

# **MIT DATEN ZUM NEUGESCHÄFT**

## DATA-DRIVEN ORGANISATIONS

Berlin, 27. April 2017



# **3 FACTORS RUNNING THE DATA-SHOW**



**TECHNOLOGY**

**SOCIETY**

**ECONOMY**

**MORE / BETTER  
DATA GENERATION**

**MORE / BETTER  
DATA PROCESSING**

**(DATA-BASED)  
OPTIMIZATION**

**(DATA-BASED)  
TARGETING**

**Driver of TECHNOLOGIE:** Moore's law  
is turning the world into  
Software



**WE EXPERIENCE CHANGE IN A LINEAR WAY**  
**BUT IT IS EXPONENTIAL**



# 2000



Height: 381mm  
Width: 381mm  
Depth: 435mm  
Weight: 15,800g  
Price: £1,500  
CPU: 500MHz  
RAM: 128MB  
Display: 1024 x 768  
Storage: 30GB

# 2010



Height: 115.2mm  
Width: 58.6mm  
Depth: 9.3mm  
Weight: 137g  
Price: £599  
CPU: 1GHz  
RAM: 512MB  
Display: 960x640  
Storage: 32GB

**SOFTWARE** is Becoming the  
central competitive factor





... in 2015

**Uber**, the world's largest taxi company, **owns no vehicles.**

**Facebook**, the world's most popular media owner, **creates no content.**

**Alibaba**, the most valuable retailer, **has no inventory.**

**Airbnb**, the world's largest accommodation provider, **owns no real estate.**

Something interesting is happening

Tom goddwin @tomfgoodwin



**TECHNOLOGY**

**SOCIETY**

**ECONOMY**

# Exponential Growth →

## PHONE NETWORK



**89 years →  
150 million users**

## FACEBOOK



**8 years →  
1 billion users**

## ANDROID

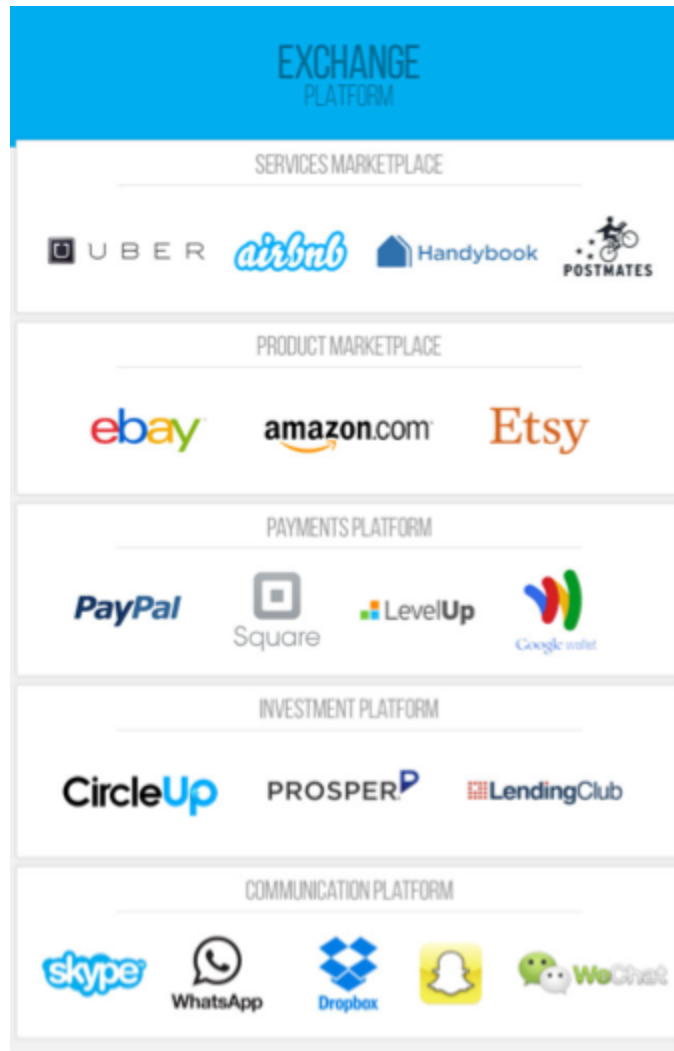


**5 years →  
1 billion users**

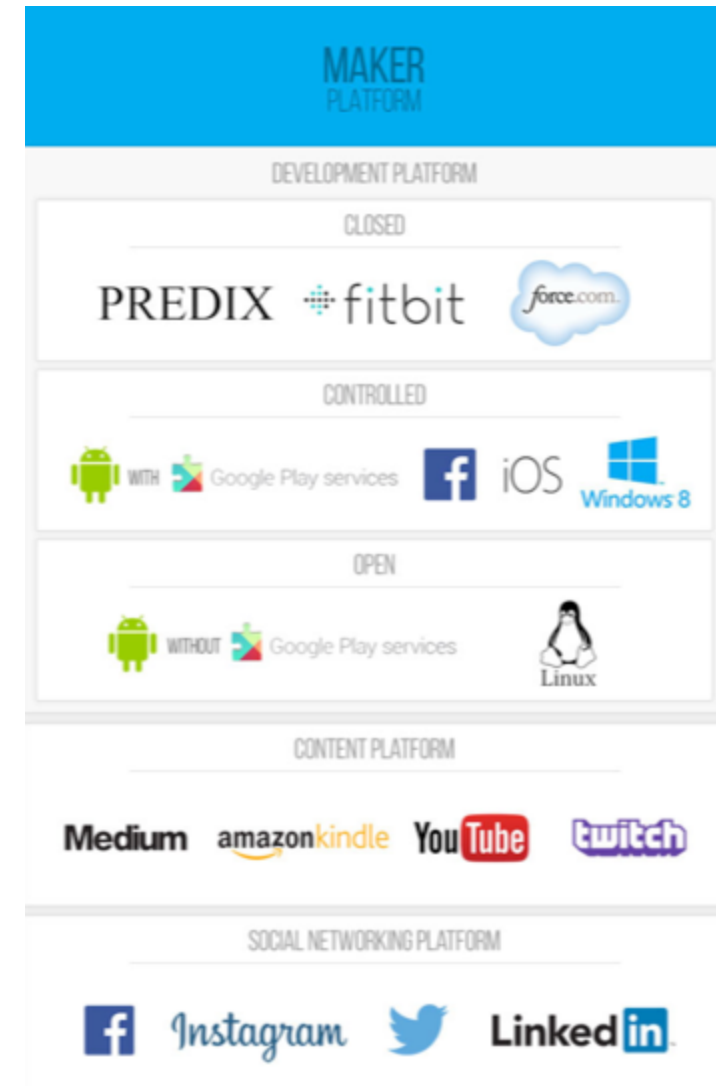
**TECHNOLOGY**

**SOCIETY**

**ECONOMY**



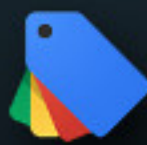
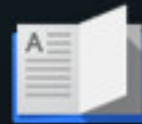
Value: Reduce Costs and time for connecting (supplier + buyer side)



