

# EDGE



**Get ready to  
Explore, Discover,  
Grow and Experience**

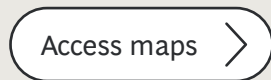
MAY 9, 2024

# User Guide

For optimal user experience and complete access to this document's interactive features, please download and open it using Adobe Reader or your Books app.

Utilize the clickable elements below for navigation:

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# Index

Dive deeper into EDGE



## 01 Overview

Get a high level overview of what to expect at the expo.



## 03 Floorplan

Navigate your way through the expo across the 5 thematic neighborhoods.



## 05 Strategic Tech Partners, Collaborators, and Startups

Discover the 30+ Tech Partners and Collaborators joining us to share their innovative solutions.



## 07 Micro-theater Agenda

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## 02 Key Themes

Unpack key themes and see how (Gen)AI weaves throughout.



## 04 Booth Details

Get a taste of what to expect with a preview of 70+ booths organized by neighborhoods.



## 06 Industry Navigation

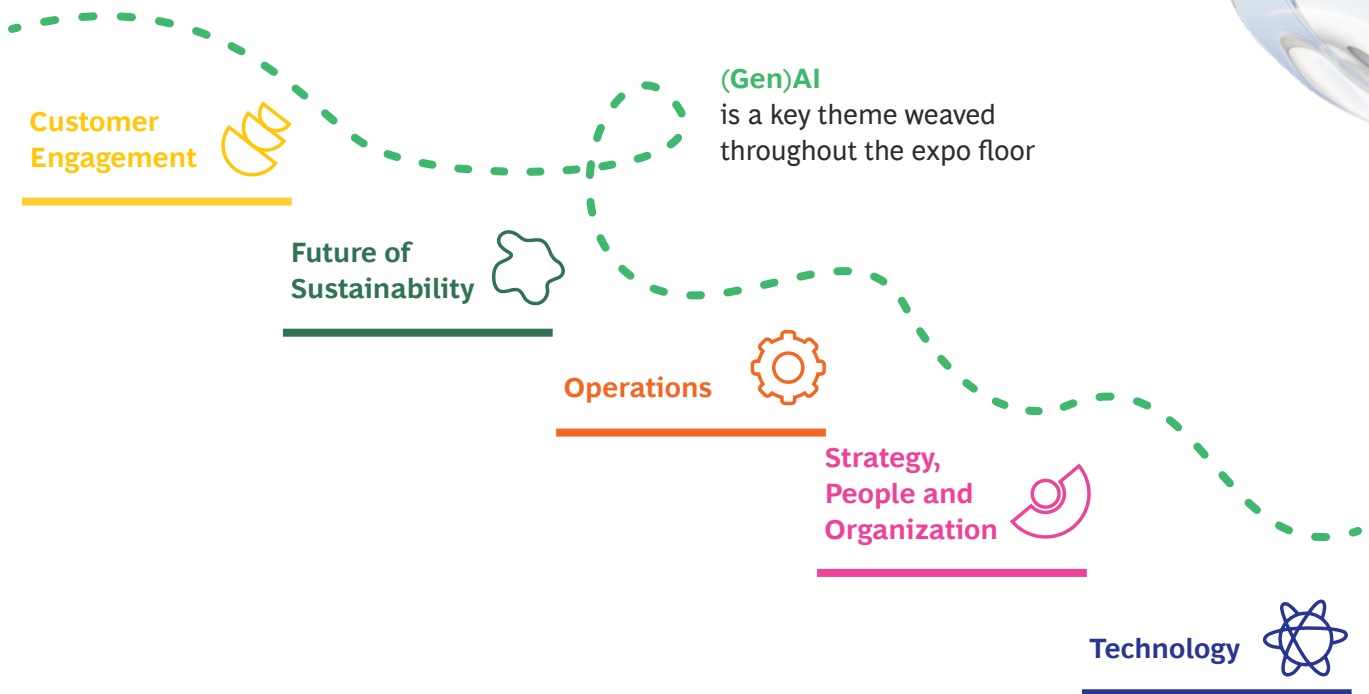
Explore a selection of booths to start your industry-specific journey.

# Overview

May 9 at The Boston Convention  
& Exhibition Center

The EDGE expo is an opportunity to deepen your knowledge on business-critical topics, get hands-on with the latest tech, and connect with our industry leaders, business partners and pioneering startups.

## 5 Thematic Neighborhoods:



## 70+ booths

Including 15+ leading tech partners and collaborators and 15+ innovative startups

## Micro-theater

Opportunity to hear from BCG experts on cross-functional topics



# Key Themes

Explore 70+ booths across 5 thematic neighborhoods

## Customer Engagement



*Reinvent Customer Engagement*

Drive profitable growth by redefining your company-customer relationship. Learn how we are scaling personalized insights, offers, and interactions, underpinned by advanced technology and AI capabilities.

## Future of Sustainability



*Reinvent Sustainably for Business Value*

Discover how sustainability can drive competitive edge. Through our work and partnerships learn about innovative strategies in decarbonization, circularity, and more. Experience the future of sustainable business with our AR/VR showcase.

## Operations



*Reshape your Operations for Impact*

Step into the future of Operations, where transformation is rapidly reshaping how we create value. Explore how cutting-edge technology meets pragmatic application, unlocking productivity. Embrace new technologies revolutionizing our entire value chain, from supply chain to support functions.

## Strategy, People and Organization



*Reshape Organizations for the Future*

Visualize the future of business strategy and structure in a digital era. Find pioneering solutions transforming companies, delve into advanced AI applications altering workforce trends, and interact with experts leading business innovation.

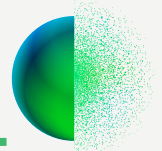
## Technology



*Reinvent your Tech Function to Accelerate Growth*

Explore how to tackle complexity in tech and digital. Learn to use technology for real-world solutions and significant impact. We support transformation, redesigning tech landscapes, cyber resilience, and implementing tech platforms. Discover technologies driving innovation!

## (Gen)AI Path



(Gen)AI is an overarching theme of EDGE and the technology is woven throughout each neighborhood. If you would like to explore how BCG is going beyond the hype and creating value at scale with (Gen)AI, follow this dedicated pathway.



Explore the Expo floor



The floor plan features five main activity zones, each represented by a large, irregularly shaped area with a distinct color and pattern of small squares:

- Technology (Blue):** Located at the top left, containing icons for a computer monitor, a smartphone, and a fork and knife.
- Future of Sustainability (Green):** Located at the top right, containing icons for a recycling symbol, a leaf, and a fork and knife.
- Customer Engagement (Yellow):** Located at the bottom right, containing icons for a laptop, a gear, and a fork and knife.
- Operations (Orange):** Located at the bottom center, containing icons for a trash can, a fork and knife, and a person icon.
- Strategy, People and Organization (Pink):** Located on the left side, containing icons for a laptop, a fork and knife, and a person icon.

A dashed green line connects the zones, and a green dot labeled **(Gen)AI Path** is located near the Customer Engagement zone. The entrance is marked at the bottom right with a black triangle and the word **ENTRANCE**.

# EDGE Booths

Click on each neighborhood below to dive deeper into the map and explore booth details

## (Gen)AI Path

GenAI Inside BCG

## Customer Engagement

- CX01** • Customer Insight & Innovation
- CX02** • Strategic Pricing
- CX03** • Customer Experience & Service
- CX04** • Salesforce

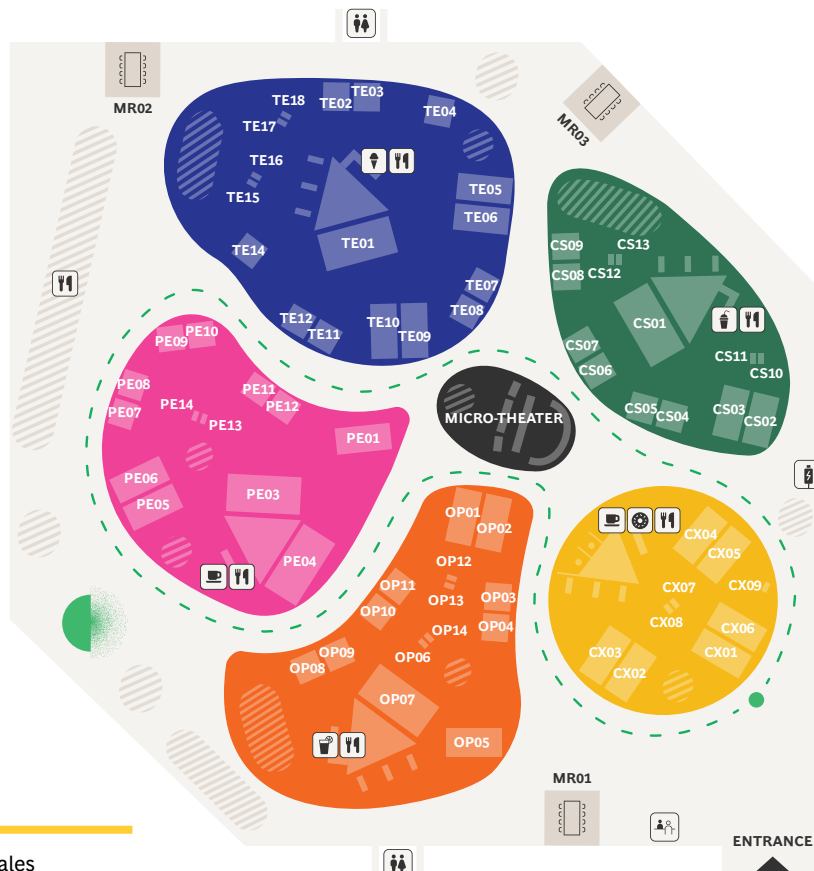
- CX05** • NextGen Sales
- CX06** • Personalization
- CX07** • Adobe
- CX08** • AlgoVerde
- CX09** • Writer

## Operations

- OP01** • Anthropic
- OP02** • Amazon/AWS
- OP03** • Supply Chain AI
- OP04** • Service & Support Operations
- OP05** • Manufacturing - Data, Digital & AI
- OP06** • PTC
- OP07** • Manufacturing - Robotics & Automation
- OP08** • Palantir
- OP09** • R&D: Better, Faster, Cheaper
- OP10** • Procurement
- OP11** • Virtual Twins
- OP12** • Kinaxis
- OP13** • Altana
- OP14** • Sievo Procurement Analytics

## Strategy, People and Organization

- PE01** • Microsoft
- PE03** • Build for the Future with (Gen)AI
- PE04** • Cost Excellence
- PE05** • Agile & Platform Operating Model
- PE06** • Talent & Skills
- PE07** • BCG U
- PE08** • People Analytics & Insights
- PE09** • Workday
- PE10** • Behavioral Science
- PE11** • Geopolitics & Business
- PE12** • Strategy of the Future
- PE13** • TechWolf
- PE14** • Eightfold AI



## Future of Sustainability

- CS01** Green Business Build & Scale
- CS02** Demand-Driven Sustainable Innovation
- CS03** Decarb Solutions
- CS04** Circular Economy
- CS05** • CO2 AI
- CS06** Climate Risk, Adaptation & Resilience
- CS07** Sustainable Finance & Investing
- CS08** Policy & Regulation
- CS09** Sustainable Food & Nature Solutions
- CS10** LanzaTech
- CS11** Sublime Systems
- CS12** Patch
- CS13** Cambrian Innovation

