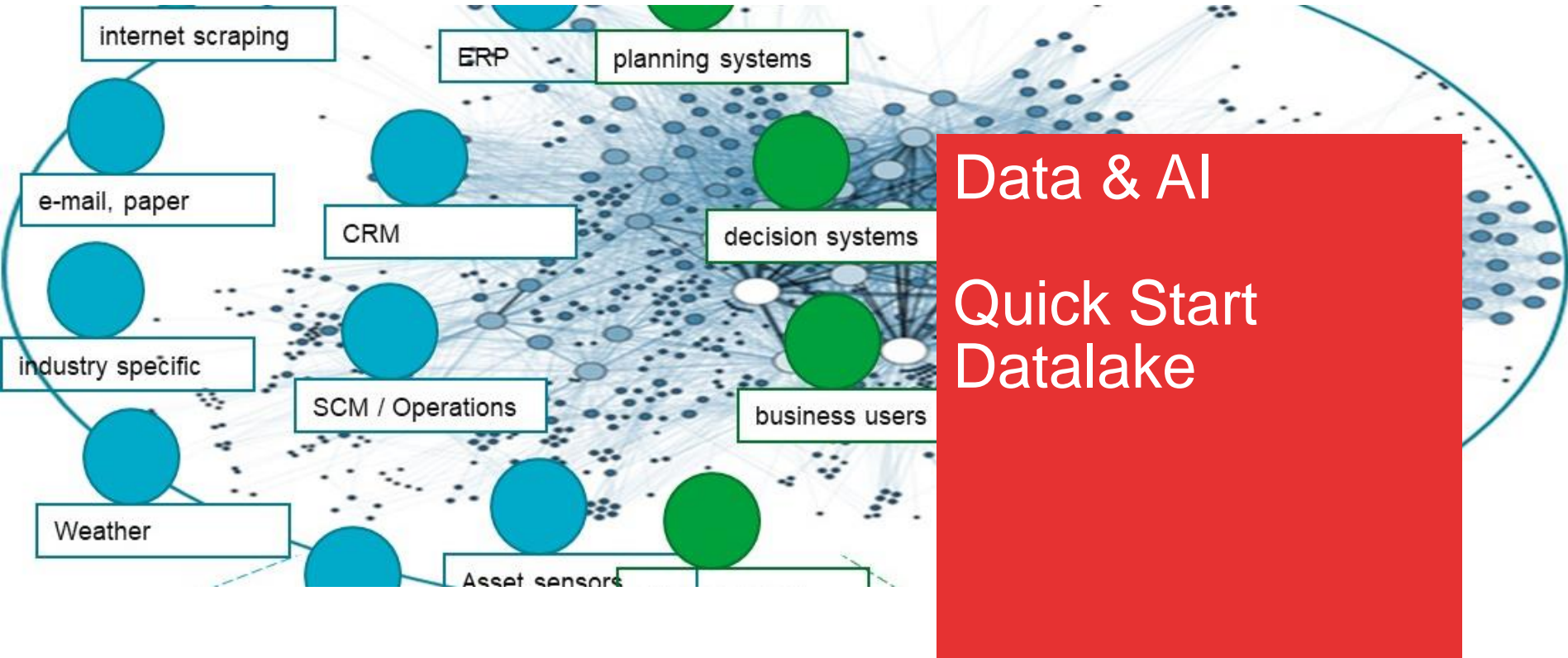


CONCLUSION



Drivers of Data & AI

- You want to leverage available insights from your data in key decision processes to become:
 - more efficient
 - more effective
 - more unique
- You want to automate complex planning processes to become:
 - more transparent
 - more predictable
 - less dependent on rare experts
- You want to boost innovation by providing a sandbox of data & tools to explore ideas, validate new business hypotheses, and build trials fast



