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[Data+Service] Newsletter 07/2019

Swiss Alliance for Data-Intensive Services <newsletter-editors@data-service-alliance.ch>

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Swiss Alliance for
Data-Intensive Services**Newsletter #7**
08.07.2019

Welcome to this month's Newsletter!

SDS2019 is over, read some highlights below. Learn about our new Topic Leader, from our Academic member institutes. Get in touch with us if your institute could be a topic leader.

Do not miss the upcoming events & Expert Group meetings, 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!

Upcoming Expert Group Meetings

11.07.2019 - Blockchain in Supply Chain Management Expert Group Meeting

15:00 - 17:30, Location: ZHAW, [Lagerstrasse 41, 8004 Zürich](#) (Room ZL O2.01). More information [here](#).

29.08.2019 - Data Sharing Expert Group Meeting

16:00 - 18:00, Location: Bern. More information [here](#).

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

Upcoming Alliance Events

04.09.2019 - 3. Konferenz Perspektiven mit Industrie 4.0

08:00 - 18:00, Location: ZHAW School of Management and Law, [St.-Georgen-Platz 2](#), 8401 Winterthur. More information [here](#).

05.09.2019 - 4th European Conference on Artificial Intelligence in Finance and Industry

08:00 - 18:00, Location: ZHAW [Winterthur](#), [Technikumstrasse 71](#), 8401 Winterthur. More information [here](#).

09-12.09.2019 - CLEF Conference

Location: Università della Svizzera italiana (USI), Switzerland. Find more information [here](#).

13.09.2019 - Smart Services Summit

09:00 - 16:00, Location: Swisscom Business Campus, [Turbinenstrasse 30](#), 8005 Zürich. More information [here](#).

SDS2019 - thank you all!

by Amrita Prasad

It has already been 2 weeks since we had SDS2019, on the 14th of June, at Kursaal Bern. For those who were present this year, we hope that you liked the conference and it was at par with your expectations. Those who weren't there, we hope you can make it next year, you sure missed some really cool talks and being part of (possibly) the biggest data science community gathering in Switzerland.



Some numbers:

Total participants → 431

Total number of sponsors → 25 (a huge shout out to them!)

Talks → 50 (and 5 roundtable discussions)

Posters → 11

Industry to academia ratio → 70% : 25% (5% others)

Data+Service members vs non-members → 53.5% : 46.7%

Some highlights:

The “Ort der Vision” project took off at SDS2019. The artwork “Orte-Schrank” at [Museum Kartaue Ittingen](#) is not a conventional piece of art itself, but rather an instrument of communication. To unfold their effect, they need to be put in operation – they do not belong in a museum but they are meant to mark places in the real world. In this case, “places of vision”. The Swiss Alliance for Data-Intensive Services projects itself as a place of vision and innovation, and physically, this is where our members are. The “Ort der Vision” will become a tangible outcome of our vision building objective, and it will travel from one member to another during the next year. [Follow this “Ort der Vision”](#) plate and be part of the Data+Service story.

Another highlight of SDS2019 was the Ethics Codex that was published as a result of the Alliance. The Data Ethics Expert Group of the Alliance has presented an Ethics Codex document that provides an ethical reference for all people in an organization who are responsible for activities around data. The code is developed in a joint industry-academic initiative, involving specialists for ethics as well as for all relevant data-related issues. Please read the [code here](#) and send us your feedback via the feedback form available on the page, send us via email to the [D+S office](#).

Special thanks also to our [co-organisers of the GEOSpatial Data Day](#), the SDS2019 pre-conference event, for making an incredible pre-conference event. Impressions from the event found [here](#).

Last but not the least, I'd like to thank once again all participants, [sponsors](#), [program committee members](#), [steering board](#), for this incredible day. Please leave your [feedback here](#) if you haven't already, latest by 24.07.2019.

The talk slides & videos (which were allowed to be published) are online and published [here](#). The pictures are also on the website [here](#). Feel free to use the pictures if you wish, and please give credits to the photographer Beat Mumenthaler (www.beatmumenthaler.com).

We look forward to meeting you again at SDS2020! Thank you all!

