

**ESTÉE
LAUDER**
COMPANIES

Bucharest Digital Technology Center

Intelligent Automation in Beauty Tech



| Agenda:

1 About the Estée Lauder Companies (ELC)

2 Bucharest Digital Technology Center

3 What is Beauty Tech?

4 Intelligent Automation CoE at ELC

5 Q&A



WE ARE THE
NUMBER
ONE
PRESTIGE
beauty company
GLOBALLY

25+

Prestige
Brands

\$16.22B

Total
Net Sales

150+

Countries &
Territories

1,600+

Freestanding
Stores

1,700+

E/M-commerce
Sites

60K+

Employees
Worldwide

YEARS

A BOLD *LEGACY*
INSPIRING OUR *FUTURE*

ESTÉE LAUDER COMPANIES



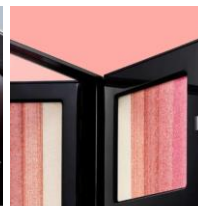
AERIN
BEAUTY



aramis



AVEDA



BOBBI BROWN



Bumble and bumble.



CLINIQUE



DARPHIN
PARIS



DKNY



DONNA KARAN



Dr.Jart+



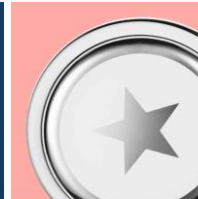
EDITIONS DE PARFUMS
FREDERIC MALLE



Ermenegildo Zegna



ESTÉE LAUDER



GLAMGLOW



JO MALONE
LONDON



Kilian
PARIS



LA MER



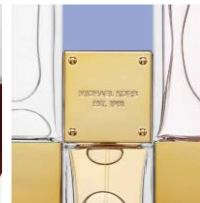
LAB
SERIES
SKINCARE FOR MEN



LE LABO®



MAC



MICHAEL KORS



ORIGINS



smashbox



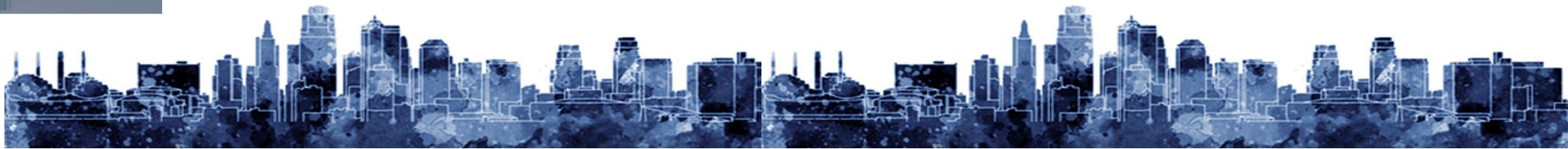
TOM FORD BEAUTY



TOMMY HILFIGER



Too Faced



Watch here: [Beauty Inspired Values Driven](#)



| Corporate Social Responsibility



*INCLUSION,
DIVERSITY & EQUITY*



*EMPLOYEE
ENGAGEMENT*

SOCIAL INVESTMENTS



*ENVIRONMENTAL
RESPONSIBILITY*



Bucharest Digital Technology Center

IT Transformation Vision

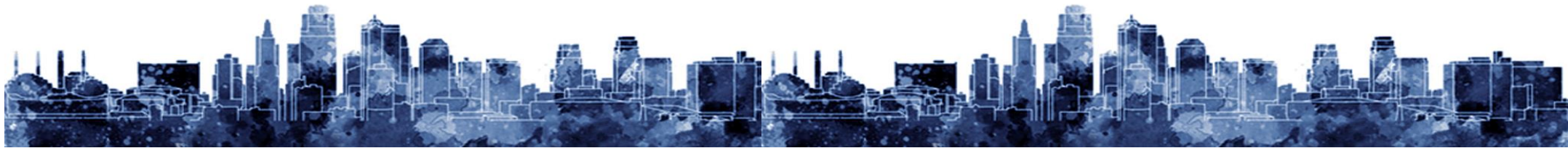
“We need to become the best consumer beauty company powered by technology.”