CONCLUSION

Michael Lewis

MONEYBALL

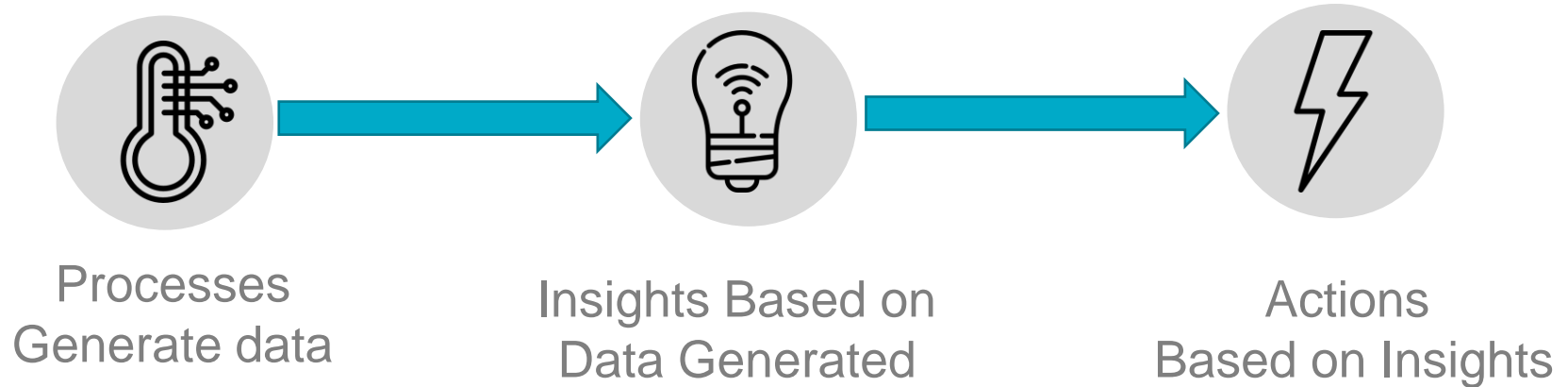
DE KUNST EEN ONGELIJK SPEL TE WINNEN

'Een van de beste honkbal- én managementboeken ooit.' - FORBES MAGAZINE



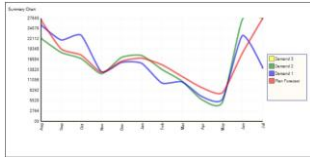
Concept of Datalake

CONCLUSION



What to do with Data Analytics?

CONCLUSION



Demand Forecasting



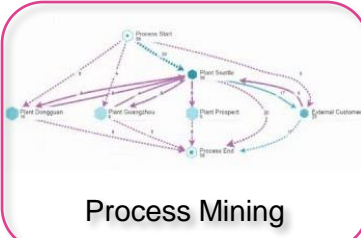
Next Best Offer



Price Optimisation



Churn Prediction



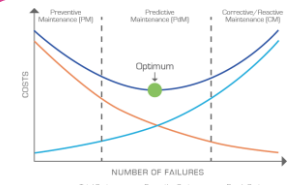
Process Mining



Robotic Process Automation (RPA)



Scheduling



Predictive Maintenance



Adv. Process Support

3 FOR 2*
MIX & MATCH

*Lowest Price Free
Promotion Optimisation



HR Analytics

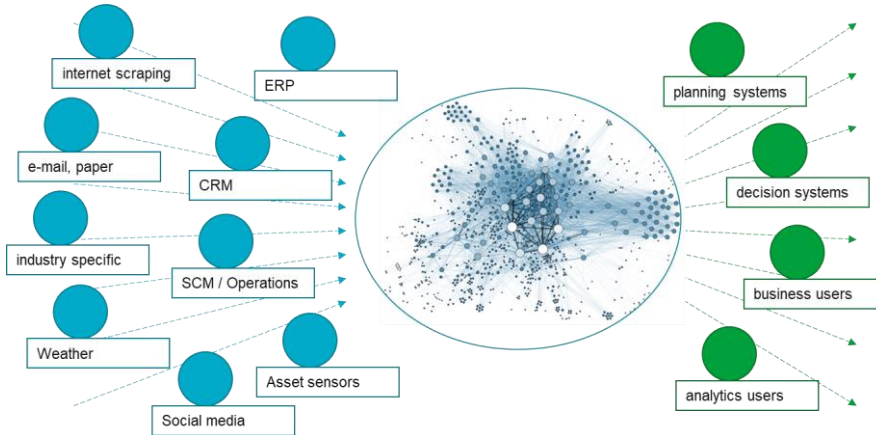
Your idea goes here

What kind of customers / solutions

- Winkelverkoop koppelen aan folder verspreiding en weer, seizoen en locatie / postcode om model te maken voor optimalisatie folder investerin / rendement
- Productie bedrijf batch productie, ploeg samenstelling, geproduceerd product, datum, seizoen en weer.
- OEM met een complex homogeen product die met 200+ sensors en een eenduidige koppeling naar de cloud wil inzicht in gebruik en performance.
- Ziekenhuis met assets waar ze zijn en in gebruik zijn. Om zo inzicht te krijgen in gebruik verbruik en optimalisatie van assets en verbetering van onderhoud.

Quick Start Data Lake Key Benefits

CONCLUSION



- You start collecting data Now!
- Data made available for all types of users, human, apps, automation
- You can build on this solution towards any future requirement
- Current and future analysis can be conducted as you keep ALL data
- Create Dashboards covering multiple domains

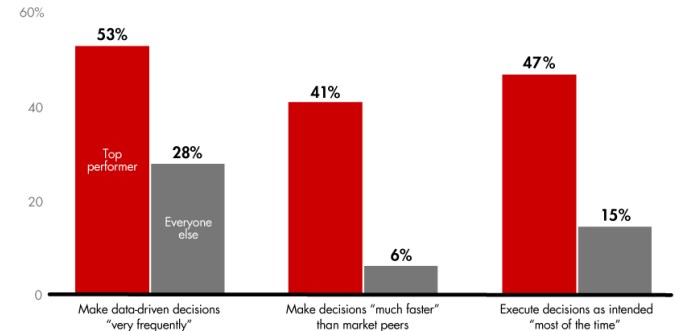
Conclusion Quick Start Datalake solution