Value: Enable creation and access to an audience



Google



# Disrupting Banking: The Fintech Startups That Are Unbundling Wells Fargo, Citi and Bank of America

## Unbundling of a Bank



**WHAT IS DATA'S ROLE HERE?**



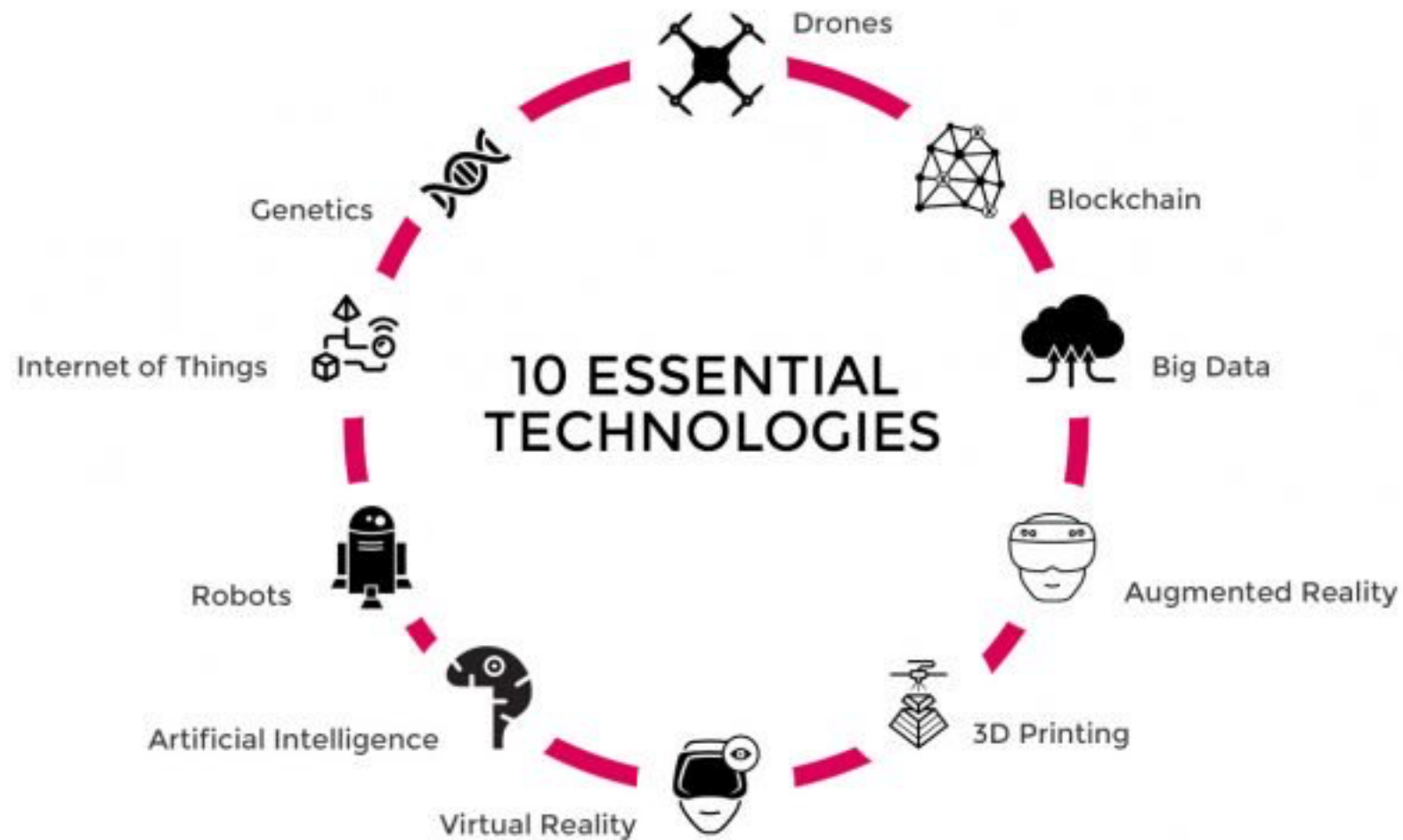


# DATA DRIVES AND ACCELERATES ALL CHANGES



**WHAT HAPPENS NEXT?**





**NEXT** ECONOMY

# **BIG DATA**

## **Micro-Targeting, X-treme Targeting**



# This 27-Year-Old Founder Is Transforming High-Fashion Into A Billion-Dollar Tech Industry



**Julian Mitchell,** CONTRIBUTOR

*I cover entrepreneurs and startups disrupting industries.* [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

TWEET THIS

LESARA: DATA DRIVEN RETAIL

...ou were to build the most successful retailers in the  
uch as the Bestseller Group, H&M and Inditex from the  
you do differently?



Our vision is to enable everyone, everywhere, to afford the newest trends in  
apparel at great prices.