Fabrizio Freda

President and Chief Executive Officer
The Estée Lauder Companies

The ELC Digital Technology Center in Bucharest is home to critical areas of our business:

- Data analytics
- Omni-retail solutions
- Cloud technology
- Intelligent automation and more!



We **build** amazing software products with **state-of-the-art** modern **microservices** based architectures:



And using **data management** systems capabilities (SQL, NoSQL, Big Data)



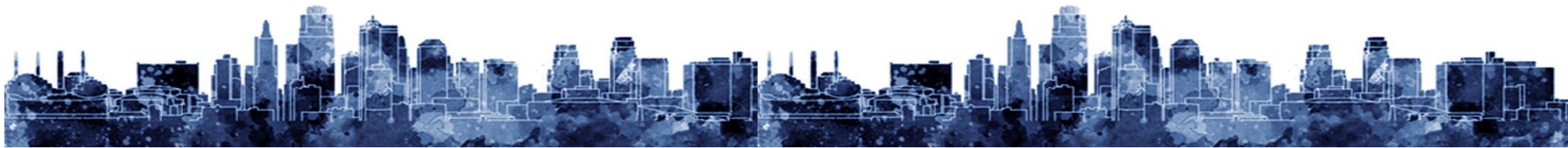
While also leveraging the power of **Intelligent Automation** and **Machine Learning** algorithms:



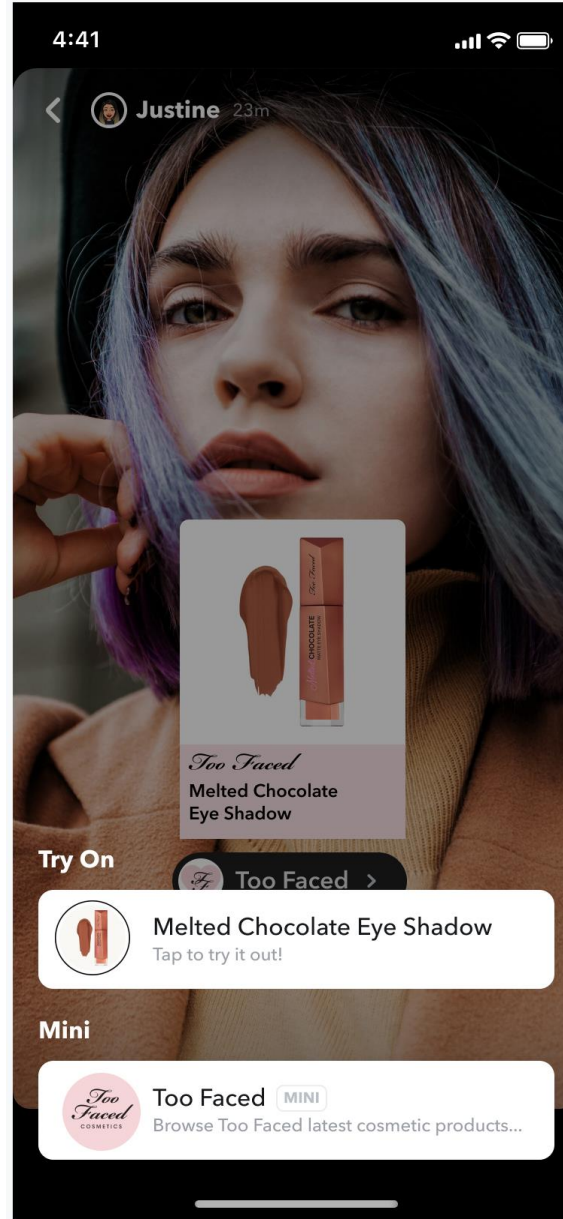
On top of best-in-class **Cloud Native** landscapes and applications:



By leveraging outstanding **DevOps Platforms**:

