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[Data+Service] Newsletter 09/2018

1 message

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Swiss Alliance for
Data-Intensive Services

Newsletter #10

17.09.2018

Welcome to this month's Newsletter!

With the successful completion of the events in the past 2 weeks, DigitalWoche, Match-Making and the Expert Group meetings, we are now here with news about changes concerning our Academic Members and identifying [Topic Leaders](#). Check the new model [below](#).

We will now also publish member organised events, where Data+Service is not directly involved, but these events can be interesting to our members. Please find information [below](#) about the prerequisites.

Also there is news about 2 new members who have joined the Alliance within the newly founded Startup Grant [scheme](#).

Lastly, do not miss the upcoming events mentioned [below](#).

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 Events

- [19.09.2018](#) - **Data Analytics: Creating value in practice**. At Le Musée Olympique, Lausanne. More information [here](#). Register [here](#).
 - [24.09.2018](#) - **Euro-CASE Conference 2018**. At Swiss Re, Rueschlikon. More information [here](#). Register [here](#).
 - [24.10.2018](#) - **Service Lunch "Smart Services": Towards a Data-Driven Company**. At **ZHAW Zürich, Lagerstrasse 41 (close to Zurich main station), Room ZL E0.11**. More information [here](#). Register [here](#).
 - [17 - 20.12.2018](#) - **International Conference on Big Data Computing, Applications and Technologies (BDCAT 2018)**. At Technopark Zurich. More information and registration [here](#).
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Participation of researchers who are not affiliated with a Data+Service Academic Member

by Christoph Heitz, President

During the last months, there have been some discussions about our policies for Academic Members. The question came up how a person can be active in Data+Service if they are not part of an institute which is a member of Data+Service. For example, researcher Tom of university U wants to participate in an Expert Group, but his institute is not member of Data+Service. Is a participation possible?

The answer is: Yes, this is possible, if any other institute or entity of the same university is member of Data+Service! As soon as one institute of university U

is member, all employees of the university U can become active in Data+Service (see our bylaws). There is no restriction at all. However, if none of the institutes of university U is member of Data+Service, a participation is not possible.

There is an important aspect, though: If Tom wants to be an active part of Data+Service, he has to be listed as researcher on a Data+Service Academic Member list. These lists are maintained by the Academic Members directly. Technically, these lists are google groups. For example, my institute "Institute of Data Analysis and Process Design IDP" of the ZHAW has a google group called "orga.zhaw-idp", containing all persons of my institute who are active in Data+Service. We have these groups for knowing who is active, and for communication purposes. They are managed by the local lead, which is called "main contact" of the institute. With exception to our individual members, each person who is active in Data+Service has to be enrolled on the list of either an Academic or an Industrial Member.

So, if Tom wants to be involved in his favorite Expert Group, but his institute is not yet member of Data+Service, he has to call the main contact of another institute which is already member of Data+Service, and ask him to add Tom to the institute's list of active persons. After this, Tom is immediately a full member of Data+Service, entitled to participate at all groups, receives membership discounts for events, will be included in project calls-for-participation, receives all information, and so on.

Fairly simple, isn't it? But if you need any support, our Managing Director Gundula is more than happy to help you.

Making Academic Members tangible: Topic Leaders

by Christoph Heitz, President

The role of the Academic Members of the Alliance is to support the community with their specific competencies. For example by being active in an Expert Group, by doing research with other Data+Service members, by offering specific education courses, and so on.

In order to make full use of the fantastic pool of expertise of Data+Service, it must be clear where the different competencies are located. Who is the expert for language processing? Who has the best knowledge of software systems for managing big data? Who is most experienced in designing business models for

data-based services? Who knows about the psychological aspects of implementing data-based services? And so on.

We know that each Academic Member is particularly good in a specific area of competency, and may enrich the community in particular by this expertise.

For making these “centers of competencies” tangible for everybody within Data+Service and outside, the board decided to define what we call as “Topic Leaders”. Each Academic Member shall become visible as a Topic Leader in one specific field of expertise. The member will be listed with this Topic on the website of Data+Service and other communication material. Furthermore, within the Alliance this member will be the prime contact point for requests with respect to this topic.

