INNOVATION RESEARCH INTERCHANGE
Accelerating Value Creation

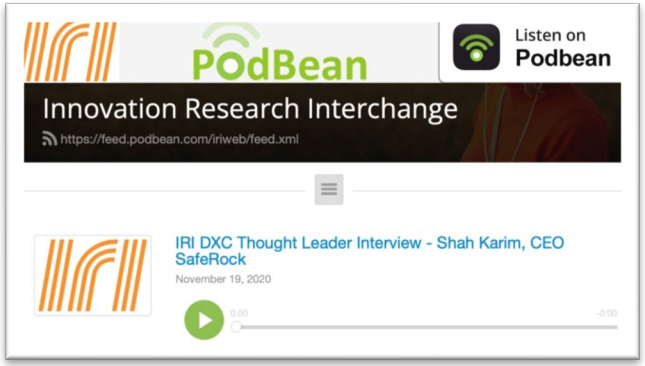
NATIONAL ASSOCIATION OF Manufacturers

IRI 2023 ANNUAL CONFERENCE

May 22–25
Philadelphia, PA

SafeRock

SafeRock & IRI



IRI Interviews Shah Karim as Thought Leader

SafeRock's CEO Shah Karim was recently nominated as a 2020 Digital Innovation Thought Leader by the Innovation Research Interchange.

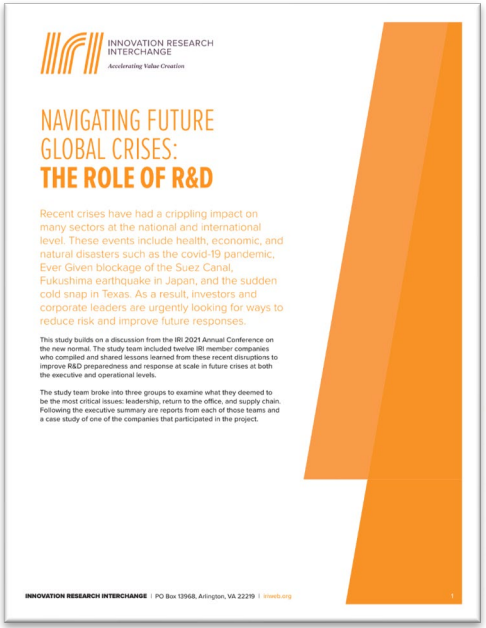
Risk and Resilience in Supply Chains

SafeRock's CEO Shah Karim and Crown Holdings' Daniel A. Abramowicz recently published a paper entitled "Risk and Resilience in Supply Chains" in the Research-Technology Management paper Volume 64, 2021.

Navigating Future Global Crises: The Role of R&D

SafeRock

Recent crises have had a crippling impact on many sectors at the national and international level. These events include health, economic, and natural disasters such as the covid-19 pandemic, Ever Given blockage of the Suez Canal, Fukushima earthquake in Japan, and the sudden cold snap in Texas. As a result, investors and corporate leaders are urgently looking for ways to reduce risk and improve future responses.



Thought Leadership Sustainability

Shah Karim, CEO, is a co-organizer of the NASA-CME conference

Themes:

- Sustainability and Climate
- Managing Sustainability Threats
- Life Sciences Sustainability
- Pharmaceutical Innovation and Sustainability
- Future WET Space (Work & Exploration and Tourism)

Companies:

NASA, AIR PRODUCTS, BASF We create chemistry, BLUE ORIGIN, NORTHROP GRUMMAN, MERCK

Introduction

SafeRock serves Global and Regional companies in the petrochemical, industrial,and consumer sectors.

We implement Big Data and analytics. Our successful track record is codified in digital transformations at the operational level, improving productivity and ROI, tried-and-tested asset valuation models, and more.

What makes SafeRock different is our deep operational background combined with Executive Management and Board experience; our hands-on knowledge of marketing, supply chain, and enterprise systems; and immersion in data science and algorithms. Applying this combination increases clarity, improves operations and helps us 'look around the corner.'

PAST CLIENTS

CLIENT	SECTOR	SIZE ($B)	PROJECT TYPE	DESCRIPTION/ ATTRIBUTES
KKR	Consumer	12.6	Operations & Tech	Engaged to improve portfolio performance for $500 billion Private Equity firm
ascena	Consumer E-commerce	5.2	Strategy	Strategy, Asset Rationalization, Debt Restructuring, C-level Advisory
HUDSON'S BAY	Consumer E-commerce	2.3	Tech & Omni-Channel	Big Data analytics to improve multi-channel Marketing ROI
citi	Energy E&P	Internal	Analytics	Valuation of production of oil & gas assets and modeling for E&P companies
LOWE'S	Consumer	60.8	Technology	Link multi-channel marketing and merchandising
heikkinen energy advisors	Energy E&P	Private	Analytics	Big Data analytics to value E&P assets and forecast quarterly earnings
DOW	Chemicals	1.3	Strategy	Reconfigured global business, including innovation plan, SAP, Dow Diamond
BERTELSMANN	Technology	18.2	Strategy	Strategy for corporate and technology clients from Industrial, B2B, and B2C

	STRATEGY		S&OP		
SECTOR	Business Knowledge	Financial Analysis	Sales	Supply Chain	Marketing
Consumer*	✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Industrial**	✓ ✓	✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Investor***	✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓
Public Sector	✓ ✓	✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓
Healthcare	✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓

Strategy: Digital Transformation, Big Data, Supply Chain, ROI analysis, BPO, TCO, IoT

