



# inspire

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## THE ANALYTICS EVENT

### Smurfit Westrock's Automation Journey: Scaling Insights with Alteryx

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Please reach out to the presenter(s) directly for any questions about the presentation.



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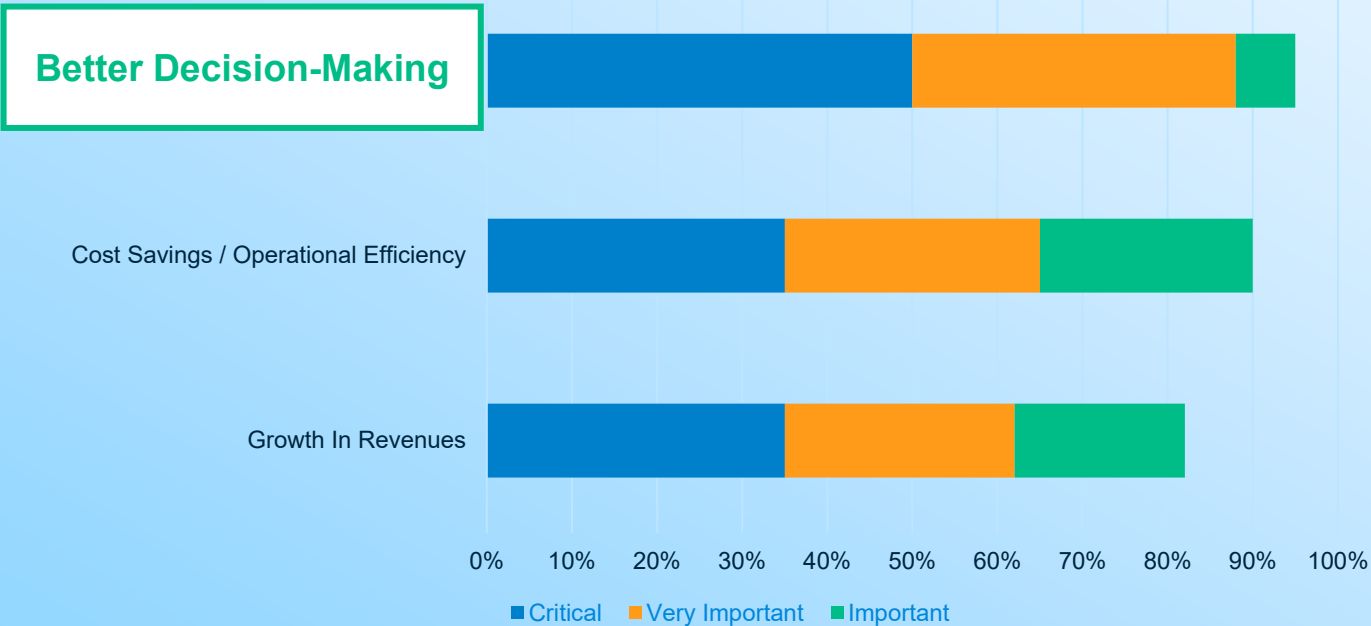
# Key Trends

