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**Fwd: [Data+Service] Newsletter 10/2019**

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Draft

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Swiss Alliance for  
Data-Intensive Services

## **Newsletter #3**

### **23.10.2019**

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#### **Welcome to the Data+Service Alliance Newsletter!**

We bring you an issue every month, containing information about things happening inside the Alliance as well as information from our members.

In this issue, learn about our new Topic Leaders and upcoming events, mark your calendars now because there are quite a few!

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 Alliance Events**

There are several events coming up in the next weeks. Please check our [website](#) for all information.

**31.10.2019** - [Use-Case Talks Series: Rapid Prototyping](#), Zurich

**31.10.2019** - [Data Economy - The land of endless opportunities](#), Zurich

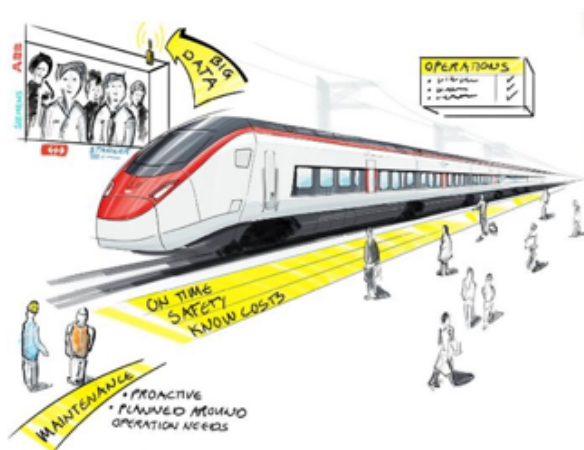
**07.11.2019** - [Digitalisierung und Gesundheit](#), Islikon, Thurgau

**13.11.2019** - [Service Lunch: The Human Factor: Making the Most of AI Results](#), Zurich

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## Smart Service - providing the basis for new value propositions

With the broad availability of sensors, data, networks and cloud infrastructure, a basis is now available for creating actionable data-driven services. In this context, the development smart services that solve real problems of everyday life has great potential to create value for people, businesses and society.



*Smart Services - translating data into action via detailed insights and with the use of Digital Twin technologies.*

## Smart services in industrial environments

In the expert group smart services, we address the following questions:

- Who are the relevant actors in our service ecosystem?

- Which jobs do they have to be done and which pains do they experience?
- How can we use data and data-driven insights to help them?
- Do we have access to the data required for this and does the data have the necessary quality?
- How can we develop new service models along the entire asset life-cycle that can create value for the asset owner, operator, maintainer and manufacturer.
- How can the smart service be built to provide performance optimization, asset condition monitoring or predictive maintenance?
- How can we manage or transfer risks using Smart Services?
- How can we capture the value that is created from Smart Services?

## The Digital Twin as a service enabler

There has been much written about the Digital Twin in terms of how it works, there is less understanding on how it can help, how it can help and how it can be used to capture value. We have been leading a ten partner project exploring:

- What is a digital twin and how can it help us?
- How to build Digital Twins?
- How to design value propositions based on Smart Services underpinned by Digital Twin technologies.

If you are interested in learning more about this topic or the projects, feel free to contact [Jürg Meierhofer](#) and [Shaun West](#).

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## Topic Leader: "Smart Information Systems" - ZHAW InIT

Contact person: Prof. Marc Rennhard ([profile](#))



Dr. Philipp Ackermann  
Digital Health &  
Visual Computing



Prof. Martin Braschler  
Information Retrieval



Prof. Mark Cieliebak  
Natural Language Processing



Prof. Hans-Peter Hutter  
Speech Recognition &  
Human Computer Interaction



Christoph Marti  
Cloud Computing



Prof. Thilo Stadelmann  
Artificial Intelligence &  
Machine Learning



Prof. Kurt Stockinger  
Information Systems



Prof. Bernhard Tellenbach  
Information Security



Prof. Marc Rennhard  
Information Security

The Institute of Applied Information Technology (InIT) at ZHAW revolves around the topic of building and analyzing smart information systems. With our five focus areas on Human-Information Interaction, Information Engineering, Information Security, Service Engineering, and Software Systems, we bring in the expertise of almost 100 researchers, developers and data scientists into highly successful and results-driven collaborations with industry and other research labs. Specifically, we delight in challenges such as:

- building natural language interfaces for databases or consumers
- improving speech interfaces for Swiss German dialects
- doing pattern recognition on, e.g., medical images, pedestrian videos, industrial audio and multi-lingual text
- designing secure and scalable big data systems
- finding answers in large and small unstructured information heaps

Together with our partners in the ZHAW Datalab, we were amongst the first in Europe to offer specific Data Science continuing education programmes. We also have a specialization in data science on the Master's level. Specifically, we teach foundations and advanced topics in AI, ML, databases, information retrieval, visual analytics, information security and cloud computing. Beyond teaching, the InIT is very active in professional networks like the [Datalab](#), [Data+Service](#) or [CLAIRE](#).

#### Recent projects

- [QualitAI - Quality control of industrial products via deep learning on images](#)
- [Ada - Advanced Algorithms for an Artificial Data Analyst](#)
- [DeepScore: Digital Music Stand with Musical Understanding via Active Sheet Technology](#)
- [INODE – Intelligent Open Data Exploration](#)
- [Call-E: Virtual Call Agent](#)

#### Selected publications

- Braschler, Stadelmann & Stockinger (Eds.), ["Applied data science : lessons learned for the data-driven business"](#)
- Stadelmann et al., ["Deep Learning in the Wild"](#)
- Stockinger et al., ["Scalable architecture for big data financial analytics : user-defined functions vs. SQL "](#)
- Imhof & Braschler, ["A study of untrained models for multimodal information retrieval"](#)
- Rennhard et al., ["Improving the effectiveness of web application vulnerability scanning"](#)
- Benitez et al., ["Twist Bytes : German dialect identification with data mining optimization"](#)

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

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**Welcome new members!**

**Noser Engineering**

We heartily welcome our new Industrial member Noser Engineering, represented in the Alliance by Mr. Rafael Soom.



Since 1984 Noser Engineering has been a leader in technical computing. With more than 160 employees based in Winterthur, Lucerne, Bern and Rheintal we support our customers with expertise in embedded computing, mobile & web application development and cloud & data solutions. Noser Engineering is focused on business areas such as Health, Automotive, Manufacturing, MedTech, Energy, Logistics & Transport and Building Technology.

Thanks to our expertise in different areas starting from collecting data at the embedded sensors, securely passing data to cloud backends for processing with big data solutions until data visualization on various devices, we support our customers in building end to end IoT solutions. Big Data Solutions by Noser means professional consulting, architecting and development of data analytics and machine learning solutions using the newest technologies. We extract the information, analyse problems and errors, interpret databases, show optimization potential and develop a ready-to-use Big Data Solutions concept for the specific needs.

With more than 30 years of experience in industrial software solutions we have a large customer base which is motivated to take the next step of the industrial revolution and generate value from their data.

We are motivated to join the association to share our knowledge with other professionals and academics to build great data analytics solutions for swiss companies.

### **HEPIA, Geneva**

We heartily welcome our new Academic member HEPIA, represented in the Alliance by Prof. Nabil Abdennadher.



HEPIA is one of the six schools of the Geneva-based campus of the University of Applied Sciences Western Switzerland (HES-SO). HES-SO is the largest university of applied sciences (UAS) in Switzerland and the second largest higher education institution of the country, with more than 21,000 students and 25 schools located in 7 cantons. It offers Bachelors and Masters degrees in Engineering, Business and Management, Healthcare, Design and Art, and Social Sciences. HEPIA comprises nine bachelor's degree program and four research institutes. It brings together, around the axes of sustainable development and optimal management of resources, a centre of excellence in engineering and architecture.

