Fwd: [Data+Service] Newsletter 01/2020

Newsletter #01
21.01.2020

Welcome to this month's Newsletter!

Welcome 2020! We are looking forward to an exciting year with the Alliance. The development of our community in the last three years has been extremely successful. We have a vibrant network with more than 500 registered and engaged specialists from 45 companies and 25 research groups, together with additional individual members and affiliated partners.

Note that we have a new assistant helping us in the office, please read his introduction below.

Mark your calendars and register now for the upcoming events. Also make sure you do not miss the **submission deadline for SDS2020 on February 7, 2020.**

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 Alliance & Member Events

Please check our website for all information and upcoming events.

30.01.2020 - Community im Gespräch - Künstliche Intelligenz (KI) erfolgreich einsetzen, HSLU, Campus Zug-Rotkreuz, Suurstoffi 1, 6343 Rotkreuz, 17:30 - 19:30

12.-13.02.2020 - Smart Maintenance Conference, Messe Zürich, K3, 09:30 - 17:00

13.02.2020 - Expert Group Meeting - Machine Learning Clinic, PwC's Experience Center, 14:00 - 17:00

18.03.2020 - Service Lunch with SAP - SAP, Dübendorf, 11:45 - 13:15

18.03.2020 - [Expert Group Meeting](#) - Smart Services, Dübendorf, 13:30 - 15:00

25.03.2020 - [Use-Case Talk](#) - Aspaara, Technopark Zürich, 18:00 - 22:00

28.04.2020 - Matchmaking Event, Zurich, more information coming soon

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David Schaffner - New Support in the Office

At the start of 2020 David Schaffner has joined the office of the Alliance in Thun as an assistant. He takes over the duties of Amrita Prasad, who has taken up a new challenge. We wish her all the best.

After finishing his education as management assistant David Schaffner accrued extensive experience in administration and logistics at various workplaces, including the federal tax office or the Inselspital in Berne. In his free time, David is an avid chess player and heavy reader of fantasy and sci-fi novels. We wish him a good start and look forward to working with him.

SDS2020 - Upcoming Deadlines

The deadline to submit a paper or presentation to SDS2020 is approaching quickly! Head to the conference website to submit your paper before the February 7, 2020 deadline: www.sds2020.ch

Accepted papers will be submitted for inclusion into IEEE Xplore.

Smart Maintenance Conference is around the corner

The second Smart Maintenance conference (in cooperation with the fair organizer Easyfairs) takes place on February 12-13, 2020 at Zurich Messe.

The conference covers two topics which are also addressing questions of our Alliance - Predictive Maintenance and Smart Services. Six members will share their experience on these topics.

On February 12, the main topic is Predictive Maintenance. Lilach Goren Huber, the researcher from ZHAW, will give an overview about scientific studies. Afterwards two Industrial members, LeanBI AG together with their partner, Optimised Systems Technologies AG and Noser Engineering AG, will present their realized use cases. Part of it is a plug & play solution for predictive maintenance.

On February 13, Smart Services is the focus theme. Shaun West, the scientific expert in Smart Services will present a perspective on how to create value for Smart Operations and Smart Maintenance. Hexagon will share with you "Why? What? How? Where to go?" with Smart Services. Finally, Siemens Schweiz will present their insights about data-based services in production.
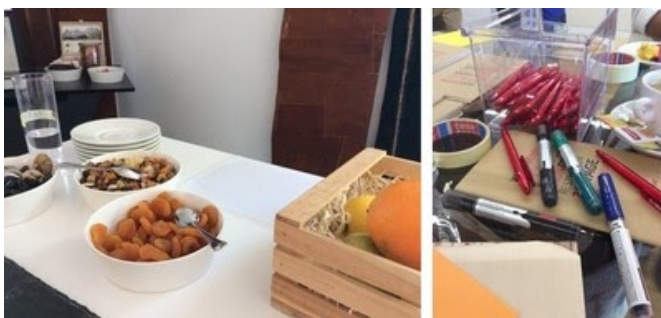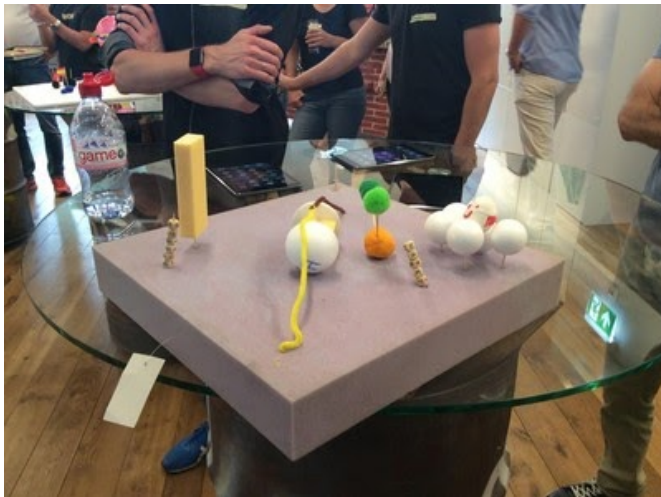
Take this opportunity to join and hear the industry trends and scientific research. Register on the conference [website](#). The number of places is limited! You can find all the information in the [Flyer](#).

