



# Collaboration in retailing

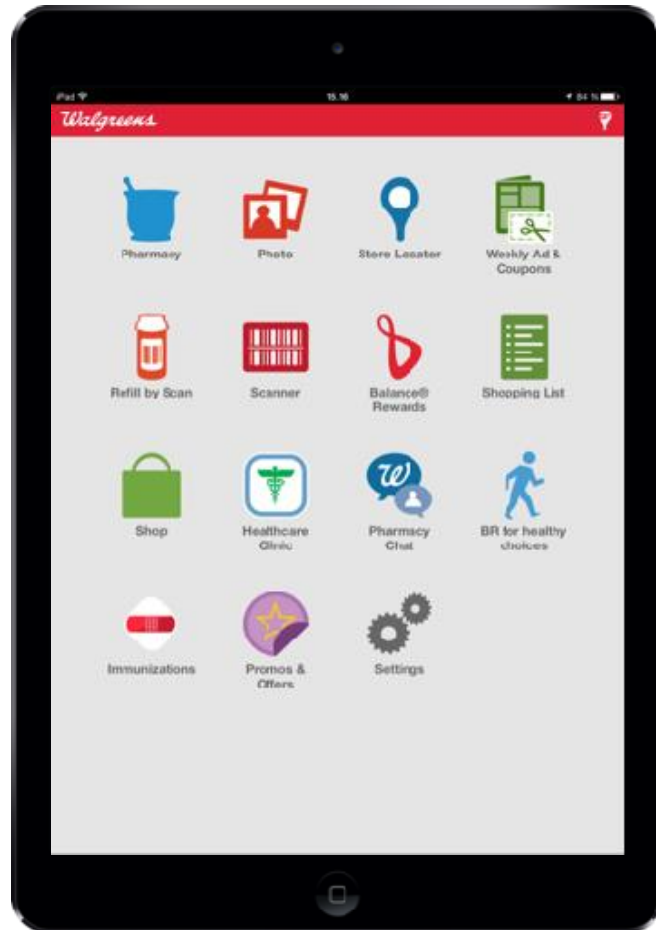
---

Arhi Kivilahti, Kesko

[arhi.kivilahti@kesko.fi](mailto:arhi.kivilahti@kesko.fi)

@ArhiKivilahti

# DATA AS A SERVICE AND AN ASSET



Walgreens

Search by keyword or item #



Hi, Arhi

Find a store



Rx Refills

Health Info & Services

Contact Lenses

Shop

Photo

Weekly Ad & Coupons

Balance Rewards

Home > Pharmacy & Health

Balance Rewards for healthy choices®

Psst...

You can earn points for health goals!¹

Start tracking



You're putting in the work, now it's time to reap the rewards of living a healthier lifestyle. Track healthy behaviors to earn Balance® Rewards points and save money on Walgreens purchases.

## Ways to earn points

🏆 Set a healthy goal  
250 points

★ Achieve a healthy goal  
250 points

🔗 Link a health app or device  
250 points per device

🚶 Walk, run or cycle  
20 points per mile

🏃 Exercise activities  
20 points per daily log

⚖️ Weigh-in  
20 points per daily log

📊 Test blood pressure  
20 points per daily log

📊 Monitor blood glucose  
20 points per daily log

🚭 Quit tobacco with NRT  
20 points per daily log



# OPEN COLLABORATION WITH WORLD CLASS DATA

COMBINING

SIZE, REACH &  
EXPERIENCE

WITH

SPEED, HUNGER &  
AGILITY





GEN INFO

OBJ	no. dec	no.	com
1.	Jocus	143	com
7	romo	721	x1
3.			

BETTER DATA  
GENERATES  
BETTER RESEARCH  
BETTER RESEARCH  
GENERATES  
BETTER  
KNOWLEGDE

back up!

W.C.C

proceed to backup  
STEPS: (TO STORAGE)

CAUTION

5.2% > 20.11

Structure and STRATEGY:

- Build
- MAINTAIN
- DEVELOP
- ???

Improved?

4:12, 5:34, AM537

Direct funds

0%

Project

Threshold

The chalkboard contains several hand-drawn diagrams and charts. On the left, there is a bar chart with a box labeled 'W.C.C' and a note 'proceed to backup STEPS: (TO STORAGE) CAUTION'. In the center, there is a pie chart with a section labeled 'Direct funds' and '0%'. To the right, there is a line graph with a 'Threshold' line and a jagged line below it. Below the pie chart, there is a flow diagram with a question mark and the text 'Improved?'. At the bottom, there is a small table with a grid and some numbers.

”Forget frantic acceleration.  
*Mastering the clock of business*  
is about choosing  
when to be *fast* and  
when to be *slow*.”  
The Economist



“What is speed?  
The sports press  
often *confuses*  
*speed with insight.*  
If I start running  
slightly earlier than  
someone else,  
I seem faster.”

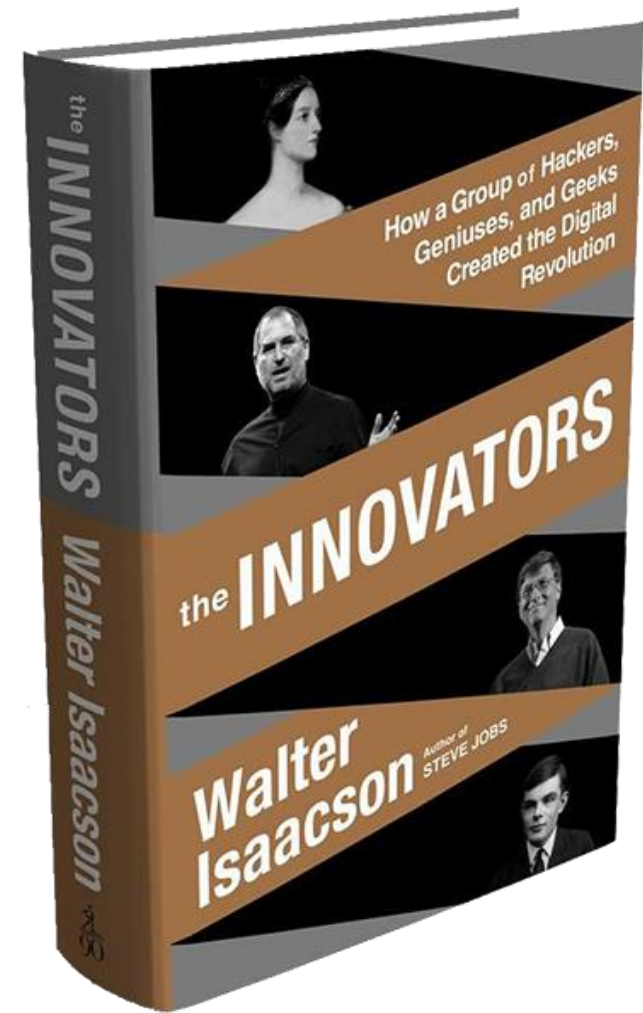


**DO WE HAVE THE COURAGE TO  
MAKE SMALL IMPROVEMENTS?**

**DO WE HAVE THE PATIENCE TO LEARN?**

“Whether it’s Florence of 1470 or Silicon Valley in the 1970s, magic happens when you get a mix of people together.”

Walter Isaacson





**TOGETHER WE CAN DO MUCH  
MORE FOR OUR CUSTOMERS**