

FORRESTER® EVENTS

The Algorithm Of You

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NETFLIX



**A set of rules and operations,
optimized for a specific outcome.**

Welcome to the Algotocalypse



Algorithms can be creepy



Algorithms can make mistakes




CRITICAL ERROR
ALL PROCESSES TERMINATED
SYSTEM SUSPENDED



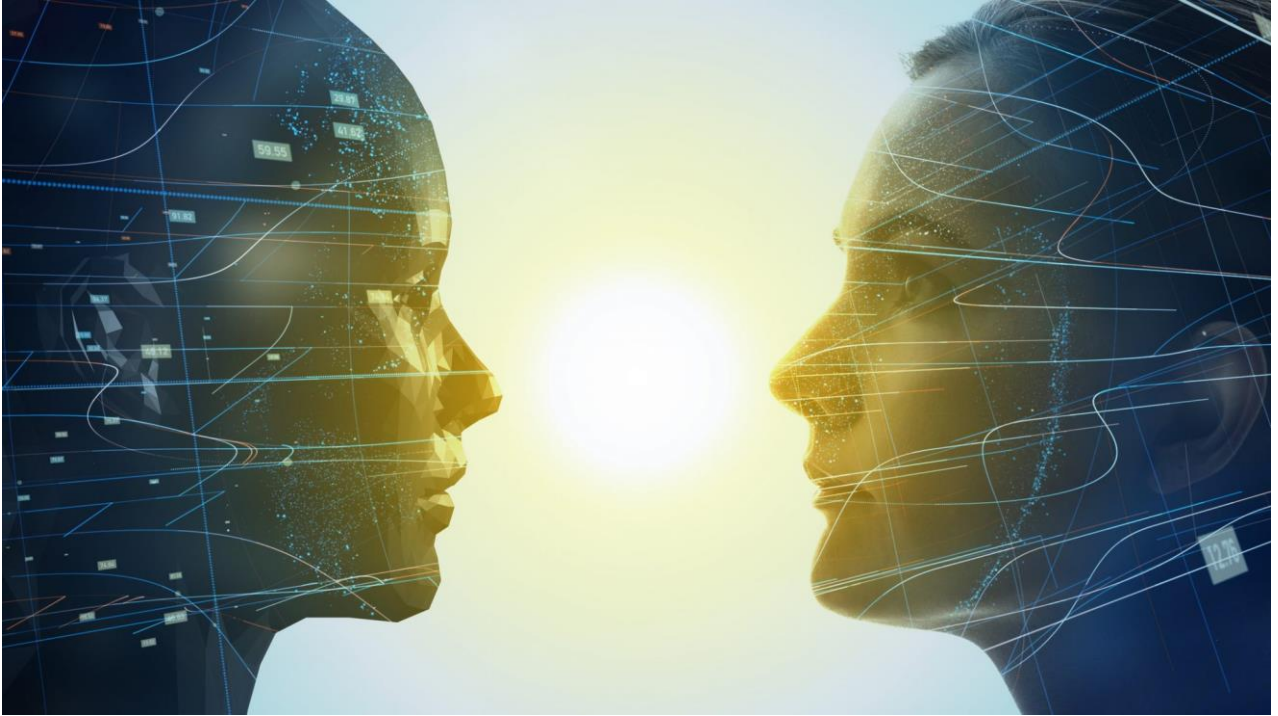
**We've already found one way to
manage & test algorithms:**

