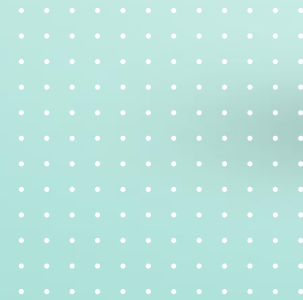
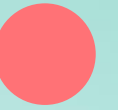


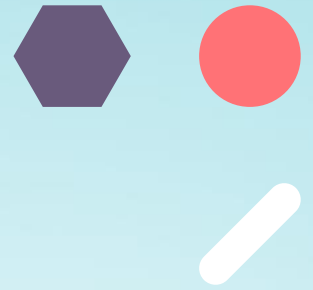
WHERE SOLID IDEAS TAKE FLIGHT





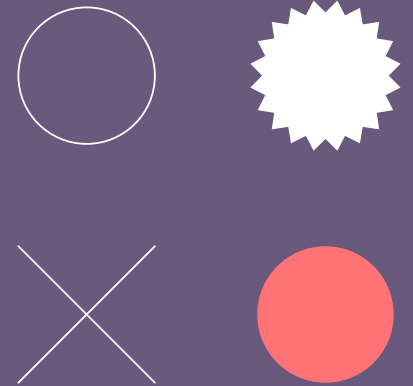
Van data naar (goede) informatie

The future of Data & Automation 2024



Wat gaan we doen deze sessie?

- 15:15 – 15.20 Uitdagingen waar jullie tegenaan lopen
- 15.20 – 15.30 Proces van data naar informatie
- 15.30 – 15.45 De kracht van data om dingen te manipuleren
- 15.45 – 15.55 Welke dingen zien wij mis gaan?
- 15.55 – 16.00 Q&A



Wie ben ik

- Delft
- 3 kinderen
- (Bal)sportfanaat
- Wijn & eten



Welke uitdagingen lopen jullie tegenaan?



“AI heeft \$4,4 miljard aan economische waarde voor bedrijven”

McKinsey, 2023

“85% van de bedrijven gelooft dat automatisering helpt om werknemersverloop te verminderen”

Smartbridge, 2023

“De wereldwijde markt voor low-code ontwikkeling heeft naar verwachting een grote van \$26,9 miljard in 2023, een stijging van 19,6% ten opzichte van vorig jaar”

Gartner, 2023

“ML vermindert in bedrijfsoperaties de operationele kosten met tot 20% door automatisering van repetitieve taken”

Marketsplash, 2023

“De markt voor zakelijke procesautomatisering wordt naar verwachting verdubbeld van \$9,8 miljard in 2020 naar \$19,6 miljard in 2026”

Paperform, 2023

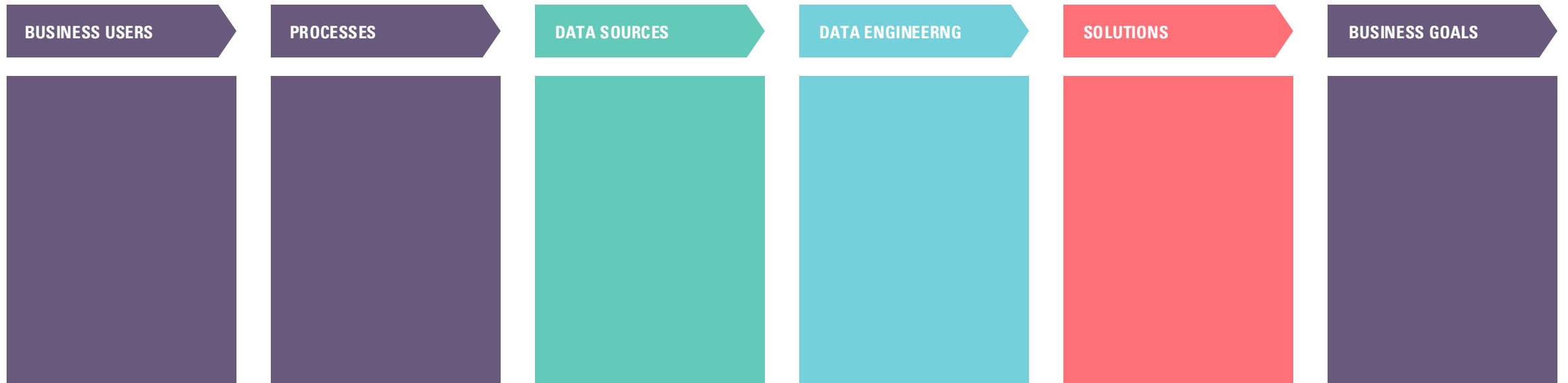
“Veel bedrijven zijn aan de slag met Data & Automation op afdelingsniveau, echter maar 20% van de bedrijven is erin geslaagd dit te schalen op meerdere bedrijfsonderdelen”

McKinsey, Global Survey 2023

Wat zijn de redenen dat bedrijven dit niet lukt?

- Complexiteit van de technologie (One stack vs “best of breed”)
- Te langzame verandering
- Budgettaire of tijdsbeperkingen
- Uitstel door niet weten waar te beginnen

Proces



Organizational Goal/Strategy

Target Audience / Use Case

Information Requirements

What are the needs of the target audience or the use case?
This is a high-level description

KPI's

Which 4-5 KPIs need to be included in the dashboard?

Visualizations

Which visualizations are needed on the dashboard? This is a practical explanation of the information requirements, KPIs and dashboard requirements. E.g. 'line graph showing revenue over time'.

Dashboard Requirements

What are the requirements for the dashboard? This is a complete list of technical, functional and miscellaneous requirements.

Data Sources

Which data sources are needed as input for the dashboard. Data sources can be systems but also Excel sheets. If data is extracted from tables in a system, it could be helpful to identify the table names.

Responsibilities

Who is responsible for the data in the dashboard? Who is responsible for maintaining the dashboard when it is finished? Are there specific security measures that we need to keep in mind?