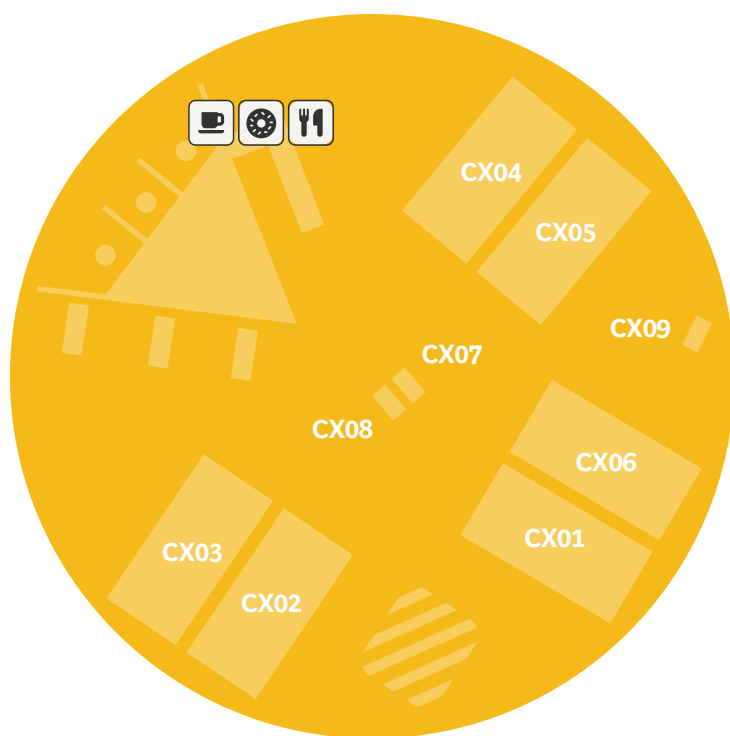
## Technology

- TE01** Spatial Computing & Immersion
- TE02** • MIT CSAIL (Nectry, Preamble, Salieri AI)
- TE03** GeoAnalytics
- TE04** NextGen ERP
- TE05** • SAP
- TE06** • OpenAI
- TE07** • Cyber & Digital Risk
- TE08** Apple
- TE09** • Google
- TE10** • IBM
- TE11** The Quantum Revolution
- TE12** • Data, Digital Platforms & Cloud
- TE14** • Articul8 AI
- TE15** • Scale AI
- TE16** PAUL Tech AG
- TE17** DuploCloud
- TE18** Cleo Robotics

# Customer Engagement

## Reinvent Customer Engagement

Drive profitable growth by redefining your company-customer relationship. Learn how we are scaling personalized insights, offers, and interactions, underpinned by advanced technology and AI capabilities.



### CX01 • Customer Insight & Innovation

Drive demand-driven innovation at scale

### CX02 • Strategic Pricing

Understand the 7 pricing games & associated AI tools to deliver 3-5% impact

### CX03 • Customer Experience & Service

Enhance customer experience with next-gen AI-driven engagement

### P CX04 • Salesforce

Go-to-market excellence powered by trusted CRM+AI+Data

### CX05 • NextGen Sales

Advance the art and science of Sales by leveraging (Gen)AI, data and tech

### CX06 • Personalization

Use Personalization to unlock growth from AI and (Gen)AI

### P CX07 • Adobe

The enterprise technology defining digital experiences

### S CX08 • AlgoVerde

Rethink Innovation. Boost Revenues. Powered by GenAI.

### P CX09 • Writer

Writer is the full-stack generative AI platform for enterprises

• (Gen)AI Path

P Partner & Collaborator

S Startup

☕ Espresso Bar

🍩 Donut Bar

🍴 Food & Beverage



Click on each booth in the list to explore more



Back to the Expo floor





## CX01 | Customer Insight & Innovation

*Drive demand-driven innovation at scale*

Customer intelligence growth has been exploding, however, many organizations have struggled to translate this into improved decision-making and outcomes. For success, leverage AI to unlock three types of fundamental shifts: Deploy AI to optimize tasks, reshape decision-making with AI, and unlock a holistic intelligence ecosystem. Learn how AI-enabled transformation can drive integrated data-rich human insights, massive productivity gains, creativity, and superior innovations in fraction of time.

• (Gen)AI Path

Industrial Goods

Consumer Products & Retail

Energy

Health Care

Insurance

Travel, Cities, and Infrastructure

**Booth contact:** Yotam Ariav

## CX02 | Strategic Pricing

*Understand the 7 pricing games & associated AI tools to deliver 3-5% impact*

As pricing power has become more challenging and the days ahead are uncertain, pricing is top of mind for CEOs. BCG's strategic pricing framework – the 7 games and our insights in how to win them – helps companies succeed in these times. Discover the pricing game you are playing in, and deep dive into the AI Pricing solution that will enable you to win this game. The content will be supported by BCG's recently launched "Game Changer" book.

• (Gen)AI Path

Industrial Goods

Consumer Products & Retail

Energy Health Care

Tech, Media, and Telecom

Travel, Cities, and Infrastructure

Public Sector Financial Institutions

**Booth contact:** Arnab Sinha

## CX03 | Customer Experience & Service

*Enhance customer experience with next-gen AI-driven engagement*

Conversational Commerce and GenAI in contact centers are two ways that companies can improve the customer experience, boost customer engagement, and cultivate loyalty. It can empower customers to make purchasing decisions, drive demand, ensure efficient sales, and is a great blend of eCommerce and other social channels. It can also reduce the total amount of overhead that a brand needs to invest. Explore how these tactics can further support your next-gen customer experience.

• (Gen)AI Path

Consumer Products & Retail

Tech, Media, and Telecom

Financial Institutions

Insurance

Public Sector

Travel, Cities, and Infrastructure

**Booth contact:** Karen Lellouche



## CX04 | Salesforce

• (Gen)AI Path

Partner & Collaborator

All industries

Salesforce & BCG partner to accelerate business transformation leveraging Generative AI as rhythm of business. Experience how we enable a step change in seller productivity, marketing personalization & customer experience. Meet the BCG team driving Salesforce transformation and learn about BCG's differentiated ability to manage complexity and deliver value at lower cost.

**Booth contact:** Bryan Gauch

## CX05 | NextGen Sales

*Advance the art and science of Sales by leveraging (Gen)AI, data and tech*

Sales organizations are expected to provide the best experience to their customers. The tech stack is overwhelmingly broad, and sales companies are struggling to decide the best solution for them and how to maximize value. In our booth, you can experience first-hand the power and opportunity of a sales rep empowered by the latest technology on (Gen)AI and data. You can sell it! Come play the game of Sales!

• (Gen)AI Path

Industrial Goods

Consumer Products & Retail

Tech, Media, and Telecom

Insurance

Health Care

Financial Institutions

Travel, Cities, and Infrastructure

**Booth contact:** Phillip Andersen

## CX06 | Personalization

*Use Personalization to unlock growth from AI and (Gen)AI*

Personalization leaders are growing 10 points faster than laggards and will collectively capture a \$2 trillion prize over the next 5 years. Come hear our impact stories across B2C and B2B industries. Explore L'Oreal Beauty Genius, which uses voice & face recognition for tailored beauty solutions, and (Gen)AI Marketing Ad Creation, which crafts targeted ads. Learn where you stand on the BCG Personalization Index and how to accelerate your journey.

• (Gen)AI Path

Consumer Products & Retail

Tech, Media, and Telecom

Health Care

Financial Institutions

Insurance

Travel, Cities, and Infrastructure

**Booth contact:** Mark Abraham

## CX07 | Adobe

*The enterprise technology defining digital experiences*

As the creative technology leader, Adobe is the partner you can trust to help you accelerate ideation and scale content production across your enterprise with generative AI. See the advantages of putting Firefly at the heart of your content workflows.

Generative AI continues to revolutionize how marketing organizations can increase productivity when creating content for personalized experiences across email, display, and web.

● (Gen)AI Path

Partner & Collaborator

Consumer Products & Retail

Tech, Media, and Telecom

Health Care

Travel, Cities, and Infrastructure

**Booth contact:** Matt Kropp

## CX08 | AlgoVerde

*Rethink Innovation. Boost Revenues. Powered by GenAI.*

GenAI has revolutionized the world of innovation. What used to take months can now take hours. Forget the hassle of hundreds of meetings, customer interviews, stacks of notes.

Bring experts and teams together to innovate on the AlgoVerde platform to achieve revenues.

Faster time to market: develop new products in days!

Better product-market fit: validate your products before they hit the market

Best marketing approach: test messaging strategies

Best pricing approach: maximize the value

● (Gen)AI Path

Startup

Consumer Products & Retail

Tech, Media, and Telecom

Financial Institutions

Insurance

**Booth contact:** Vladimir Jacimovic \_ vladimir@continuumlab.ai

## CX09 | Writer

*Writer is the full-stack generative AI platform for enterprises*

Writer is the full-stack generative AI platform for enterprises. We empower your entire organization to accelerate growth, increase productivity, and ensure compliance. Our platform consists of Writer-built LLMs, a Knowledge Graph that connects to your internal data, AI guardrails to enforce your rules, a flexible application layer, and an ecosystem of APIs and integrations. Come learn how Writer transforms work by delivering high-quality outputs that are accurate, compliant, and on-brand.

● (Gen)AI Path

Partner & Collaborator

Consumer Products & Retail

Tech, Media, and Telecom

Health Care

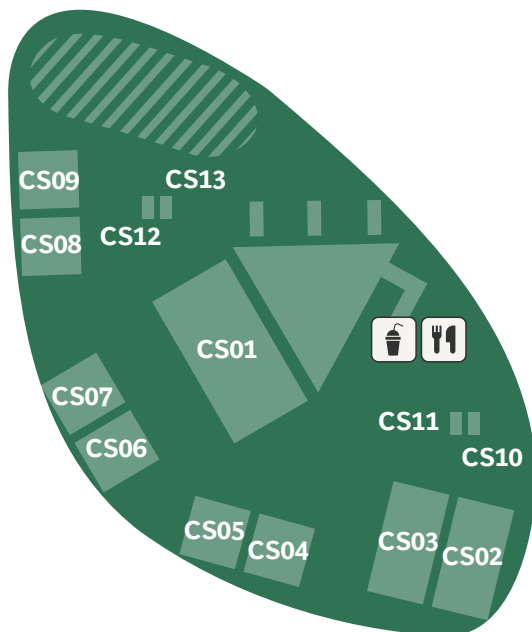
Travel, Cities, and Infrastructure

**Booth contact:** Alex Baxter

# Future of Sustainability



## Reinvent Sustainably for Business Value

Discover how sustainability can drive competitive edge. Through our client work and partnerships learn about innovative strategies in decarbonization, circularity, and more. Experience the future of sustainable business with our AR/VR showcase.

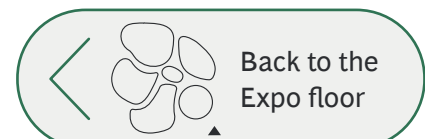


- CS01 Green Business Build & Scale**  
*Capture value for your core & beyond*
- CS02 Demand-Driven Sustainable Innovation**  
*Innovate, design, and market green products that sell*
- CS03 Decarb Solutions**  
*Discover massive growth opportunities in low carbon solutions*

- CS04 Circular Economy**  
*The \$100Bn+ opportunity in circularity*
- P CS05 CO2 AI**  
*The end-to-end sustainability solution*
- CS06 Climate Risk, Adaptation & Resilience**  
*Build adaptation to thrive in the face of climate risks*
- CS07 Sustainable Finance & Investing**  
*Elevate commercial, risk, and regulatory acumen with data for banks*
- CS08 Policy & Regulation**  
*Seize trillion-dollar opportunities & cut cost of green policy & regulation*
- CS09 Sustainable Food & Nature Solutions**  
*Future-proof food & nature: Capturing value through systems transformation*
- S CS10 LanzaTech**  
*Recycle carbon with biology*
- S CS11 Sublime Systems**  
*Low-carbon cement, so we can keep building*
- S CX12 Patch**  
*Patch is the platform accelerating climate solutions with integrity*
- S CX13 Cambrian Innovation**  
*Industry As An Ecosystem: Waste Streams are Assets for Sustainable Growth*

- (Gen)AI Path
- P Partner & Collaborator
- S Startup
-  Fresh Smoothie Bar
-  Food & Beverage

 Click on each booth in the list to explore more



## CS01 | Green Business Build & Scale

*Capture value for your core & beyond*

The green business build opportunity is now. Value pools are shifting, creating both opportunity and risk for those who do not act. Corporations have an opportunity to lead as sectors transform. Creating viable new business lines requires new capabilities around building and scaling climate businesses and utilizing technology and talent across the climate tech ecosystem. Come learn how we support companies on this journey, by transforming green challenges into green opportunities.