# Just-in-Time is outdated

## Amazon plans to ship your packages before you even buy them

By **Kwame Opam** on January 18, 2014 02:46 am [Email](#) [@kwameopam](#)

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THE LATEST

HEADLINES



Sony's Google Glass rival will be on sale by the end of March



Apple's iPhone 6 and 6 Plus are being torn apart

PREDICTIVE SHIPPING

# **PHYSICAL & EMOTIONAL DATA**

## **Sensors connect big data and AI**





# Micro Personalisation



# Sensoria® Running System

Utilize this complete system to enhance your training from head to toe. The Smart Upper Garments provide real-time heart rate monitoring capabilities while the Smart Socks can help improve your running form by measuring cadence, impact forces and foot landing. All connected by the Sensoria Run App which provides AI coaching and dashboard tracking.

ORDER NOW





# MAKING INSURANCE TRULY PERSONAL

FitSense enables Health & Life insurers to personalize products and services by using app and device data.

RATING SERVICE BASED ON  
FITNESS DATA

FIND OUT MORE

CONTACT US

# Tracking of implicit Emotions



emotional  
intelligence

TECHNOLOGY

SOLUTIONS

CASE STUDIES

TRY DEMO

SIGN IN

## Emotions Drive Behavior

We measure how people feel as they watch videos so you can make better business decisions about your content. Transform your creative testing and media planning processes with our emotional intelligence.

EMOTION TRACKING



# **AI & MACHINE LEARNING**

## **Automation on big data**



Intelligent Machines

# This Box Could Make Your Car Autonomous for Just \$1,000

Comma.ai's system will add Autopilot-like abilities to many standard vehicles.

OPEN-SOURCE FOR AUTONOMOUS  
DRIVING

September 14, 2016

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**Off-the-shelf autonomy systems are likely to be an important route to market for self-driving vehicle technology.** But, somewhat surprisingly, the first may be available by the end of the year.

