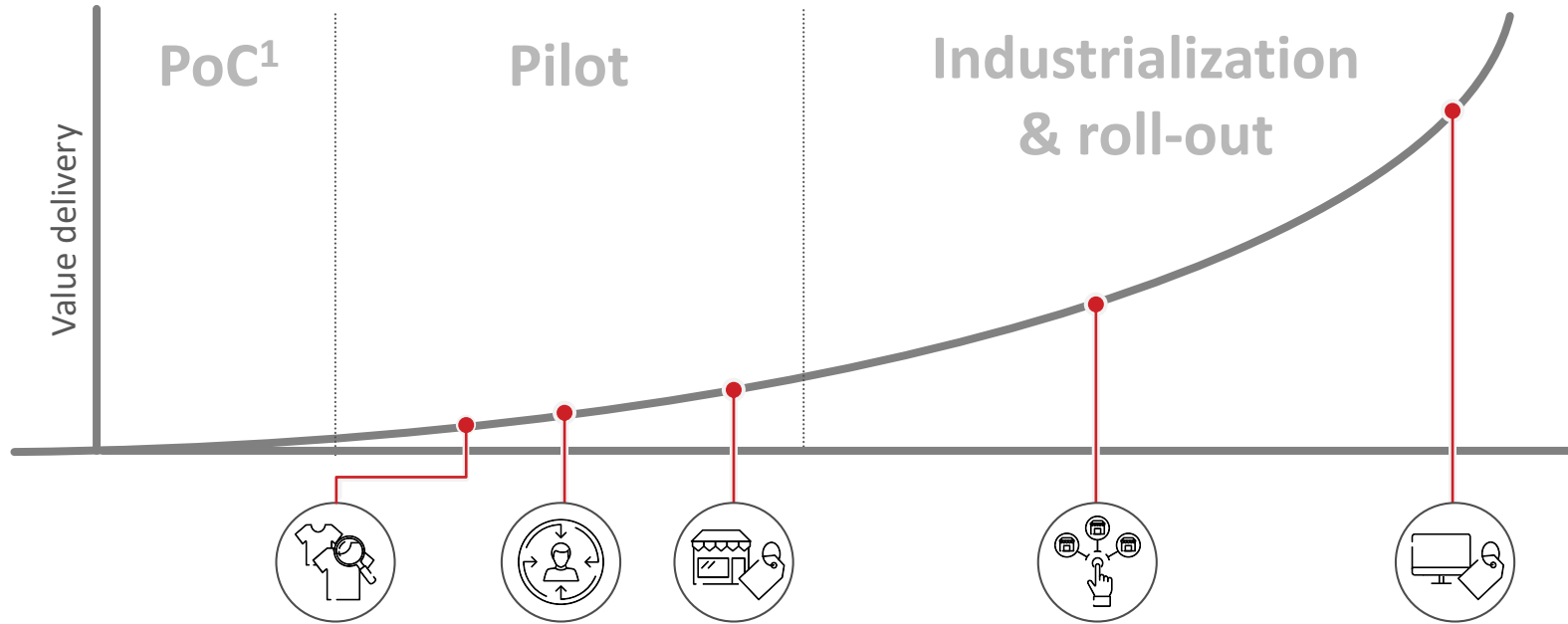


Marketing

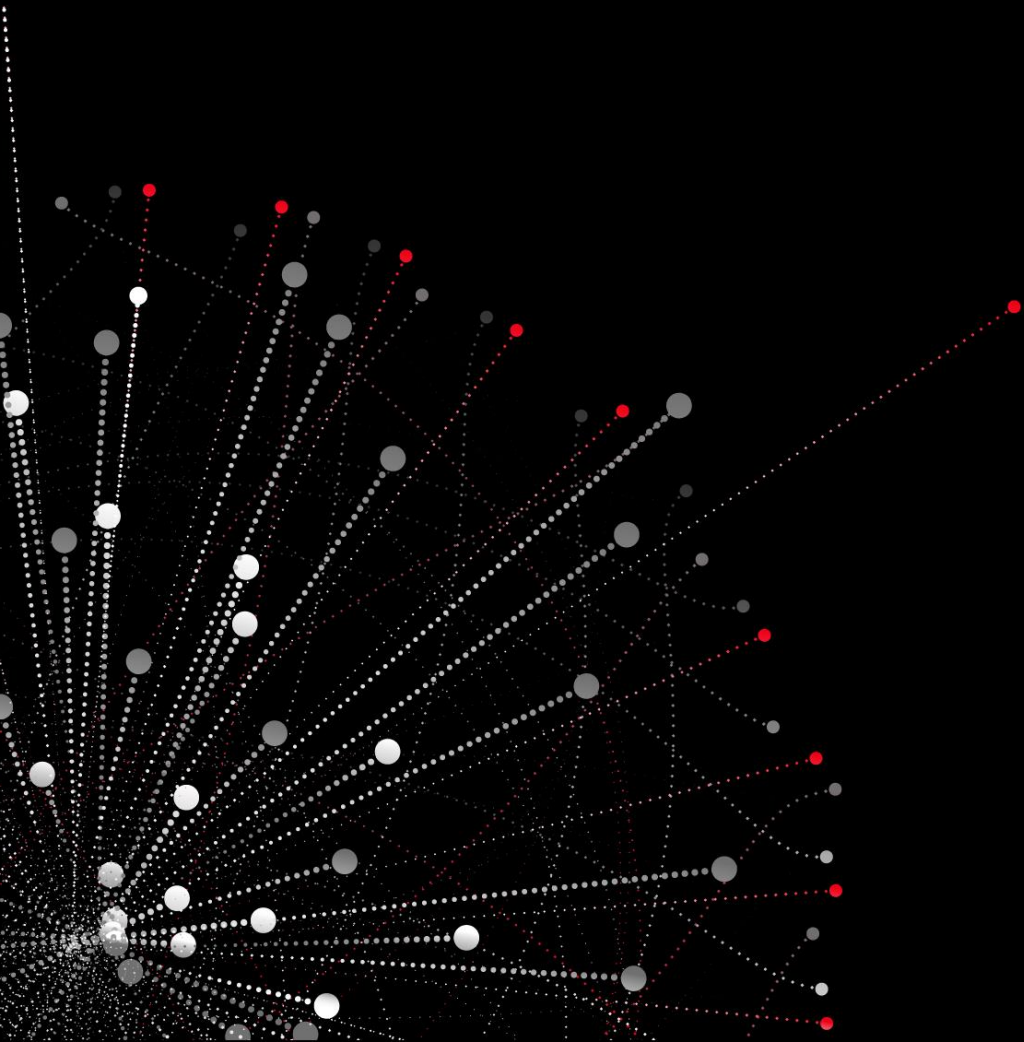


Sales

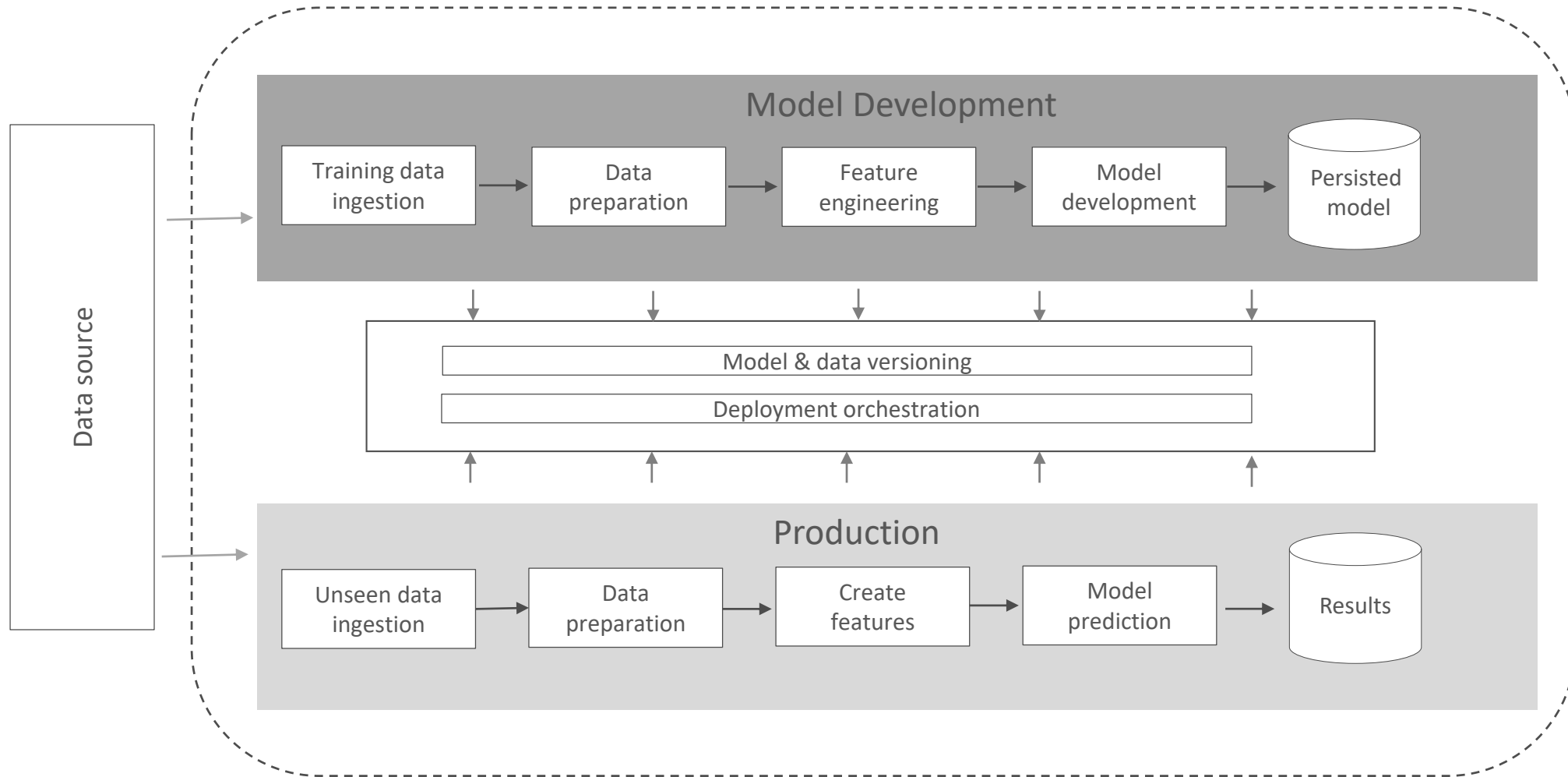
