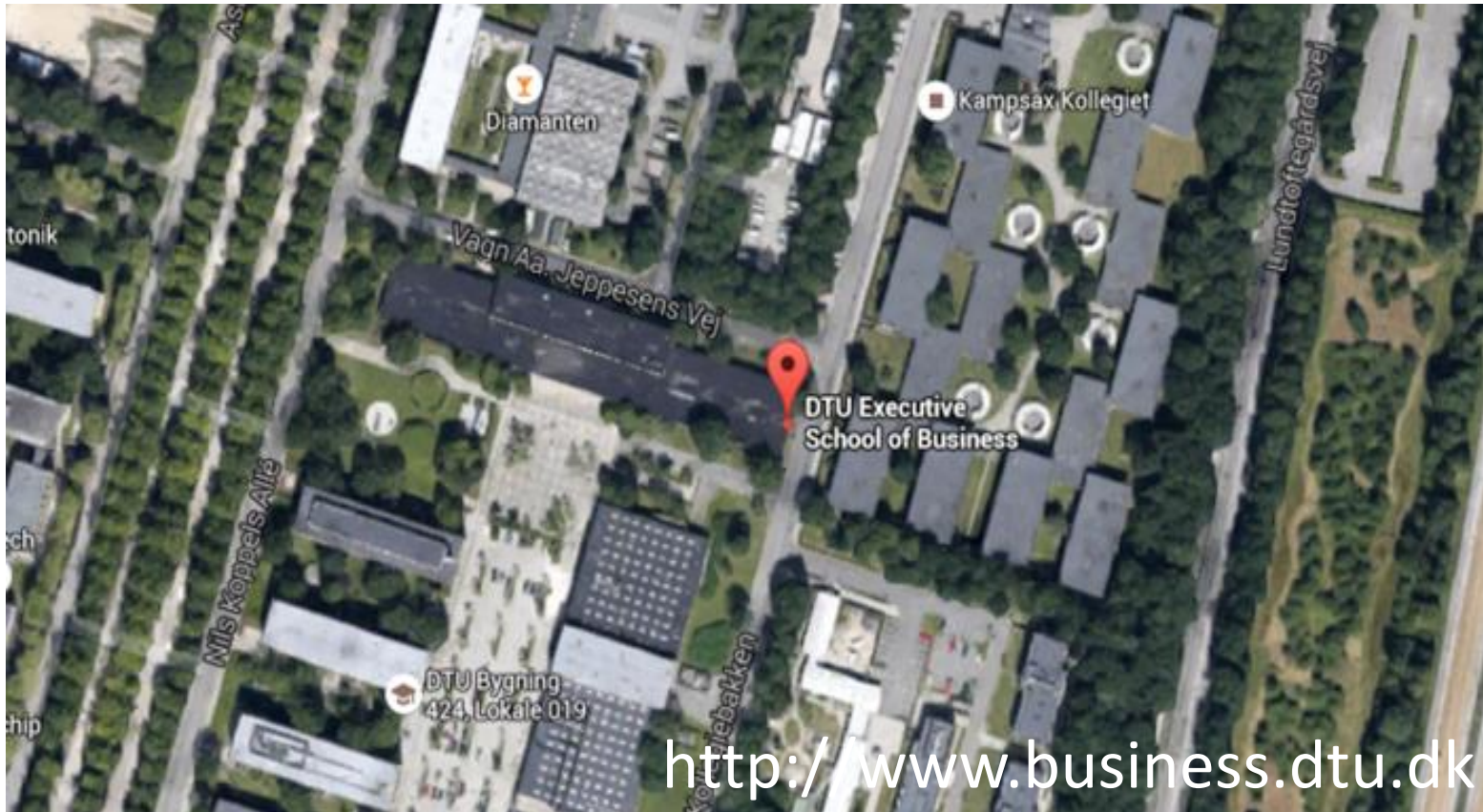


Hvordan kommer jeg videre med big data på det rigtige grundlag?

- Observationer fra DTU's programmer, og råd til strategi analyse og fokus
-

Sam Kondo Steffensen
DTU Executive School of Business

DTU Business



<http://www.business.dtu.dk>

DTU Business
Executive School of Business

BIG Data Business Academy



Create strategic value with Big Data

A groundbreaking new program, tailored to work across the organization, involving key employees and management. Focusing on actionable tech insights, identifying business opportunities and actual value creation.