# AT LEAST 27 SHOPPING BOTS IN THE WILD, GERMANY BASED CHATSHOPPER A USER FAVORITE

January 13, 2017 · by Marcel Weiß · in Mobile, Social · Leave a comment

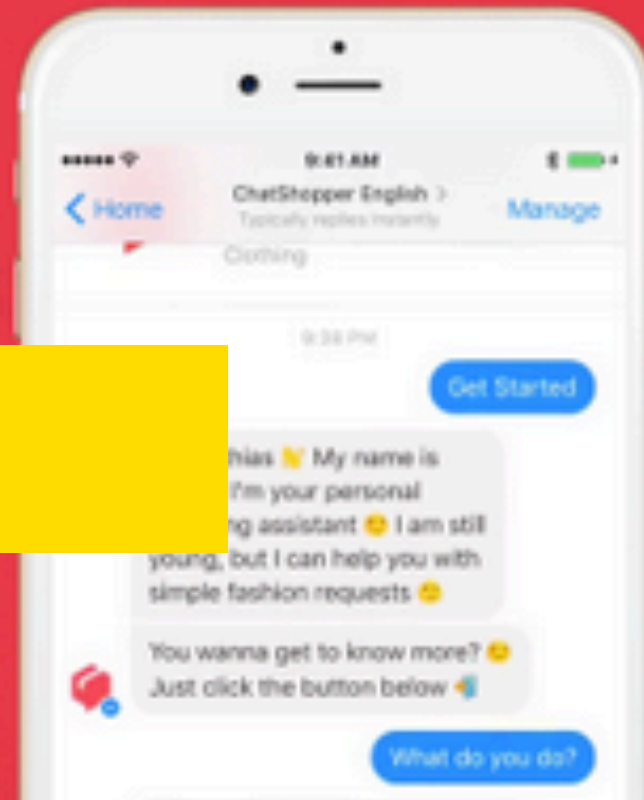
 chatShopper



Hi, my name is  
Emma

CHATBOTS – AUTOMATED  
24/7 COMMUNICATION

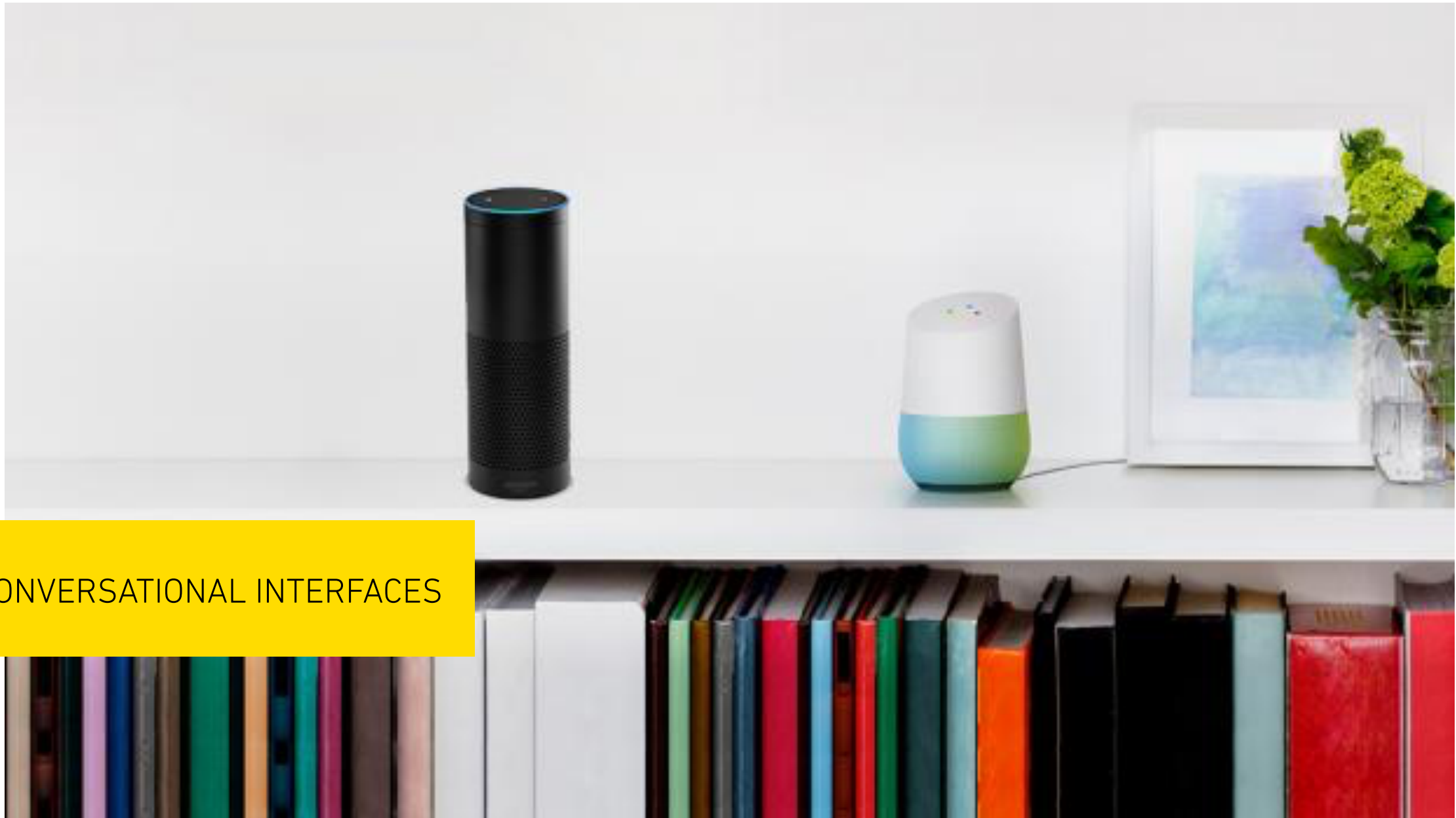
the perfect products for you 😊



Chat on  
Messenger

- ✓ Chat with Emma
- ✓ Discover your fashion products
- ✓ Instant responses
- ✓ Available 24/7





## CONVERSATIONAL INTERFACES

# Internet of Things & Smart Home



# Die Smarten Heizkörper-Thermostate

SMART HOME HEATING

...des Smartphones, um  
uert deine Heizkörper  
ll nach deinen  
Bedürfnissen.

[Mehr Informationen](#)[TV Spot ansehen](#)





ent

Heizung

Sicherheit

Licht

Lifestyle

Marken

Systeme

Mehr ▾

Suchen...

