

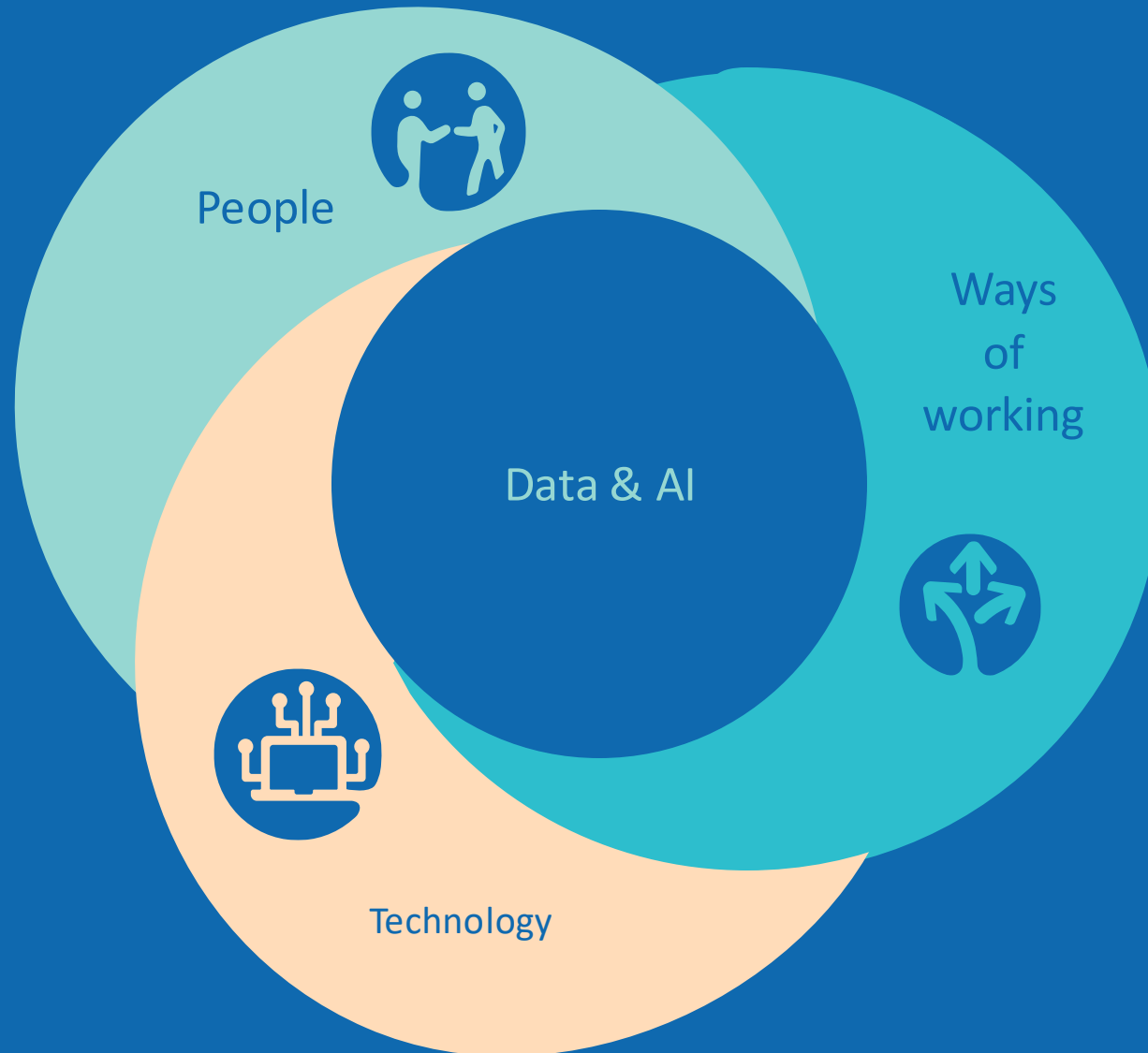
DATA & AI @MERCK

Walid Mehanna, Chief Data & AI Officer

78. Deutscher Betriebswirtschafter-Tag
September 10th 2024

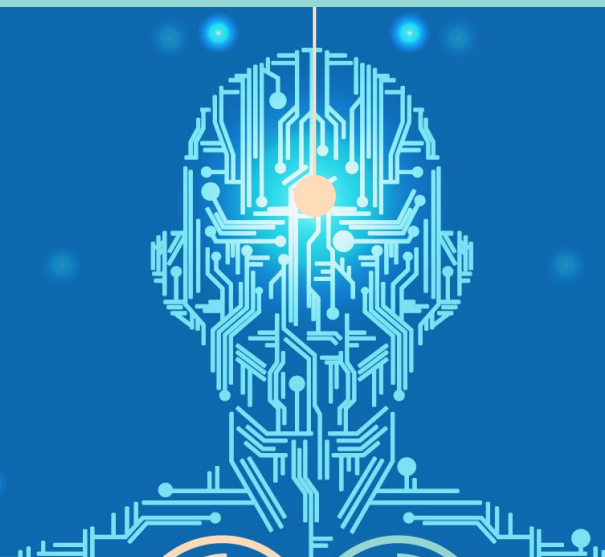
MERCK

The Merck Data & AI Strategy focuses on three areas

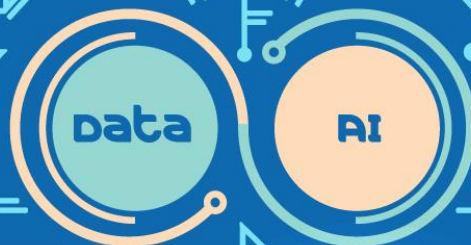


Our vision inspires our journey ahead

**We harness the transformative
power of data and AI
in everything we do**



**Fix the basics,
accelerate the foundations**



**Win the future, get and stay
ahead of the curve**

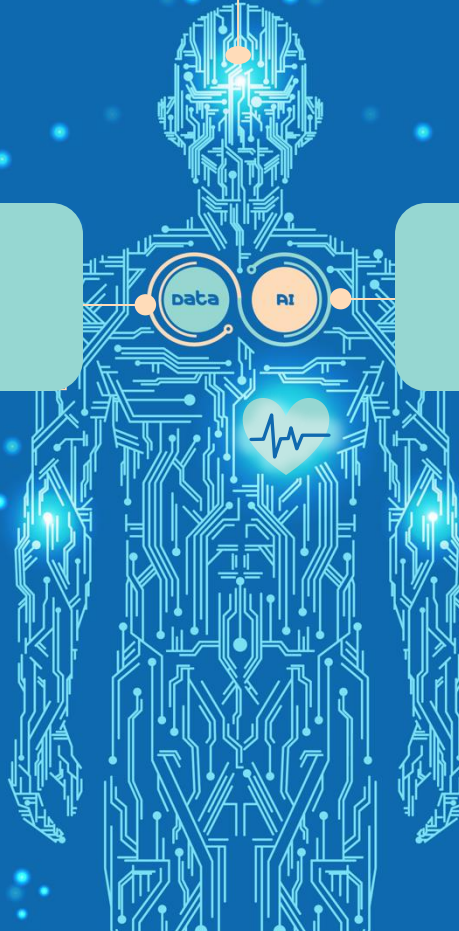


We strategically navigate our organization to success

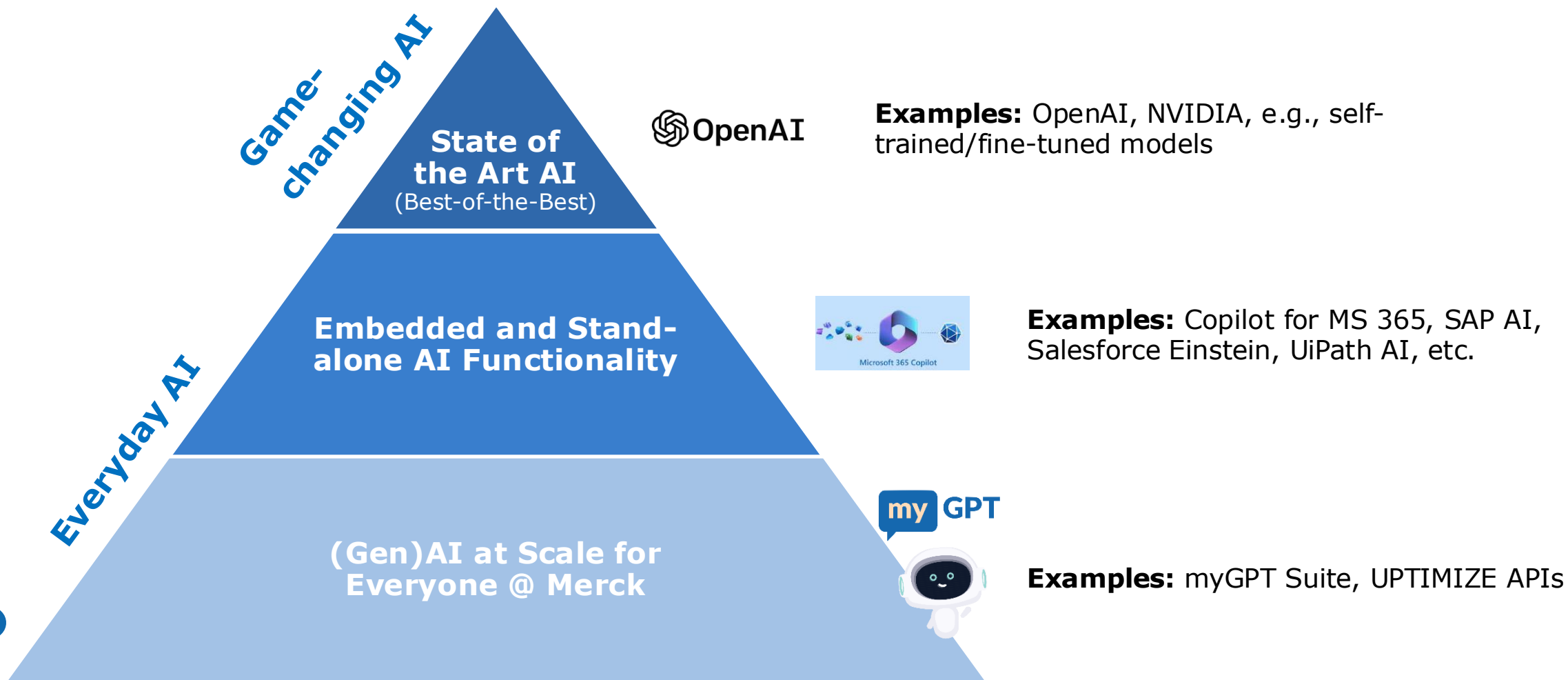
We harness the transformative power of data and AI in everything we do

Our data ambition
Seamless data,
seamless experiences

Our AI ambition
We leverage AI to change
the game



(Gen)AI Strategy Execution and Adoption will need to balance cost-efficiency, scale and impact