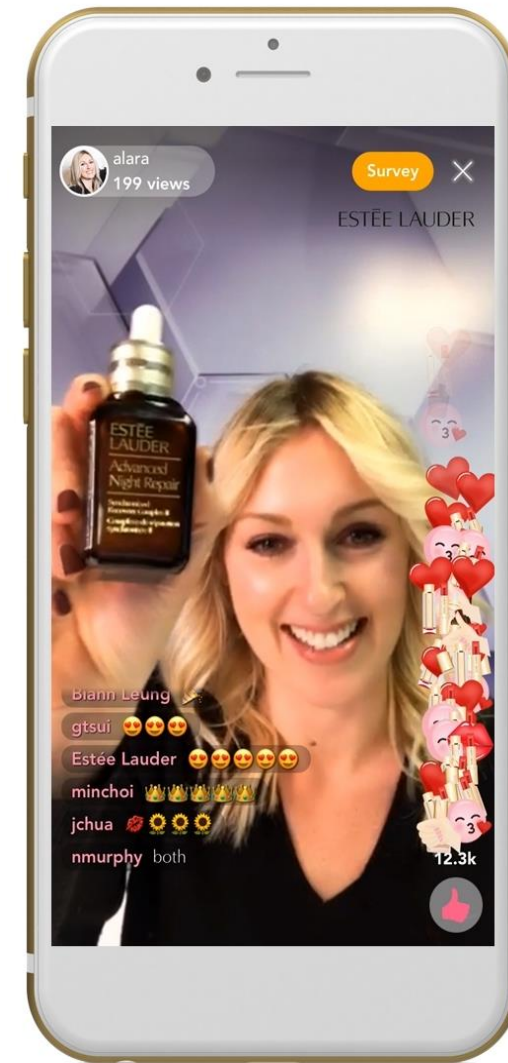


Virtual Experiences



Social Media Integrated Checkout

Gamification

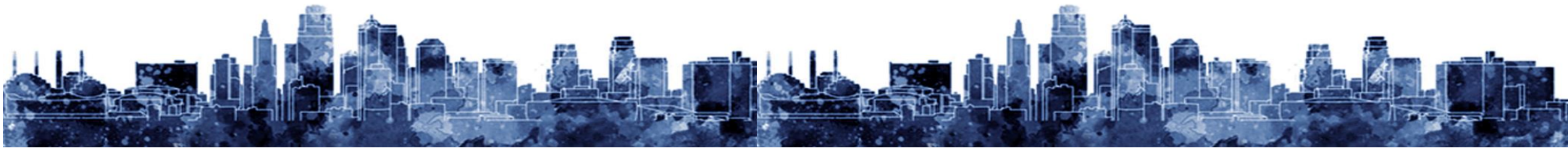
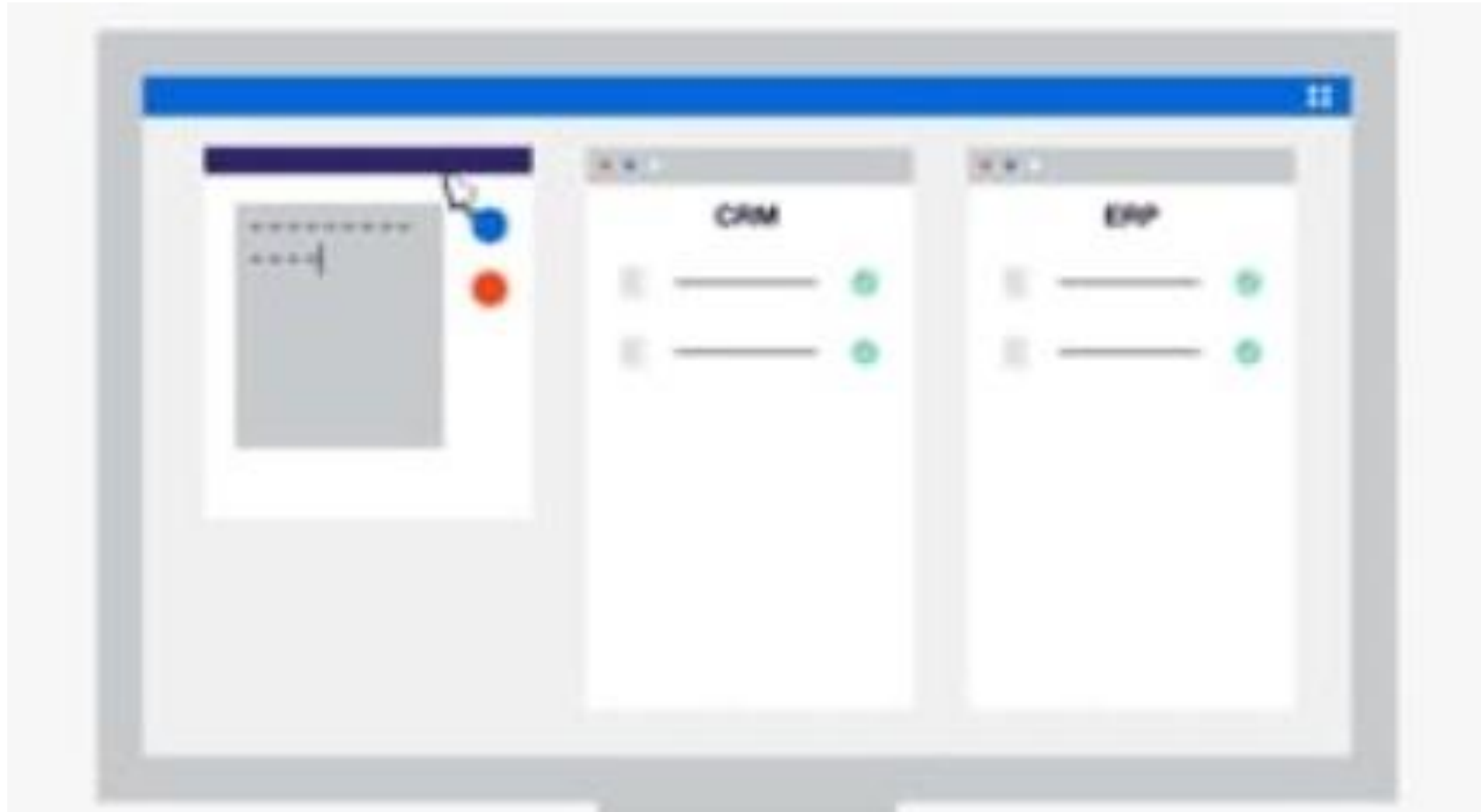


Livestream & Social Commerce

Intelligent Automation Center of Excellence (CoE)

Andreea Raica
Senior Lead
Intelligent Automation CoE Business Analyst

INTRO TO RPA



Intelligent Automation CoE

We are a start-up, don't let the ELC brand fool you!

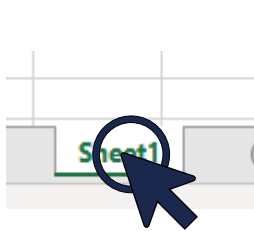


- ✓ We identified the *Problem*
- ✓ We knew the *Solution*
- ✓ We found our *Dream Team*
- ✓ We built a *Prototype*
- ✓ We received *Customer Validation*
- ✓ We created a *Marketing Plan*
- ✓ We established a *Business & Revenue Model*
- ✓ We applied for *Funding*