During the next weeks, Gundula will contact all Academic Members for defining the specific Topic for which each one wants to be known within Data+Service. Note that this has to be specific: only one Topic per Academic Member will be accepted. We know, of course, that each institute has many fields of competencies, and typically several of them are active in Data+Service. However, we want to purposely sharpen the picture – so focus on one of them for this Topic Leadership issue.

This is a first step towards a full “map of competencies” which we plan to build up gradually over time. But for the moment, we will focus on the one main competency.

Below is one such example.

Topic Leader: Fernfachhochschule Schweiz,
[Laboratory for Web Science](#), Beatrice Paoli

Topic: Recommender systems



Beatrice Paoli studied Physics in Rome in the field of Biophysics. She then moved to the University of Zurich where she received her Doctorate degree in the field of Computational Biochemistry. She currently leads the Laboratory for Web Science of the FFHS. Her research currently focuses on applications of machine learning to diverse kind of data.

The Laboratory for Web Science (LWS) develops new algorithms in the context of recommendation systems in tourism or for recruiting. The know-how of the LWS is not only employed in the research but also in educational programs.

Teaching, training and further education

The FFHS offers Bachelor of Science in Informatics, Business Informatics, Business Administration, Industrial Engineering, Nutrition and Dietetics. Moreover the FFHS offers Continuing Education in the form of MAS, CAS, DAS and EMBA.

Research questions

Recommender System in Tourism

Further: Blockchain technology for recruiting, Healthcare Informatics, Machine Learning in Environment and Energy fields

Selected projects

Psychometric Recommendation Engine (PRE) for Multimedia Service Platforms (CTI Nr. 16257.1 PFES-ES, funding 349940)

Development of a large-scale recommender systems based on users' psychometric profiles.

An infrastructure for a location and context based recommendation system (Georec)– Pilot Project (Funded by FFHS, funding: 63.000 CHF)

Selected publications

M. Blattner, B-rank: A top N recommendation algorithm, in Proceedings of the 1st International Multi-Conference on Complexity, Informatics and Cybernetics. pp 336-341, 2010

Künstliche Intelligenz im Schweizer Gesundheitswesen – Chancen und

Herausforderungen, Joachim Steinwendner, Martina Perani, IT for Health, Netzwoche, September 2018

Deep Learning als Chance für KMUs?, Beat Tödli, Netzwoche, August 2017
Beatrice Paoli, Monika Laner, Andrea L. Sablone, Hagen Worch, «Big Data, Big Chance», Computerworld, Oktober 2016

WinJi AG and Next Insights receive the first Startup Grants of Data+Service

by Gundula Heinatz

The Swiss Alliance for Data-Intensive Services is dedicated to push innovation in Switzerland. This is why we created the Alliance, and this is the most important goal of our community.

An important driver of innovation is Startups – there are many of them which are highly innovative. In order to allow such companies to profit from all resources of Data+Service, we have launched the Data+Service Startup Grant (see [Newsletter 2018-05](#), available in the member area of our website).

Startups which engage in an innovation project with a member of Data+Service will receive a free Silver membership for two years.



We are happy to announce that [WinJi AG](#) is the first startup that has been accepted for a Startup Grant. WinJi develops innovative data-based services which help operators of wind parks and solar plants to increase efficiency and revenues of these renewable energy production systems.

WinJi and the IDP (ZHAW) just started a large innovation project, funded by Innosuisse, on “Data-based analytics & predictions to increase overall wind plant revenues under market conditions”. Within this project, data-based instruments will be developed for increasing profit by improved bidding strategies and control logics as well as reducing revenue losses due to failures.

It is a great pleasure for me to welcome Bernhard Brodbeck, founder and CEO of Winji, and his team, as a new Industrial Member in the Swiss Alliance of

Data-Intensive Services.