One of the highlights is the launch of myGPT Suite – Our (Gen)AI at Scale for Everyone at Merck



myGPT Suite launched to big acclaim in March 2024



Secure and **collaborative groups** for sharing prompts and responses



Conversational capability uploading documents and accessing the web to answer prompts



Integrated **Prompt Library** for reusability of prompts and best practice sharing



Business purpose-driven **assistants** that are customized chatbots



Automating repetitive tasks with **workflows**



Access to more powerful **Large Language Models** offered by Azure OpenAI and AWS.



myGPT @ Merck is used by employees in **65 countries**

Identified AI opportunities across Merck show significant value

USE CASE: SMARTfacturing

From ideation to the development of prototypes or pilots, now being scaled, AI and GenAI are the key elements in the Smart Manufacturing and Supply Chain Intelligence



- **GenAI Assisted Document Review** significantly reduces effort-hours for reviewing documents (*example: EBR*) as well as for content generation (*example: SOPs*).
- **AI Deviation Management** leverages GenAI (myGPT) as decision intelligence platform quality process improvements.
- **AI Energy Saving** reduced 20% energy usage per cooling station /year intelligently integrating and elaborating real-time data.

We align all critical AI efforts with high ethical standards

1. Code of Digital Ethics (CoDE)

5 Principles define the CoDE

Justice

**Non-
maleficence**

Transparency

Autonomy

Beneficence

2. Digital Ethics Advisory Panel (DEAP)

Provide Merck with **guidance** on specific ethical questions



The Journey Ahead: A Joint Leadership Challenge for Business Impact



Substance over hype



The synthesis of **Basics and Innovation**



Winning with AI means translating **AI in business impact**



A technology challenge?
A leadership and change challenge!



A true **One Merck** challenge



Responsibly, but **boldly investing in the future**



**THANK
YOU**