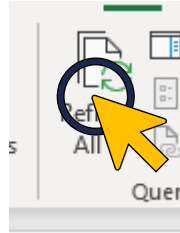


OUR FIRST OPPORTUNITY

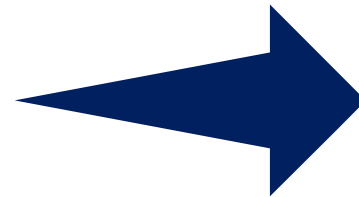
Financial Planning & Analysis



click



click



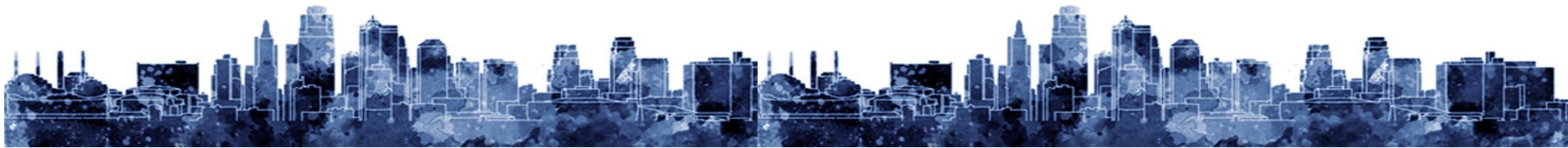
10+ hours

150+ times

2 hours

no human intervention

165 Reports



OUR FIRST ML OPPORTUNITY North America

Problem: How can we improve the predictive capabilities for our sales based on all the different drivers?

Manually wasn't cutting it!



store opening / closing



new products



social



foot traffic

and more...



