

Turning Data Into Business

How to get started?

University of Turku
14.12.2018

SOLITA



Agenda



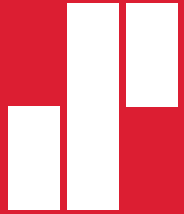
What?



Examples



Key
Takeaways



What? Data? Why?



We are a data and customer value driven transformation company

- 96 % of our 186 clients recommend us
- Over 2 million daily users in maintained services
- Extensive partner network in tech and insight

1996
FOUNDED

700
EMPLOYEES

8
CITIES

4
COUNTRIES

20%
AVG. PROFITABLE
GROWTH PER ANNUM

76M
TURNOVER 2017

~~Lehti~~



Turku



What is Data?



Data



Information



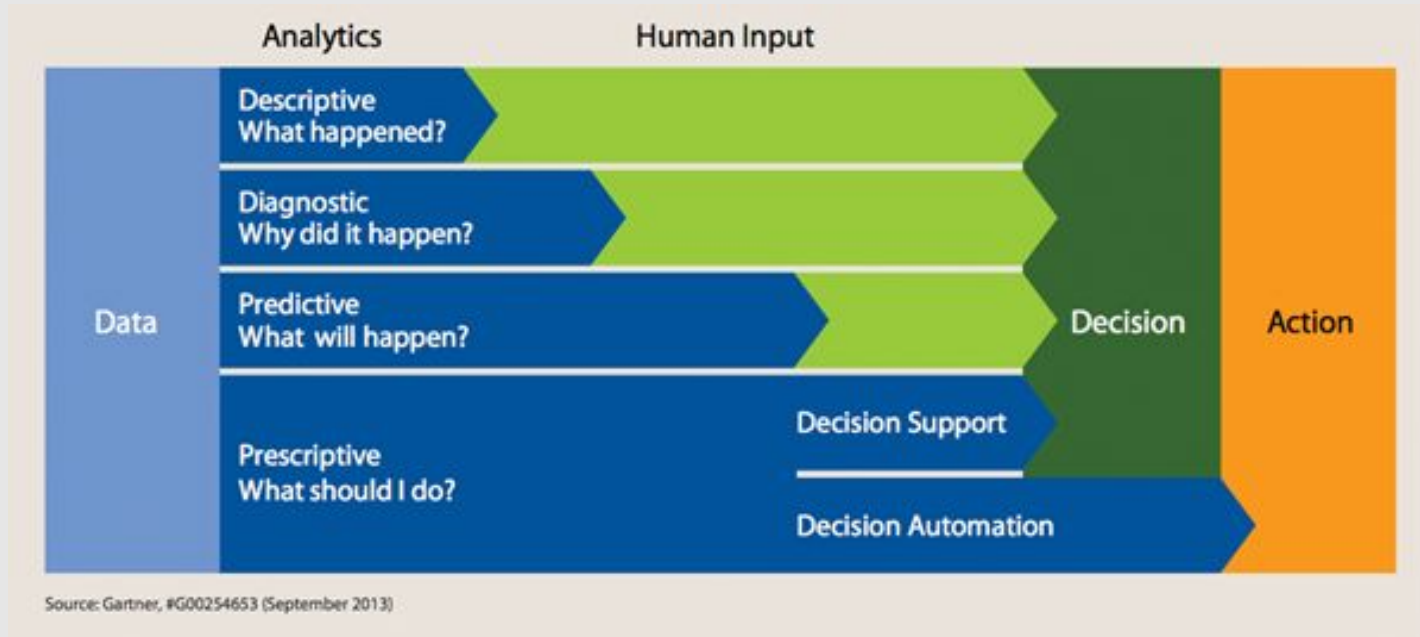
Knowledge



Wisdom



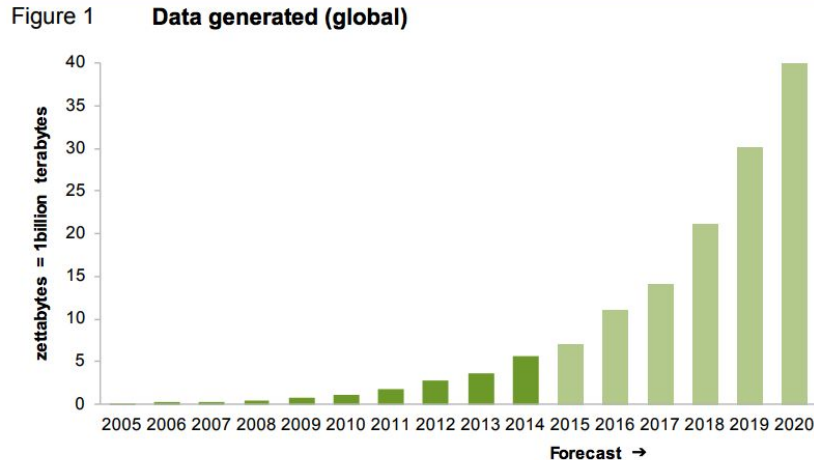
What means to be Data Driven?



Why Data?

Global datasphere could grow to 175 zettabytes by 2025: IDC study

The study also predicts that almost half (49%) of the world's stored data could reside in public cloud environments by 2025.