Influencing Business Analytics & Reporting Landscape

# Better Decision-Making consistently drives interest in BI & Reporting

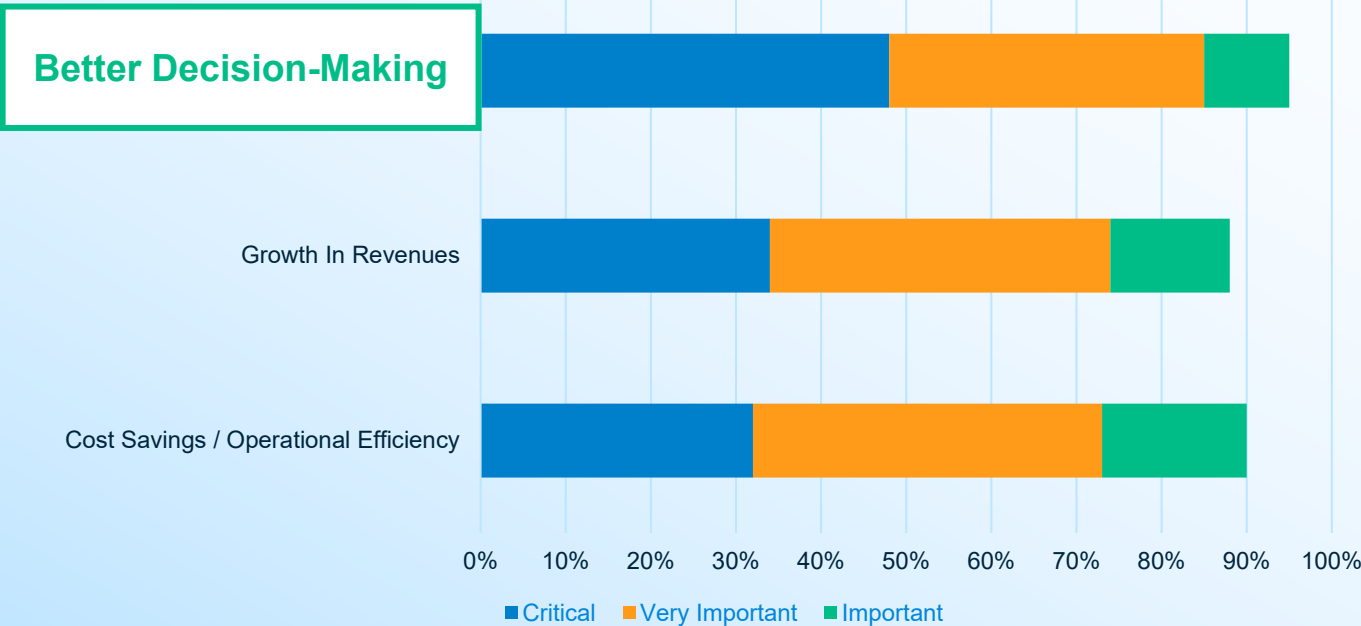
2018

Buyer's Business Intelligence Objectives



2024

Buyer's Business Intelligence Objectives



The **reasons** for investing in BI & Reporting have not changed over the years. What's at stake has changed – The **stakes are higher now than ever before**.





**Lauren S**  
User since 2020

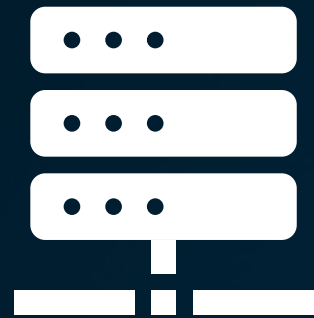
# Today's Environment Demands Smarter, Faster Decisions

“In a budget constrained environment,  
how do we do more with less?”

“How can I mitigate the impacts of economic  
fluctuation on us?”

“How can generative AI help our business?”

# AI is at the heart of the next Analytic & BI Wave



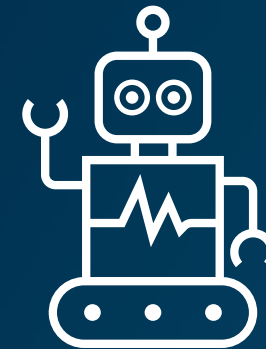
From IT



To analyst



To End User



To AI Agent

We are here



**Khadija Ceesay**

Sr Analyst, Self-Service Analytics  
Smurfit Westrock



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Director, Self-Service Analytics  
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# Company & Mission Overview

## About Us:

Smurfit Westrock is a **global leader** in **sustainable paper** and packaging, operates in **40 countries** with over **500** packaging converting operations and **62** paper mills.

Offers an unparalleled portfolio of **innovative** corrugated and consumer **packaging solutions**.

With the circular economy at the core of our business, we use **renewable, recyclable** and **recycled** materials to create **sustainable packaging solutions**

Mission of Smurfit Westrock:

Dedicated to **creating efficient** and **scalable** paper and packaging solutions to help **solve complex packaging challenges**. Smurfit Westrock is committed to delivering **meaningful value** for shareholders, customers, employees and the communities where it operates.

• “How does Alteryx play a role in your workflow and how you create value?”

“When did you first get started with Auto Insights?”

# Audience Poll

What is your usage of Auto Insights today?