Advanced Analytics: Demand forecasts, Artificial Intelligence, Neural Networks, Machine Learning, KPIs, Cloud systems, AWS, IT systems, Data transparency, Data harmonization, Anomaly detection, Agile development, Predictive forecasting, COVID analysis

Technology: Enterprise/ERP systems, SAP, SAS, SQL, ETL, R, Python, multi-tier architecture

SECTOR OVERVIEW

***Consumer = Retail, E-commerce, CPG**

****Industrial = Chemicals, Manuf, Energy**

*****Investor = PE, Shareholders, Sponsors**

SKILLS

Business Process ✓

Big Data and Systems ✓
(Enterprise Systems, Algorithms, Cloud)

Analytics ✓
(AI, Machine Learning, Predictive Models)

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R&D strengthens Energy Transition

Reduce Market Risk and Increase Company Value with Big Data

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Aligning on Net Zero

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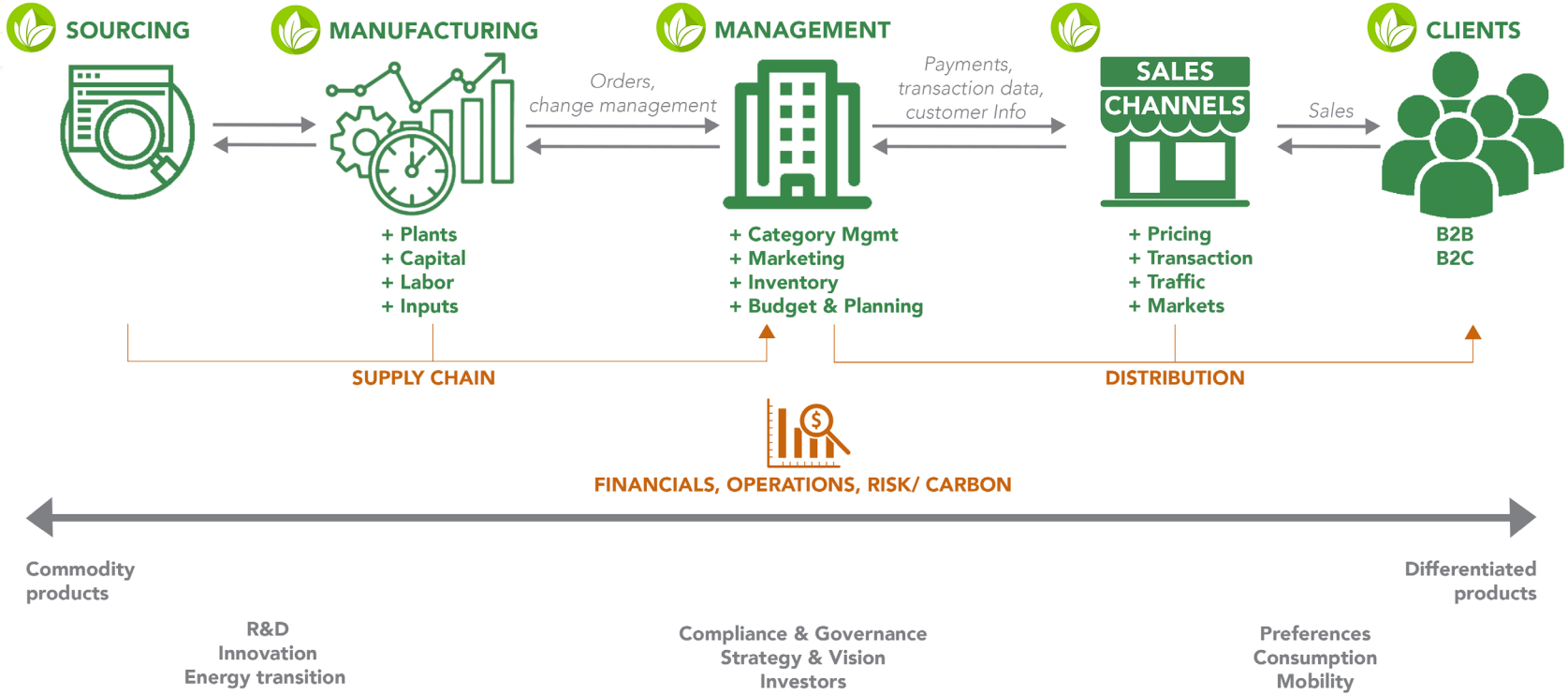
WHY?
Vision: Secure Our Future
Investor expectations
Regulatory requirements
Compliance requirements

WHAT?
Achieve Industry Goals
Meet company constraints
Do it Profitably

HOW?
S&OP, R&D
SUPPLY CHAIN

NET ZERO DELIVERY

Markets, pricing, incentives, risk management, governance, ensuring equity


SOURCING
MANUFACTURING
MANAGEMENT
CLIENTS
Orders, change management
Payments, transaction data, customer Info
SALES CHANNELS
Sales
+ Plants
+ Capital
+ Labor
+ Inputs
+ Category Mgmt
+ Marketing
+ Inventory
+ Budget & Planning
+ Pricing
+ Transaction
+ Traffic
+ Markets
B2B
B2C
SUPPLY CHAIN
DISTRIBUTION
FINANCIALS, OPERATIONS, RISK/ CARBON
Commodity products
Differentiated products
R&D
Innovation
Energy transition
Compliance & Governance
Strategy & Vision
Investors
Preferences
Consumption
Mobility

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