**SONOS**

Echter Sound in jedem Raum

SHOP

tink  
Specials

Zu den Produkten

fitbit

Jeder Schritt zählt

135€  
25€ sparen

tink  
Special

Zum Produkt

NETATMO

Perfekte Sicher  
für Außen und

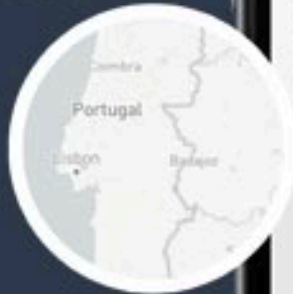


Zum Angebot

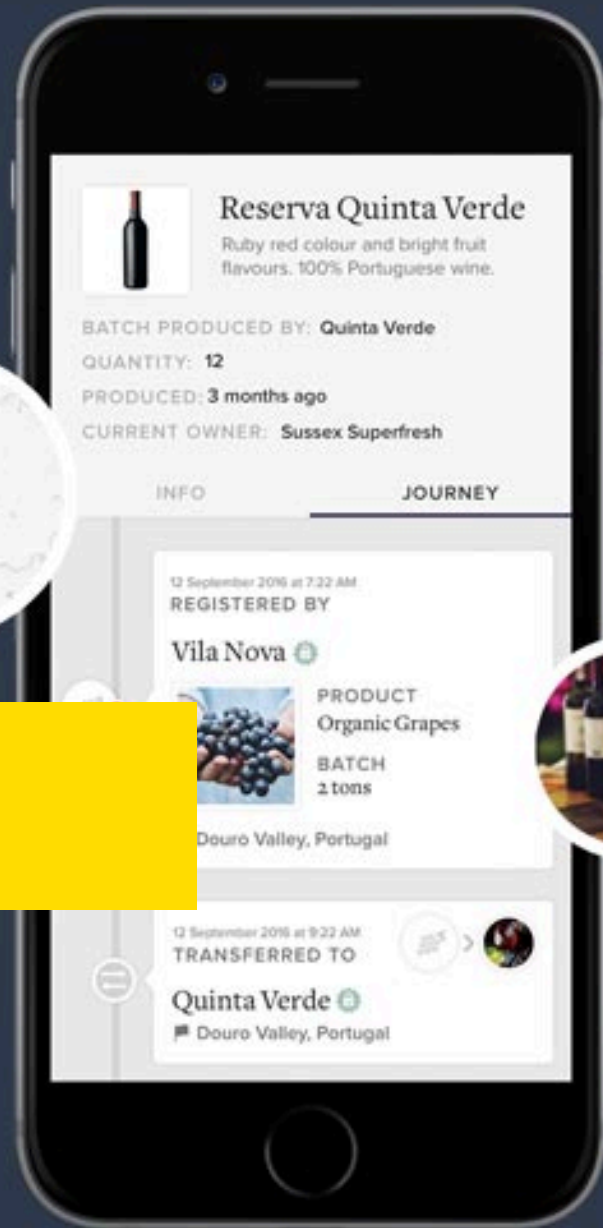
# **BLOCKCHAIN**

## **Collaborative Data & Transparency**





TRANSPARENCY



## Traceability

The backbone of Provenance is a system for tracking and products on a blockchain: public, secure and transparent. Whether you need to prove authenticity or guarantee item-level tracking is state-of-the-art.

## La'Zooz

A Decentralized Transportation Platform owned by the community and utilising vehicles' unused space to create a variety of smart transportation solutions. By using cryptocurrency technology La'Zooz works with a "Fair Share" rewarding mechanism for developers, users and backers.

## RideSharing vision

La'Zooz platform will synchronize empty seats with transportation needs in real-time, matching like-minded people to create a great ride-sharing experience for a "Fair fare".

## The Road

is being paved by people like you and me.  
Taking part makes La'Zooz come alive.



# WHAT DO I NEED TO DO?

Be fast.

Be flexible & responsive.

Connect Technologies, Tools and Data Sources.

Build, measure, learn .... Repeat.

Learn to like change.

# THANK YOU!

Christina Matern

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