

YellowCats
31 oktober 2017

Datagedreven waardecreatie:
Valt er nog iets te kiezen



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1. **Wat is er veranderd?**
2. **Waarom zijn deze veranderingen belangrijk ?**
3. **Hoe kunnen organisaties reageren, en waarde creëren met data?**
4. **Inspireren.**

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VU vroeg universiteit amsterdam School of Business and Economics KIN'RESEARCH The Knowledge, Information and Innovation Research Group

Research:

- Data-Driven Business Innovation
- Business Intelligence/Business Analytics/Big Data
- Online Decision Making (DSS & GDSS)
- Mobile Sensing
- Internet-of-Things

Business Consultant.

LinkedIn FransFeldberg

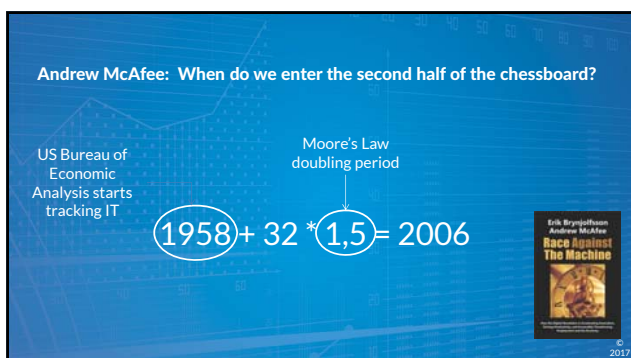
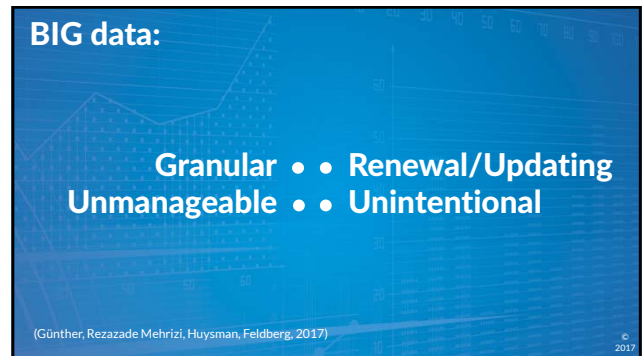
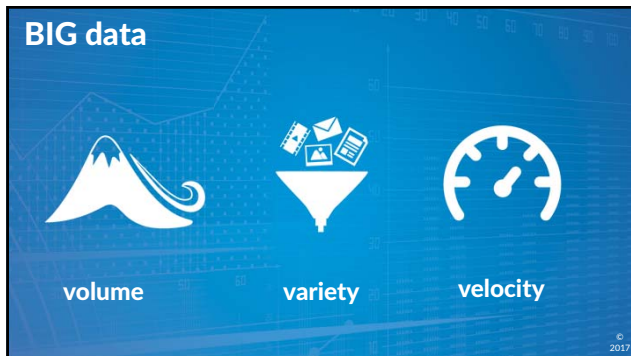
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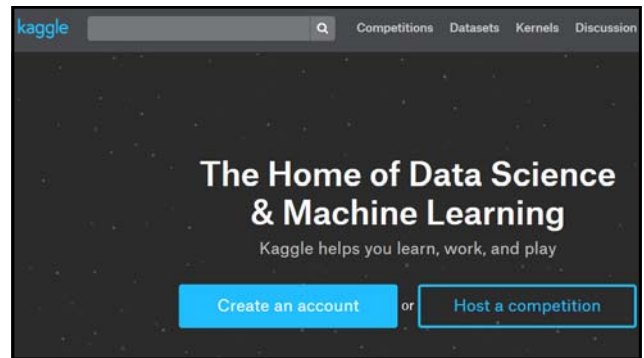
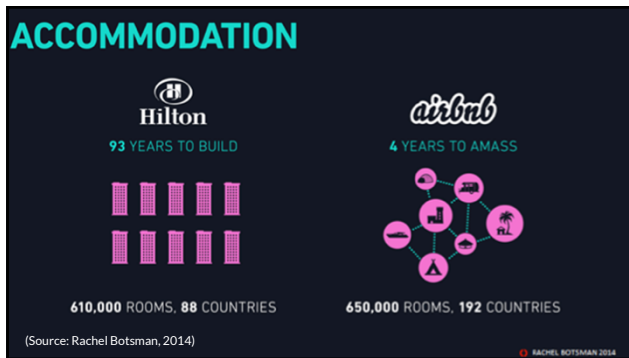
- Business Administration & Mathematics & Computer Sciences &
- Bachelor and Master Business Analytics
- Multidisciplinary Research Center
- Eco System: Businesses & Science
- One stop shop: Access to all relevant academic expertise

• Post Graduate Education: Business Analytics & Data Science
(<http://www.feweb.vu.nl/nl/opleidingen/postgraduate-opleidingen/business-analytics/>)

Wat is er veranderd?







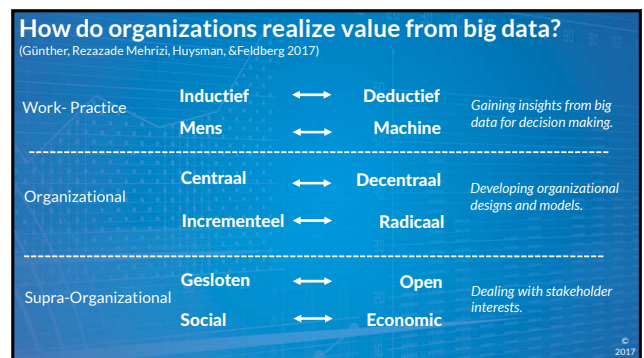
Data: Waardecreatie?

