Data-driven value creation: Are there any other possibilities?

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1. What has changed?
2. Why are these changes important?
3. How can organizations respond? Innovate their business model and create value with data?
4. Inspire.
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Wat has changed?

BIG data:
Granular • • Renewal/Updating
Unmanageable • • Unintentional

Why important for organizations?

Data: Digital Innovation
Digitized
Demonetized
Dematerialized
Democratized
Deceptive
Disruptive

© 2018 (Günther, Rezaaadeh, Mehrez, Huysman, Feldberg, 2017)
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Deceptive Moore’s Law

Data: Value Creation?
Strength in numbers: How does data-driven decision making affect firm performance?

Big Data and Value Creation: How do organizations create value from big data?

How do organizations realize value from big data?
(Debating big data: A literature review on realizing value from big data (Günther, Rezazade Mehrez, Huysman & Feldberg, 2017))

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Characteristics (big) data:
- Portability
- Interconnectivity

How can organizations create value with data?

DATA-DRIVEN BUSINESS MODEL INNOVATION

IMPROVE the business model
- New Data
- New Insights
- New Actions

INNOVATE the business model
- Data Monetization
- Digital Transformation

[Woerner & Wixom, 2015]

Improve: New Insights
- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics

Investment Products
Reach immediate critical mass with minimal acquisition costs.

amazon

Alibaba Group
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Challenges, Risks:
• Data Privacy and Ethics: BIG Dilemma’s!
• Data Obsession (“the dictatorship of data”)
• Data Quality: New Paradigms?
• Skills: Data Scientists
• Energy
• Security

Who will become the... of your industry..?