Industrial Goods

Consumer Products & Retail

Energy

**Booth contacts:** Raju Sarma, Vinay Shandal

## CS02 | Demand-Driven Sustainable Innovation

*Innovate, design, and market green products that sell*

Businesses struggle to balance carbon reduction with commercial performance, while customers navigate the trade-offs between fulfilling their core needs and sustainability. What if radical product innovation is possible without compromising customer preferences, performance, sustainability, or profitability? Join us to learn how to turn sustainability into a value driver and dive into our immersive AR to experience Accelerated Product Innovation framework deployment!

Industrial Goods

Consumer Products & Retail

**Booth contacts:** Mikael Le Mouellic, Lauren Taylor, Antoine Gourevitch

## CS03 | Decarb Solutions

*Discover massive growth opportunities in low carbon solutions*

Decarbonization is the key lever to get us to net zero, and the landscape of solutions is rapidly evolving. Our experts understand which solutions best apply to each industry and can share BCG's offering in low-carbon hydrogen, renewable energy, biofuels & bioenergy, storage, carbon capture utilization and storage (CCUS), and green building tech / materials.

Industrial Goods

Energy

Travel, Cities, and Infrastructure

**Booth contact:** Patrick Herhold



## CS04 | Circular Economy

*The \$100Bn+ opportunity in circularity*

The linear “take-make-waste” economy drives today’s sustainability issues and contributes to the upward trend in resource extraction and GHG emissions. Across materials, each year more than \$100Bn of material value is lost at end of life. Tapping into these streams can be a win-win-win opportunity for value, emissions, and nature. Come to our booth to learn how to harness this untapped value!

Industrial Goods

Consumer Products &amp; Retail

Energy

Health Care

Public Sector

**Booth contacts:** Martin Feth, Marc Schmidt

## CS05 | CO2 AI

*The end-to-end sustainability solution*

BCG is a proud partner and shareholder in CO2 AI, a leading end-to-end sustainability management software solution helping large and complex organizations measure their impact, identify credible levers and reduce at scale. Join us to experience the power of our AI-driven sustainability platform, spanning corporate emissions through to supply chain decarbonisation and Product Carbon Footprint (PCF).

 (Gen)AI Path

Partner &amp; Collaborator

Industrial Goods

Energy

Health Care

Public Sector

Travel, Cities, and Infrastructure

**Booth contact:** Diana Dimitrova

## CS06 | Climate Risk, Adaptation & Resilience

*Build adaptation to thrive in the face of climate risks*

As 1.5°C gets further out of sight, both public and private sectors must prepare for the severe impacts of climate change on people, economies, businesses, and ecosystems globally. BCG has an end-to-end approach to adaptation and resilience (A&R) transformation, from climate risk assessments, to A&R strategies, to financing and implementation. Join us to discover how BCG is advancing the A&R agenda and deploying our analytics-backed approach with organizations globally.

Energy

Financial Institutions

Insurance

Public Sector

Travel, Cities, and Infrastructure

**Booth contacts:** Lorenzo Fantini, Annika Zawadski

## CS07 | Sustainable Finance & Investing

Financial Institutions

*Elevate commercial, risk, and regulatory acumen with data for banks*

Join us to see how our expertise, tools and partnerships can help you go beyond compliance in mastering ESG to drive growth, bolster resilience, and future-proof financial institutions. Experience interactive demos of our products “CO2 FI” and “Nature FI”, our recent work with Tier 1 banks, as well as learning more about the exciting partnerships we have for differentiated impact in climate risk and reporting including MSCI who will join us at the booth.

**Booth contacts:** Anne Kleppe, Amine Benayad

## CS08 | Policy & Regulation

Energy

*Seize trillion-dollar opportunities & cut cost of green policy & regulation*

Tech, Media, and Telecom

Insurance

Public Sector

Travel, Cities, and Infrastructure

Policy and regulation is setting the pace of the green transition and will make the market for many industries. BCG has the expertise to support organizations to navigate and shape this complex and evolving landscape. Join us to hear more on smart reporting & disclosure, to see PolicyPulse - our GenAI-enabled policy analysis tool, and to learn about BCG’s partnership with Workiva ESG reporting.

**Booth contacts:** Jannik Leiendecker, Edmond Rhys Jones

## CS09 | Sustainable Food & Nature Solutions

Industrial Goods

*Future-proof food & nature: Capturing value through systems transformation*

Consumer Products &amp; Retail

Energy

Financial Institutions

Public Sector

Global food and nature systems face stress from climate, geopolitics, and conflicts. Agriculture contributes to 1/3rd of global emissions & biodiversity decline. Transforming food systems is crucial for resilience & growth across industries. BCG & Quantis offer sustainable solutions throughout the value chain, including production, consumption, and waste management. We will be joined by Sysco, who will speak to the impact of one of our largest sustainability transformation programs.

**Booth contact:** Shalini Unnikrishnan

## CS10 | LanzaTech

*Recycle carbon with biology*

LanzaTech (NASDAQ: LNZA) is the carbon recycling company transforming waste carbon into sustainable raw materials for everyday products. Its commercial biorecycling technology captures carbon generated by energy-intensive industries at the source, preventing it from being emitted into the air. LanzaTech then gives that captured carbon a new life as a clean replacement for virgin fossil carbon in everything from household cleaners and clothing fibers to packaging and fuels.

Startup

Industrial Goods

Energy

Public Sector

Travel, Cities, and Infrastructure

**Booth contact:** Aura Cuellar \_ [aura.cuellar@lanzatech.com](mailto:aura.cuellar@lanzatech.com)

## CS11 | Sublime Systems

*Low-carbon cement, so we can keep building*

Sublime Systems is on a mission to have a swift & massive impact on global CO2 emissions with breakthrough technology that can manufacture cement without fossil fuels or limestone. Sublime's electrochemical "true-zero" process instead extracts reactive calcium and silicates from an abundance of raw materials, to make ASTM C1157-compliant Sublime Cement™, a drop-in replacement for today's cement in concrete. It operates a 250TPY pilot plant & is building its first commercial facility for 2026.

Startup

Industrial Goods

Public Sector

Travel, Cities, and Infrastructure

**Booth contact:** Cory Waltrip \_ [cory@sublime-systems.com](mailto:cory@sublime-systems.com)

## CS12 | Patch

*Patch is the platform accelerating climate solutions with integrity*

A livable future depends on climate solutions to remove and avoid carbon emissions. Patch is the platform accelerating climate solutions with integrity. Patch technology enables organizations to buy, manage, and sell carbon credits with efficiency, transparency, and rigor — strengthening trust in carbon markets and climate solutions. With that trust, companies can achieve their climate goals, project developers can scale their solutions, and the planet can be put on a path back to balance.

Startup

Industrial Goods

Energy

Tech, Media, and Telecom

Financial Institutions

Public Sector

Travel, Cities, and Infrastructure

**Booth contact:** Tighe Sullivan Jr \_ [tighe@patch.io](mailto:tighe@patch.io)



## CS13 | Cambrian Innovation

Startup

*Industry As An Ecosystem: Waste Streams are Assets for Sustainable Growth*

Industrial Goods

Cambrian's mission is to make distributed water reuse and renewable energy recovery simple and cost effective.

Travel, Cities, and Infrastructure

Under Cambrian's Water-Energy Purchase Agreement (WEPA), we will engineer, construct, install, own, operate and maintain the treatment system with no capital investment from the customer, who pays for performance on a per gallon basis.

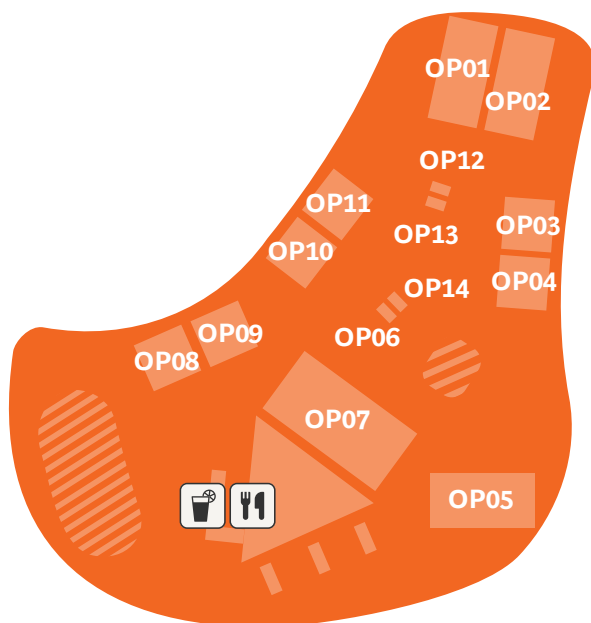
- Focus on core business
- Pay for performance
- No capital expense
- Modular & scalable
- Maximize environmental impact & return

**Booth contact:** Bill Musiak \_ [bmusiak@cambrianinnovation.com](mailto:bmusiak@cambrianinnovation.com)

# Operations

## Reshape your Operations for Impact

Step into the future of Operations, where transformation is rapidly reshaping how we create value. Explore how cutting-edge technology meets pragmatic application, unlocking productivity. Embrace new technologies revolutionizing our entire value chain, from supply chain to support functions.



- P OP01 • Anthropic**  
*AI research and products that put safety at the frontier*
- P OP02 • Amazon / AWS**  
*AMAZON + BCG: Unlocking potential. Reshaping industries.*
- OP03 • Supply Chain AI**  
*Elevate your Supply Chain performance with AI*
- OP04 • Service & Support Operations**  
*Unleash the full potential of service & support teams with AI*

- OP05 • Manufacturing - Data, Digital & AI**  
*Transform manufacturing with digitally enhanced, AI-powered solutions*

- P OP06 • PTC**  
*Companies that Make Products the World Relies on, Rely on PTC*

- OP07 • Manufacturing - Robotics & Automation**  
*Discover the transformative role of the industrial metaverse*

- P OP08 • Palantir**  
*Activate Full-spectrum AI to Power Your Enterprise Operations and Decisions*

- OP09 • R&D: Better, Faster, Cheaper**  
*Revolutionizing Research & Development through the power of (Gen)AI*

- OP10 • Procurement**  
*Master procurement cost excellence with (Gen)AI*

- OP11 • Virtual Twins**  
*Harness the power of Dassault & BCG to speed up product innovation*

- P OP12 • Kinaxis**  
*Powering the world's supply chains*

- S OP13 • Altana**  
*Altana.ai has Created a Shared Source of Truth for Global Supply Chain Risk*

- S OP14 • Sievo Procurement Analytics**  
*Cleanse & enrich procurement data to deliver actionable insights using AI*

- (Gen)AI Path**
- P Partner & Collaborator**
- S Startup**
- Fresh Juice Bar**
- Food & Beverage**

Click on each booth in the list to explore more







## OP01 | Anthropic

● (Gen)AI Path

Partner & Collaborator

All Industries

*AI research and products that put safety at the frontier*

Anthropic is an AI safety and research company based in San Francisco. Our interdisciplinary team has deep experience across machine learning, physics, policy, and product. Together, we create reliable, interpretable, and steerable AI systems. Anthropic's flagship product is Claude, an AI assistant focused on being helpful, harmless, and honest. Learn more about Anthropic at [anthropic.com](https://anthropic.com).

**Booth contact:** Matt Kropp

## OP02 | Amazon / AWS

● (Gen)AI Path

Partner & Collaborator

All Industries

*AMAZON + BCG: Unlocking potential. Reshaping industries.*

Multi facet partnership (telecommunications, insurance, automotive) focusing on verticalized cloud-based Gen AI offerings to address significant client problems and create exponential value for customers. Together we bring a wealth of experience and deep expertise in tech innovation, paving the way for transformation.

