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[data+service] Newsletter 03/2018
1 message

Swiss Alliance for Data-Intensive Services <newsletter-editors@data-service-alliance.ch>   13 March 2018 at 11:01
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Newsletter #5
13.03.2018

Welcome to this month's Newsletter!

In March an important change in data+service took place: Gundula Heinatz Bürki assumed office as new Managing Director. Read her "Hello" below.

Also, make sure to scroll all the way to the bottom -- there is lot's of content this time!

If you have any questions, remarks or want to contribute to the next issue, please reach out to us. Please note that the email address of the editorial office has changed to newsletter-editors@data-service-alliance.ch.

Happy reading!
The Editors

Upcoming Events

- 21.03.2018 Data-Driven Business Models: Insights from business practitioners. *Free event*. More information below.
- 12.04.2018 Wertschöpfung durch Data Analytics: Erfahrungen aus der Praxis. *Free event*. More information below.
- 06.06.2018 Deep-Learning Workshop in Bern. Register here.
- 07.06.2018 5th Swiss Conference on Data Science in Bern. Register here.
- 12./13.06.2018 3rd Swiss Text Analytics Conference. Register here.

How to get a free membership of Data+Service

by Christoph Heitz, President

Did you know that you can be an industrial member of Data+Service without paying any cash membership fee? Or even earn money with a membership?

Sounds strange? But no, this is possible. More specifically, it is already built into our membership model. The only thing you have to do is: create innovation - which is your goal anyway, if you are member of the Alliance, otherwise you would not be here. And which is the reason for the Alliance to exist, after all.

This is how it works: Our rules specify that an industrial member which is running an innovation project with another member of the Alliance will get financial support for this, in two different forms:

First, all your internal efforts for this innovation project are eligible for Flex Budget. For example, if you spend 10 working days at a daily rate of 1'000 CHF per day for an innovation project, you can get a refund via your Flex Budget of 10 kCHF (if the Flex Budget is large enough). This holds for the complete duration of the project.

Second, on top of this, you will get a seed funding contribution for the project. The height of this seed funding is 1% of your internal project costs. For example, if you run an Innovation Project where you invest 400 kCHF, you will get a seed funding of 4'000 CHF, as soon as the project is started.

These two factors add up, and this may lead to a situation where you are not paying any membership fees at all.

Here is an example:
Assume you are a Silver Industrial member with a membership fee of 7'900 CHF per year. Of this, you deliver in-kind contribution of 4'900 CHF, and you pay 3'000 CHF as cash contribution (leading to a Flex Budget of 1'800 CHF).

In September 2018, you start an innovation project with a university partner of the Alliance, and your own project volume is 360 kCHF. The duration of the project is two years, and you spend 100 kCHF in 2018, 160 kCHF in 2019, and 100 kCHF in 2020. As you can count everything against your flex budget, you can get a full refund of the Flex Budget for all three years. In addition, for the year 2018 you get an additional seed funding of 3'600 CHF (this is 1% of your project volume).

This means: In 2018, you get a refund of 1'800+3'600 = 5'400 CHF, whereas you only paid 3'000 CHF! You actually make profit with the Alliance for this year. In the following two years, you still get the full Flex Budget refunded. It is an easy calculation to show that, during the three years 2018-2020, you pay 9'000 CHF as cash contribution of your membership, and receive 9'000 CHF in terms of refunds. Which means: You have been member of the Alliance for three years, without any monetary costs, but still having the full membership benefits.

Of course, in this example, you still would have to deliver you in-kind contribution. If you don't want to do this, you may opt for a Silver membership paying 7'900 in cash. This leads to a Flex Budget of 4'740 CHF per year. You can calculate yourself: Over three years, you pay 3*7'900, but you get a total refund of 17'820 CHF. Which means that your net annual membership fee is only 1'960 CHF. Again with the full membership benefits over the three years.

So, the bottom line is this: If you are an industrial member which is investing in an Innovation Project, you can drastically reduce your membership fee. And, depending on the size of the project, your membership fee may actually become negative.

This mechanism of financial support of innovation projects exists because we want our members to generate innovation - the purpose of our Alliance. And we are happy about every member who is so innovative that his membership fee is zero or below. Because then we are doing exactly what we are here for!

In this sense, I hope to see many zero-memberships in the coming year!

If you want to know more, or profit directly from this support, please contact the office for more details. We are happy to assist you.

Note that the following requirements have to be met to qualify as an Innovation Project with the above funding:

- At least two members of the Alliance work together (Industrial+Academic, or Industrial+Industrial)
- Your project volume is larger than 20 kCHF
- Data+Service was instrumental in its formation (for example because you found your project partner because you met her on an Alliance event)
- You share some of the results with the community, letting the other members participate in your learnings. This can be done, e.g., by a presentation at a conference, or the publication of a whitepaper, or the like.

