

# Procter & Gamble: Mining Research Data to Find And Connect Experts Across The World

With operations in 70 countries and marketing products in more than 180 countries, Procter & Gamble (P&G) is the epitome of a global organization. The business employs 121,000 employees, of which more than 1,000 hold a PhD. The research and development team consists of 20,000 subject matter experts spread across many locations and languages. Datascope was tasked with helping P&G connect these researchers in ways that foster effective collaborations.

“From the beginning of the project, Datascope approached my problem creatively and involved me in the design process. They delivered an innovative, one-of-a-kind tool that I use every day to increase collaboration and better understand our company.”

**Kathie Felber,**  
**Technical CoP Leader**

**datascope** *case study*

**P&G**

## P&G Clarifies Both Strategic and Tactical Goals Through Design

Datascope and P&G began this collaboration with design exercises. The exercises determined the hardest parts of managing communities of practice (CoPs) within the company, and the best ways to tackle them. CoP managers frequently receive requests from researchers looking for others who have specific areas of expertise.

The managers need to respond with recommendations taking into account not only expertise but also whether they believe a collaboration between the two



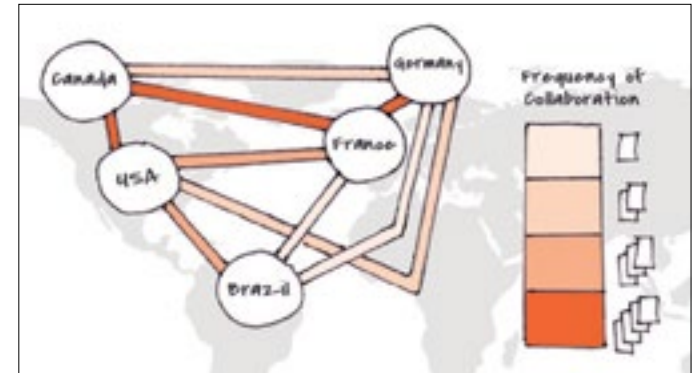
An example visualization of data sources used for peer research on common interest topics.

could be fruitful. At a strategic level, they also need to know how researchers are collaborating as a whole, across countries, departments, brands within the company, and so on, so that larger initiatives can be effectively designed.

## Data Science Holds the Key to Connecting Research Peers

Datascope prototyped multiple approaches to solving these problems. They worked closely with P&G to uncover data sources they could use, including unstructured data from research that could provide context on a researcher's areas of expertise and frequent collaborators. Together Datascope and P&G iterated

towards two prototypes. The first was a supercharged "expert search engine" that combines social network data, research reports, and internal directories to recommend subject matter experts. The second was a matrix data visualization to highlight areas of opportunity where P&G should further investigate and encourage collaboration.



An example map view of research peers and how they are connected worldwide through their shared interests.

## Connectivity Drives Results

Datascope developed these prototypes into pilot tools that index and visualize subject matter experts across the 20,000 member global research team and beyond. CoP managers can now search researchers by expertise and social proximity to pinpoint opportunities for collaboration.

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