Topic Leader: APS, FHNW (main contact: Anne Herrmann)

Topic: Consumer Psychology, Product and Service Development, Applied Natural Language Processing

Digitalization, individualization, and changing consumer behavior patterns are posing new challenges for organizations. But they also offer new opportunities. The Institute of Market

Offerings and Consumer Decisions examines what requirements consumers have in terms of innovative offers, products, services, and new technologies.

We apply psychological expertise to investigate what consumers need, prefer, know, and how they make decisions. Our main focus is on the psychological aspects that come into play in consumer decision-making and the resulting consumer behavior. We explicitly incorporate the environment in which consumers engage with what is on offer.

Working with companies, governmental, and non-profit agencies, we carry out research projects dealing with a range of questions around consumer needs and requirements related to digital offerings. Due to our interdisciplinary partnerships and our own expertise, we combine knowledge from different fields to drive the innovation and development of marketable products and services.

This is what we offer our partners:

- Generate insights for product and service development based on sound theoretical and industry expertise
- Provide theory- and evidence-based recommendations to support partners in their development of customer-oriented digital products and services.
- Analyze language data for content, psychological distance, emotions, and emotional intensity (NLP) including linguistic matching

We are actively involved in the Swiss Alliance for Data-Intensive Services. As members in several Data+Service Expert Groups (e.g. Smart Services, Natural Language Processing in Action), we organize events to share our expertise as well as collaborating in research projects with other network members.



Prof. Dr. Anne Herrmann



Prof. Dr. Dorothea Schaffner



Dr. Simone Griesser



Dr. Vivianne Visschers

Selected research project(s)

- Lifestyle change via sustainable and personalized interventions
<https://www.fhnw.ch/de/forschung-und-dienstleistungen/psychologie/innovative-marktangebote-und-konsum/lifestyle-change>
- Bike to the future: Using VR to investigate cyclists' safety perception
<https://www.fhnw.ch/de/forschung-und-dienstleistungen/psychologie/innovative-marktangebote-und-konsum/bike-to-the-future-nutzung-von-vr-zur-analyse-der-sicherheitswahrnehmung>
- Development and evaluation of the MyFoodways app: A digital intervention to promote healthy and sustainable food consumption
<https://www.fhnw.ch/de/forschung-und-dienstleistungen/psychologie/innovative-marktangebote-und-konsum/my-foodways>

Find out more on the FHNW [website](#).

Find all [Topic Leaders on the website](#).

CLEF Conference

by Melanie Geiger

We are pleased to invite you to the Industry Days at CLEF 2019 (Conference and Labs of the Evaluation Forum), which will take place on September 11th and September 12th, 2019 in Lugano.

The goal of CLEF is to provide a platform to compare and test information retrieval systems. The conference is organized in independent labs that target different subtopics of information retrieval such as personalized information retrieval (Lab: PIR-CLEF) or digital text forensics and stylometry (Lab: PAN). Each lab defines a challenge (including a dataset and a task) that is solved by participants and evaluated by the organizers during the year. The conference provides a place to discuss the results, show their methods and exchange ideas. As a consequence, each year this conference consists of a number of presentations of research activities carried out on standard datasets.

The detailed program of the Industry Days will be announced in the beginning of August 2019, but the following key points were already confirmed:

- Industry Keynote
- Industry Talks
- Best of 10 years CLEF for Industry
- Panel on “Data Science and Information Retrieval in Europe” with two panelists from industry and two panelists from academia

Register for the conference here: <http://clef2019.clef-initiative.eu/index.php?page=Pages/conferenceRegistration.html>

Get more information: <http://clef2019.clef-initiative.eu>

Sweden & Switzerland's international innovation accelerator

Government offices of Switzerland and Sweden incl. InnoSuisse & Vinnova are together with our leading industrials running Sweden international innovation accelerator with Swiss Alliance for Data-Intensive Services as our valuable partner.

- Among our partners Saab, Zenuity (JV between Volvo & Autoliv/Veoneer), ABB Global, Georg Fischer, Sandvik, SBB, Hexagon, Swisscom, Siemens, ETH, Chalmers, CSEM, Linköping University can be mentioned.
- The aim with Sweden & Switzerland's international innovation accelerator is to create industrial driven innovation projects.