Succesfactoren



Processen & inzichten gaan hand in hand

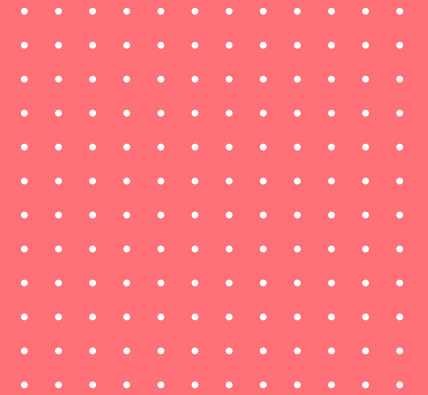


Relevantie is key

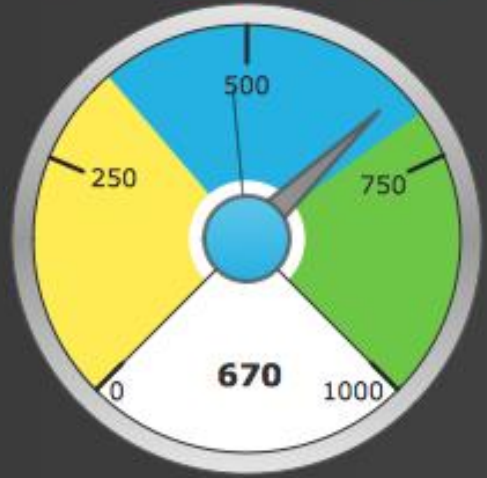


Gebruik de juiste techniek

De kracht van manipulatie

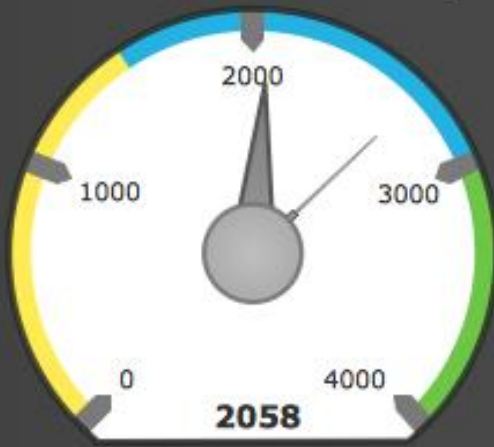


Average Order Size in June vs. Avg Order Size in May



- Pure
- Normal
- Excellent

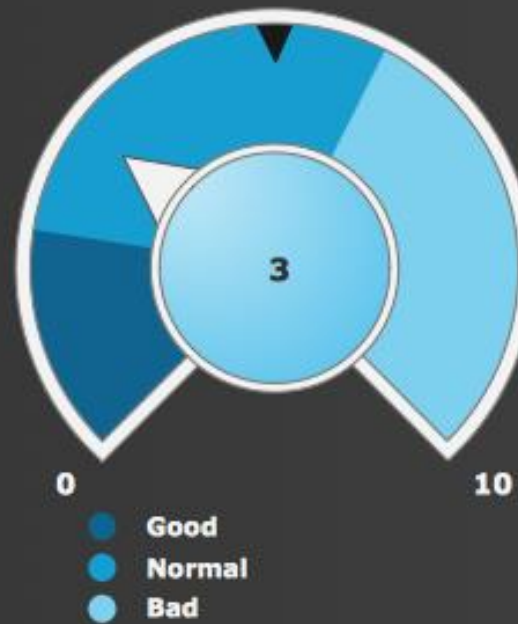
New Customers in June vs. New Customers in May