DIFFERENT LEVEL OF MATURITY



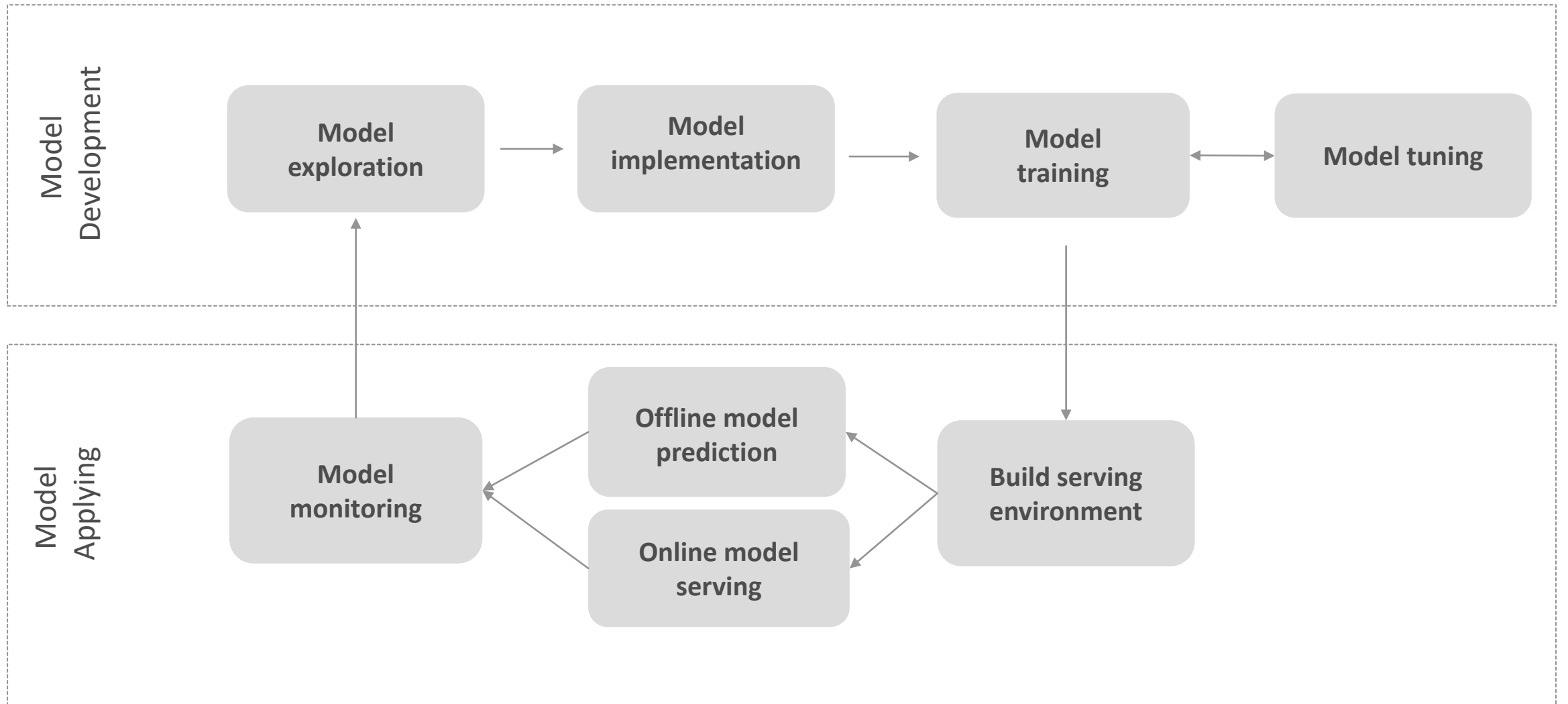
AI in Production



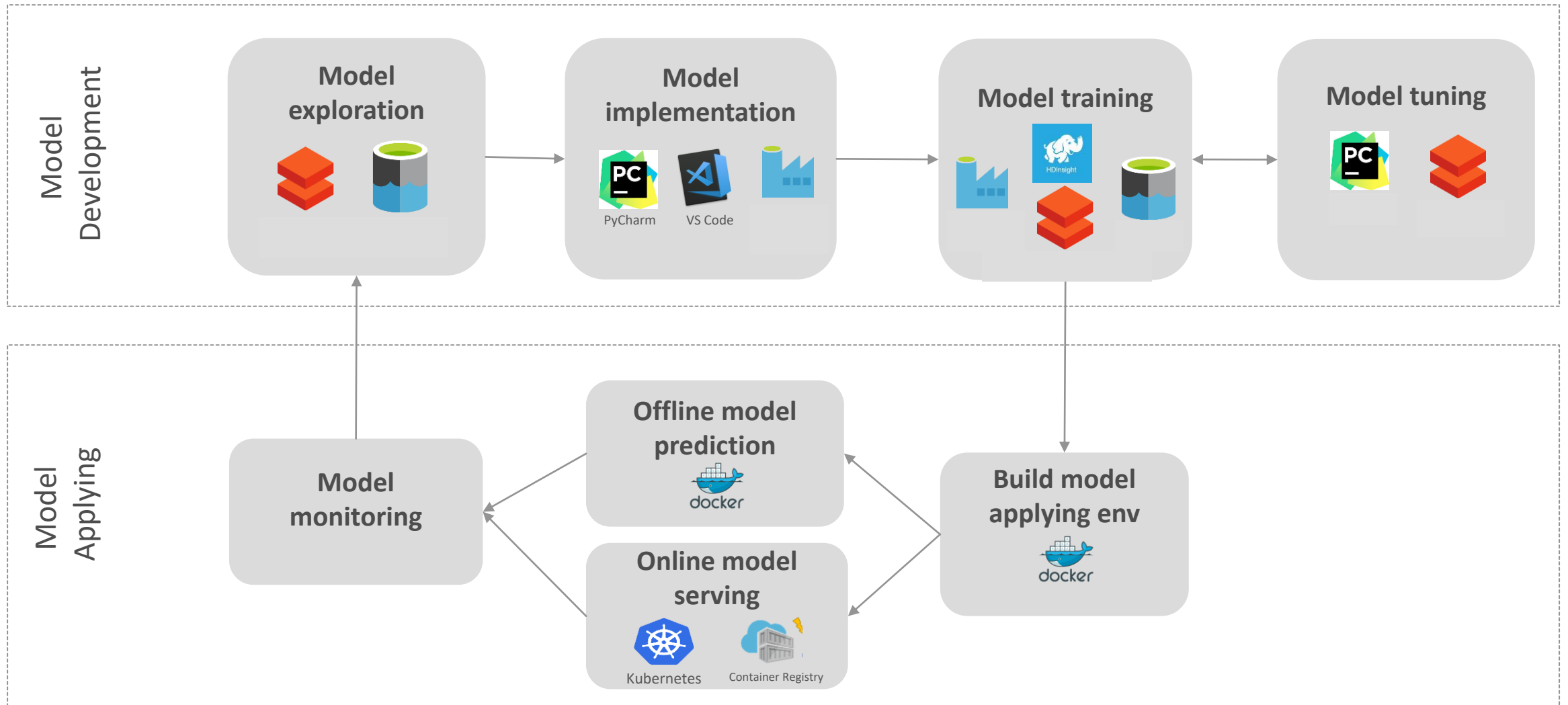
Model development & deployment