**Booth contact:** Stephen Robnett

## OP03 | Supply Chain AI

● (Gen)AI Path

Industrial Goods

Consumer Products & Retail

Energy

Health Care

Public Sector

*Elevate your Supply Chain performance with AI*

Learn how digital and AI can unlock tangible value across supply chain decisions, from planning to execution, with accelerated results from BCG's unique capabilities and digital assets. This experience will showcase demos of real-world applications and hands-on experience of how (Gen)AI is already reinventing critical supply chain processes, and what the potential is going forward.

**Booth contact:** Dustin Burke



## OP04 | Service & Support Operations

• (Gen)AI Path

All industries

*Unleash the full potential of service & support teams with AI*

Digital & AI at work to boost efficiency, speed & customer outcomes in (field) service & support operations. Three avant-garde tools mark the next level of E2E process discovery and performance improvement:

- E2Epro AI (BCG x Celonis) - process x-ray scan & rapid improvement
- FieldSOx - field force dispatch & routing optimization
- Technician Copilot - GenAI technician support

Must-know offerings for organizations concerned with cost advantage, digitization/AI, and superior customer experience.

**Booth contact:** Shashank Modi

## OP05 | Manufacturing - Data, Digital & AI

• (Gen)AI Path

Industrial Goods

Consumer Products & Retail

Health Care

Travel, Cities, and Infrastructure

*Transform manufacturing with digitally enhanced, AI-powered solutions*

See the future of manufacturing where we showcase MFG AI. MFG AI is BCG's suite of capabilities that help manufacturers reduce cost and increase productivity through digital tools on the shop floor. Dive into our comprehensive approach that leverages data, digital advancements, and AI to revolutionize manufacturing. Discover the latest breakthroughs from our collaborator, Honeywell, who will show how to accelerate asset reliability by improving performance uptime with end-to-end asset performance management.

**Booth contacts:** John Knapp, Andy Lin

## OP06 | PTC

• (Gen)AI Path

Partner & Collaborator

Industrial Goods

Consumer Products & Retail

Energy

Travel, Cities, and Infrastructure

*Companies that Make Products the World Relies on, Rely on PTC*

PTC is a global software company that enables industrial and manufacturing companies to digitally transform how they engineer, manufacture, and service the physical products that the world relies on. Our portfolio of software solutions manages data throughout a product's lifecycle – driving excellence in engineering and design, efficiency in manufacturing and supply chain, and optimization in operations and service.

**Booth contact:** Tilman Buchner



## OP07 | Manufacturing - Robotics & Automation

*Discover the transformative role of the industrial metaverse*

Major break throughs in new enabling technologies unlock unutilized productivity improvements and cost saving potentials of up to 25%, reaching from product / factory design over factory automation to operations. Join us to learn how your company can benefit from enhancements in GenAI, Software Defined Automation, Simulation and Synthetic Data Generation along the factory lifecycle.

• (Gen)AI Path

Industrial Goods

Consumer Products & Retail

Health Care

Travel, Cities, and Infrastructure

**Booth contacts:** Tilman Buchner, Daniel Kuepper

## OP08 | Palantir

*Activate Full-spectrum AI to Power Your Enterprise Operations and Decisions*

With a multitude of AI solutions on the market, it can be difficult to identify how AI can be leveraged effectively in the context of your enterprise. Palantir's Artificial Intelligence Platform (AIP) powers AI-assisted decision making — from war zones to factory floors, bringing full spectrum AI to life across a wide range of enterprises.

Attend an AIP Bootcamp to move past demos, get hands-on-keyboard, push to production, and go from zero to use case in a matter of days.

• (Gen)AI Path

Partner & Collaborator

Industrial Goods

Tech, Media, and Telecom

Health Care

Financial Institutions

Insurance

Travel, Cities, and Infrastructure

**Booth contact:** Sesh Iyer

## OP09 | R&D: Better, Faster, Cheaper

*Revolutionizing Research & Development through the power of (Gen)AI*

AI, ML and GenAI are beginning to impact R&D in many industries. Come explore how companies are using our AI tools like Development.AI and Drug.AI to expand what's possible in biopharma and attract more investments in a rapidly growing space.

• (Gen)AI Path

Health Care

**Booth contacts:** Chris Meier, Catherine Rivet



## OP10 | Procurement

*Master procurement cost excellence with (Gen)AI*

Join our Procurement booth, where we will reveal the secrets of how industry leaders master procurement cost excellence and what they do differently to unlock maximum value and efficiency. We'll present practical and proven (Gen)AI solutions that have transformed procurement processes, showcasing how (Gen)AI can help achieve higher savings, accelerate operations and free up buyers' capacity. Explore actionable tools and strategies to advance procurement value delivery.

• (Gen)AI Path

Industrial Goods

Consumer Products & Retail

Energy

Tech, Media, and Telecom

Health Care

Public Sector

**Booth contacts:** Daniel Weise, Nino Mori, Wolfgang Schnellbacher

## OP11 | Virtual Twins

*Harness the power of Dassault & BCG to speed up product innovation*

Dassault Systems and BCG are working together to reshape the new product innovation process. Our collaboration aims to drastically reduce time to market through the combined power of BCG's strategic transformation, ability to help customers to size effort, and deliver on the value case and DS' scientifically backed, augmented virtual twin end-to-end platform.

Industrial Goods

Energy

Health Care

Public Sector

**Booth contacts:** Vanessa Lyon, Mikael Le Mouellic

## OP12 | Kinaxis

*Powering the world's supply chains*

Kinaxis is a global leader in supply chain management. We serve supply chains and the people who manage them in service of humanity. We're trusted by renowned global brands to provide the agility and predictability needed to navigate today's disruption. We combine our concurrency technique with a human-centered approach to AI to empower businesses to orchestrate their end-to-end supply chain network, from multi-year strategic planning through down-to-the-second execution and last mile delivery.

• (Gen)AI Path

Partner & Collaborator

Industrial Goods

Consumer Products & Retail

Energy

Tech, Media, and Telecom

Health Care

Public Sector

**Booth contact:** Dustin Burke



## OP13 | Altana

*Altana.ai has Created a Shared Source of Truth for Global Supply Chain Risk*

The Altana Atlas is the world's only dynamic, intelligent map of the global supply chain. We apply proprietary AI and ML models to billions of data points to enable customers to see their supply chains all the way to the soil, surface relevant sanction alerts & compliance recommendations, and collaborate simultaneously with internal & external stakeholders. By utilizing the Atlas, enterprises, governments, & LSPs all contribute to a globalization that is more resilient, secure, and sustainable.

• (Gen)AI Path

Startup

Industrial Goods

Consumer Products & Retail

Energy

Public Sector

**Booth contact:** Kristen Daniels \_ [kristen@altana.ai](mailto:kristen@altana.ai)

## OP14 | Sievo Procurement Analytics

*Cleanse & enrich procurement data to deliver actionable insights using AI*

Sievo automates procurement data cleansing, enrichment and analytics, solving the “dirty data” challenge delivering actionable insights, forecasting, and ESG analytics.

Trusted by industry leaders like BCG, Diageo, Total Energies and Apax Partners, Sievo manages \$1+ trillion annually. As BCG's premier partner for Spend, CO2, and ESG cubes, Sievo delivers quick-cubes in ~4 days and expert cubes in 2-6 weeks.

Recognized as #1 in Analytics, NPS, TCO, Innovation, GenAI, and Value by SpendMatters.

• (Gen)AI Path

Startup

Industrial Goods

Consumer Products & Retail

Public Sector

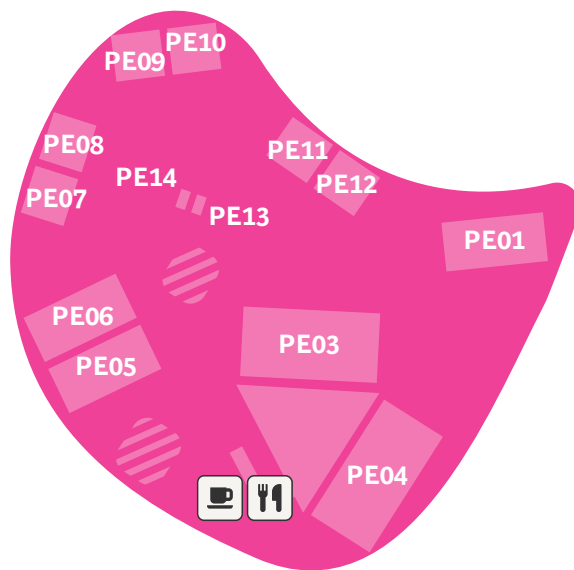
**Booth contact:** Sammeli Sammalkorpi \_ [Sammeli.Sammalkorpi@sievo.com](mailto:Sammeli.Sammalkorpi@sievo.com)



# Strategy, People and Organization

*Reshape Organizations for the Future*

Visualize the future of business strategy and structure in a digital era. Find pioneering solutions transforming companies, delve into advanced AI applications altering workforce trends, and interact with experts leading business innovation.



- PE01 • Microsoft**  
*Transforming the future of business with generative AI*
- PE03 • Build for the Future with (Gen)AI**  
*Accelerate your (Gen)AI readiness, drive value, outperform competition*
- PE04 • Cost Excellence**  
*Accelerate toward a Leaner, Faster, and Stronger organization*

**PE05 • Agile & Platform Operating Model**  
*Revolutionize your operating model to win with AI*

**PE06 • Talent & Skills**  
*Costs down, skills up: the unbeatable formula*

**PE07 • BCG U**  
*Transformative upskilling at scale*

**PE08 • People Analytics & Insights**  
*AI-powered people & org insights and innovation*

**PE09 • Workday**  
*A leading enterprise platform for finance and HR*

**PE10 • Behavioral Science**  
*Make change that sticks*

**PE11 • Geopolitics & Business**  
*Capture growth amidst geopolitical uncertainty*

**PE12 • Strategy of the Future**  
*Strategically seize the future today with technology & human creativity*

**PE13 • TechWolf**  
*Enable real business outcomes with skill data. Finally.*

**PE14 • Eightfold AI**  
*Talent Intelligence Platform*

**(Gen)AI Path**

**Espresso Bar**

**Partner & Collaborator**


**Food & Beverage**

**Startup**

Click on each booth in the list to explore more



## PE01 | Microsoft

 (Gen)AI Path

Partner &amp; Collaborator

All industries

*Transforming the future of business with generative AI*


The Microsoft and BCG alliance combines the transformative power of Microsoft AI solutions with leading BCG AI transformation, value creation, and build capabilities. Through this collaboration, we are uniquely positioned to enable clients to efficiently scale and embrace how businesses operate and people work using generative AI. With deep industry expertise, leading AI and cloud solutions, and unparalleled enterprise relationships, we unlock value and transform businesses, together.

Meet with Microsoft and BCG at BCG Edge and discover how together we:

- Enable GenAI to transform everyday tasks and productivity.
- Reshape critical functions and workflows with AI.
- Invent AI-powered business models and customer experiences.

**Booth contact:** Maria Barisano

## PE03 | Build for the Future with (Gen)AI

 (Gen)AI Path

All industries

*Accelerate your (Gen)AI readiness, drive value, outperform competition*

Are you part of the leading 6% of companies excelling in growth and financial returns? These companies are built for the future - they leverage digital, tech, and AI for immediate and enduring impact while building capabilities to sustain their advantage. Unsure where to begin? Swing by our booth to learn more about our diagnostics for benchmarking digital and (Gen)AI capabilities, how you stack up in the journey vs. your competition, and where you need to double down to become future-ready.

**Booth contact:** Amanda Luther

## PE04 | Cost Excellence

All industries

*Accelerate toward a Leaner, Faster, and Stronger organization*

CEOs across the globe unanimously agree that reducing costs is their highest priority this year. Learn how to unleash earnings by taking a holistic approach to cost management.

