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## [Data+Service] Newsletter 04/2019

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Swiss Alliance for Data-Intensive Services &lt;newsletter-editors@data-service-alliance.ch&gt;

30 April 2019 at 17:10

Reply-To: Swiss Alliance for Data-Intensive Services &lt;newsletter-editors@data-service-alliance.ch&gt;

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Swiss Alliance for  
Data-Intensive Services

## Newsletter #4 30.04.2019

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Welcome to this month's Newsletter!

We have several exciting announcements this month.

Find whats new in [SDS2019](#)! Learn about our [new industrial member](#).

Do not miss the upcoming events & Expert Group meetings, Summer School, and keep an eye on [our website](#) for all events.

Questions, remarks or contributions for the newsletter? Reach out to [the editors](#).

Happy reading!

The Editors

*[Make sure to scroll all the way down -- don't-miss-it-goodie at the end!](#)*

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## Upcoming Expert Group Meetings

**10.05.2019 - Predictive Maintenance Expert Group meeting**

14:00 - 17:30, Location: ZHAW Technikumstrasse, Winterthur. Find information [here](#).

**16.05.2019 - Service Lunch by Smart Services Expert Group**

11:45 - 13:15, Location: ZHAW [Lagerstrasse 41, Zurich](#). Find information [here](#).

Check our [events page](#) for all Expert Group meetings.

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## Upcoming Alliance Events

### **08.05.2019 - Use-Case Talks Series - Best Practices in Data Science Projects**

16:00 - 19:00, Location: Technopark Zurich. Find more information [here](#).

### **13.06.2019 - GeoSpatial Data Day 2019 (SDS2019 Pre-Conference event)**

12:15 - 19:00, Location: Berner Fachhochschule BFH, Brückenstrasse 73, Bern. Find more information [here](#).

### **14.06.2019 - 6th Swiss Conference on Data Science (SDS2019)**

08:30 - 18:00, Location: Kursaal Bern. Find more information [here](#).

Check our [events page](#) for all events.

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## SDS2019 - exciting updates



We are extremely happy to announce the conference program to you.

[SDS2019 Program](#)

We bring to you a variety of scientific and business talks. Some topics that we cover are, Data Ethics, Data Science Operationalization, Data Visualization, Deep Learning, ML applications & methods, NLP, Spatial Data Analytics & Transportation Applications. There is something for everyone!

We are also happy to inform you about our 2 keynote speakers: Ken Hughes and Alexandra Przegalinska. They are both renowned speakers in the field of human-AI interaction, consumer behaviour, psychology and more. Check their profiles [here](#) and register now!

Data+Service Industrial members - don't forget to use your Flex budget to register! [Contact us](#) if so.

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## Topic Leader: ITEM, University of St. Gallen (main contact: Philipp Osterrieder)

### Topic: Smart Services @ ITEM-PM

The Institute of Technology Management (ITEM) is part of the University of St. Gallen since 1989 and the biggest institute with four professors for Production Management (PM), Innovation Management, Operations Management and Entrepreneurship. The ITEM-PM is led by Prof. Dr. Thomas Friedli and embraces today 12 research associates across the three competence centers: Global Manufacturing Networks, Operational Excellence and Smart Manufacturing & Services.

Within the group of Smart Services, we focus on new business models, organizational structures, development processes, as well as value-based marketing and selling approaches for services at manufacturing companies in the era of digitalization and data. Thus, as academic leader in the data-driven business models expert group, we bring in our expertise from 15+ years in research and strong company collaboration in the area of industrial services.

With a distinct focus on *"insights for practice"*, we concentrate our work on enhancing the capabilities of our industry partners across different sub-categories of Smart Services. Examples therefore are:

- Benchmarking Smart Services – Transformation of the Service Organization: Based on a questionnaire developed for and with a consortium of different industry partners, we conducted a benchmarking study to derive successful practice companies, who perform high in areas such as strategy alignment, organizational change, service sales, innovation and delivery.
- Value-Based Marketing and Sales of Smart Services: This recently granted Innosuisse project is coping with the endeavor to develop a partly software-based tool for manufacturing companies, who strive to sell their Smart Services based on the value for their customers.
- Focus Group – Managing Service Innovation Processes: Besides joint research projects with industry partners, we strongly foster cross-industry exchange about specific topics in the realm of Smart Services. Partly motivated by results of our benchmarking study, we see a need for discussing successful approaches to the development of Smart Services in light of a rising inter-firm collaboration.