The second startup that has been accepted for the Startup Grant is [Next Insights](#). Next Insights Sarl develops disruptive thinking and representation solutions. Next Insights aims to connect the highest perspective worldwide by leveraging connectivity solutions and an unprecedented co-creation process. The startup and the University Lucerne (Shaun West and Petra Müller Csernetzky) just started a project on “Organizational Network Mapping”, a tool and methodology to clarify organizational vision, values, environment representation and positioning.

It is a great pleasure for me to welcome Deborrah Gillet, founder of Next Insights, as a new Industrial Member in the Swiss Alliance of Data-Intensive Services. One of Deborrah’s strongest beliefs is that technology is an endless field of wonder but we should never lose its first stake, which is to serve human purpose. With the proliferation of data it is critical to design representation tools that bring sense within multiplicity and enrich our understanding and experience of our human nature and environment.

I hope that we will have more companies joining us later this year under the Data+Service Startup Grant, with additional innovation projects around data-based value creation.

Upcoming Member Events

The Board accepts a policy for announcement of member organized events through our channels (eg- newsletter). Events which are locally organised by a member and is content-wise related to Data+Service and relevant for Data+Service members will be published via Data+Service channels. Marketing or acquisition events will not be published. The organising member has to define one contact person who is personally listed as D+S member.

Please send us your events information to info.office@data-service-alliance.ch. We include your events in the newsletter issues and on our website from October 2018.

Please find the first events below:

21.09.2018 - CSEM Industrial IoT Day

Location: Microcity, [Rue de la Maladiere 71](#), 2000 Neuchatel

Organized by CSEM, Harry Heinzelmann

Registration: <http://www.innovationworldcup.com/event-registration/>.

Find more information [here](#).

Participation in this event is FREE of charge (Registration required, seats are limited)!

1-2.11.2018 - Workshop "Seminar Big Data, Ethic and Legal"

Location: University [Zurich](#), [Schaffhauserstrasse 228](#), [Zurich](#)

Organized by Digital Society Initiative of University Zurich, Markus Christen

Find more information [here](#).

Welcome new members!

We cordially welcome 2 new members who joined our Alliance in the last month.

Mobility Siemens, represented by Ms. Manuela Blatter, joins the Alliance as a Silver Industrial Member. Mobility Siemens AG is the global market leader for mobility solutions that enable the efficient, safe and eco-friendly transport of people and goods - and help improve the quality of everyday life for millions of people around the globe. Their range of offerings includes rail vehicles, rail automation, road traffic management systems and rail electrification. Their data-driven services offer customers unrivalled value added in the rail sector.

Semweb, represented by Fabio Ricci, joins the Alliance as a Silver Industrial Member. Semweb is targeted towards universities, medium and large companies, who are confronted by complex projects in the fields of Linked Data and/or Semantic Web and wish to carry them on quickly and successfully.

Semweb's special fields are around RDF technology stack (e.g. Linked Data) with excellence on Thesaurus Management lifecycle.

Upcoming Expert Group Meetings

27.09.2018 - "Data Ethics" Expert Group meeting

16:00 to 18:00

Location: Bern

25.10.2018 - "Machine Learning" Expert Group meeting

16:00 to 19:30

Location: Bern, at the premises of la Mobilière, [Bundesgasse 35](#)

14.11.2018 - "Data-Driven Business Models" Expert Group meeting

16:30 to 18:00

Location: Au Premier, HB Zurich

11.12.2018 - "Data Ethics" Expert Group Workshop "Algorithmic Fairness"

14:30 to 19:00

Location: TBD

Data Science Read of the Month

Das Beste zum Schluss

[CLAIRE: Confederation of Laboratories for Artificial Intelligence Research in Europe](#)

CLAIRE is an initiative by the European AI community that seeks to strengthen European excellence in AI research and innovation: for all of Europe, with a human-centred focus. To achieve this, CLAIRE proposes the establishment of a pan-European Confederation of Laboratories for Artificial Intelligence Research in Europe that achieves "brand recognition" similar to CERN.

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