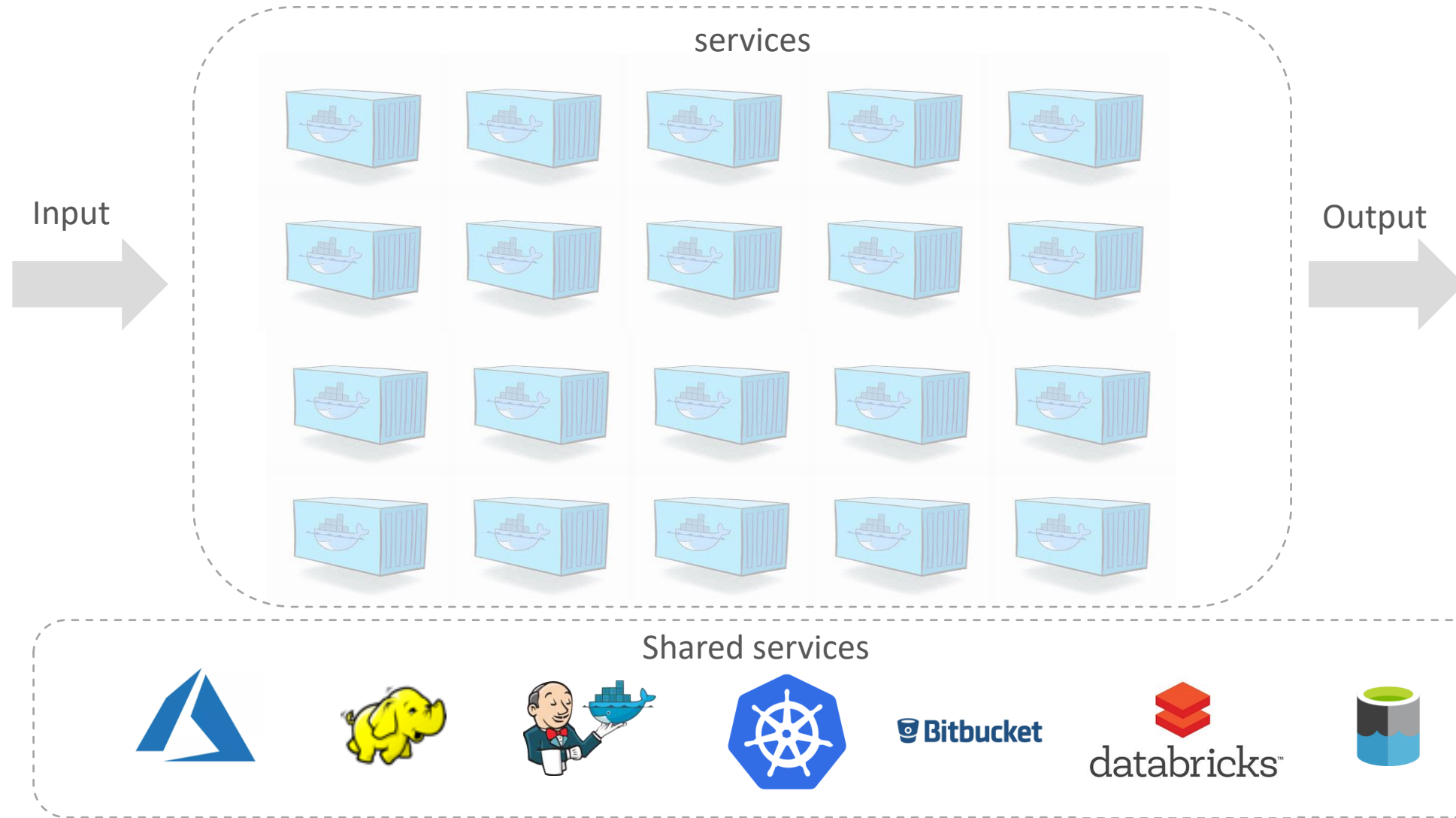
Development process



Development process – tool mapping



Microservice approach