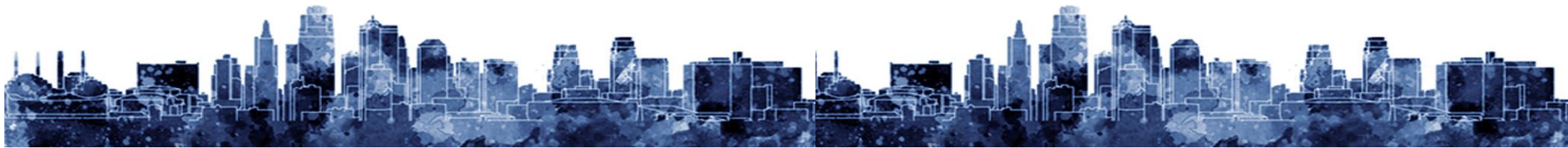
multiple calendars



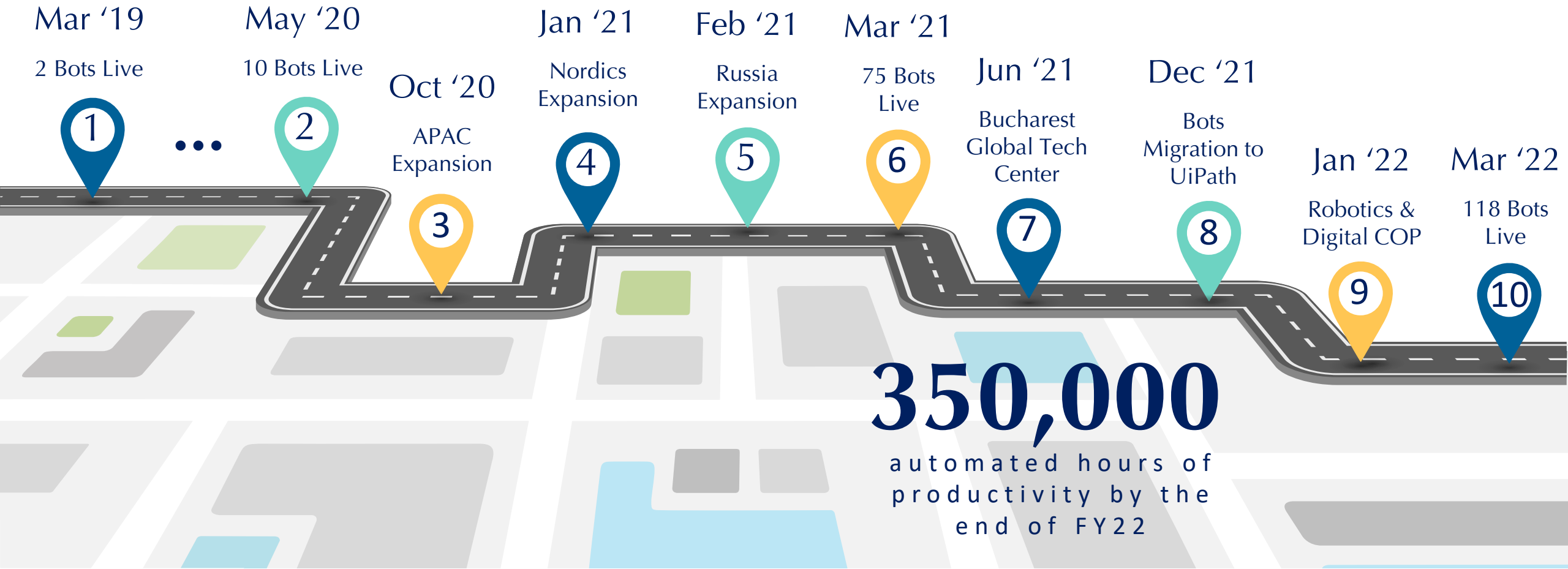
staffing



promotions



HOW IT'S GOING ... On the Cusp of Graduating from Start-up



Citizen Developer Program

END GOAL AS A VALUE PROPOSITION

Unlock the capabilities to deliver value, transformation and growth

COMMUNITY OF PRACTICE FOUNDATION



WE KNOW

Knowledge transfer and upskilling in different levels



WE CAN