DTU Compute
Department of Applied Mathematics and Computer Science



DTU Business
Executive School of Business

Big Data Business Innovation



Create strategic value with Big Data and Advanced Analytics

A groundbreaking new program, tailored to real life strategic projects, involving key employees and management across the organization. Focusing on actionable tech insights, identifying business opportunities and actual value creation.



Smart Campus

Smart Library

Living Labs

Extracting value, and how to know?



Leverage
data



Multiple data
sources

Converting
data to value

Conceiving data transformation?



Connected
devices



Big Data
Analytics & AI

Cloud
computing

1st tier barriers, such as...

- **Lack of talent & insight**
- **Siloed and non-consistent data in legacy IT systems**
- **Leadership alienated to/skeptical of importance and impact**

Start simple

Complexity is a cost – start simple

Strip complexity : focus on simple value use cases

Always have a (simple) baseline

Use the data that you have

(get to) “Own” the data

Nuance the concept of team and causality



Think



Value-chains



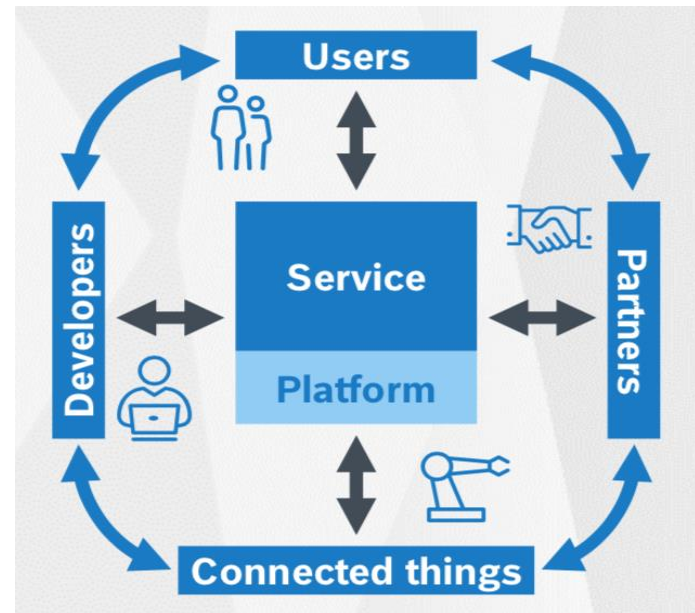
As part of new business models

Knowledge of Your End Consumer	Complete	Omnichannel Business <ul style="list-style-type: none">-Own customer relationship-Multiproduct, multichannel-“Life events”-Integrated value chain	Ecosystem Driver <ul style="list-style-type: none">-Branded platform-Great customer experience-3rd party plug'n plays-Matchmaker
	Partial	Supplier <ul style="list-style-type: none">-Sell through another-Low-cost producer-Incremental innovation	Modular Producer <ul style="list-style-type: none">-Niche plug'n play-Adapt to ecosystems-Continuous innovation
		Value Chain	Ecosystem
Business Design			

Think

Ecosystems

Connected value streams



Optimized and automated processes built on an ICT environment of interconnected assets

Don't underestimate how digital disrupts the nature of competition.

The payoff will go to those who move **boldly**.



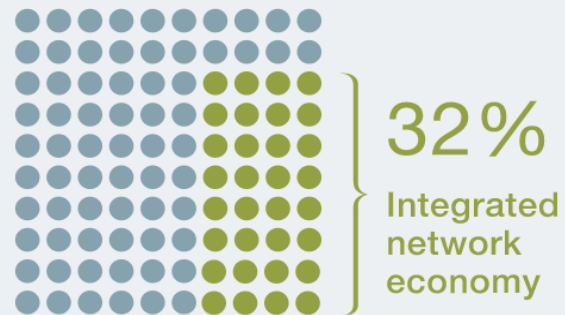
Play in new sectors or compete in new digital ways



Invest in digital to protect your core

Winners will think in terms of **ecosystems**.

By 2025, almost a third of total global sales will come from **ecosystems**.