One of the research institutes of HEPIA is the Information Technology and Telecommunications Institute (inIT). inIT brings together skills in "Data sciences & computational intelligence", "Communicating, Reconfigurable, Embedded Systems", and "Networking, trust, privacy and security". inIT is involved in several projects in the domains of Smart City, Smart Grid and Urban Computing. In this context, disciplines related to data science and computational intelligence are very important. The involvement of inIT within the Swiss Alliance of Data Science Services will allow the institute to build relationships with other members and get in touch with industry and academic partners for collaborative research projects.

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### **Data+Service Alliance: Publications & Success Stories**

As the 3rd year since the running of the Alliance is coming to completion, we have witnessed various achievements of our members.

We have tried to document them and publish it for the entire community to acknowledge and get inspired.

Find some interesting publications here, <https://data-service-alliance.ch/innovation/publications>.

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**Project Call: Secure a Horizon 2020 grant for your company!**

**13. November 2019 - Technopark 1 Technoparkstrasse Room Fortran 8005  
Zürich**

Find out about funding opportunities in Horizon 2020 specifically targeted at Start-ups & SMEs.

**About this Event**

Are you looking for non-dilutive funding to finance your innovation project? The HORIZON 2020 program is financing Companies with breakthrough innovations and high-risk/high-potential projects that will disrupt existing markets with grants between €500.000 and €2.5 million (combined if requested with an additional equity component of up to €15 million).

- You have already founded your company?
- Do you have an existing prototype or proof of concept?
- Do you have the ambition to grow into a global market?
- Are you working in the fields of AI, Quantum Tech, MedTech or other deep tech?

Register for this hands-on workshop to learn how to secure your Horizon 2020 grant and boost your company. Book already your 1-to-1 session!

<https://www.eventbrite.de/e/how-to-secure-a-horizon-2020-grant-for-your-company-registration-75869011255?aff=ebdssbdestsearch>

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**Upcoming Member events**

**SAP Analytics Cloud Master Class in Prangins, November 12**



**SAP Analytics Master Class**

SAP Analytics Cloud Practical Workshop  
November 12, 2019, Hotel La Barcarolle, Prangins

[Register now](#)

Dear Valued Customer,

On November 12, we would like to invite you to attend the workshop on our SAP Analytics Cloud solutions in a practical way.

After a discovery of the SAP Analytics strategy, you will have the opportunity to prepare data and put into perspective some intelligent analyses and dashboards (around a practical exercise). Come and exploit the capabilities of Data visualization, Planning and Predictive.

Date: November 12



Location: Prangins

Website: [https://www.sapevent.ch/en/event/sap\\_analytics\\_master\\_class\\_2019/home](https://www.sapevent.ch/en/event/sap_analytics_master_class_2019/home)

## SAP Analytics Cloud HandsOn workshop in Zurich, November 21



### SAP Analytics Cloud HandsOn Workshop 2019

Sammeln Sie praktische Erfahrungen mit der SAC  
21. November 2019, Loft Corner, Zürich

[Erfahren Sie mehr](#)

Dear Valued Customer,

Jeder Mensch produziert am Tag Unmengen Gigabytes an Daten. Sie bilden in der digitalen Wirtschaft einen essenziellen Rohstoff für wertvolle Erkenntnisse. Doch nur wenn diese Daten sauber aufbereitet und miteinander vernetzt werden, können daraus Informationen und im richtigen Kontext Wissen geschaffen werden.

Die SaaS Lösung SAP Analytics Cloud fasst alle hierfür erforderlichen Analysefunktionen in einem Produkt zusammen. Dies erlaubt Ihnen einen modernen, explorativen Umgang mit Ihren Daten.

Date: November 21

Location: Zürich

Website: [https://www.sapevent.ch/event/SAC\\_HandsOn\\_Workshop\\_2019/home](https://www.sapevent.ch/event/SAC_HandsOn_Workshop_2019/home)

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## Data Science Read of the Month

Das Beste zum Schluss

**Futzing and moseying: interviews with professional data analysts on exploration practices**

<https://blog.acolyer.org/2019/10/23/futzing-and-moseying/>