



your Science Partner



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Tunga fordon



Tunga fordon

Information in production

- this is what we are interested in

- Potential uses for Big data
- Types of data analysis
- Big data within Heavy Vehicles
 - An example
- What skills will be needed?
- Two areas of challenges

Potential uses for Big Data

**Basis of
decision-making**



Efficient usage of available data offers a comprehensive overview of business processes

Customer focus



Analysis of customer demands enables future products, that are perfectly tailored to the customers needs

Profitability



Precise sales and requirement planning increase the efficiency of internal processes

**Exploitation of
market potential**



Sale of data and data analysis results to customers

Bilder: German Innovation Center

Potential uses for Big Data

Dynamic pricing



Usage of real time market data enables automated price adjustment in relation to the demand

Optimization of processes



Usage of data gathered on past business processes, in order to reveal new patterns or minimize faults

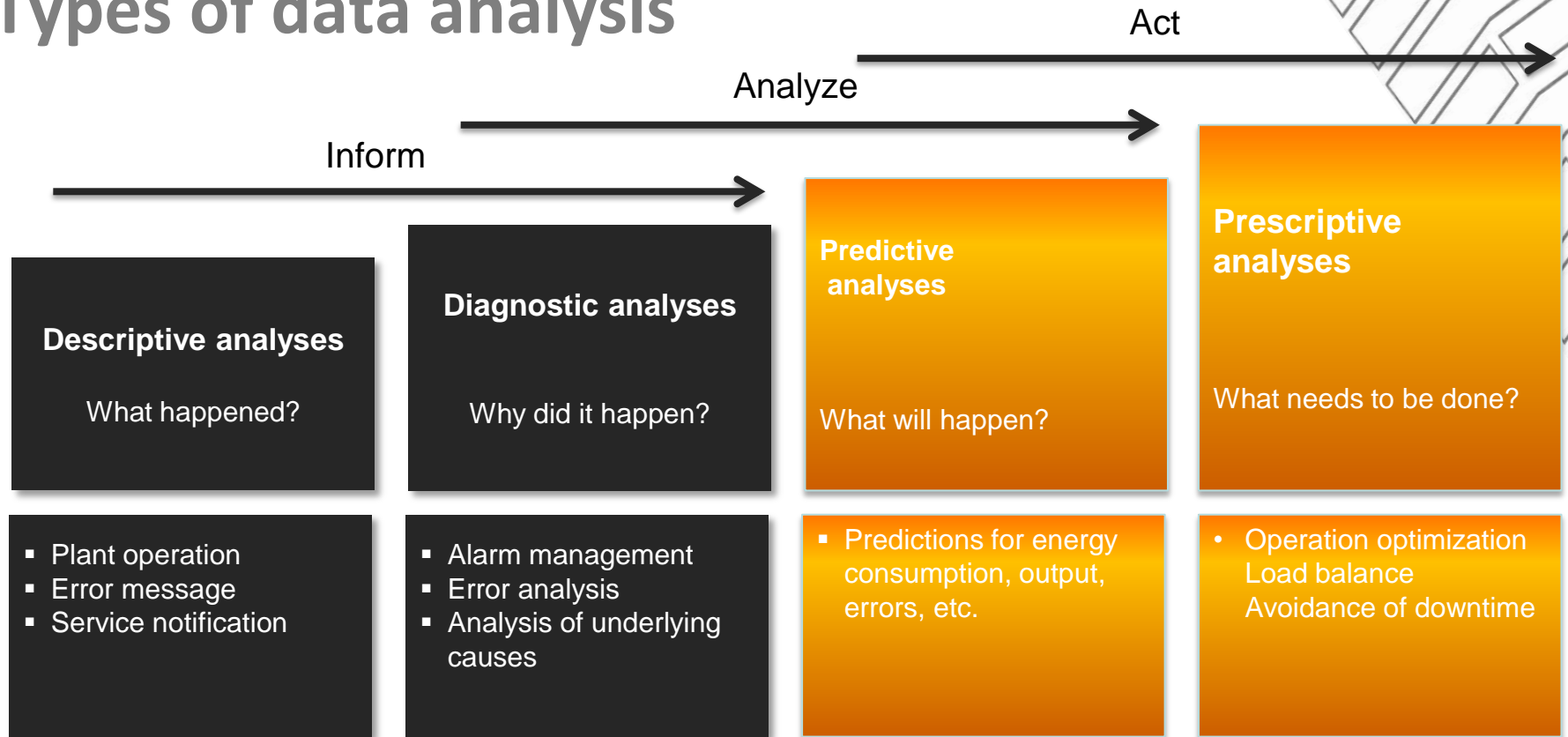
Risk management



Increasing transparency of processes and data analysis allows more precise calculation for the probability of occurrence for certain events

Bilder: German Innvation Center

Types of data analysis



Current application in companies:

Increasing complexity



Source: Siemens

Bilder: German Innovation Center

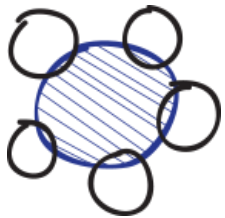
What skills will be needed?



Hard competencies:

Hybrids – combining knowledge of a specific job or process with IT knowledge.

Everything from the base level (spreadsheets ...) to advanced level (advanced programming and analysis)



Soft qualities: *Even more important than before*

Open to change

Great **flexibility** to adopt new roles and work environments

Being used to continuous **interdisciplinary learning**

Two areas of challenges

- Visualization of data from ***multiple products/systems/units***
- Visualization of data from ***different sources***