- Track record so far: 600MSEK in innovation projects in 5 years

Next industrial innovation partnering takes place on Sept 26 2019 @ ABB in Baden, Switzerland.

- Prioritized thematic from industry's side for the coming 2 years are AI, big data & XR.
- Co-funding for innovation projects is available.

[Agenda](#)

Now we are searching for SMEs, start-ups, MNEs and academia within AI, big data & XR who are interested in industrial innovation collaboration.

It could be interesting for the Data+Service members to participate to find the appropriate partner for an innovation project during match-making sessions. Additionally, SMEs could apply for [pitching](#).

Sign up for Sweden & Switzerland's international innovation accelerator via our [website](#) until August 31 (no participation fee).

SMEs and start-ups can apply for elevator pitches in the program until July 31.

Hack'n'Lead

by Rockstar Recruiting

Hack'n'Lead - Switzerland's first women-friendly Hackathon

Organized by women++, a Swiss non-profit organization aimed at improving diversity in Tech, Hack'n'Lead is Switzerland's first women-friendly hackathon. Over the course of two days, 100 - 120 participants develop software solution prototypes to solve one challenge chosen from a set of sponsored challenges. "Hacking" is supplemented by tech talks, activities and the presence of flying mentors, experts in their field, who will guide and advise project teams. At the end of the two days, teams have the opportunity to present their prototypes through lightning pitches. Based on the pitches, challenge winners will be selected and honored in a closing award ceremony.

What makes Hack'n'Lead different:

- Childcare & Coding for Kids offered on-site
- No overnight coding, healthy food and other activities to emphasize the importance of work-life balance
- Prep-event for first-time Hackathon participants and interested returners
- Expert mentors on-site to guide and advise on projects

Key facts & figures:

- **Date: 2 - 3 November 2019**
- **Location: Careum Auditorium, Zurich**
- Hackathon with approx. 100 - 120 participants, 84% of whom were women last year

- Focus: Software Engineering, Machine Learning
- Hack'n'Lead 2018 in the news: [Männerdominierte IT? Nicht Ganz](#) (Tagesanzeiger)
- Impressions 2018: [Aftermovie](#)

[Sponsor packages & prices](#) [Detailed Information](#) [Overview](#)

Understanding the barriers associated with the digital transformation in firms: A short survey from HSLU

by Shaun West

I am leading a study that is looking at the barriers that slow the digital transformation in firms. and we think that by understanding digitalisation transformation barriers of firms we can accelerate the digital transformation to make firms more competitive. We are using a survey to identify the reasons the barriers that slow down this transition,

We hope that you will have 5 minutes to complete the survey. We will share the results once analysed.

English: <https://www.surveymonkey.com/r/ENG-Ind4-challenges>

German: <https://www.surveymonkey.com/r/DEU-IND4-Challenges>

Italian: <https://www.surveymonkey.com/r/ITL-IND4-Challenges>

Research in the EC framework: For Academic members of the Alliance

by Francesco Kienzle, Euresearch

From the current “pre-published” work programmes for the period end 2019-2020 Euresearch extracts so-called topic previews. The topics preview have been prepared for the Data+Service Alliance concerning Big Data, AI and Robotics can be downloaded here:

https://www.euresearch.ch/fileadmin/redacteur/H2020/Euresearch_DataServiceAlliance_2018_20_Topic_Preview.pdf

The AI Watch initiative (implemented by the JRC https://ec.europa.eu/knowledge4policy/ai-watch_en) follows the implementation of the EU AI strategy and provides a number of indicators related to AI activities in Europe:

Like the AI map and indicators: https://ec.europa.eu/knowledge4policy/ai-watch/topic/ai-landscape-indicators_en

Please feel free to circulate it among your academic peers.

Data Science Read of the Month

Das Beste zum Schluss

Artificial Intelligence in Supply Chain Management

<https://towardsdatascience.com/artificial-intelligence-in-supply-chain-management-predictive-analytics-for-demand-forecasting-80d2d512f155>

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