**Booth contacts:** Paul Goydan, Kevin Kelley



## PE05 | Agile & Platform Operating Model

[\(Gen\)AI Path](#)[All industries](#)

*Revolutionize your operating model to win with AI*

Step into the future with our interactive booth! Explore the cutting-edge of AI enabled by Agile & Platform Operating Model for large-scale transformation. Get hands-on with our resolution room feat. interactive demos that bring governance & measurement to life. Dive into the world of Objectives & Key Results (OKRs) with our GPT-powered tools. Learn from BOSCH's transformation triumph to see how you can revolutionize your op model. Your journey to speed & efficiency at scale starts here!

**Booth contacts:** Jaap Backx, Nico Hunke

## PE06 | Talent & Skills

[\(Gen\)AI Path](#)[All industries](#)

*Costs down, skills up: the unbeatable formula*

Talent development and retention is #1 priority investment area for 75% of C-suite leaders as a cornerstone for growth. Our BCG's AI-enhanced Talent & Skills approach helps you to transition to a skills-based organization, secure the right talent for future transformations, address critical talent gaps and reduce costs! Discover TalentBuilder by BCG, our new E2E talent platform and explore our latest approaches to tackle your Tech and Digital talent needs.

**Booth contact:** Vinciane Beauchene

## PE07 | BCG U

[All industries](#)

*Transformative upskilling at scale*

Upskilling is a top priority for leaders, but existing solutions are not up to the task. That's why we created BCG U, to mobilize workforces with the skillsets they need to keep up with the modern business world. Stop by our booth to discover how our customized solutions drive business results and together we'll strategize how to transform your organization through upskilling.

**Booth contact:** Charles Westrin



## PE08 | People Analytics & Insights

*AI-powered people & org insights and innovation*

● (Gen)AI Path

All industries

(Gen)AI and Digital Technology are changing the way we work. Our AI analytics help identify where the real business value lies, which use cases to apply, and their impact on skill requirements. Understanding and measuring employee sentiment, as well as encouraging adoption, are key to navigating the (Gen) AI transformation journey. Learn how our tools can support and propel this change, offering strategic benefits and preparing your workforce for the future.

**Booth contact:** Frank Breitling

## PE09 | Workday

*A leading enterprise platform for finance and HR*

Partner & Collaborator

All industries

Workday is a leading enterprise platform that helps organizations manage their most important assets – their people and money. The Workday platform is built with AI at the core to help customers elevate people, supercharge work, and move their business forever forward. Workday is used by more than 10,000 organizations around the world and across industries – from medium-sized businesses to more than 50% of the Fortune 500. For more information about Workday, visit [workday.com](https://workday.com).

**Booth contact:** Suzanne Skipper

## PE10 | Behavioral Science

*Make change that sticks*

All industries

Explore the dynamic world of change management and behavioral science and learn how to lead your organization through transformation for strong and sustainable change. Experiment with our latest tools, including the Change Energy Assessment, AI-enabled employee listening at scale, and a cutting-edge enterprise GPT for transformations.

**Booth contacts:** Kristy Ellmer, Julia Dhar



## PE11 | **Geopolitics & Business**

All Industries

*Capture growth amidst geopolitical uncertainty*

From car manufacturers to tech companies to confectioners, geopolitical tensions are redefining business environments. Leaders are seeking to find their footing in an increasingly uncertain world and build the geopolitical muscle needed to navigate it. Visit our booth to get a taste of the geopolitics of chocolate while engaging with experts from BCG's Center for Geopolitics on the strategies and no-regret moves leaders need to future-proof their business for a multipolar world.

**Booth contacts:** Marc Gilbert, Nikolaus Lang, Kasey Maggard

## PE12 | **Strategy of the Future**

All industries

*Strategically seize the future today with technology & human creativity*

The future is already here.

To win the future of the future, a good strategy is crucial. Strategy is now a capability that enables you to navigate global shifts, anticipate shocks, and seize advantage.

This starts with a shift in HOW you think.

Enter the BCG Brain with us, where you'll discover why a balance of the left/right brains (or, art AND science) is vital to winning. Test our new AI Market Sensing Dashboard and join exclusive programming to inspire you for the strategic challenges ahead.

**Booth contact:** Ketil Gjerstad

## PE13 | **TechWolf**

(Gen)AI Path

Startup

All Industries

*Enable real business outcomes with skill data. Finally.*

TechWolf infers skill data from key business systems, making it less generic and actually usable.

That skills data is then structured into a company-specific skill framework and individual employee skill profiles.

Finally, TechWolf connects and synchronizes the skill data to where the business can use it.

**Booth contact:** Samy Ben Saïd \_ samy@techwolf.ai

## PE14 | **Eightfold AI**

### *Talent Intelligence Platform*

● (Gen)AI Path

Startup

All Industries

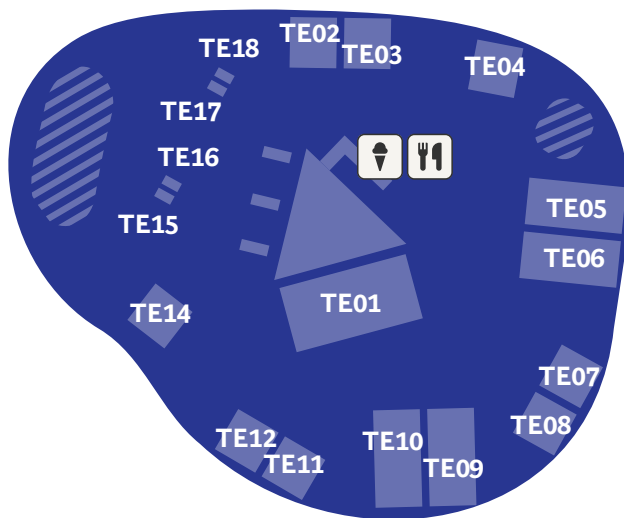
Eightfold AI's market-leading Talent Intelligence Platform™ helps organizations retain top performers, upskill and reskill their workforce, recruit talent efficiently, and reach diversity goals. Eightfold's patented deep learning artificial intelligence platform is available in more than 155 countries, across 24 languages, and 20+ verticals, enabling cutting-edge enterprises to transform their talent into a competitive advantage. For more information, visit [www.eightfold.ai](http://www.eightfold.ai)

**Booth contacts:** Kaycee Bentley \_ [kbentley@eightfold.ai](mailto:kbentley@eightfold.ai)

# Technology

*Reinvent your Tech Function  
to Accelerate Growth*

Drive profitable growth by redefining your company-customer relationship. Learn how we are scaling personalized insights, offers, and interactions, underpinned by advanced technology and AI capabilities.



**TE01 Spatial Computing & Immersion**  
*Enrich your XR technology with Immersive Computing & (Gen)AI*

**TE02 • MIT CSAIL**  
*Fostering the AI ecosystem at MIT, highlighting three member companies: Nectry, Preamble, & Salieri AI*

**TE03 GeoAnalytics**  
*Accelerate your business performance with location-based analytics*

**TE04 NextGen ERP**  
*Accelerate NextGen ERP Value*

**TE05 • SAP**  
*SAP Business AI: Revolutionary technology. Real-world results.*

**TE06 • OpenAI**  
*The Next Era in AI Products and Solutions*

**TE07 • Cyber & Digital Risk**  
*Ensure your readiness for the continuously evolving cyber risk landscape*

**TE08 Apple**

**TE09 • Google**  
*Welcome to the new way to cloud*

**TE10 • IBM**  
*Scale the impact of generative AI with trusted data and governance*

**TE11 The Quantum Revolution**  
*Create business value with Quantum Technologies*

**TE12 • Data, Digital Platforms & Cloud**  
*Revolutionize your digital platforms, data, cloud and GenAI capabilities*

**TE14 • Articul8 AI**  
*Vertically Integrated Full-Stack Generative AI Enterprise Software Platform*

**TE15 • Scale AI**  
*Build, test, and optimize Generative AI applications leveraging your data*

**TE16 PAUL Tech AG**  
*PAUL delivers up to 30% heating/cooling energy savings with no CAPEX*

**TE17 DuploCloud**  
*DevOps on Autopilot*

**TE18 Cleo Robotics**  
*Next Generation Drones for Data Capture in Challenging Environments*

• (Gen)AI Path

🍦 Gelato Bar

P Partner & Collaborator

🍴 Food & Beverage

S Startup

Click on each booth in the list to explore more





## TE01 | Spatial Computing & Immersion

All Industries

*Enrich your XR technology with Immersive Computing & (Gen)AI*

AI, IoT, Digital twins, and GenAI deliver content off-screen and into the world exactly when and where it is needed! Experience BCG built demos on the Apple Vision Pro, Magic Leap and Meta Quest, as well as the power of Spatial Digital Twins. Walk away understanding spatial computing opportunities, market trends, use cases, BCG offerings, and how to bring this to life in your organization.

**Booth contacts:** Dutch MacDonald, Tibor Merey, Kristi Woolsey

## TE02 | Nectry (MIT CSAIL)

 (Gen)AI Path

Startup

All Industries

*Revolutionize Enterprise Solutions: AI-Powered, Rapid Development*

Nectry, an MIT startup, is a next-gen no-code application development platform. It enables organizations to rapidly build enterprise software (10 X faster) while guaranteeing the application is efficient, reliable and scalable and meets the highest standards in security and compliance. With an AI-powered interface, users can effortlessly design custom applications: a conversational bot translates simple English into configurations of Nectry's functional components.

**Booth contact:** Marco Farsheed \_ mfarsheed@nectry.com

## TE02 | Preamble (MIT CSAIL)

 (Gen)AI Path

Startup

All Industries

*Control Your AI Risk*

Preamble simplifies how enterprises control AI risk and ensure trust in their AI systems. Its no-code platform enables customizable AI guardrails to empower businesses to unlock AI's full potential. With a mission to provide trustworthy guardrails for generative AI systems, Preamble is committed to shaping the future of AI safety. Headquartered in Pittsburgh, Pennsylvania, and operating globally, Preamble is a veteran-led business.

**Booth contact:** Jeremy McHugh \_ jeremy@preamble.com



## TE02 | **Salieri AI (MIT CSAIL)**

*Efficient and Trustworthy Automation for AI Application Building*

● (Gen)AI Path

Startup

All Industries

Explore the power of small models, knowledge grounding, and first-principle computation with Salieri AI. Our multi-agent cooperation system offers:

- **Autonomous AI App Building:** Experience our BCG Expo Copilot built by AI in minutes, showcasing seamless integration of structured and unstructured data.
- **Resource-Efficient Query Handling:** Learn how we handle 10,000 user queries with just 100 LLM calls.

Visit our booth to discover how we're revolutionizing AI with efficiency and trustworthiness.

**Booth contact:** Hongyin Luo \_ hongyin@salieri.ai

## TE03 | **GeoAnalytics**

*Accelerate your business performance with location-based analytics*

All Industries

95% of executives surveyed stated that “mapping and geospatial data are important to achieving business results” per recent BCG/Google study. Location Intelligence is predicted to be a \$70B industry by 2032, and BCG X GeoAnalytics, in addition to our new Center for Earth Intelligence, is positioned to accelerate your business growth with these capabilities. Come experience interactive maps/apps showcasing solutions, projects, new technologies, and GenAI applications.

**Booth contacts:** David Potere

## TE04 | **NextGen ERP**

*Accelerate NextGen ERP Value*

All Industries

Learn how BCG can partner with you to get the most value out of your NextGen ERP transformation. Participate in an exciting game and discover our value-driven approach designed to help you avoid unnecessary cost, delays, and high failure rates. Engage with our experts across different regions, who will share first-hand stories on organizations achieving value with NextGen ERP transformations.

**Booth contacts:** Daniel Schlecht, Ted Kubit, Loic Mesnage

## TE05 | SAP

[\(Gen\)AI Path](#)[Partner & Collaborator](#)[All Industries](#)

*SAP Business AI: Revolutionary technology. Real-world results.*

Tailored to your unique data landscape and industry nuances, SAP Business AI enables smarter decisions and efficiencies at scale:

- AI delivered in the context of your business processes
- AI trained on the industry's broadest business datasets
- AI built on leading ethics and data privacy standards

SAP provides AI capabilities embedded in our applications, empowering your business processes. Together with BCG, we can revolutionize your business for today, and tomorrow.