1. Active Auto Insights user
2. Currently exploring Auto Insights
3. Stumbled into this session not realizing it was about Auto Insights



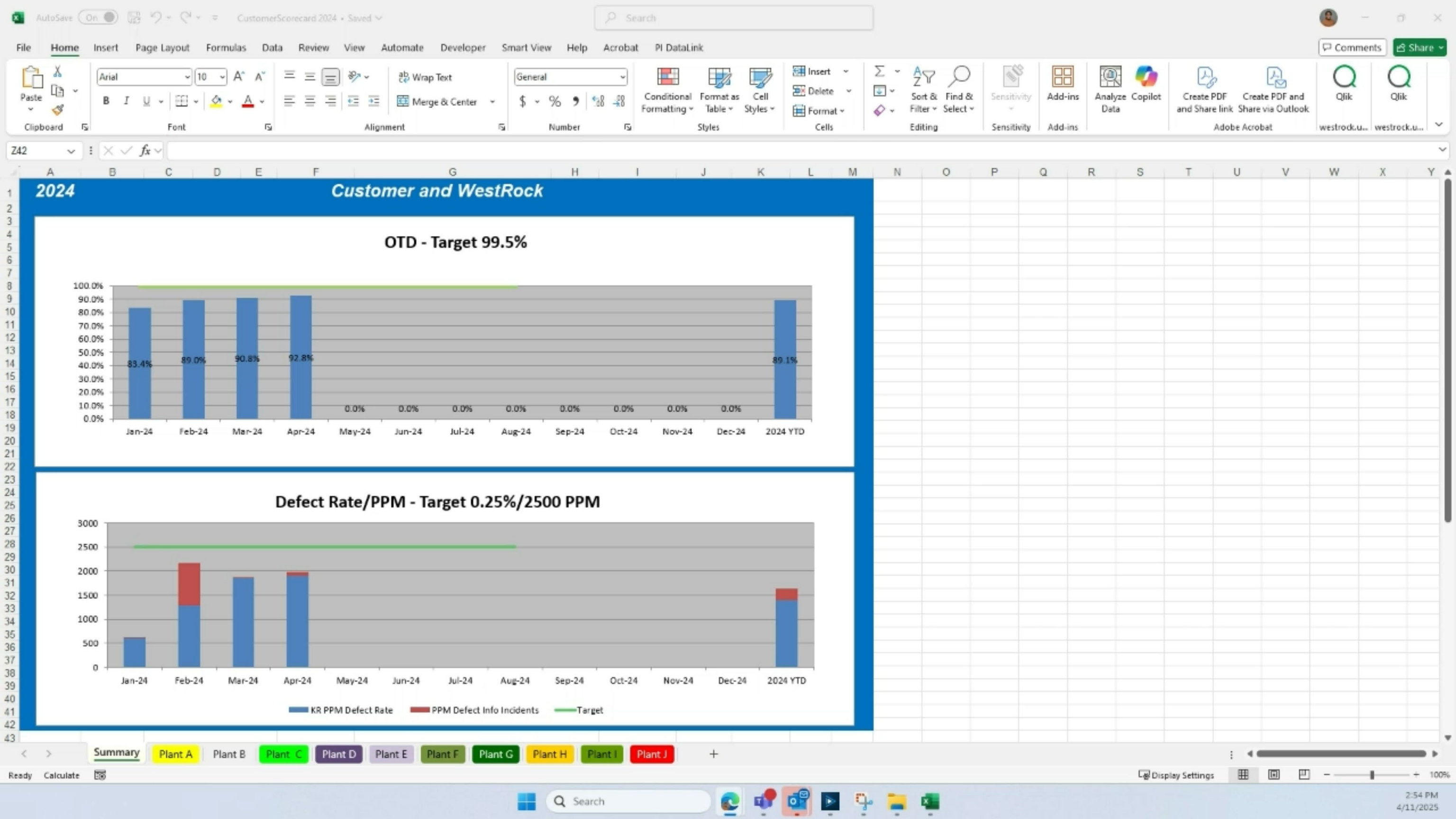
- “How do you ensure the right information reaches decision makers?”

# Audience Poll

Which best describes your situation today?