Strength in numbers:
How does data-driven decision making affect firm performance?

(Brynjolfsson, E., Hitt, L. M., & Kim, H. H., 2011).

Big Data en Waardecreatie:
How do organization create value from big data?

(Günther, W. A., Mehrizi, M. H. R., Huysman, M., & Feldberg, F. 2017).



Unieke eigenschappen van big data.

Portability **Interconnectivity**





Strategy making: New Games, New Rules!

Nature of data and information

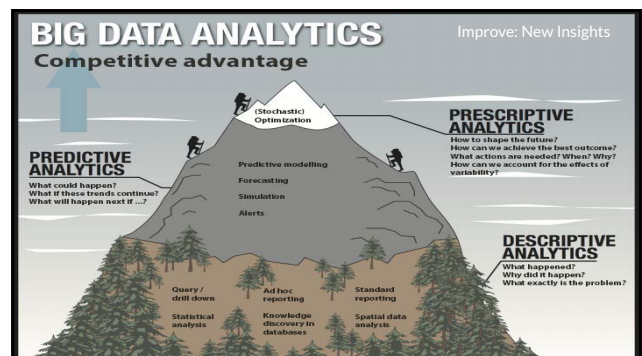
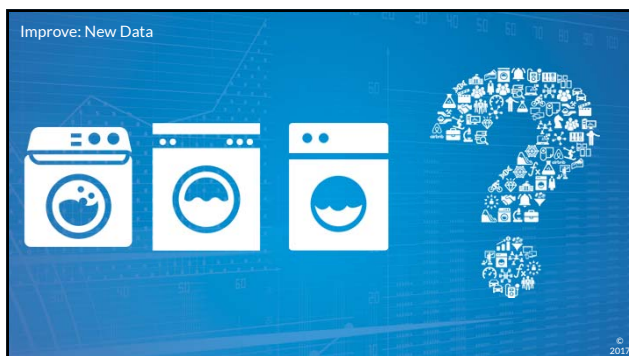
Standard Strategy Context	Big data-digital ecosystem
Relatively Homogeneous	Heterogeneous
Structured	Unstructured or Semi-structured
Purposeful, Theory-driven ("sorting in the way in")	Agnostic, Haphazard ("sorting in the way out")
Mono-semiotic, Alphanumerical	Trans-semiotic (Text, Image, Sound)
Deductive, Top-Down	Inductive, Bottom-Up
Long-Term Horizon	Short-Term Horizon
Forecasting	Nowcasting

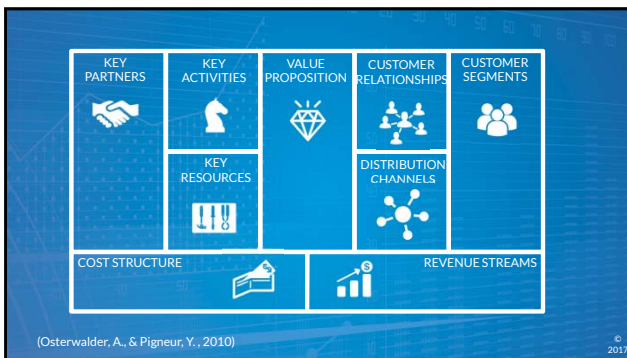
(Constantiou & Kallinikos, 2014)

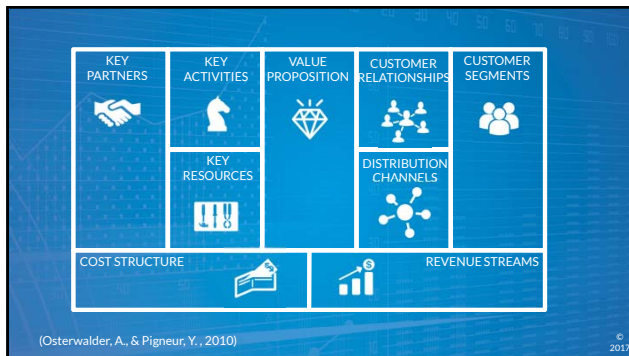
DATA-DRIVEN BUSINESS MODEL INNOVATION

IMPROVE the business model	• New Data • New Insights • New Actions
INNOVATE the business model	• Data Monetization • Digital Transformation

(Woerner & Wixom, 2015)







'Health apps in 2015 gedistribueerd via ziekenhuizen'

ICT

Niet de app stores, maar ziekenhuizen en zorginstellingen gaan in de toekomst health apps voor de mobiele telefoon verkopen. Dat is de uitkomst van de Global mHealth-enquête onder Amerikaanse bedrijven in de gezondheidszorg.

Dit zou een aanzienlijke verandering in de markt betekenen, aangezien app stores nu de belangrijkste distributeurs zijn. Ondanks dat de telefontproviders wel gezien worden als belangrijke onderdelen van de opbouw in de markt, denken de bedrijven niet dat zij in de toekomst geschikte distributiekanaalen zijn, zo staat geschreven in het onderzoek van Global mHealth.

(www.zorgvisie.nl) © 2017

- ### Challenges, Risks:
- Data Privacy and Ethics: BIG Dilemma's!
 - Data Obsession ("the dictatorship of data")
 - Data Quality: new paradigms?
 - Skills: Data Scientists
 - Energy
 - Security
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What must be taken out of our head and left behind?

"What are we going to do with the 'new thing'", must be changed in:

"How are we going to change the old idea"!

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Who will become the

of your industry..?

U B E R