**Booth contact:** Ted Kubit

## TE06 | OpenAI

[\(Gen\)AI Path](#)[Partner & Collaborator](#)[All Industries](#)

*The Next Era in AI Products and Solutions*

AI has moved from experiments and pilots to real-world use cases and applications. The best organizations have built an internal structure for adopting and deploying AI, and they're moving fast. We'll share examples of how to infuse AI into your product stack and build AI solutions - like customer service, knowledge management, and recommendation engines - that compound in value.

**Booth contacts:** Dan Sack

## TE07 | Cyber & Digital Risk

[\(Gen\)AI Path](#)[All Industries](#)

*Ensure your readiness for the continuously evolving cyber risk landscape*

Prepare your business for the ever-changing threat landscape through our new partnership with Mandiant. BCG has deep experience partnering with top-level executives to understand business risks like cybersecurity. Mandiant brings specialized capabilities in incident response and threat intelligence. Together, we can better prepare organizations across all industries to prepare and respond to cyber risks.

**Booth contacts:** Colin Troha, Tad Roselund

## TE08 | Apple

Partner &amp; Collaborator

All Industries

Apple makes business better. Apple is a powerful and flexible platform for business — from the office to the factory to the field. Hardware, software, and services all work together to help employees find simple solutions using products they love. Join our enterprise and industry executives for a look into the future of work, spatial computing and large-scale industry transformation.

**Booth contact:** Kristi Woolsey

## TE09 | Google

(Gen)AI Path

Partner &amp; Collaborator

All Industries

*Welcome to the new way to cloud*

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, and AI-powered applications, to help organizations transform. Customers in over 200 countries and territories turn to Google Cloud as their trusted technology partner.

**Booth contacts:** Val Elbert

## TE10 | IBM

(Gen)AI Path

Partner &amp; Collaborator

*Scale the impact of generative AI with trusted data and governance*

IBM and Red Hat offer comprehensive data and AI platforms, helping companies quickly scale and accelerate the impact of AI with trusted data, wherever it resides. 90% of the Fortune 500 have adopted Red Hat's leading enterprise open-source software. Let IBM and Red Hat show you how our breakthrough innovations can: address 70%+ of your call center volume, drive a 30% increase in developer productivity with code assist, and enable AI/ML operational consistency scaled to over 100s of active users.

Consumer Products &amp; Retail

Tech, Media, and Telecom

Financial Institutions

Insurance

Travel, Cities, and Infrastructure

**Booth contact:** Vikas Taneja



## TE11 | The Quantum Revolution

*Create business value with Quantum Technologies*

Quantum technologies can unlock \$450-850B by 2040. In most industries, early adopters will catch 90% of the value created. Explore the use-cases of Quantum Technologies and how and when this technology will create major impacts across multiple industries. Experience, in real-time, the look and feel of a Quantum Computer from global technology innovator IBM, alongside videos of the computer and its innerworkings, and takeaway how you and your business can get ahead.

Consumer Products & Retail

Tech, Media, and Telecom

Financial Institutions

Insurance

Travel, Cities, and Infrastructure

**Booth contacts:** Jean-Francois Bobier, Matt Langione

## TE12 | Data, Digital Platforms & Cloud

*Revolutionize your digital platforms, data, cloud and GenAI capabilities*

The gap between digitally stagnating companies and leaders that leverage the latest technologies such as (Gen)AI, is widening faster than ever. Learn about BCG's latest proven methodologies to rapidly transform your company's tech stack, liberate data, and harness Cloud and (Gen)AI capabilities to stay competitive through complete end-to-end business driven tech transformation.

● (Gen)AI Path

All Industries

**Booth contacts:** Marc Schuurin, Filippo Scognamiglio

## TE14 | Articul8 AI

*Vertically Integrated Full-Stack Generative AI Enterprise Software Platform*

Articul8's full-stack, vertically-optimized, Generative AI (GenAI) software platform enables companies to build, deploy and manage enterprise-grade, secure GenAI applications rapidly and cost-effectively. Articul8's turn-key, self-contained GenAI software is infrastructure and hardware-agnostic, can be deployed within the customer's security perimeter, and delivers lasting business value by transforming customer data into actionable insights. For more information, please visit [www.articul8.ai](http://www.articul8.ai).

● (Gen)AI Path

Partner & Collaborator

All Industries

**Booth contact:** Suchi Srinivasan

## TE15 | Scale AI

(Gen)AI Path

Partner & Collaborator

*Build, test, and optimize Generative AI applications leveraging your data*

All Industries

Learn why Scale GenAI Platform is the platform to build optimized Generative AI applications and accelerate your time to production. Test models, implement advanced RAG pipelines, and fine-tune to optimize performance. Learn how you can quickly build custom copilots to increase employee productivity, customer support chatbots to improve customer satisfaction, and data analysis apps that use natural language to extract insights using Scale's state-of-the-art Text2SQL technology.

**Booth contact:** Daniel Martines

## TE16 | PAUL Tech AG

*PAUL delivers up to 30% heating/cooling energy savings with no CAPEX*

As a green technology firm, we aim to address a major challenge for real estate: reducing energy usage and CO<sub>2</sub> emissions while maintaining profitability. Our unique solutions highlight a challenge in every building: the heating and cooling system. By optimizing this critical infrastructure, we not only drive significant increases in energy efficiency, but also provide real benefits that organizations value. Our technology directly boost property value and making sustainability a win-win for all.

Startup

Industrial Goods

Energy

Public Sector

Travel, Cities, and Infrastructure

**Booth contact:** Sascha Müller \_ sascha.mueller@paul.tech

## TE17 | DuploCloud

*DevOps on Autopilot*

Leading a growing SaaS startup means facing tough challenges in setting up cloud infrastructure while ensuring security and compliance—often with limited resources or expertise. DuploCloud is your game-changer, offering a no-code/low-code automation platform, combined with subject-matter experts, that transforms this complex process into a swift, cost-effective, and hassle-free experience. With DuploCloud, you get a unique blend of developer self-service, security and affordability.

Startup

All Industries

**Booth contact:** Aaron Blackmon \_ aaron@duploccloud.net

## TE18 | **Cleo Robotics**

*Next Generation Drones for Data Capture in Challenging Environments*

Cleo Robotics Specializes in unconventional drones inspired by science fiction and engineered for safe operation in confined spaces and around people for industrial inspections and defense applications. Working with dozens of the largest companies around the globe, Cleo is helping its customers automate some of the most dangerous and repetitive tasks.

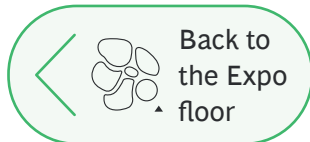
[Startup](#)[Industrial Goods](#)[Energy](#)[Public Sector](#)

**Booth contact:** Omar Eleryan \_ [omar@cleorobotics.com](mailto:omar@cleorobotics.com)



# (Gen)AI Path

Explore the latest commercial applications of (Gen)AI



Click on each booth in the list to explore more

## Customer Engagement

- CX01** ● Customer Insight & Innovation
- CX02** ● Strategic Pricing
- CX03** ● Customer Experience & Service
- CX04** ● Salesforce
- CX05** ● NextGen Sales
- CX06** ● Personalization
- CX07** ● Adobe
- CX08** ● AlgoVerde
- CX09** ● Writer

## Future of Sustainability

- CS05** ● CO2 AI

## Technology

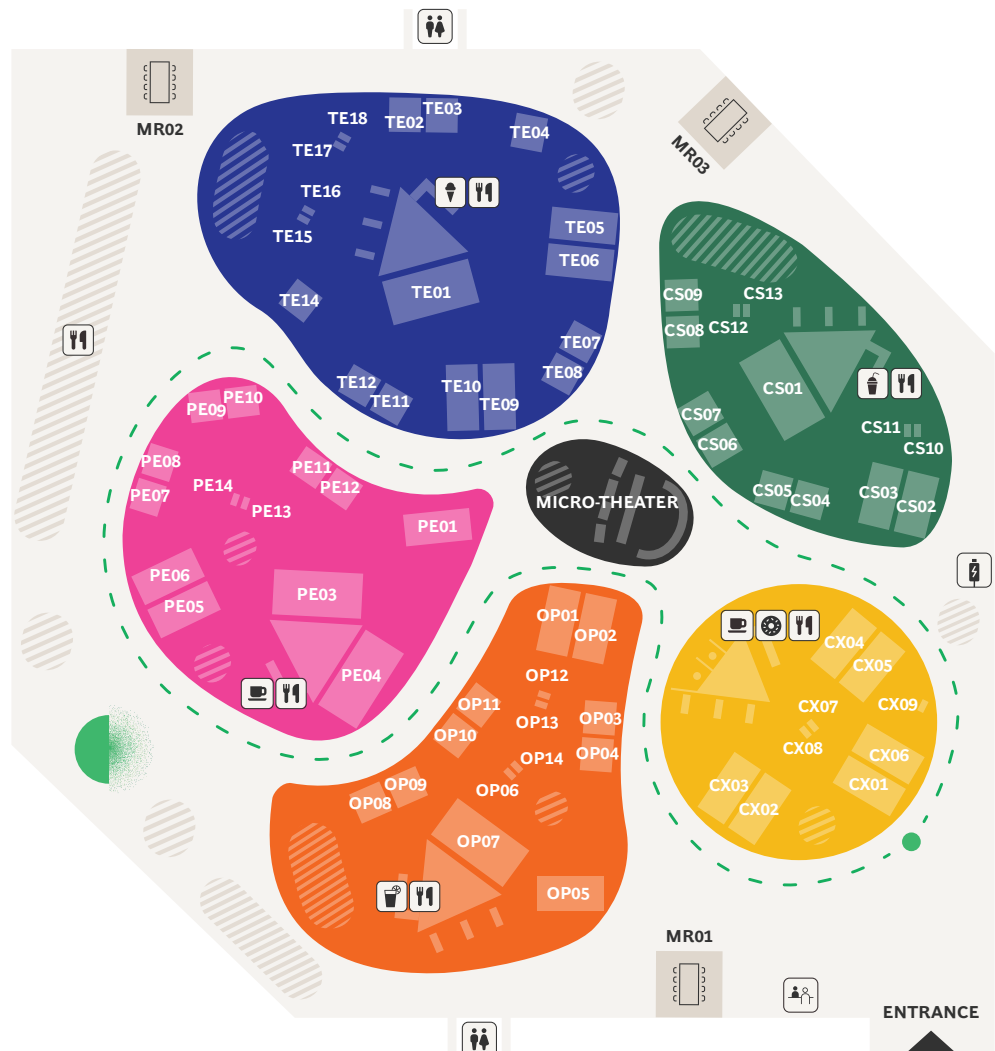
- TE02** ● MIT CSAIL (Nectry, Preamble, Salieri AI)
- TE05** ● SAP
- TE06** ● OpenAI
- TE07** ● Cyber & Digital Risk
- TE09** ● Google
- TE10** ● IBM
- TE12** ● Data, Digital Platforms & Cloud
- TE14** ● Articul8 AI
- TE15** ● Scale AI

## Strategy, People and Organization

- PE01** ● Microsoft
- PE03** ● Build for the Future with (Gen)AI
- PE05** ● Agile & Platform Operating Model
- PE06** ● Talent & Skills
- PE08** ● People Analytics & Insights
- PE13** ● TechWolf
- PE14** ● Eightfold AI

