

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 voorwerk 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.

FransFeldberg

acba
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(<http://www.feweb.vu.nl/nl/opleidingen/postgraduate-opleidingen/business-analytics/>)

Wat is er veranderd?

BIG data



volume variety velocity

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BIG data:

- Granular • • Renewal/Updating
- Unmanageable • • Unintentional

(Günther, Rezazade Mehrizi, Huysman, Feldberg, 2017)

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Waarom zijn deze veranderingen belangrijk voor organisaties?



UNCERTAINTY AHEAD

Data: Digital Innovation

- Digitized
- Demonetized
- Dematerialized
- Democratized
- Deceptive
- Disruptive

(Diamandis, Kotler, 2015)

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Andrew McAfee: When do we enter the second half of the chessboard?

US Bureau of Economic Analysis starts tracking IT

Moore's Law doubling period

$$1958 + 32 * 1,5 = 2006$$


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ACCOMMODATION



Hilton

93 YEARS TO BUILD



610,000 ROOMS, 88 COUNTRIES



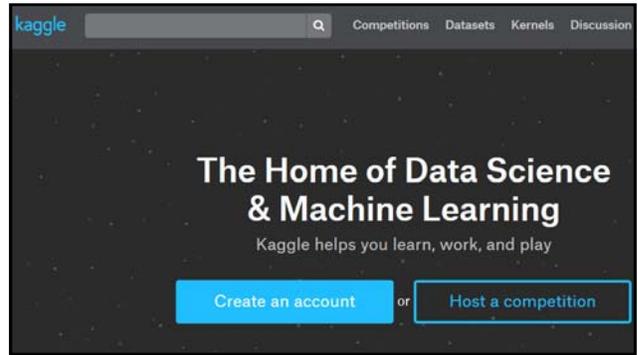
airbnb

4 YEARS TO AMASS



650,000 ROOMS, 192 COUNTRIES

(Source: Rachel Botsman, 2014)



kaggle

Competitions Datasets Kernels Discussion

The Home of Data Science & Machine Learning

Kaggle helps you learn, work, and play

[Create an account](#) or [Host a competition](#)

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).

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How do organizations realize value from big data?

(Günther, Rezaade Mehrizi, Huysman, & Feldberg 2017)

Work- Practice	Inductief	↔	Deductief	<i>Gaining insights from big data for decision making.</i>
	Mens	↔	Machine	
Organizational	Centraal	↔	Decentraal	<i>Developing organizational designs and models.</i>
	Incrementeel	↔	Radicaal	
Supra-Organizational	Gesloten	↔	Open	<i>Dealing with stakeholder interests.</i>
	Social	↔	Economic	

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Unieke eigenschappen van big data.



Portability



Interconnectivity

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Hoe kunnen organisaties waarde creëren met data?

Strategy making: New Games, New Rules!

Nature of data and information

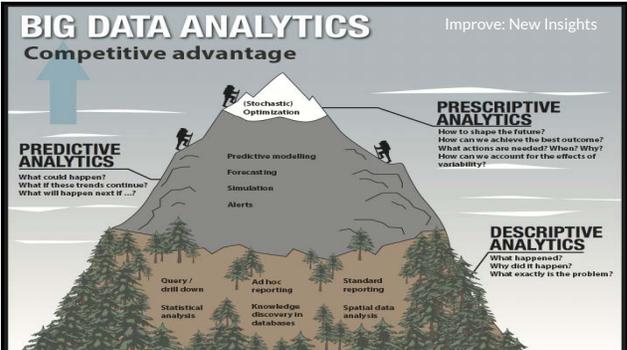
<p>Standard Strategy Context Relatively Homogeneous Structured Purposeful, Theory-driven ("sorting in the way in") Mono-semiotic, Alphanumerical Deductive, Top-Down Long-Term Horizon Forecasting</p>	<p>Big data-digital ecosystem Heterogeneous Unstructured or Semi-structured Agnostic, Haphazard ("sorting in the way out") Trans-semiotic (Text, Image, Sound) Inductive, Bottom-Up Short-Term Horizon Nowcasting</p>
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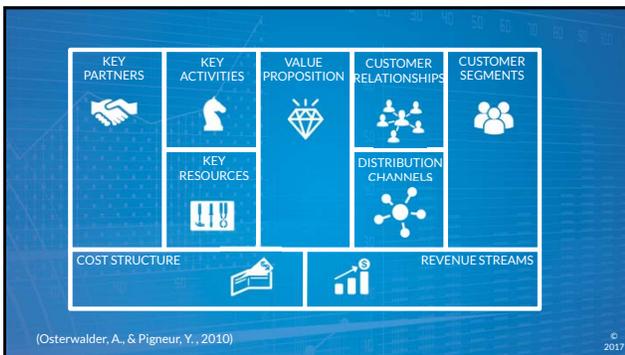
(Constantiou & Kallinikos, 2014)

DATA-DRIVEN BUSINESS MODEL INNOVATION

<p>IMPROVE the business model</p>	<ul style="list-style-type: none"> • New Data • New Insights • New Actions
<p>INNOVATE the business model</p>	<ul style="list-style-type: none"> • Data Monetization • Digital Transformation

(Woerner & Wixom, 2015)





10 Top Apps For Eating Healthy
(www.forbes.com)

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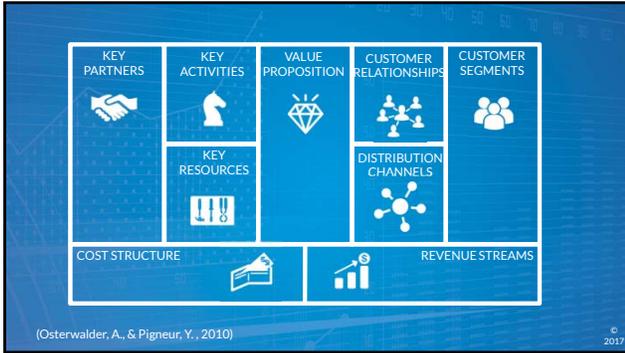
Marketingfacts COOSTO Social Media Monitoring & Webcare

Health apps: 1 op de 5 smartphone-bezitters managet gezondheid

<http://www.marketingfacts.nl/>

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'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 distributeurs 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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Valt er nog iets te kiezen

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Who will become the  of your industry..?

U B E R