Digital twins

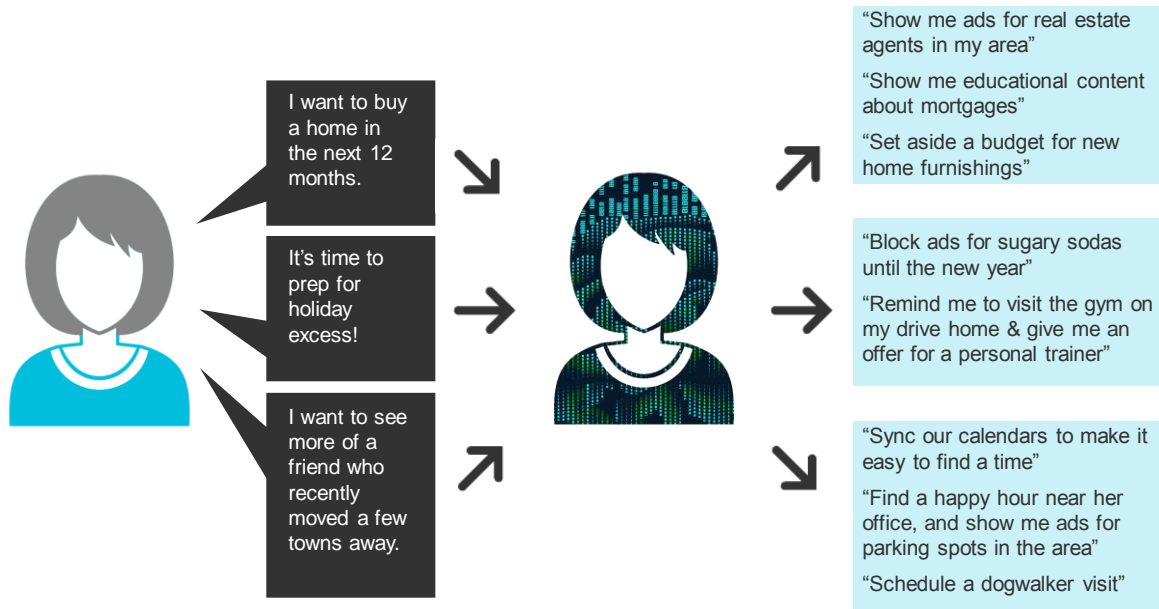


“An instantiation of a real, physical object in an abstracted, digital form that acts as a proxy for all communication to an actual device.”

Why can't we make this work for humans?



- 1. Owned by an individual, optimized for her personal objectives**
- 2. Filter counterproductive content and communications**
- 3. Identify opportunities to support achieving personal goals**

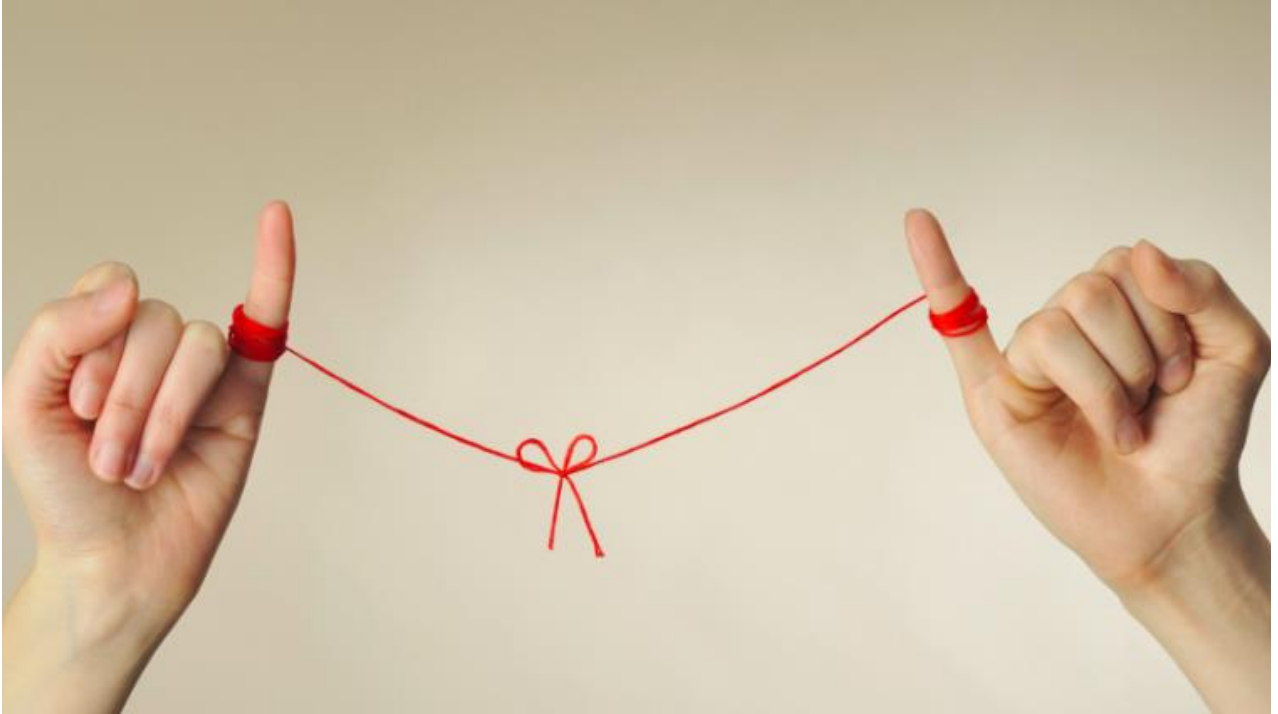


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Prepare Your Organization For Personal Digital Twins

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**Protect your brand from costly
privacy missteps**

**Find the right level of customer
obsession**

Increase customer lifetime value

PDTs Will Propel The Next Wave Of Disruption

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Thank you