68% Traditional economy

Source: McKinsey Digital Global Survey 2016 and 2017; McKinsey analysis

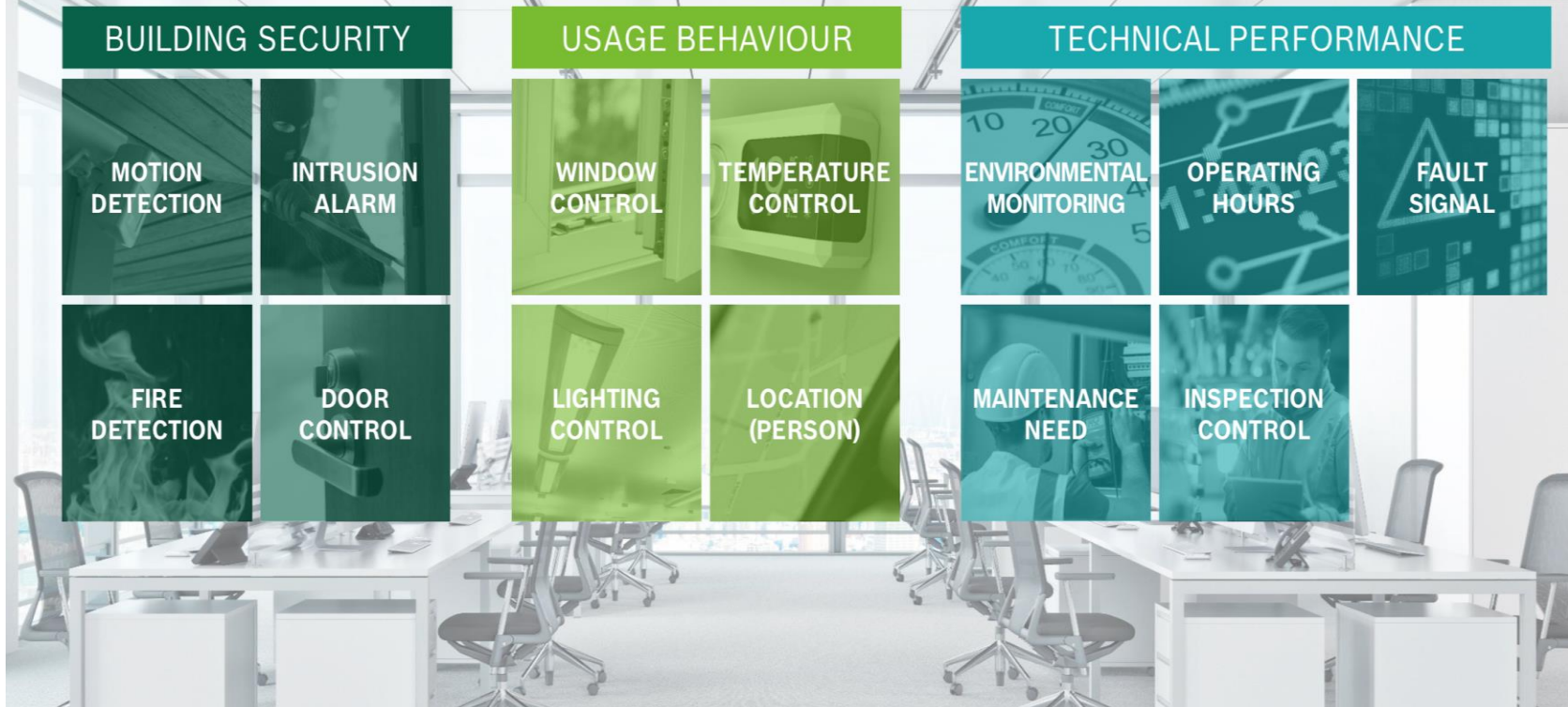
Don't underestimate how digital disrupts the nature of competition.



- ! Companies need to change where and how they play – by creating their own network or by partnering with companies within and beyond industry borders.

Source: McKinsey Digital Global Survey, 2016 and 2017; McKinsey analysis

Key transmitter within IoT driven Facility Management



IoT-driven 360° facility management solutions must be able to:



observe
all data available



integrate
collected data with
other systems/services



filter
critical from
non-critical data



perform
alerts



plan
work orders and
regular inspections



manage
partners

Products and services melt into one solution



Every business is turning into a services business.

High flexibility

Outcome-related solutions

Ongoing customer relationship

Give and get and develop : a new customer data relationship

Re-scoping customer relations?



Thanks ...