Our work together with other institutes and industry is manifold, however mainly covered by focus group events, joint research and industry projects, benchmarking studies and individual industry projects. Yet, we further offer seminars (e.g. [Smart Service Seminar](#)) on a regular basis. For more information, please get in touch with our main contact Philipp Osterrieder.

**Involved persons:**

Prof. Dr. Thomas Friedli  
Director Institute of Technology Management



Moritz Classen  
Research Associate with a focus on  
value-based marketing and sales of Smart Services



Philipp Osterrieder  
Research Associate with a focus on the  
organizational configuration of Smart Service activities

**Selected Publications:**

Osterrieder, P., & Friedli, T. (2018). Determinants for the organizational configuration of manufacturing companies offering data-based services. ANZAM 2018 Proceedings, 21–41.

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## Topic Leader: ZHAW ABF (main contact: Anita Sigg)

**Topic: digitization in banking, finance and insurance**

The Department of Banking, Finance, Insurance (ABF) has 80 employees and offers Bachelor's and Master's degree programs as well as continuing education programs. Other activities include applied research and consulting in the fields of wealth and asset management, financial management, insurance, pension funds, and real estate. In the field of digitalization, we focus on human centric service design and innovation in financial industry. Anita Sigg, Head of Personal Finance und Wealth Management, brings her knowledge to the expert group smart services.



Examples of our work include:

- The Braingroup project: This Innosuisse funded project aims to develop a new online financial plan for retail customers. This enables them to carry out comprehensive financial planning online and independently. The findings from research and practice were summarized in a "life event model". [\(Link\)](#)
- The FinTech project, under the EU's Horizon2020 funding scheme, aims to create a European FinTech risk management hub. To this end, it will develop ready-to-use FinTech risk management models, which will be dynamically updated and aligned with best research and practice. The project includes training to national regulators (SupTech) and to European FinTech hubs

(RegTech) by a group of independent experts that have leading research expertise in the measurement of the risks that arise from the application of big data, artificial intelligence and blockchain technologies and, specifically, of those arising from innovative payments, peer to peer lending and financial robo-advisory. ([Link](#))

- Digital Insurance Broking: The goal of the research project is to develop an application that enables the statistical comparison of risk- and insurance profiles. With this information at hand, users of the e-Broker platform can compare themselves against peers and identify coverage gaps and unnecessary insurance coverages. ([Link](#))

#### Teaching, training and further education

- Since 2018 we offer the MAS Business Innovation Engineering for Financial Services with a focus on digitalization of the finance industry. The MAS consists of the two mandatory CAS with a focus on the financial industry (Financial Service Design and Financial Business Innovation). Subsequently, two CAS of choice can be chosen. ([Link](#))
- In addition to the MSc courses in [Banking and Finance](#) or [Accounting and Controlling](#), we offer various Master of Advanced Studies such as in [Financial Consulting](#) or [Corporate Finance & Corporate Banking](#).

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## Computer Vision X Data Science: May 23rd, 2019, 6pm @ Kate Vass Gallery, Zurich

by Justus Spengler, Rockstar Recruiting

The goal of the event is to bring together roughly 40 invite-only people from Zurich, who are actively working on cutting edge technology on the interface of computer vision and data science.

[Register here.](#)

Speakers are representing companies located in Zurich and will showcase some of their developments. Furthermore, speakers will comment on what kind of projects/collaborations they are looking for and which kind of profiles they are currently and prospectively searching to hire.

- Afterwards: Apero and wine on rooftop terrace of the gallery
- Lots of opportunity to network and to meet talent
- Participants might be able to already take a look at the AI art exhibition 'Automat und Mensch' before it will be open to the public the following week at Kate Vass Gallery (<https://www.katevassgalerie.com/de/exhibitions/26/overview/>)

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## International Summer School Lucerne : Design of

## Smart Digital Services

2nd - 6th September 2019

**By Shaun West**

The Lucerne University of Applied Sciences and Arts invites you to the 2nd the International Summer School Lucerne where the focus will be on “agile business development in a connected world”. Students from international partner universities are provided insights into various aspects of business development, international management and innovation with the industrial internet. The model is based on the design of smart digital services where the ecosystem innovation and the building of new customer value propositions are both core to the support of solution building.