Getting together for social learning and capability building



WE DO IT

Accelerate future potential through capability application

CORE PRINCIPLES

Sharing knowledge | Upskilling | Cross-collaboration | All levels | Curiosity | Scalable Capabilities
Learning Agility

SUCCESS METRICS

Number of members | Active participation | Training Hours | Project Delivery & Assessment |
Two qualification levels

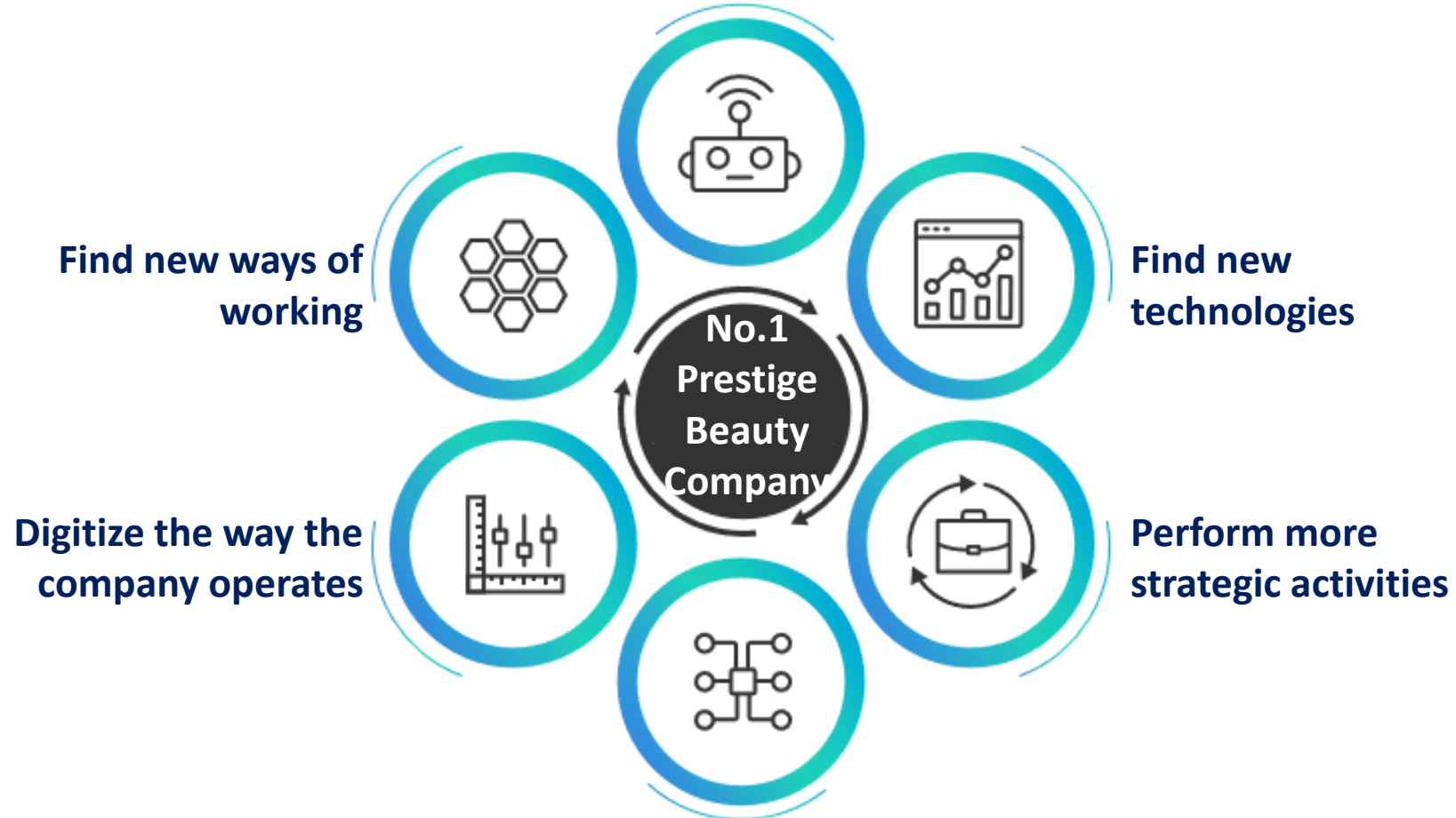
DEVELOP AND EMBED KEY CAPABILITIES TOGETHER