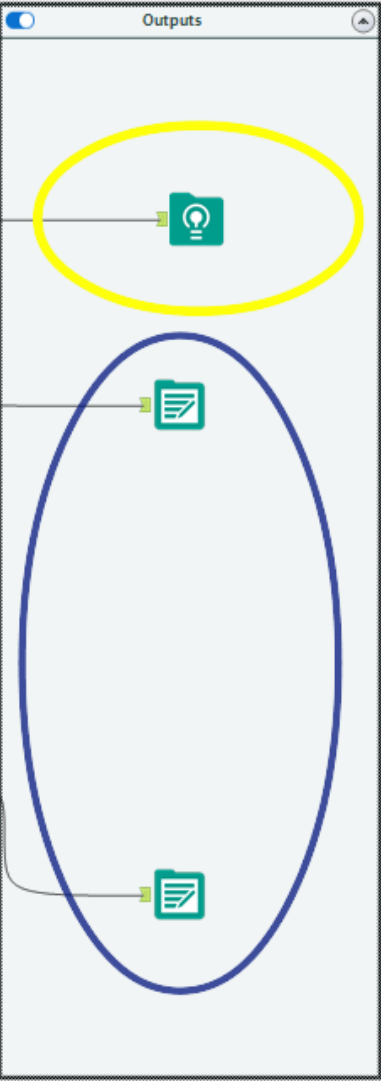
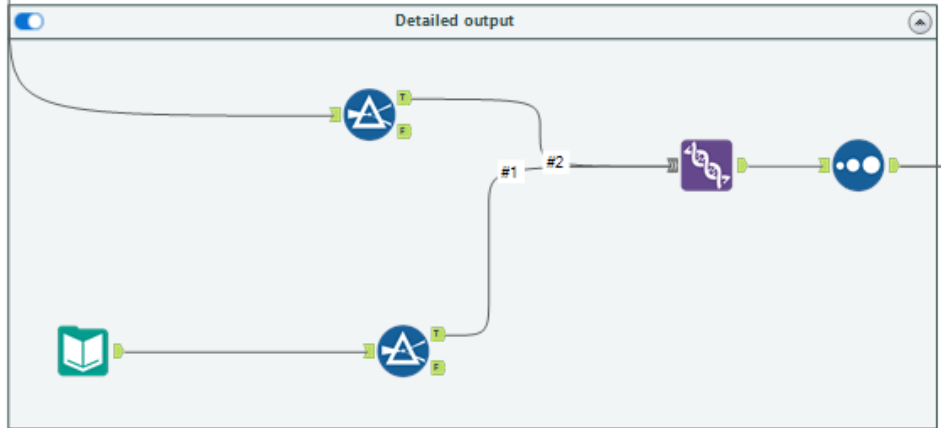
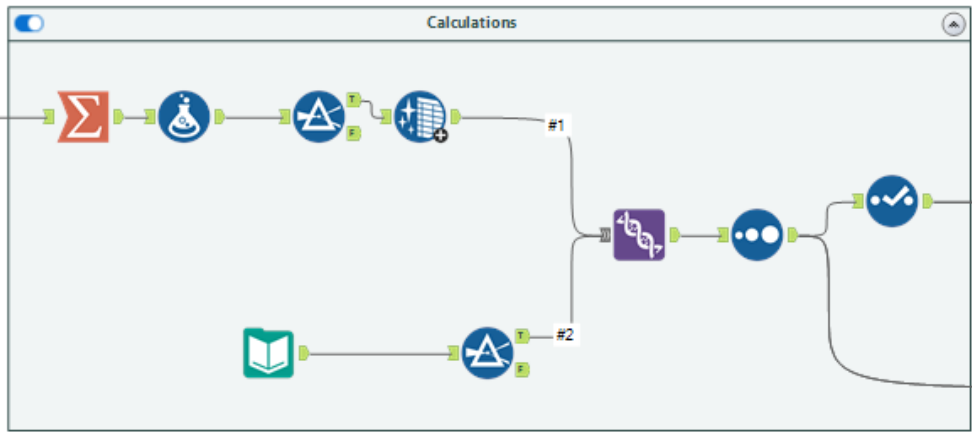
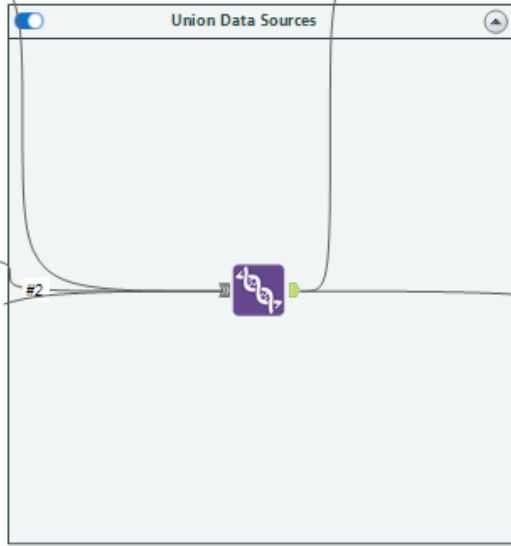
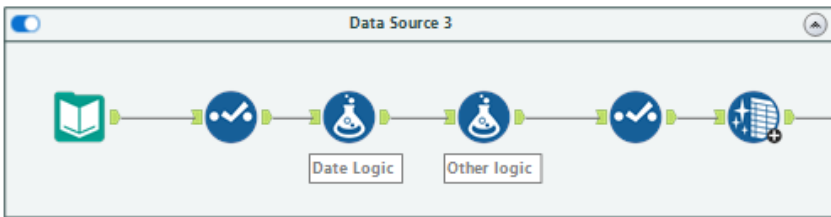
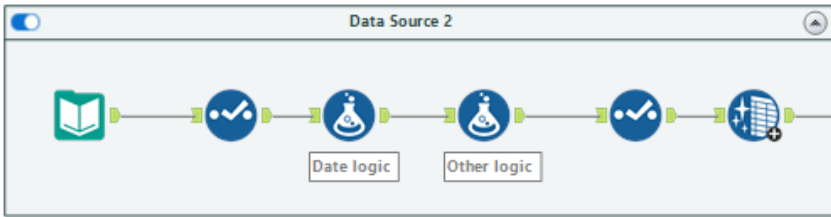
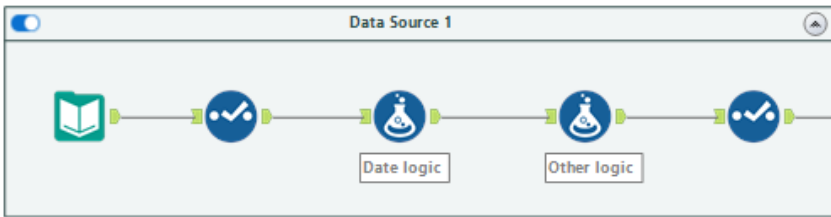
1. Leadership want printed PDF documents
2. Leadership are engaged via dashboards
3. Leadership prefers a face-to-face meeting