We will work on a practical service problem provided from a major Swiss product manufacturer based in the B2B2C world. Service design thinking approaches will be used to support the development of new solutions. This will have been completed within a multicultural environment with multidisciplinary teams.

**Please note:** The number of participants is limited. Participants must be nominated by **June 21st 2019**.

[More information.](#)

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## Welcome new member ti&m AG



We are happy to announce that ti&m AG, represented by Holger Rommel joins our Alliance as our new Industrial member. ti&m joined the Data Services Alliance in April 2019. ti&m is market leader in digitisation and security products as well as in innovation projects in Switzerland and the financial centres of the EU. ti&m's research department is headed by Dr. Holger Rommel, who will represent ti&m at the alliance. ti&m Research focuses on development of solutions based on new technologies like A.I., which will be used in various industries, e.g. for fully automated onboarding services in banking, or for fully automated claims- or underwriting processes in the insurance industry.

By joining the Data Services alliance ti&m wants to participate in research and development of new technologies, and will also bring in its knowledge about business needs of its clients in different industries. ti&m's aim is to develop new services and products which will be of practical use in various industries, thus spreading the impact of new technologies on the way we work and create value.

It is a great pleasure for us to welcome Holger and his team, as our new member.

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## New Offer - Expert Group Data Driven Business Models

by Philipp Osterrieder

**Next meeting: 27.06.2019, Au Premier, Zurich**

To get the most out of the available competencies within our network, we strive to adapt the style of our expert group meetings for "Data-driven Business Models".

New offering for members: distinct meet-an-expert sessions, where you are able to meet an expert to discuss emerging questions in the realm of our expert group. Thus, as you can see at the agenda below, D ONE and the Institute of Technology Management (University of St. Gallen) are offering each two slots of about 30 minutes to discuss problems and provide first hints or propositions to solve these.

### **Agenda: Expert Group "Data-driven Business Models"**

15:30 – 16:30 Meet-an-Expert with Patrick and Philipp (new // members only)

16:30 – 17:00 Arrival of further guests // Networking

17:00 – 18:00 Two Presentations from Practitioners

18:00 – 19:00 Apéro and Networking

To reserve one of these slots, please contact Patrick Buck ([patrick.buck@d-one.ai](mailto:patrick.buck@d-one.ai)) of D ONE or Philipp Osterrieder ([philipp.osterrieder@unisg.ch](mailto:philipp.osterrieder@unisg.ch)) from the University of St. Gallen with a brief summary of your situation and problem. You may choose your favorite expert, or we assign the one with the best fit to your question.

Do not hesitate to reach us through mail or telephone and profit from the possibility to meet an expert as part of the Data+Service Alliance. However, be aware that only four slots are available, therefore, first come first serve.

**The next meeting will take place in Zurich (Restaurant Au Premier / main station) on June 27, 2019.**

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## Call for Participation for a workshop on Business NLP at Swiss Text

This session is co-organised by the Data+Service Alliance and we invite presentations from any industry (small or large) working on text or speech data. Each presentation will be 10–15 minutes followed by a short discussion.

Do you have an NLP use case/challenge? Send to us!

Please apply with describing the use case, the challenge and the present solution under:

All submissions are due on **15<sup>th</sup> May 2019** via:

<https://forms.gle/8aPLXfekV8jPNgvs5>

**Organizing Committee:**

Kornelia Papp, Swiss Re

Daniele Puccinelli, SUPSI

**Contact Information:**

[kornelia\\_papp@swissre.com](mailto:kornelia_papp@swissre.com)

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## Data+Service Match-Making event - now on 16th October 2019

This is to inform that the Match-Making event, which was scheduled to be held on 14th of May 2019 has been postponed until the 16th of October 2019. It will take place at Fern Fachhochschule, Regensdorf.

More information will follow in the next newsletters and on our [events page](#) on the website.

Thank you for your understanding.

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### Upcoming Member events

[Send events](#) that you are (co)organizing that can be useful to our members and we will include this information in our newsletter.

#### Horizon 2020 - Network of AI Excellence Centres: 28 May Brussels

A preparation for the 2020 topic "ICT-48-2020: Towards a vibrant European network of AI excellence centres". More information [here](#).

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### Data Science Read of the Month

Das Beste zum Schluss

**Rosetta: large scale system for text detection and recognition in images**

<https://blog.acolyer.org/2018/10/01/rosetta-large-scale-system-for-text-detection-and-recognition-in-images/>



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