POWERED BY THE ELC LEARNING HUB,
SUPPORTED BY L&D COE, EXPERTS & ONESOURCE ACADEMY



The Boader Goal

Automate > 5 million
hours of work



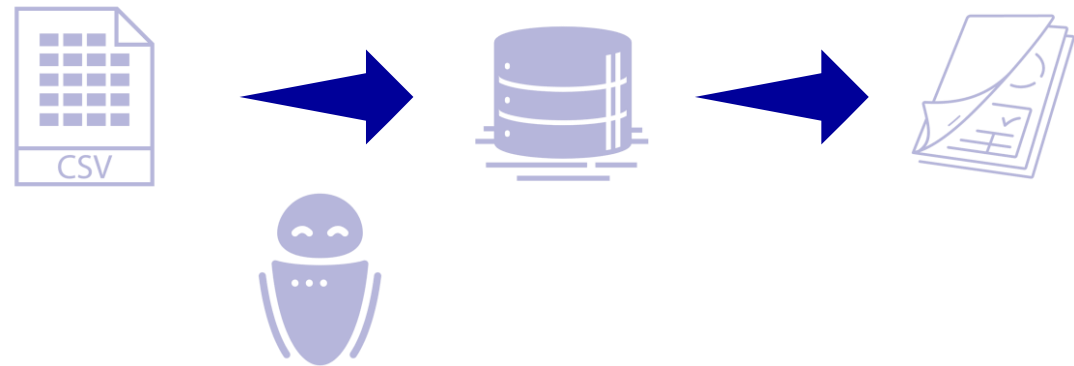
Eliminate all the manual
and mundane work



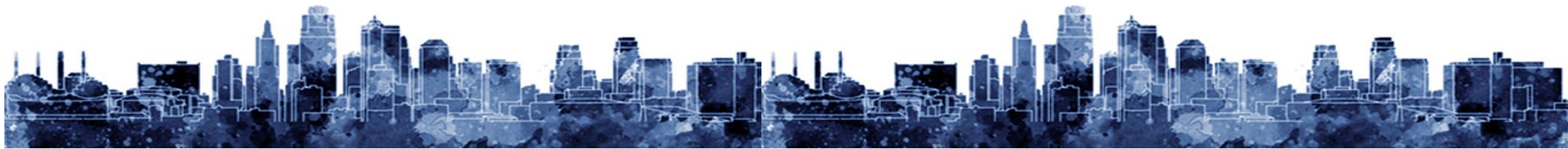
Embedding AI into how we operate...