CONCLUSION

- Connect 6 different data sources from 2 different technologies
- Automatic refresh of your data
- Limited filtering
- Basic logging of data pipeline status
- Advise on setting up key Data Governance
- Value discovery workshop resulting in 10+ potential data & AI solutions evaluated on value and effort
- Central user/client management
- Cybersecure

Advanced analytics supports better decision making

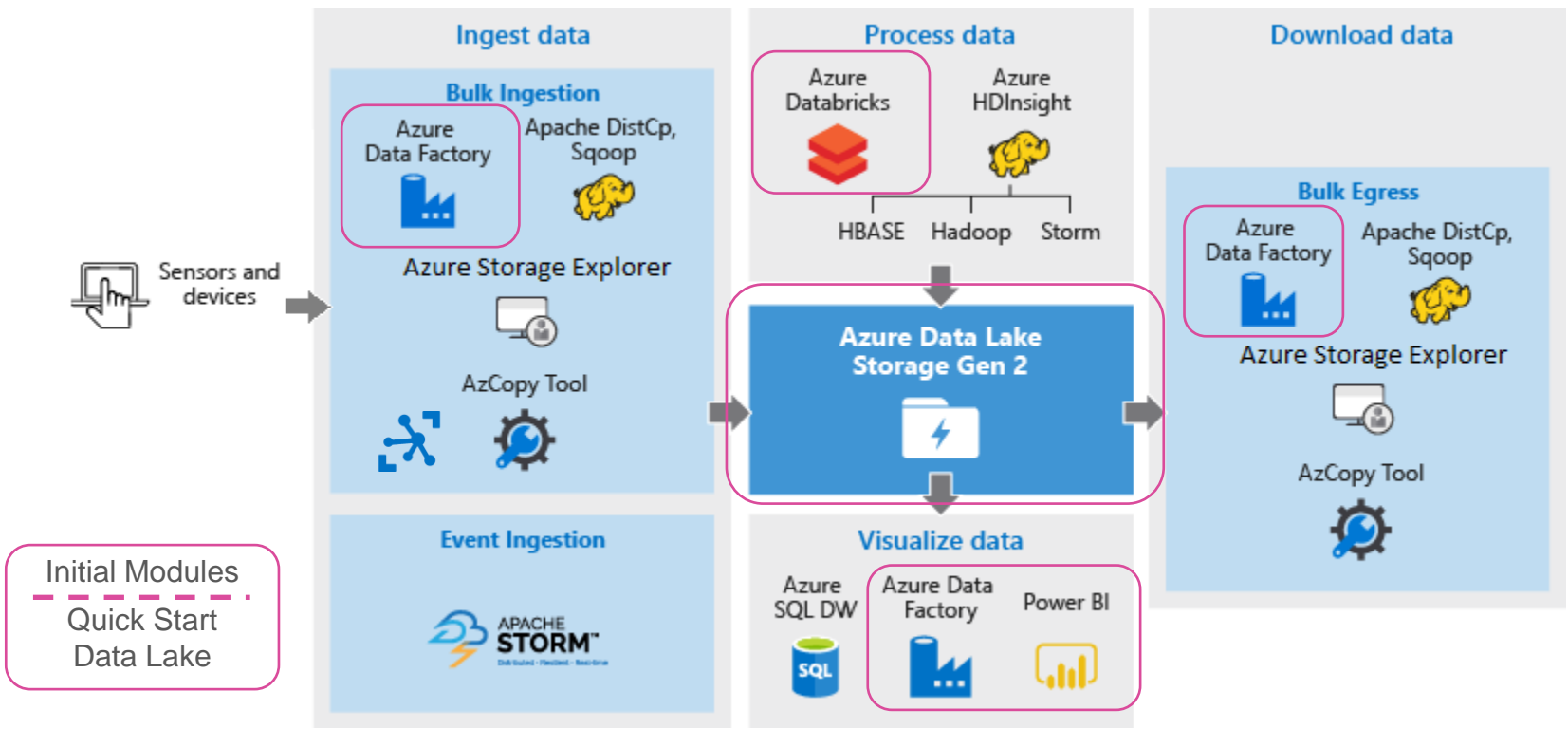
Percentage of respondents by data capabilities



Source: Bain research, n=409

Our Data Lake Solution is expandable

CONCLUSION



The template for project execution

CONCLUSION

Quick Start Data Lake

Data: Limited

Analytics:
Dashboards

Sponsor:
Director / Division VP

Governance:
Local / outside main governance

Projects:
Local / domain specific

Skills:
local heroes

Expand

Data: Domain

Analytics:
ML / Regression / predictive

Sponsor:
EVP

Governance:
Division

Projects:
Division / LOB

Skills:
CIO leads

Leverage

Data: Enterprise

Analytics:
Prescriptive / Optimization

Sponsor:
CEO

Focus:
Enterprise

Projects:
Enterprise wide

Skills:
Enterprise MD Programme

We unlock *added value* for our clients,
by connecting *business opportunities* with
future technology and *global goals*

Enabling Business to leverage Data & AI

CONCLUSION