## Operations

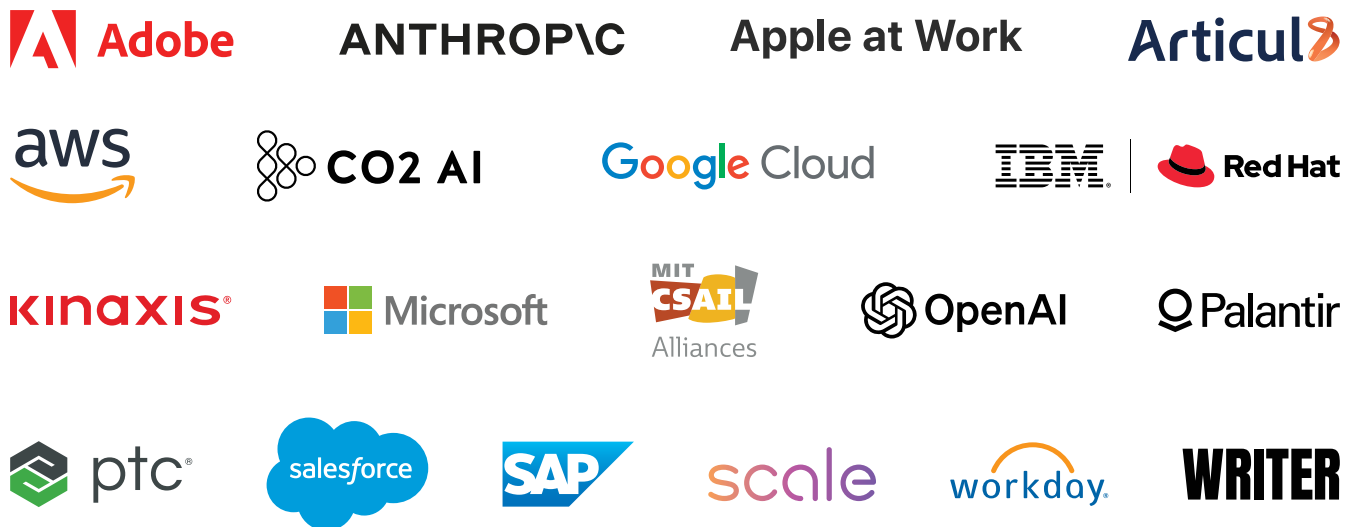
- OP01** ● Anthropic
- OP02** ● Amazon/AWS
- OP03** ● Supply Chain AI
- OP04** ● Service & Support Operations
- OP05** ● Manufacturing - Data, Digital & AI
- OP06** ● PTC
- OP07** ● Manufacturing - Robotics & Automation
- OP08** ● Palantir
- OP09** ● R&D: Better, Faster, Cheaper
- OP10** ● Procurement
- OP12** ● Kinaxis
- OP13** ● Altana
- OP14** ● Sievo Procurement Analytics



# Strategic Tech Partners, Collaborators, and Startups

## *Partners & Collaborators*

Experience the joint impact we create through partnerships and collaborations

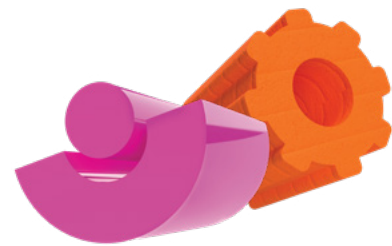


## *Startups*

Explore innovative solutions across key themes



# Industry Navigation



Explore the below booths to start your industry-specific journey

## Consumer

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| <b>CX02</b> ● Strategic Pricing                 | <b>PE04</b> Cost Excellence               |
| <b>CX05</b> ● NextGen Sales                     | <b>PE08</b> ● People Analytics & Insights |
| <b>CX06</b> ● Personalization                   | <b>PE10</b> Behavioral Science            |
| <b>CS09</b> Sustainable Food & Nature Solutions | <b>OP03</b> ● Supply Chain AI             |
| <b>TE04</b> NextGen ERP                         | <b>OP10</b> ● Procurement                 |

## Health Care

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| <b>CX05</b> ● NextGen Sales                 | <b>OP07</b> ● Manufacturing - Robotics & Automation |
| <b>CX06</b> ● Personalization               | <b>OP08</b> ● Palantir                              |
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## Energy

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| <b>CX02</b> ● Strategic Pricing                   | <b>TE03</b> GeoAnalytics           |
| <b>CS01</b> Green Business Build & Scale          | <b>PE11</b> Geopolitics & Business |
| <b>CS03</b> Decarb Solutions                      | <b>OP01</b> ● Anthropic            |
| <b>CS06</b> Climate Risk, Adaptation & Resilience | <b>OP10</b> ● Procurement          |

## Insurance

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| <b>CS08</b> Policy & Regulation                   | <b>OP01</b> ● Anthropic                        |
|   | <b>OP02</b> ● Amazon/AWS                       |

## Financial Institutions

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| <b>CX06</b> ● Personalization                     | <b>PE03</b> ● Build for the Future with (Gen)AI |
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| <b>CS07</b> Sustainable Finance & Investing       | <b>PE10</b> Behavioral Science                  |
| <b>CS09</b> Sustainable Food & Nature Solutions   | <b>OP08</b> ● Palantir                          |

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| <b>TE09</b> ● Google                          |  |
| <b>TE12</b> ● Data, Digital Platforms & Cloud |  |

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| <b>CS04</b> Circular Economy                     | <b>OP03</b> ● Supply Chain AI                       |
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| <b>TE04</b> NextGen ERP                          | <b>OP07</b> ● Manufacturing - Robotics & Automation |
| <b>PE03</b> ● Build for the Future               | <b>OP10</b> ● Procurement                           |

## Public Sector

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| <b>CS05</b> ● CO2 AI                        | <b>PE10</b> Behavioral Science            |
| <b>CS08</b> Policy & Regulation             | <b>PE11</b> Geopolitics & Business        |
| <b>TE07</b> ● Cyber & Digital Risk          | <b>OP03</b> ● Supply Chain AI             |
| <b>PE06</b> ● Talent & Skills               | <b>OP10</b> ● Procurement                 |

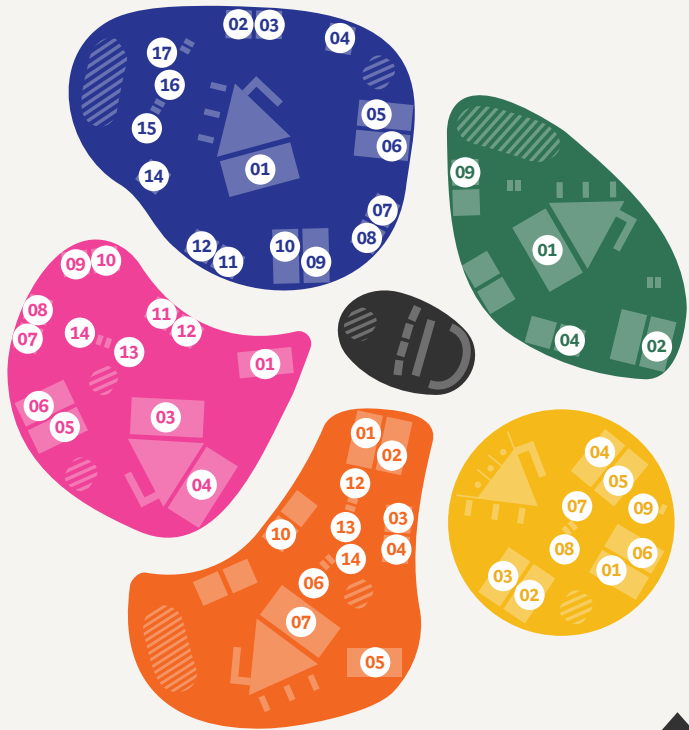
## Travel, Cities & Infrastructure

[Explore more... >](#)

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All related booths

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- 08 CX08 AlgoVerde
- 09 CX09 Writer