CAS Data Product Design at the Mobiliar Forum Thun
by Jürg Meierhofer

Everywhere we read and hear about digitization. But what is behind it? How does it create concrete value for customers and the company and which technologies are relevant when and how? To share knowledge and skills, we offer the well attended course [CAS Data Product Design / Smart Service Engineering](#). To strengthen the conceptual skills acquired in the course, we are very happy that we can conduct an intensive two-day workshop in the highly inspiring spaces of the [Mobiliar Forum Thun](#). Many thanks to Mobiliar for enabling this and to [Ina Goller](#) for the multiple moderation of the workshop.

The buzz word "digitization" has become an everyday term. Over the last few years, it has expanded into broad areas of society and the economy. As a result of digitization, large amounts of data have accumulated, e.g. from processes, from systems for managing customers (CRM) and resources (ERP), or from customer behavior on the Web or in social media. More recently, more and more data has been generated about networked products and systems. Behind this are technological drivers such as the cost-effective and broad availability of connectivity based on the Internet of Things (IoT), sensors and actuators or advanced analytics.

Against the background of these promising technological innovations, the focus on customer benefits is often neglected. Digitization projects often only aim to automate and increase the efficiency of processes. Customers benefit only indirectly from this. However, digitalization can have a direct impact on customer benefits and create better or new customer experiences if it is appropriately designed. However, the targeted collection and

processing of data plays an important role. A successful implementation of data-based approaches must be designed from the customer's point of view and at the same time exploit the potential of the new technologies.

Use-Case Talk Series

Register today for our next Use-Case Talks Series taking place on **Wednesday, 25.03.2020** in the **Technopark Zurich** hosted by Aspaara Algorithmic Solutions AG.

You can find all the information on our [website](#).

Event

The Use-Case Talks Series will take place in the Technopark Zürich on **Wednesday, 25.03.2020** at **18:00**. The Use-Case Talk Series is organized by Aspaara Algorithmic Solutions AG on behalf of the Swiss Alliance of Data-Intensive Services. Participation is free of charge — interesting discussions at the networking apéro are included!

Use-Case Talk Series

Share your use-cases and insights about frameworks, best practices and tools in artificial intelligence projects! Enjoy in-depth technical discussions about interesting technical challenges among industry, academic and individual members. In a relaxed atmosphere we will discuss ideas for your most challenging projects, progresses in specific use-cases and utilization of suitable applications.

Registration

Register as a participant via email (Name, affiliation and position) to info.office@data-service-alliance.ch. The number of places is limited!

Do you want to present a use-case or a challenge? Write an email to alessia.schaaf@aspaara.com.

Schedule

- **18:00 Introduction**
- **18:15 Use-Case Talk 1**
- **19:00 Live Demonstration**

- **19:30 Use-Case Talk 2**

- **20:15 Apéro and Networking**

We look forward to seeing you at the Use Case Talk Series 2020!
Do not hesitate to contact us for any questions.

Data Science Read of the Month

Das Beste zum Schluss

[Deconstructing a frequent misconception about confidence intervals](#)