- Pure
- Normal
- Excellent

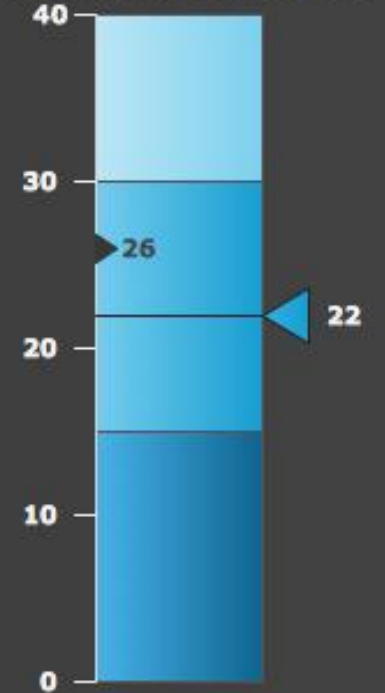
KPIs

Customer Churn Rate in June vs. Churn Rate in May



- Good
- Normal
- Bad

Cost per Lead in June vs. Cost per Lead in May



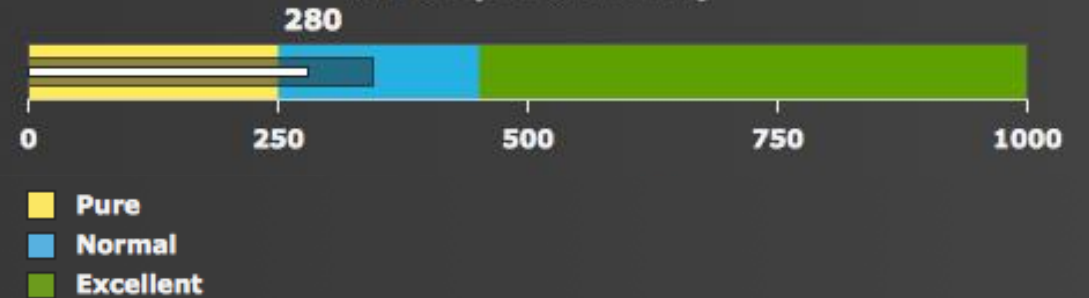
Sales of Product A



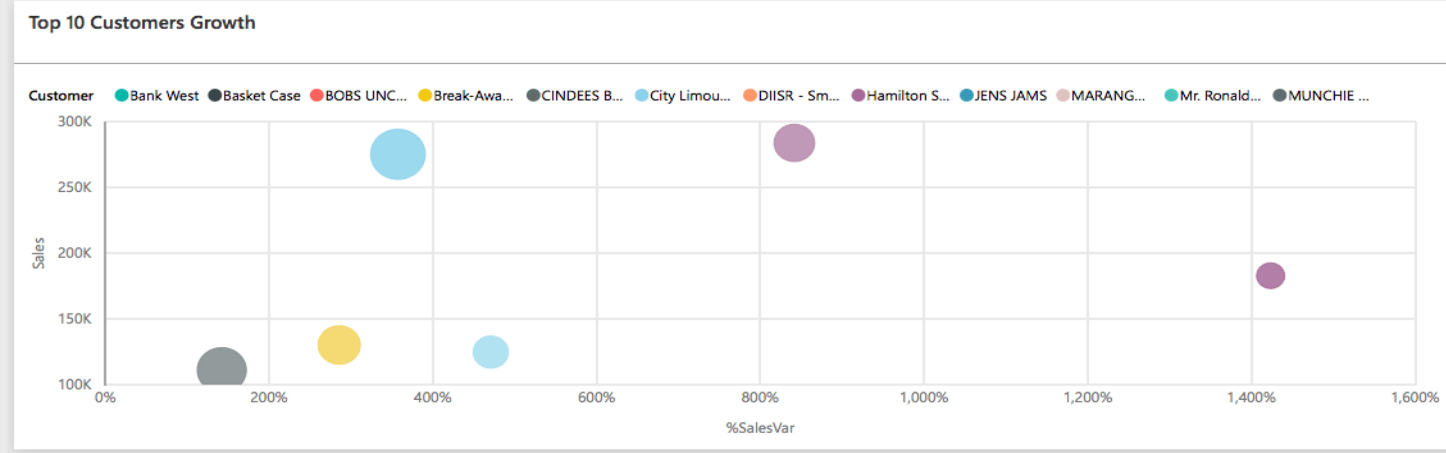
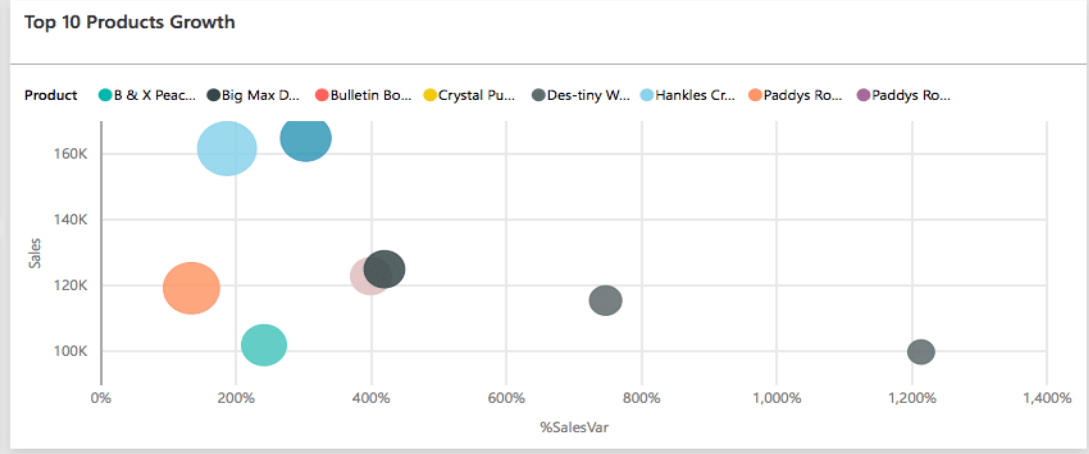
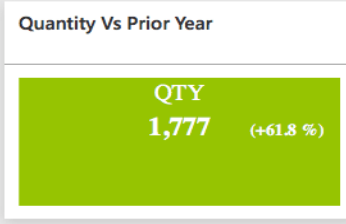
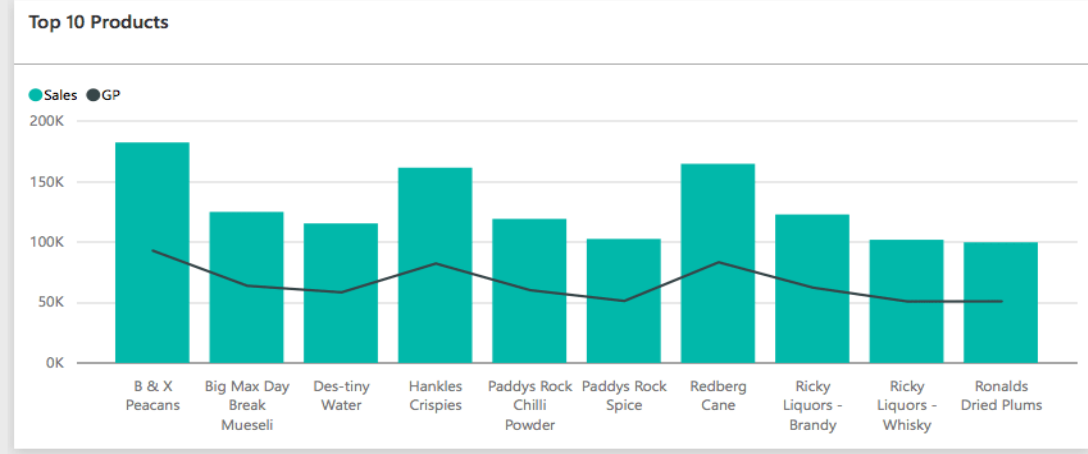
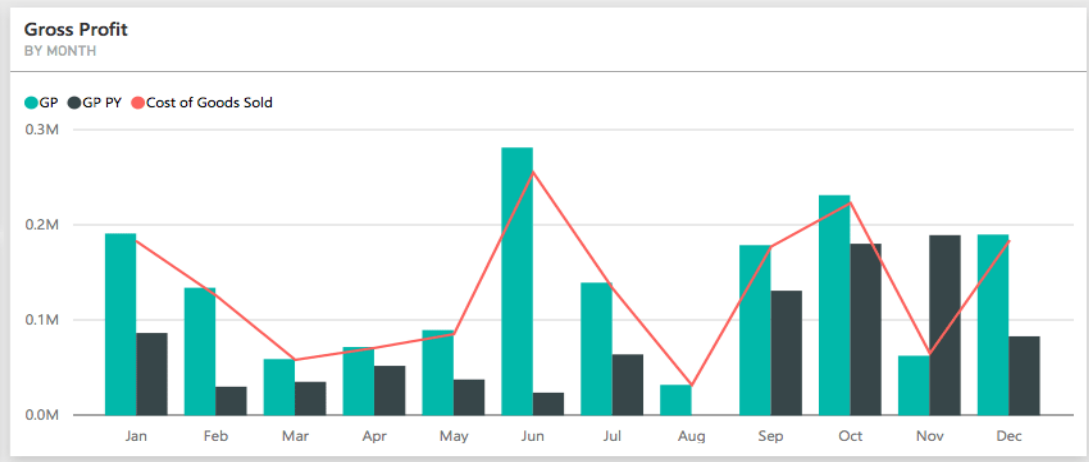
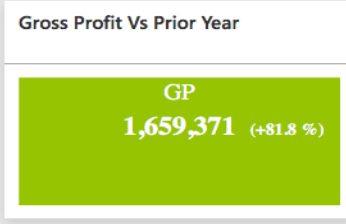
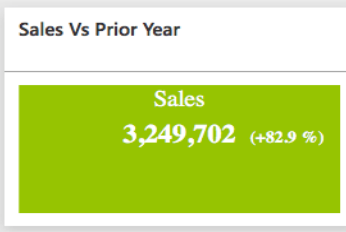
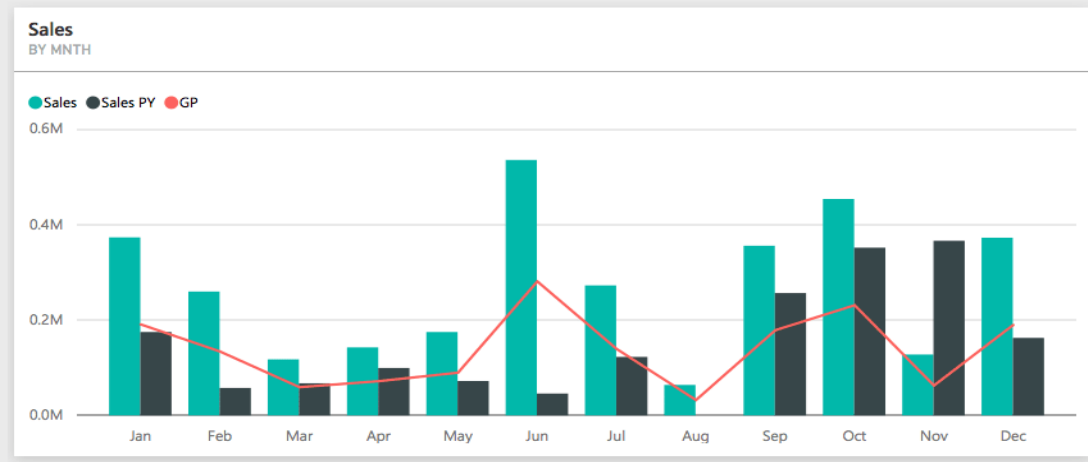
Sales of Product B