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- 01 CS01 Green Business Build & Scale
- 02 CS02 Demand-Driven Sustainable Innovation
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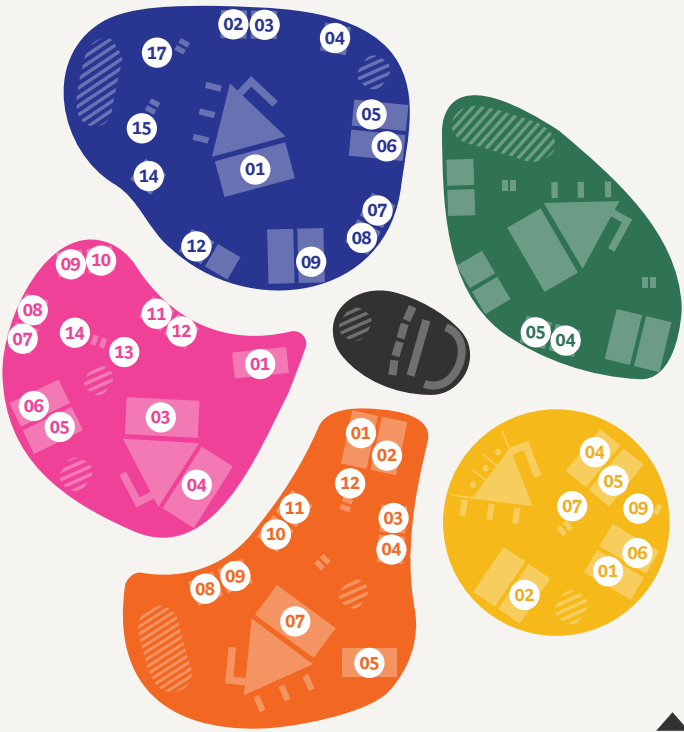
- 09 PE09 Workday
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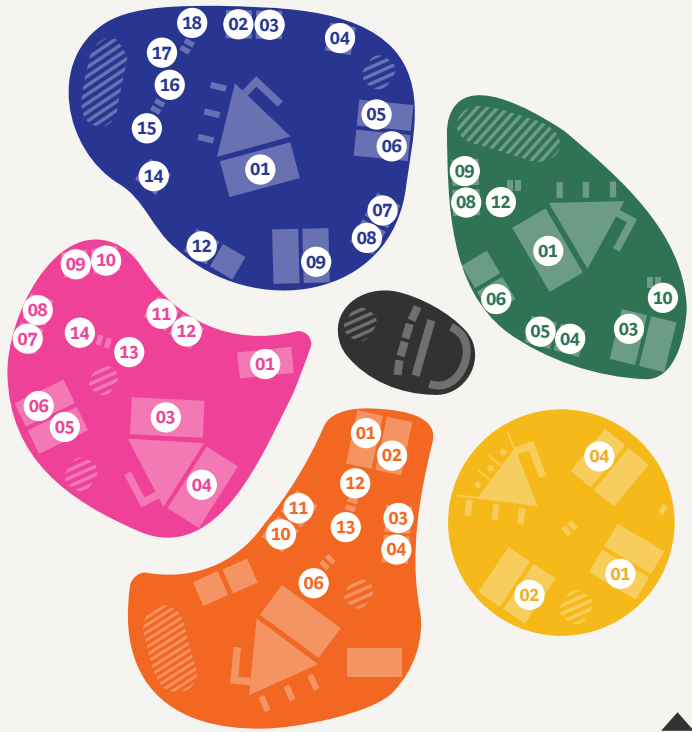
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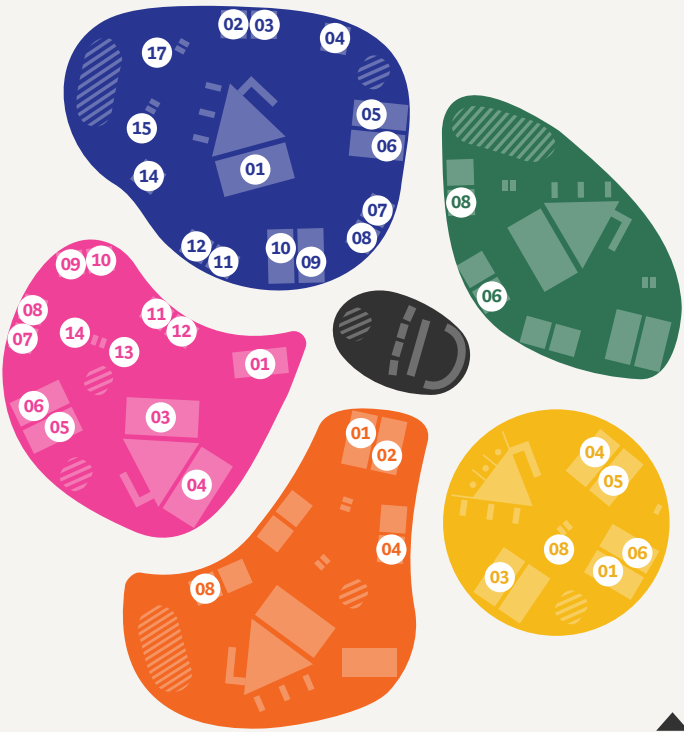
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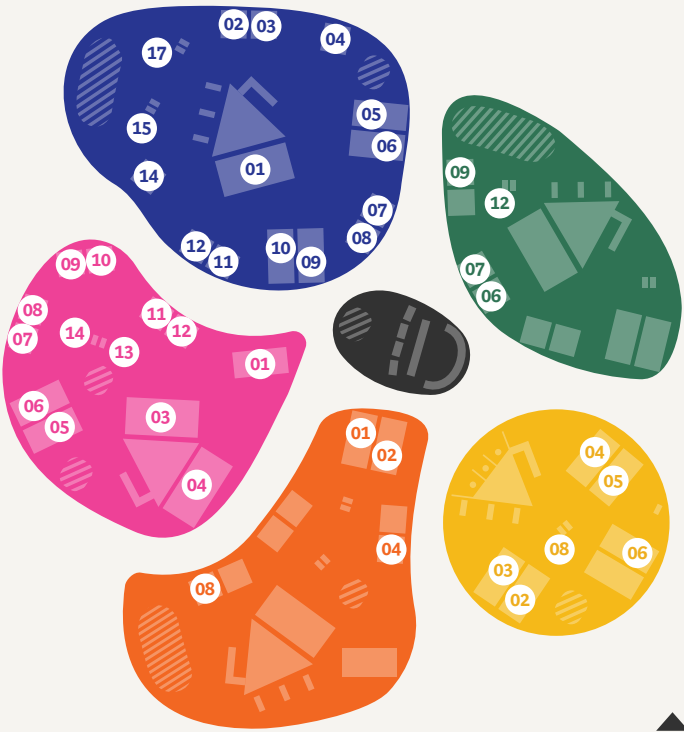
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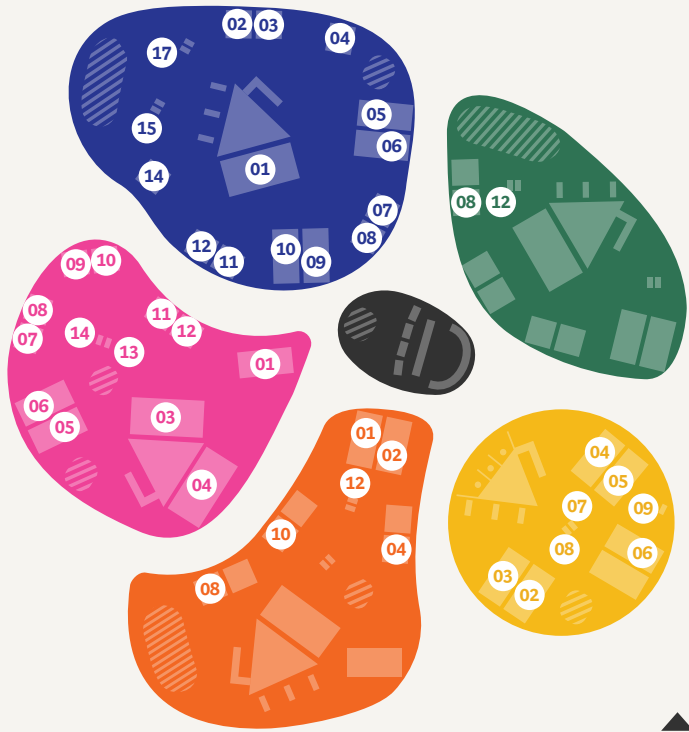
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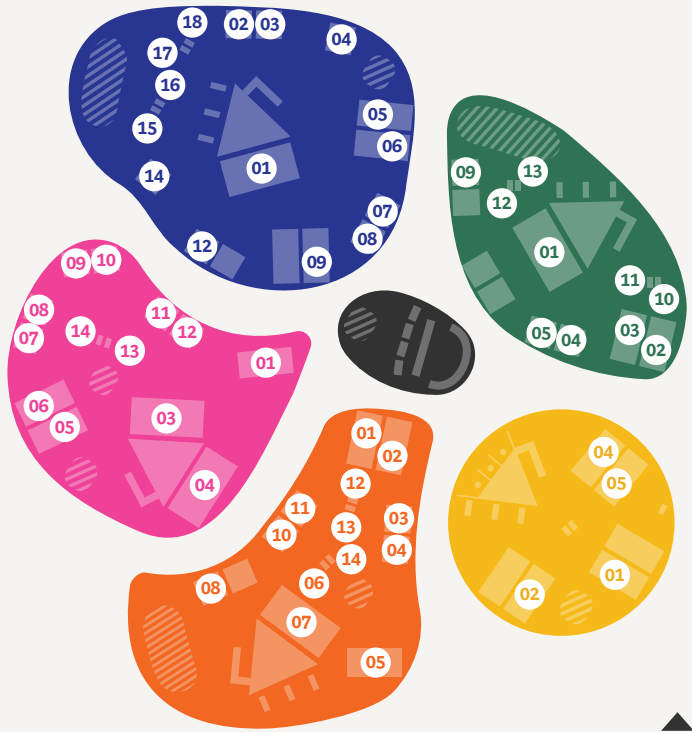
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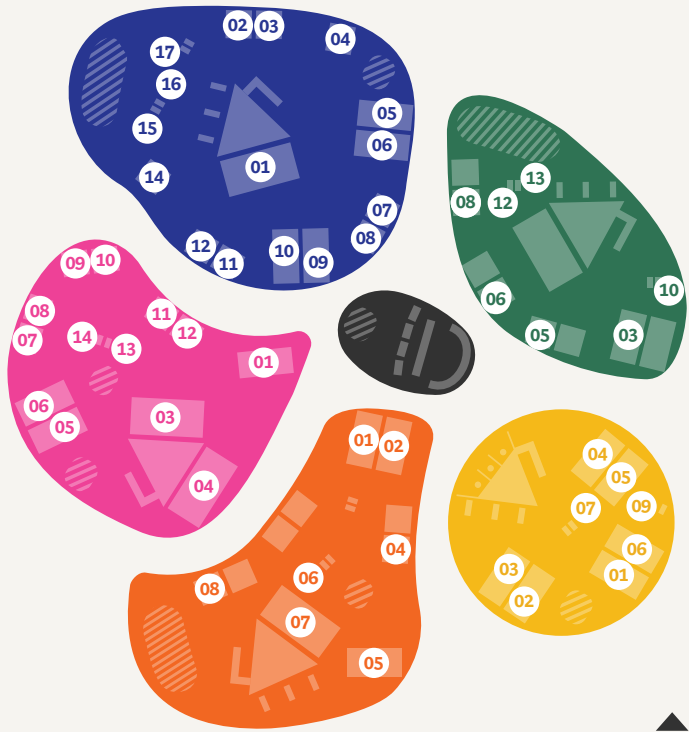
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Future of Sustainability

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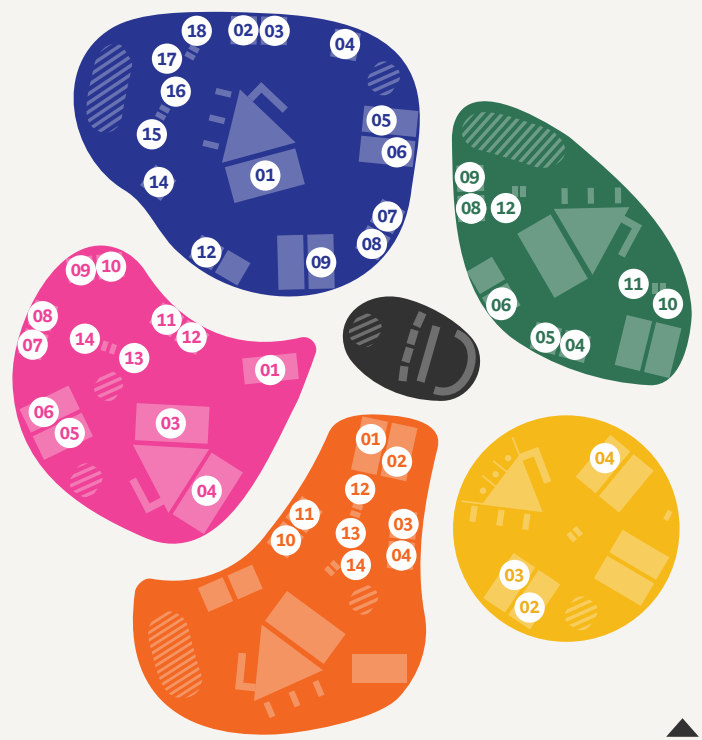
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- 05 TE05 SAP
- 06 TE06 OpenAI
- 07 TE07 Cyber & Digital Risk
- 08 TE08 Apple
- 09 TE09 Google
- 12 TE12 Data, Digital Platforms & Cloud
- 14 TE14 Articul8 AI
- 15 TE15 Scale AI
- 16 TE16 PAUL Tech AG
- 17 TE17 DuploCloud
- 18 TE18 Cleo Robotics

Strategy, People and Organization

- 01 PE01 Microsoft
- 03 PE03 Build for the Future with (Gen)AI
- 04 PE04 Cost Excellence
- 05 PE05 Agile & Platform Operating Model
- 06 PE06 Talent & Skills
- 07 PE07 BCG U

- 08 PE08 People Analytics & Insights
- 09 PE09 Workday
- 10 PE10 Behavioral Science
- 11 PE11 Geopolitics & Business
- 12 PE12 Strategy of the Future
- 13 PE13 TechWolf
- 14 PE14 Eightfold AI

Operations

- 01 OP01 Anthropic
- 02 OP02 Amazon / AWS
- 03 OP03 Supply Chain AI
- 04 OP04 Service & Support Operations
- 10 OP10 Procurement
- 11 OP11 Virtual Twins
- 12 OP12 Kinaxis
- 13 OP13 Altana
- 14 OP14 Sievo Procurement Analytics

# Micro-theater Agenda

May 9

1:45 PM **Joy at Work** — Debbie Lovich  
[10 min] *Double down on employee joy to drive tech adoption, while cutting employee attrition in half*

2:00 PM **Tech for GenAI** — Marc Schuurin  
[10 min] *With great GenAI power comes great tech responsibility*

2:15 PM **Future of Customer-centric Innovation** — Lauren Taylor  
[10 min] *Meeting consumer and company needs under an AI and sustainability imperative*

2:30 PM **Planetary Boundaries** — Charlotte Bande & John Willard  
[10 min] *Driving meaningful change that results in net-positive outcomes for businesses and the planet*

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BREAK - 30 min

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3:15 PM **Reigniting Creativity in Business** — Alan Iny  
[10 min] *How to bring more fresh thinking and creativity to your daily challenges*

3:30 PM **Reskilling in the Age of AI** — Sagar Goel  
[10 min] *How reskilling can be a game changer for talent woes*

3:45 PM **Personalized!** — Mark Abraham  
[10 min] *Customer strategy in the age of AI*

4:00 PM **Game Changer** — Jean-Manuel Izaret  
[10 min] *How strategic pricing shapes businesses, markets, and society*



# EDGE

For questions on the EDGE expo or to see  
how you can bring EDGE experiences to  
your clients, please reach out to  
[EDGE@bcg.com](mailto:EDGE@bcg.com)



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