Data-Driven Business Models: Insights from business practitioners
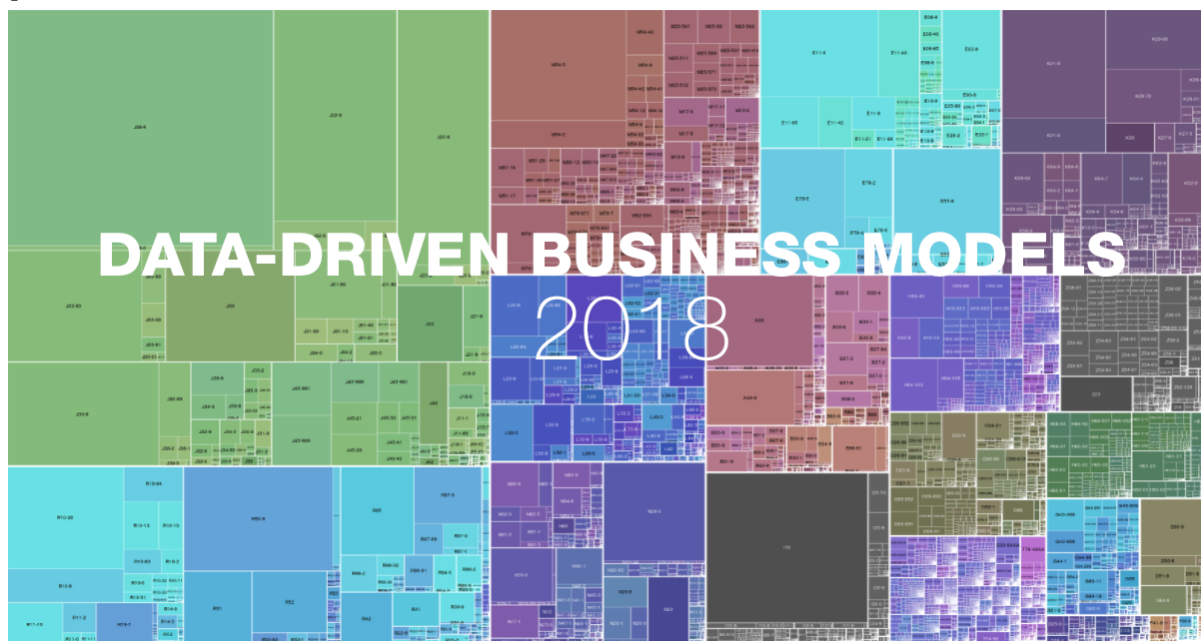
21.03.2018, 16:30-18:00, Au Premier, HB Zürich

The expert group *Data-Driven Business Models* invites all interested members to participate in this event, featuring two talks, followed by Q&A and Networking

Apero. The event is <u>for free</u>.

«A business model built on continuous medical grade health data»
Dr. Philipp Vetter, VP Analytics at Biovotion

«Digital services in the mobility market: how to optimize value with co-creation»
Rubén André Lorenzo, Head of Sales at Siemens Mobility Services

Dr. Philipp Vetter is VP Analytics at the Zurich-based start up Biovotion. Before that he was Director of Strategy for the Health Authority Abu Dhabi and drove the implementation of the country's end-to-end digitized healthcare system. Prior to that Philipp was an Associate Principal with McKinsey in London. He acts as an executive or non-executive board member and advisor at the intersection of health and information technology. He received a PhD in computational neuroscience from University College London, and a diploma in science from the Swiss Federal Institute of Technology in Zurich.

Ruben André Lorenzo is Head of Sales at Siemens Mobility Services. He has been with Siemens since 2015 and is responsible for developing new services with a focus on the digital service business. He studied Industry Management in Madrid and Mannheim, before continuing with a Master of Science in Psychology from the University of Liverpool.

Please register per e-mail to laura.jauch@d1-solutions.com

News from the board: 'Hello' from the new MD

by Gundula Heinatz Bürki

First, I kindly want to introduce myself: Since March 01, I am the new Managing

Director for Data+Service. Many thanks to my predecessor ad interim, Thilo Stadelmann - I was happy to take over a well-structured office.

I am running our new office from Thun. I am looking forward very much to our joint challenges and to accelerating our Alliance for getting data-driven innovation underway. I am glad to support all of you in different Innovation Projects and Innovation Bootcamps so that innovation becomes concrete.

In my past, I was Head of Smart Analytics for Swiss Mobiliar. The team was applying new methods and technologies of analysis for large volumes of data through explorative analysis of core insurance processes. Furthermore, the team brought new capabilities into the business and enabled a more precise and accurate information supply for future decision making. Besides, I was responsible as a Business Manager for Mobiliar Lab for Analytics at the ETH Zurich for 4 years.

My background is computer science. I got profound experience in enterprise architecture as I lead the department for 6 years in Swiss Mobiliar. My favorite hobby is playing chess.

Important financial benefit for Expert Groups
In our last board meeting on February 22, the board decided an important change regarding the financial rules for Expert Groups:

> *Any (in-kind or other) contribution by members of Data+Service to Expert Groups is appreciated and doesn't reduce the base funding.*

This enables expert groups to increase their activities, which will strengthen one of our most important activities, and will help to increase innovation and collaboration. Expert Groups shall submit a budget at the beginning of the year, including all contributions, and discuss this with board at their yearly slot in a board meeting. For this, I will invite you to one of the next board meetings.