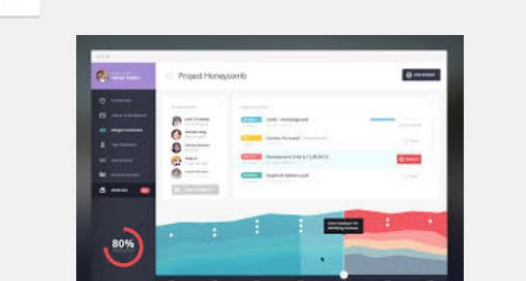


Cost per Sale in June vs. Cost per Sale in May



- Pure
- Normal
- Excellent



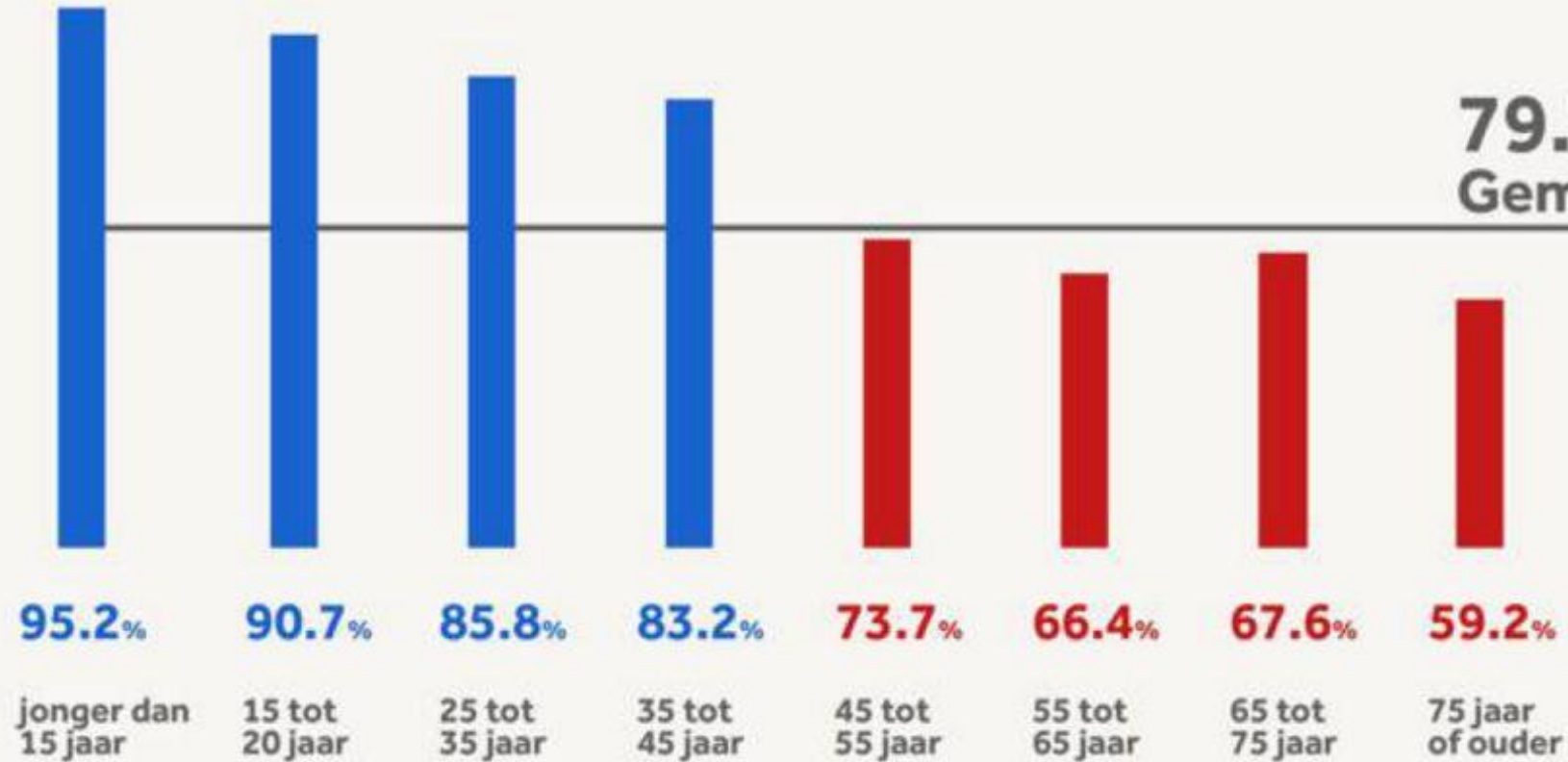


Hoeverveel mensen

vinden hun gezondheid (zeer) goed?



