

Thriving on **Data**



Crazy Data Train

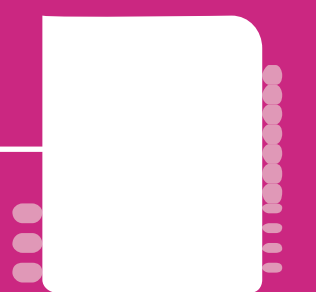
Power to the People

Good Taimes

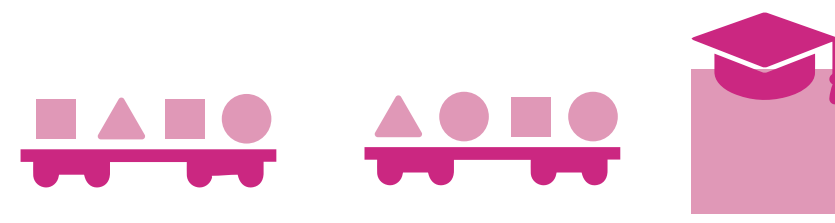
Data Apart Together

How Deep is Your Math

Thriving on **Data**

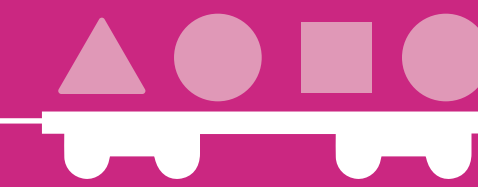
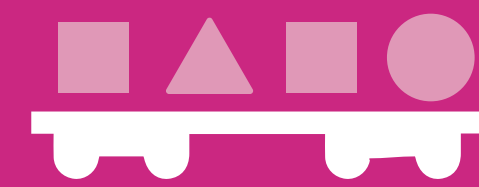


Crazy Data Train



Enterprises jump on the bandwagon of data as the key to better engage their customers, to intelligently automate their core business processes and to design and manufacture smart products. For that, data needs to be activated at the center of every crucial business activity. It's crucial to understand how to get it; not only from internal, but also from external sources. It requires a sharp 'procurement' market eye to get the right data. It needs an R&D-like vision to design how it will produce value. And it taps into the mindset of marketing to envision how to monetize data, in- and outside the enterprise. If data can be put on the corporate balance sheet, it will trigger even the most executive perspectives. Above all, it's a matter of deploying organizational data enablers and behaviors - leaving nobody behind for the ride. All aboard!

Crazy Data Train



Power to the People



In a hyper-adaptive, data-powered organization, everybody needs to be a bit of data scientist and data engineer. The best insights are created in close proximity to the business and to do that, data must be discovered, prepared, analyzed, and visualized right there. But real skills are rare; and secure, highquality access to the right data is far from a given. AI and automation fuel a new category of easy-to-use, augmenting tools that provide the power of data to a much wider range of people. It offloads the pressure on central delivery while democratizing access to data and algorithms. Data for all, right on.

Power to the People

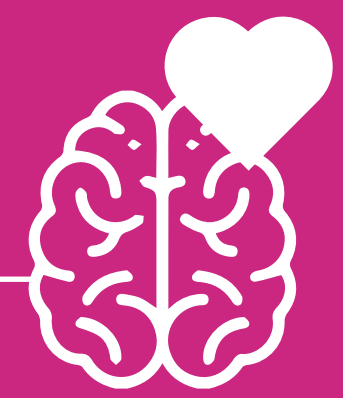


Good Taimes



With all of us increasingly relying on data and algorithms in both personal and business lives, it's not that simple to just leave our cares behind. Consumers are much more open to products and services if they trust that their privacy is respected, and security is guaranteed. Workers will embrace support from AI earlier when its mechanisms are transparent, its training data is unbiased, and it augments them in their daily work. Regulators will demand AI solutions that can be audited and explained. And all of society expects ethical AI, driven by compelling purposes for positive futures. Although there may be still smoke on the water of AI, it's wise to do AI good and do AI for a good, sustainable future.

Good Taimes

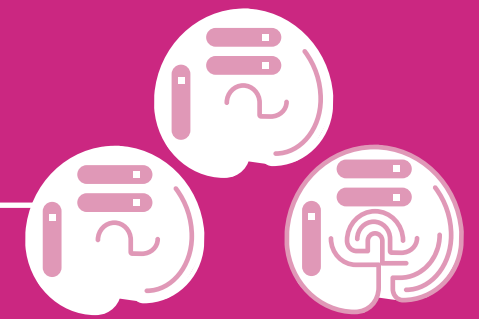
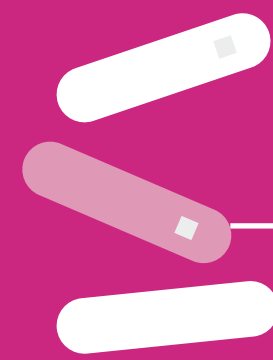


Data Apart Together

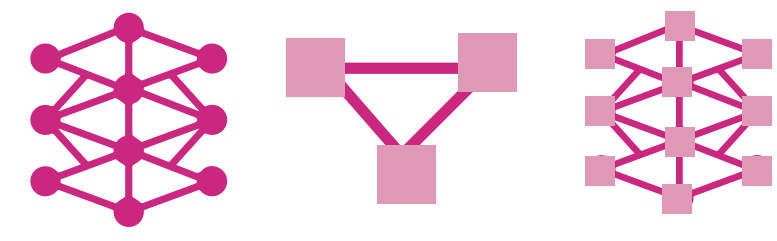


The single source of truth in corporate data is like the Holy Grail; great to pursue yet destined not to be found. Many different sources, uses, and perspectives of data typically exist both inside and outside the organization. And it's changing overnight. Why not fully embrace that diversity and create a federated business take on data? AI-enabled tools help to keep a grip on a variety of data sources, data stores, definitions and consumption patterns, wherever they are and whoever owns them. It empowers local units to mind their own business with data yet, be a collaborative contributor to organizational integration, robustness and direction. The best of both worlds, really.

Data Apart Together



How Deep is Your Math?



Much of the current love for AI arguably comes from deep learning on neural networks. These are essentially brute force, pattern recognition machines that –if provided with enough training data – can go where more traditional data science (often based on statistics and mathematics) stops. Deep learning can be combined with other technology-enabled approaches, such as reinforcement learning, in order to provide even more raw, unmatched problem-solving power. Its simplicity is appealing, as it functions as a black box that simply needs lots of training data to become accurate. But as we are living in a world of tools, more than ever it is also a matter of finding the right balance between human and machine powers.

How Deep is Your Math?