The minutes of the board meeting with all details has been sent to all member's main contacts and can be requested from them.

In addition, the board approved the annual accounts (balance sheet) 2017. We will explain and discuss the details at the upcoming General Assembly on June 06.

C-Level event: "Wertschöpfung durch Data Analytics - Erfahrungen aus der Praxis"

We cordially invite our members from the German-speaking area of Switzerland to make this event known to their senior management (and will have a similar event in the Suisse Romande later this year):

Data Analytics kombiniert mit künstlicher Intelligenz birgt das Potenzial Wertschöpfung, Innovation und Transformation neu zu denken. Wie können die Verfahren, die Google oder Amazon erfolgreich machen, für alle Unternehmen nutzbar werden? PwC und die Swiss Alliance for Data-Intensive Services zeigen Ihnen Beispiele aus der Praxis, speziell zugeschnitten auf Entscheidungsträger und höheres Kader.

12. April 2018 im PwC's Experience Center in Zürich

Als Gastredner begrüssen wir zwei angesehene Experten, die ihr Wissen und ihre Erfahrung mit Ihnen teilen:

Dr. Gundula Heinatz Bürki hat die Analytics-Einheit der Mobiliar aufgebaut und ist heute General Manager der Swiss Alliance for Data-Intensive Services, die wertschöpfende Innovationen in datenbasierten Produkten und Dienstleistungen im Zusammenspiel von Unternehmen und akademischen Institutionen entwickelt. Von Frau Heinatz erfahren Sie, wie eine nachhaltige Analytics-Kultur im Unternehmen entsteht.

Lars Nagel ist der Geschäftsführer der Industrial Data Space Association. Mit über 80 Mitgliedsunternehmen in Europa implementiert das Netzwerk

Referenzarchitekturen für den sicheren Datenaustausch. Daten entfalten ihr innovatives Potential gerade im Zusammenspiel von Unternehmen entlang der Wertschöpfungskette. Lars Nagel zeigt Ihnen, wie Sie die Voraussetzung für unternehmensübergreifende Innovation schaffen.

Im Anschluss an die Vorträge laden wir Sie ein, im neu eröffneten Experience Center von PwC Beispiele für digitale Innovation direkt zu erleben. Gemeinsam diskutieren wir, wie diese Ideen für Ihr Unternehmen nutzbar gemacht werden können.

Auf dem Programm stehen innovationsstarke Themen – und genug Zeit für eine angeregte Debatte strategischer und operativer Themen. Bitte lassen Sie uns mit Ihrer Anmeldung Ihre Fragen zukommen. So gestalten Sie den Anlass gezielt mit.

Wir freuen uns auf Ihr Dabeisein und einen wertschöpfenden Dialog.

The participation is <u>free of charge</u>. Please register <u>online</u>.

New initiative: Boost innovation in Switzerland with EU support

by Christoph Heitz, President

During the last weeks, I have had intensive discussions with the vice director of Euresearch about how we could get support from European research and innovation programs for pushing innovation projects in our Alliance.

It turned out that there are some exciting opportunities, and Euresearch has promised to give Data+Service special support for realizing these opportunities. One EU program is specifically designed for SMEs - they can get real money for pushing forward their innovation ideas.

More to come soon - stay tuned.

Job openings by members

CSEM is looking for an Experienced Data Scientist as expert / group leader

...to strengthen its ongoing efforts in data intensive technologies.

His or her role will be to build up a corporate data science activity that is both leading new developments in data science as well as addressing common needs from our different technology programs.

The successful candidate will

- lead applied research in data security and authentication, reliability, and visualization, in collaboration with academia
- develop standards and best practices in data handling, in coordination with technology specialists from machine learning, sensing and signal processing, and edge computing
- contribute to develop innovative solutions for industry requiring data related services for applications in fields such as IoT, automation and Industry 4.0, e-health, and energy systems.

You have a higher university degree in computer science or a related area, with a track record in data related research. You have a strong affinity to application oriented R&D and to challenges related to transferring technologies to industry. You can rely on 3-5 years of successful contribution in a similar role. CSEM offers a stimulating and multidisciplinary work environment with the opportunity to work with leading Swiss and international universities and companies.

Find the full job description ref. S902.2017-65 [here](#).

Upcoming Expert Group Meetings

<u>13.03.2018, 15:00 - 17:00</u> - "Blockchain in Supply Chain Management" expert group kick-off meeting, Zurich

<u>21.03.2018, 16:30 - 19:30</u> - "Business Models for Data-Driven Services" expert group meeting

<u>22.03.2018, 14:00 - 17:00</u> - "Predictive Maintenance" expert group meeting, Winterthur

<u>10.04.2018, 11:45 - 13:00</u> - Service Lunch "Servicetransformation Realisieren" by Smart Services expert group, Zurich

<u>10.04.2018, 13:15 - 14:55</u> - "Smart Services" expert group meeting, Zurich

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