2,000+ retailers

Tens of thousands of
data attributes



Using AI, the bot will automatically map the incoming file data attributes to the right data attributes in the data warehouse eliminating configuration files or standard ETL (extract, transform, and load).



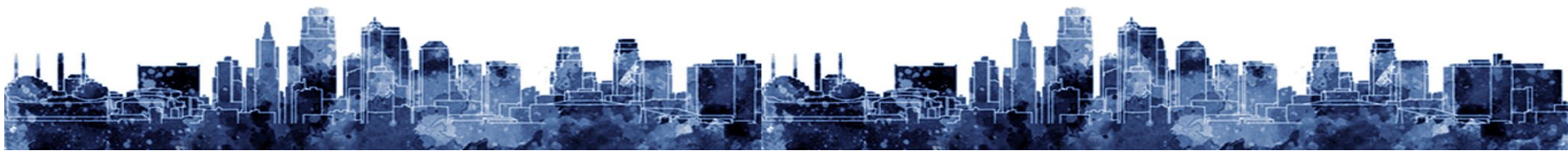
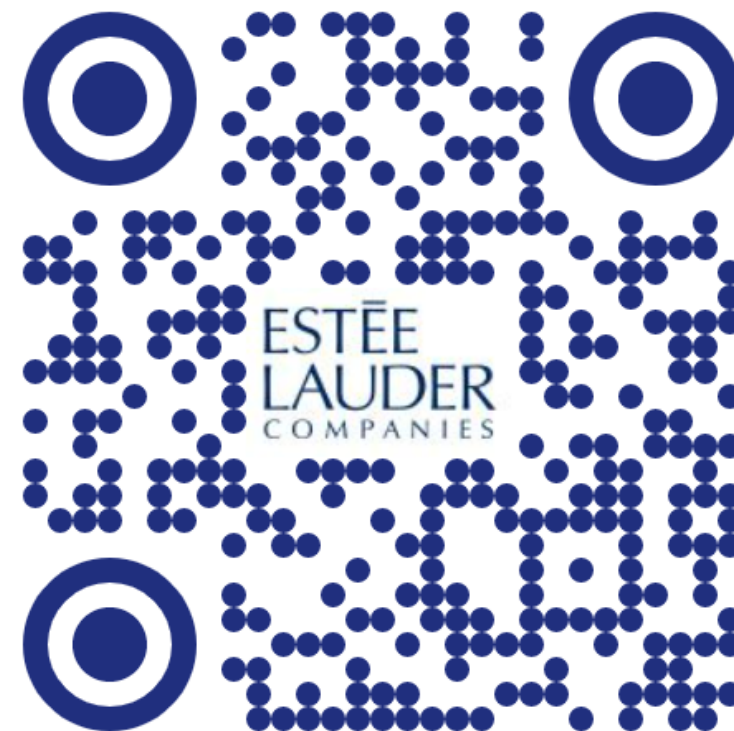
| Learn more!

Visit www.elcompanies.com/bucharest for more information!

93 Results Sorted By Relevance

Information Technology ✕ Bucharest, Bucuresti, Romania ✕ Clear All ✕

Senior Automation Engineer Req ID: 216355	LOCATION Bucharest, Bucuresti RO	Categories Information Technology	BRAND Estée Lauder Companies	APPLY English
RPA Developer Req ID: 2123001	LOCATION Bucharest, Bucuresti RO	Categories Information Technology	BRAND Estée Lauder Companies	APPLY English
Senior Lead, Site Reliability Engineering Req ID: 225061	LOCATION Bucharest, Bucuresti RO	Categories Information Technology	BRAND Estée Lauder Companies	APPLY English
Junior Cloud Engineer Req ID: 223203	LOCATION Bucharest, Bucuresti RO	Categories Information Technology	BRAND Estée Lauder Companies	APPLY English





Thank you!

Questions?

Garima Yadav
gyadav@estee.com

Andreea Raica
araica@estee.com