“Can you walk me through that first use case and how it evolved?”





“How do you tailor this to different types of users—some more technical, others not—I assume it’s not a one-size-fits-all approach?”



Evaluate analytics use cases and reports. [Learn more](#)

Dataset not required

Enter any scenario to evaluate opportunities ⓘ

Test how Auto Insights can support analytics needs (powered by synthetic data)

🔍 Enter prompt

Load use cases

Enter a role, department, company and/or business objective

Text prompts and, where applicable, the structure and randomized sample values of datasets used to generate use cases will be shared with Microsoft Azure Cognitive Services in order to power Playbooks' recommendations. When using Playbooks, all terms and policies of [Azure Cognitive Services](#) also apply.

Playbooks uses AI to suggest use cases and reports. This technology is new and improving.

# Playbooks

Evaluate analytics use cases and reports. [Learn more](#)

☒ Enter a Scenario ☐ Scan your Data

Dataset not required

Enter any scenario to evaluate opportunities ⓘ

Test how Auto Insights can support analytics needs (powered by synthetic data)

Q Enter prompt

Load use cases

Enter a role, department, company and/or business objective

⚙️ Playbooks is powered by AI

Text prompts and, where applicable, the structure and randomized sample values of datasets used to generate use cases will be shared with Microsoft Azure Cognitive Services in order to power Playbooks' recommendations. When using Playbooks, all terms and policies of [Azure Cognitive Services](#) also apply.





## **Analysts**

“Drop Auto Insights into your existing workflow”



## **Knowledge Workers**

“Scan your data to get instant insights”



## **Non-technical users**

“Show them what they can get immediately”

“How has Auto Insights changed the type  
& frequency of dashboard requests on your team?”

# Audience Poll

What's your biggest struggle today?

1. Leadership buy-in
2. Enablement
3. Technical challenges
4. Process oversight

“What’s next for Westrock in  
your journey with Alteryx?”



“If you had to give some advice to others embarking on this journey, what would it be?”

# alteryx

Questions?