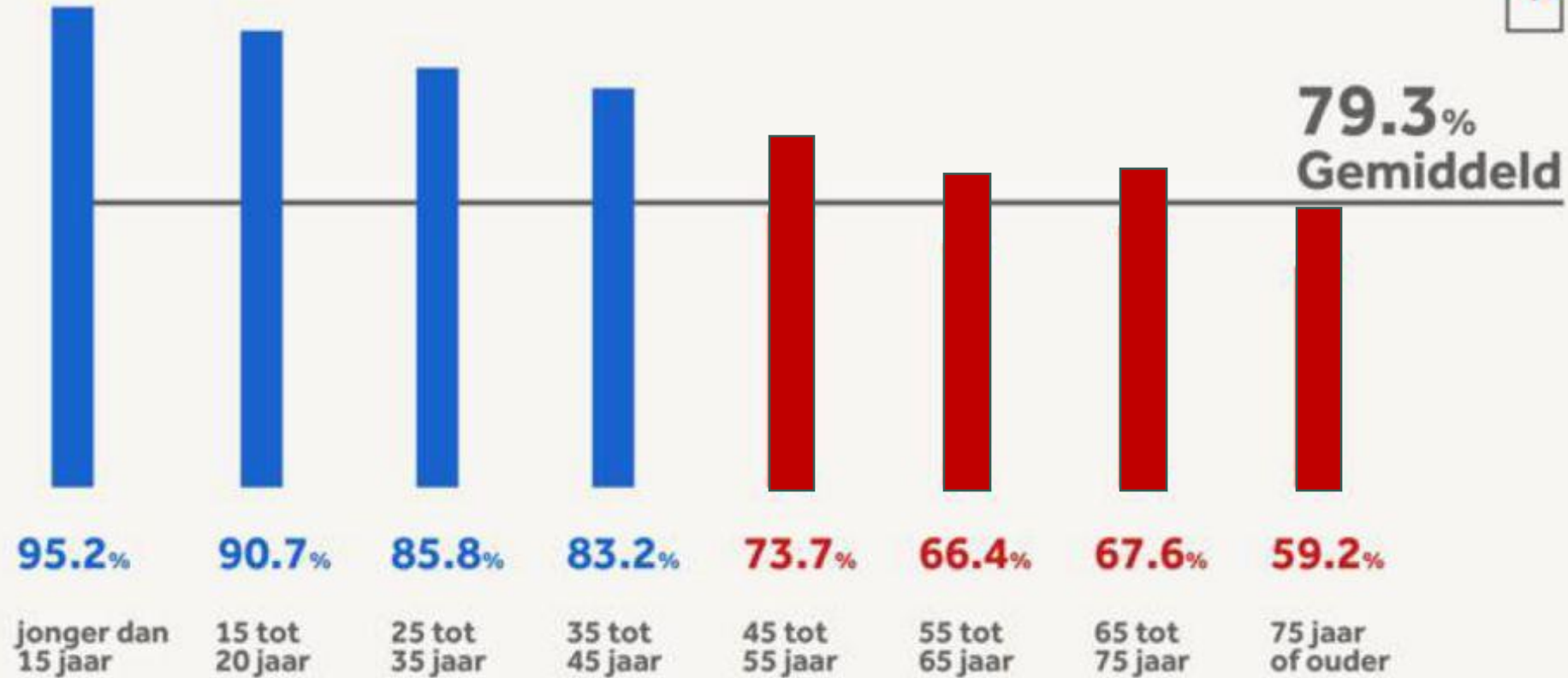
79.3%
Gemiddeld



Bron: Nos

Hoeverveel mensen

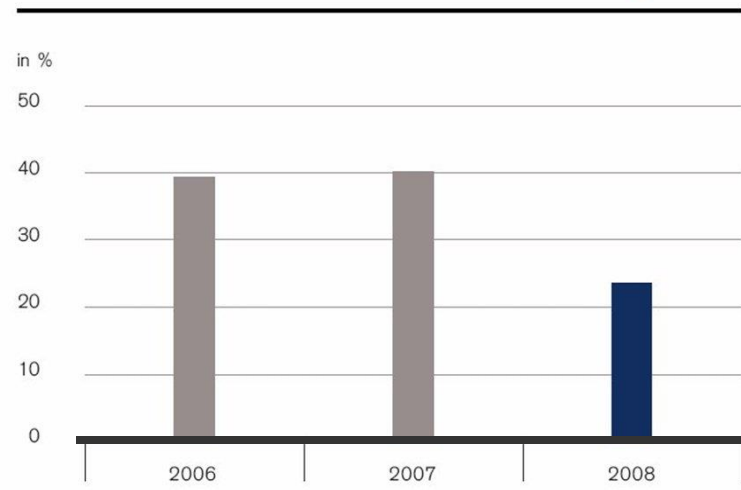
vinden hun gezondheid (zeer) goed?



