

IWR COLLOQUIUM WINTER SEMESTER 2024/25

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Digital Innovation at Merck

Introduction of new digital technologies in a large enterprise organization

Everyone's talking about digitalization. But before you can talk about innovation, you have to adopt these technologies. In order to understand which technologies will have a real impact on a company's product portfolio, technologies must be analyzed and understood. Only then can they be scaled into business processes. At Merck, the interface between business and technology is critical. A few examples illustrate how innovation can be achieved through digital technologies such as AI and computational science.

**Also streamed
via Zoom**



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