Key take aways

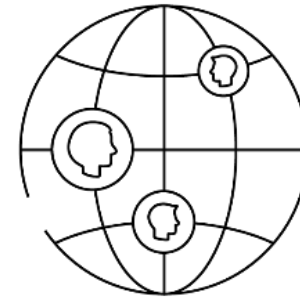
MUST WIN BATTLES



Become AI leader of the global fashion industry



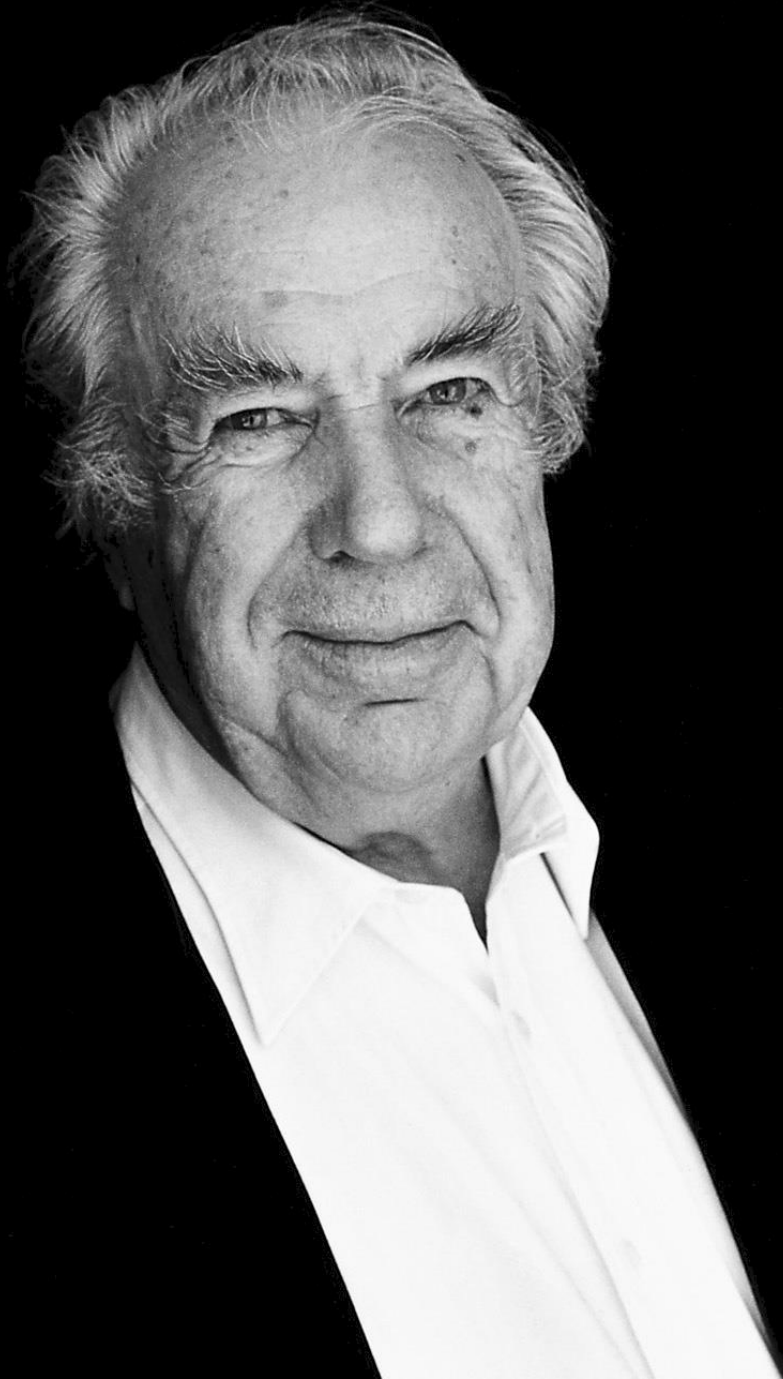
Attract, develop & retain AI talent



Orchestrate a world leading AI ecosystem

Do NO HARM

DO GOOD



“ The secret of our success?
There is no secret. The industry is so
dynamic that it's absolutely
necessary to constantly renew yourself and
have a flexible mindset. ”

H&M × AI