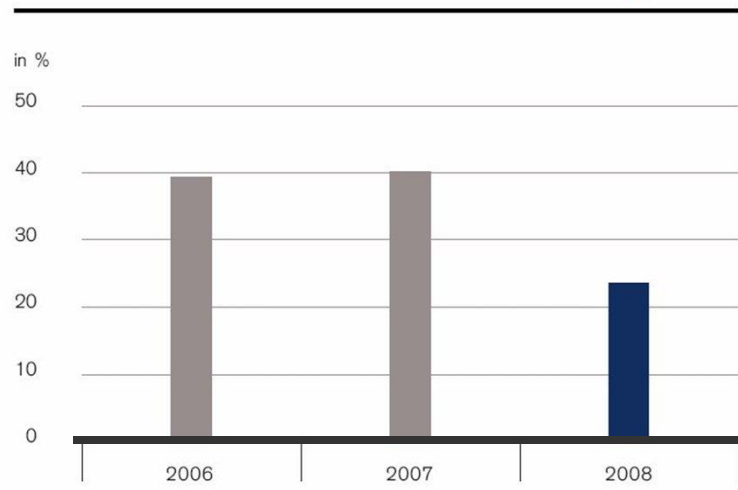


Annual Report
2008

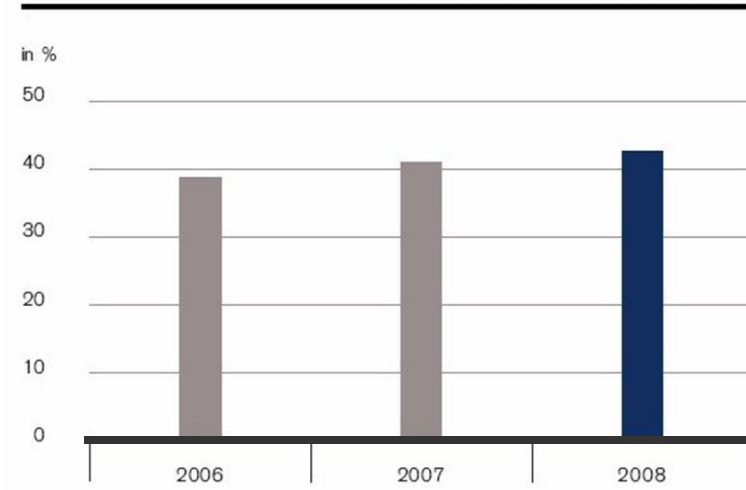
Pre-tax income margin



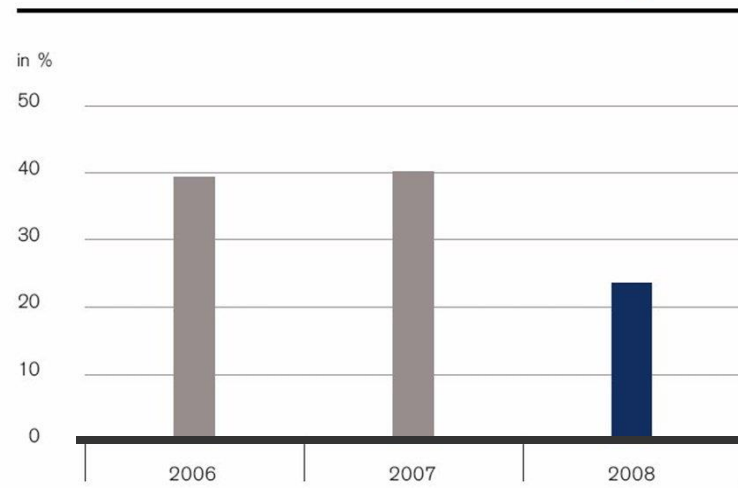
Pre-tax income margin



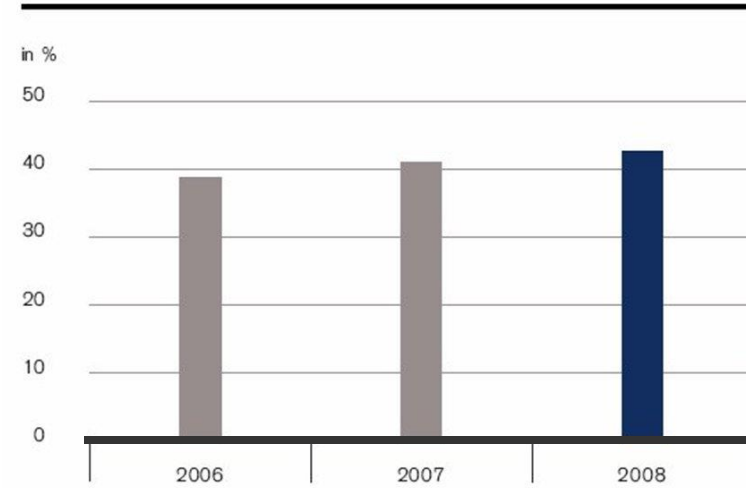
Pre-tax income margin



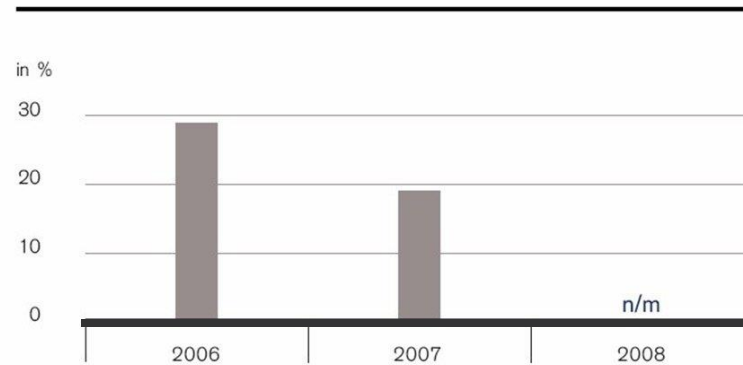
Pre-tax income margin



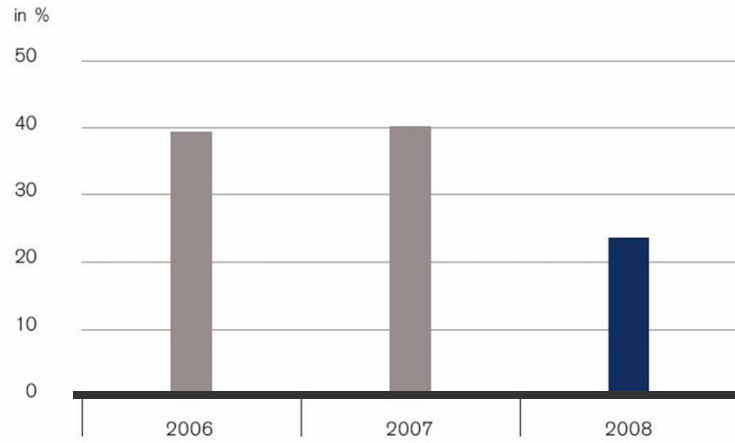
Pre-tax income margin



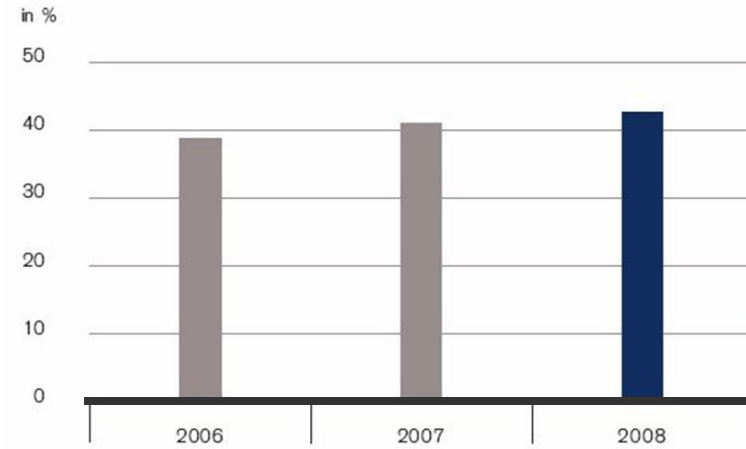
Pre-tax income margin



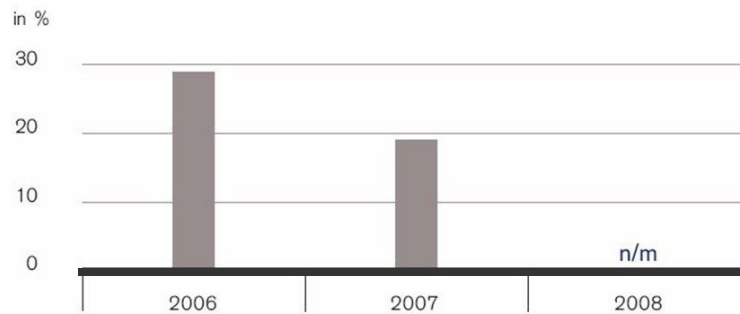
Pre-tax income margin



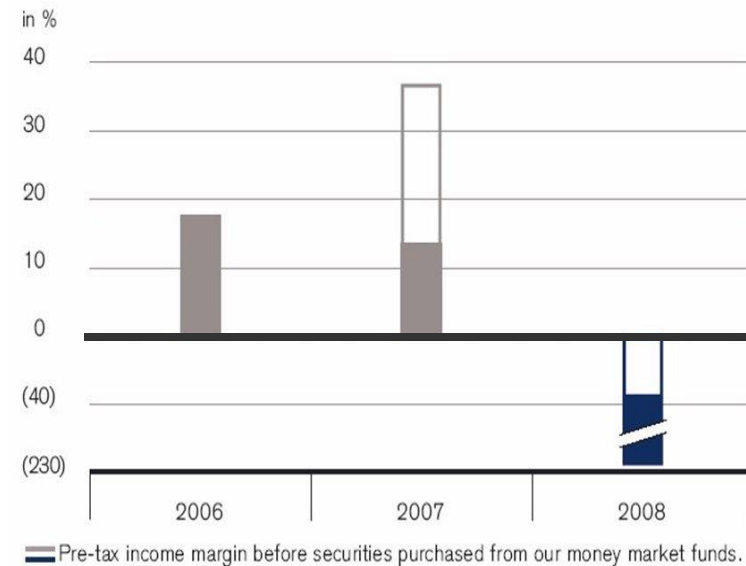
Pre-tax income margin



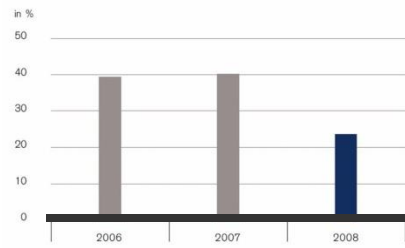
Pre-tax income margin



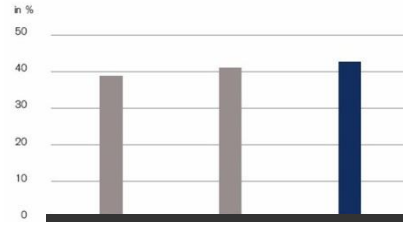
Pre-tax income margin



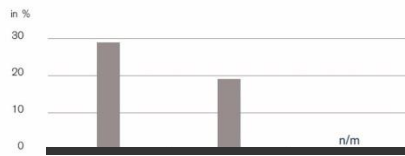
Pre-tax income margin Wealth management



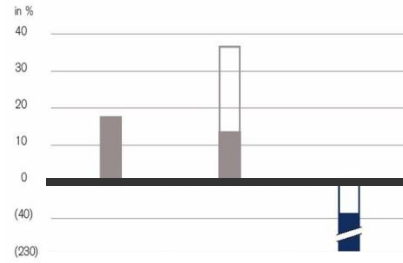
Pre-tax income margin corp. and retail banking



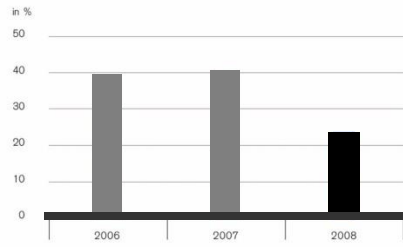
Pre-tax income margin Investment banking



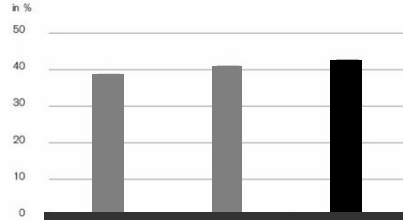
Pre-tax income margin Asset management



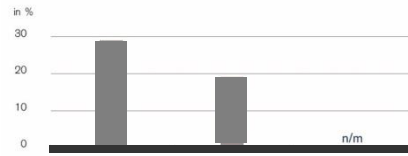
Pre-tax income margin Wealth management



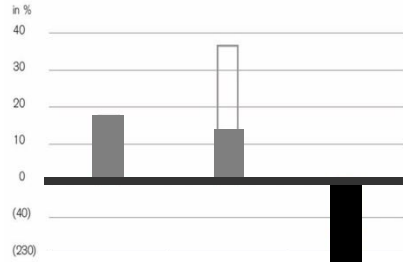
Pre-tax income margin corp. and retail banking

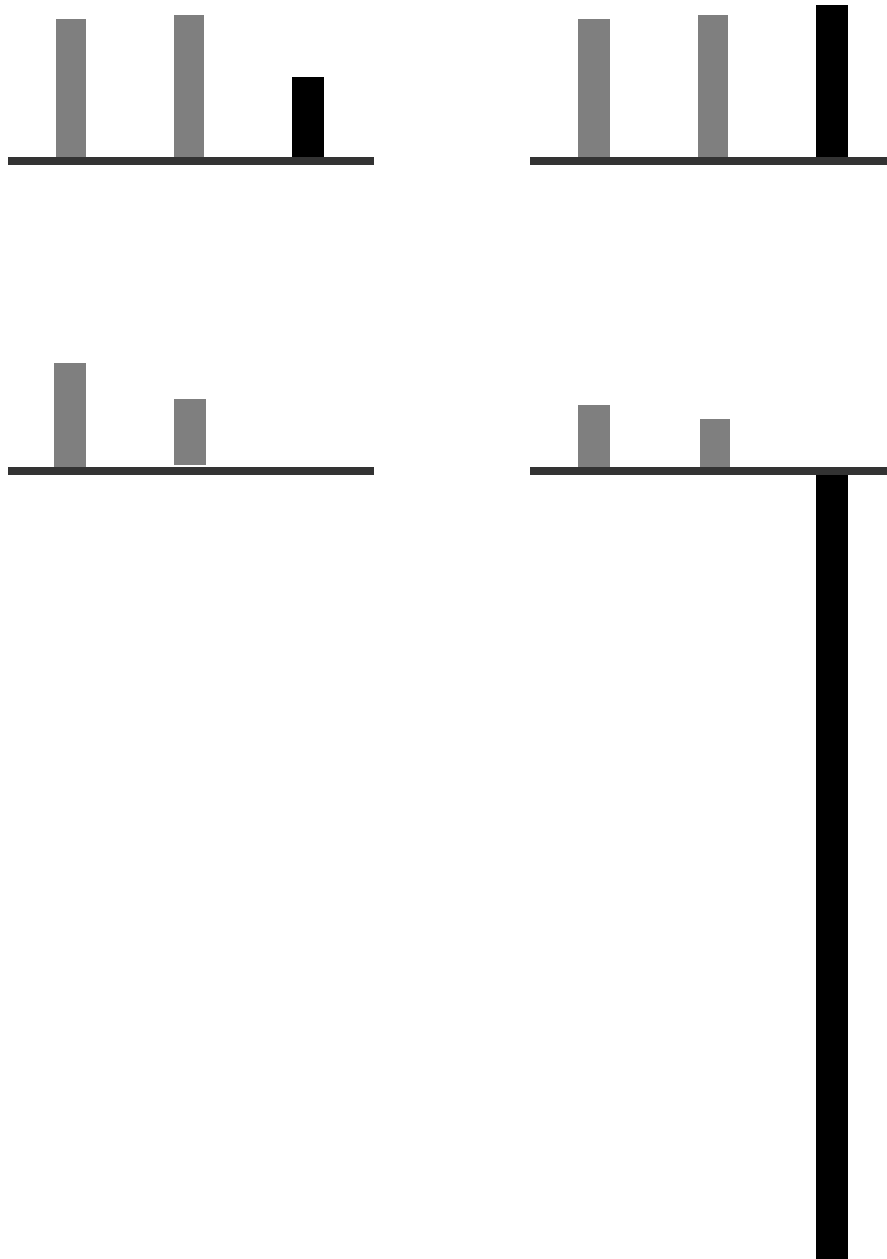


Pre-tax income margin Investment banking

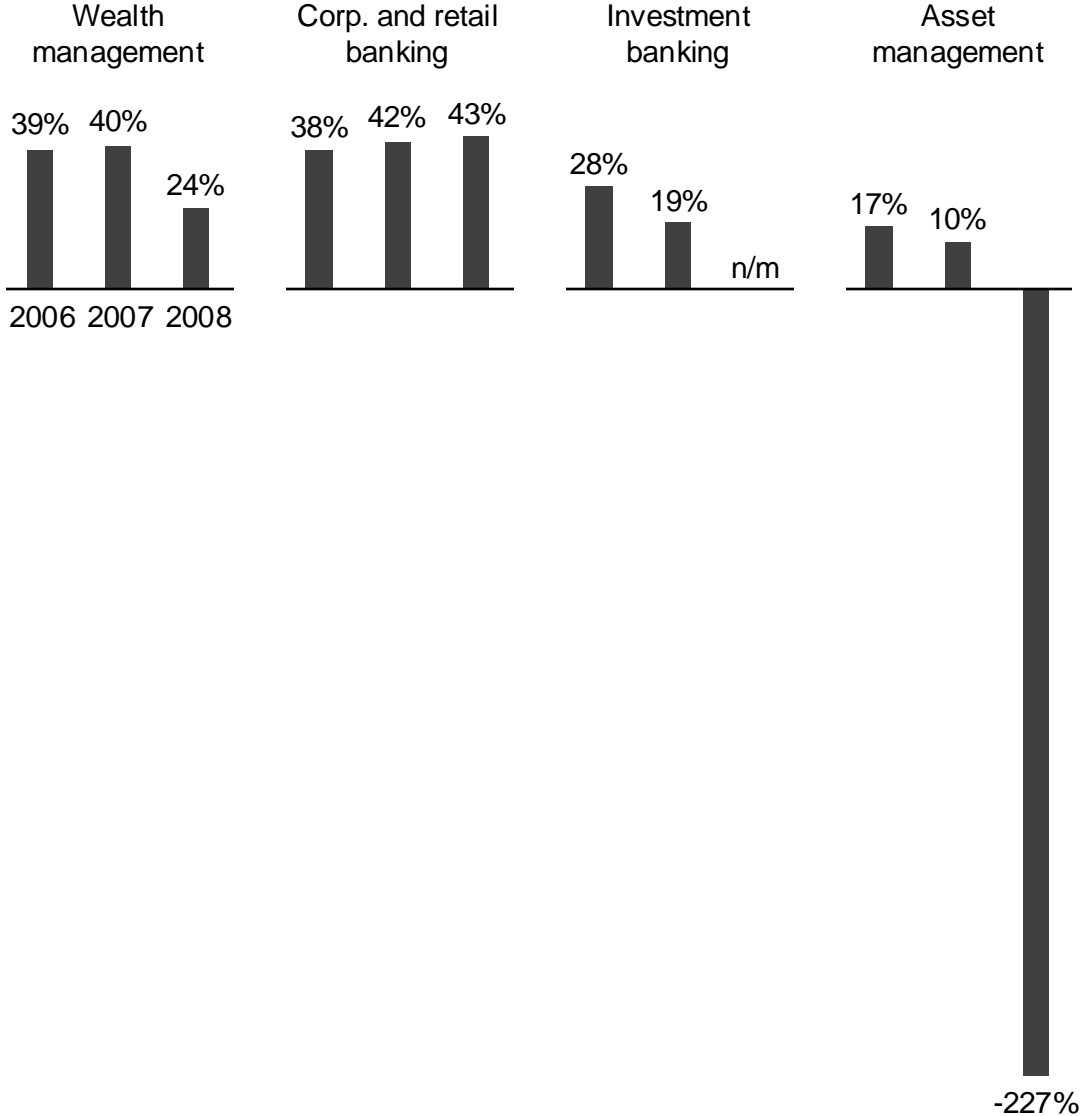


Pre-tax income margin Asset management

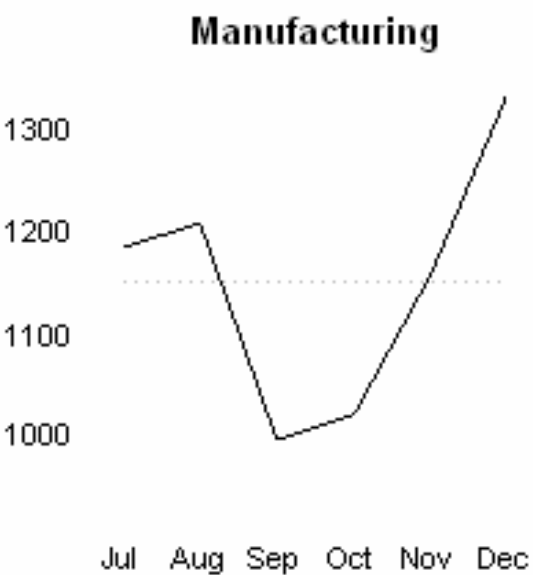
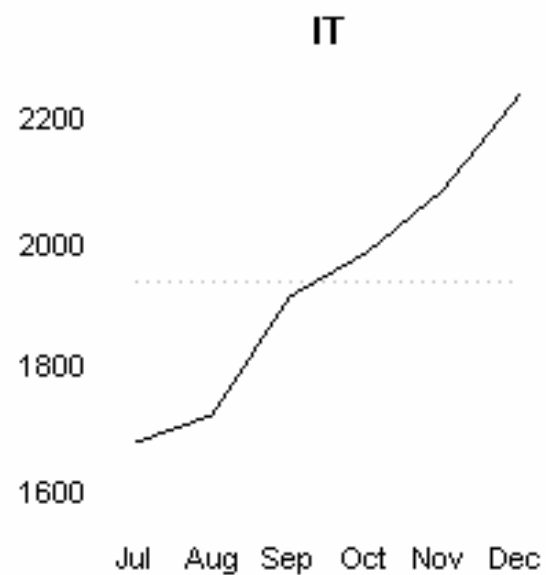
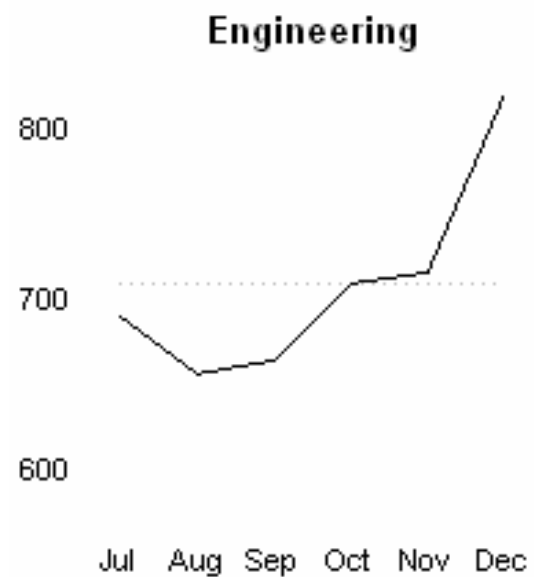




Credit Suisse
Pre-tax income margin in %
2006..2008



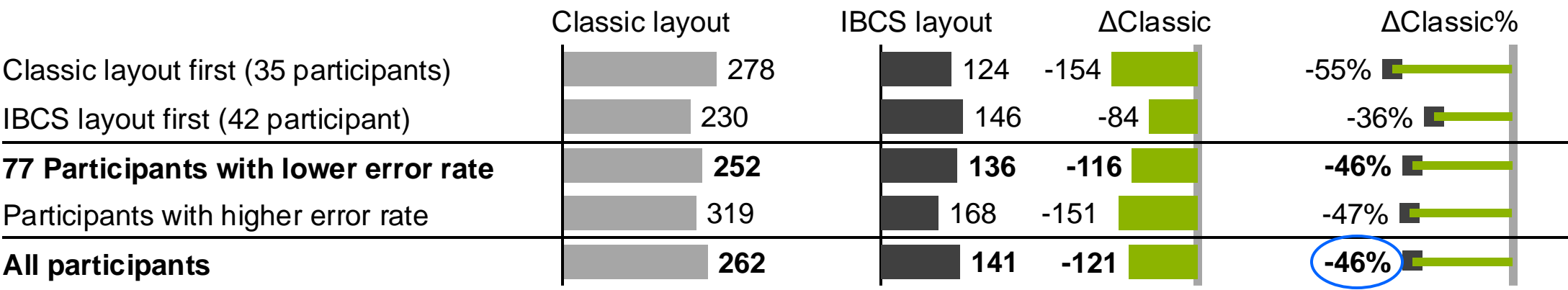
Source: Credit Suisse Annual Report 2008, charts from pages 62, 66, 72 und 79



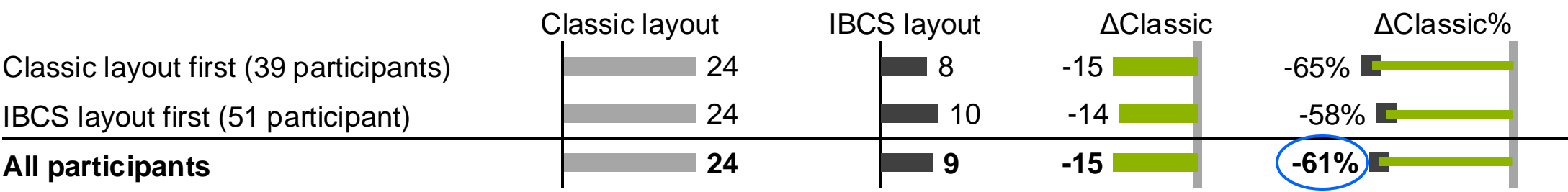
Using IBCS reduces processing time by 46% and error rate by 61%

Test group (90 participants)

Average processing time in sec.



Average error rate in %



Source: Freyer, J. et al.: More than just a standard — How IBCS facilitates the perception of business data. Creative Space Publishing, Charleston, USA, 2022.

Heb een plan en standaard als je goede informatie wilt
creëren

Wat zien wij mis gaan

1. Gebrek aan een duidelijk doel of visie
2. Silo's van data
3. Gebrek aan vaardigheden en expertise
4. "Paralysis by (wrong) analysis"
5. Beperkte data-toegang



Paul Damen

Paul.damen@rockfeather.com

+31 6 11 959 011