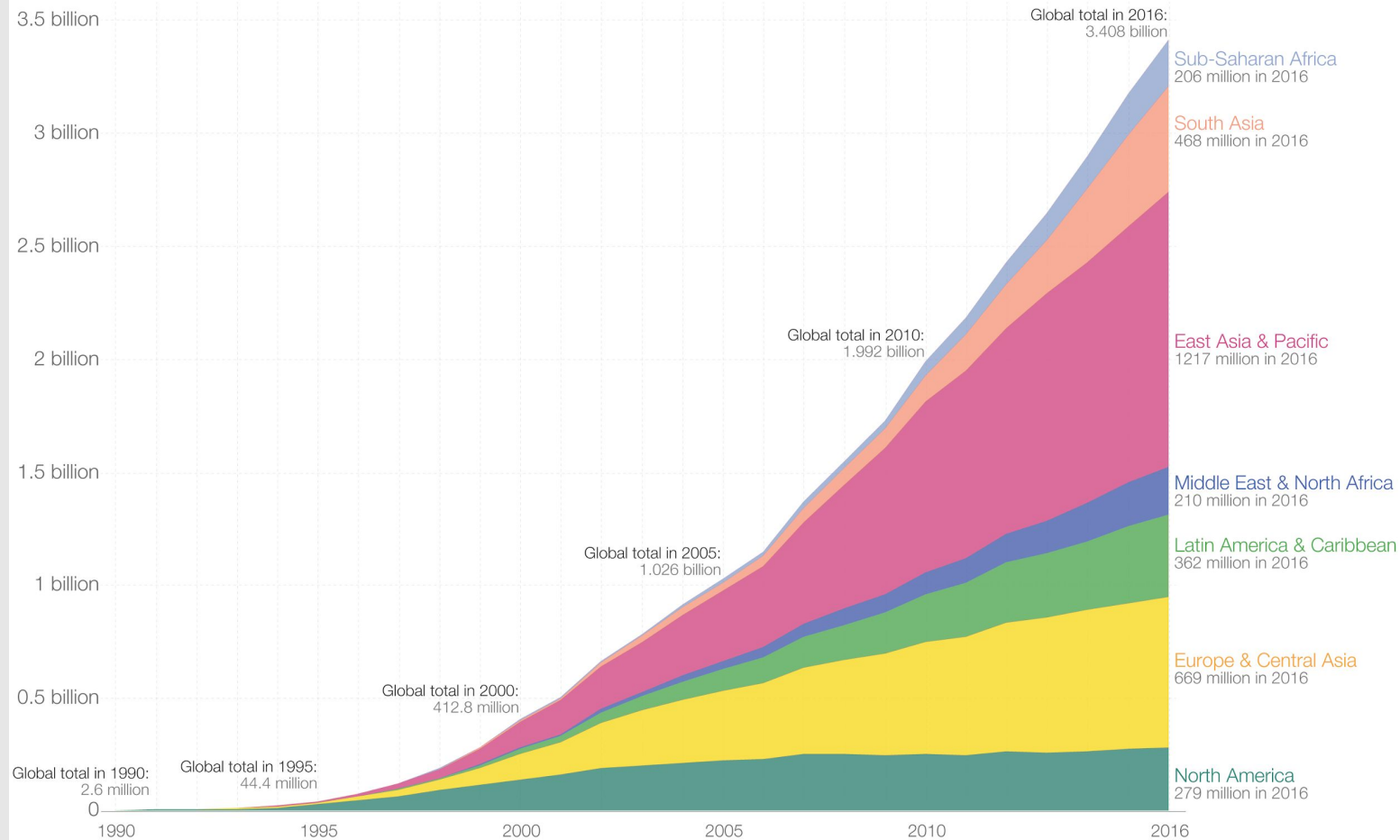


IDC predicts that the Global Datasphere will grow from

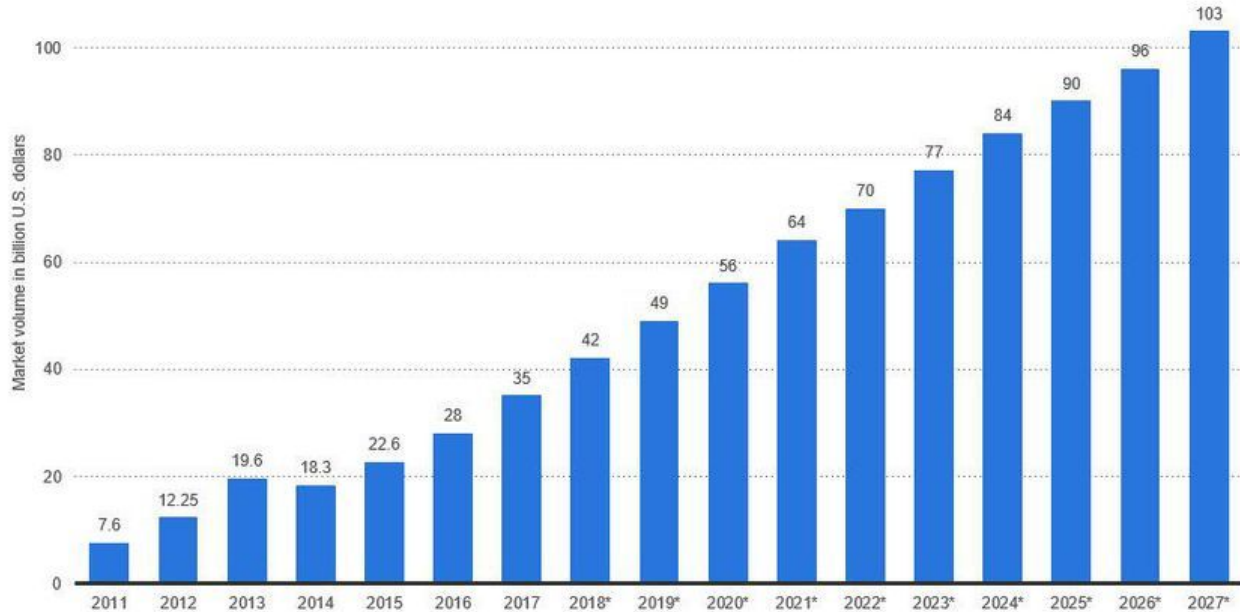
33 Zettabytes
in 2018 to

175 Zettabytes
by 2025

Internet users by world region since 1990



Big Data Market Size Revenue Forecast Worldwide From 2011 To 2027 (in billion U.S. dollars)

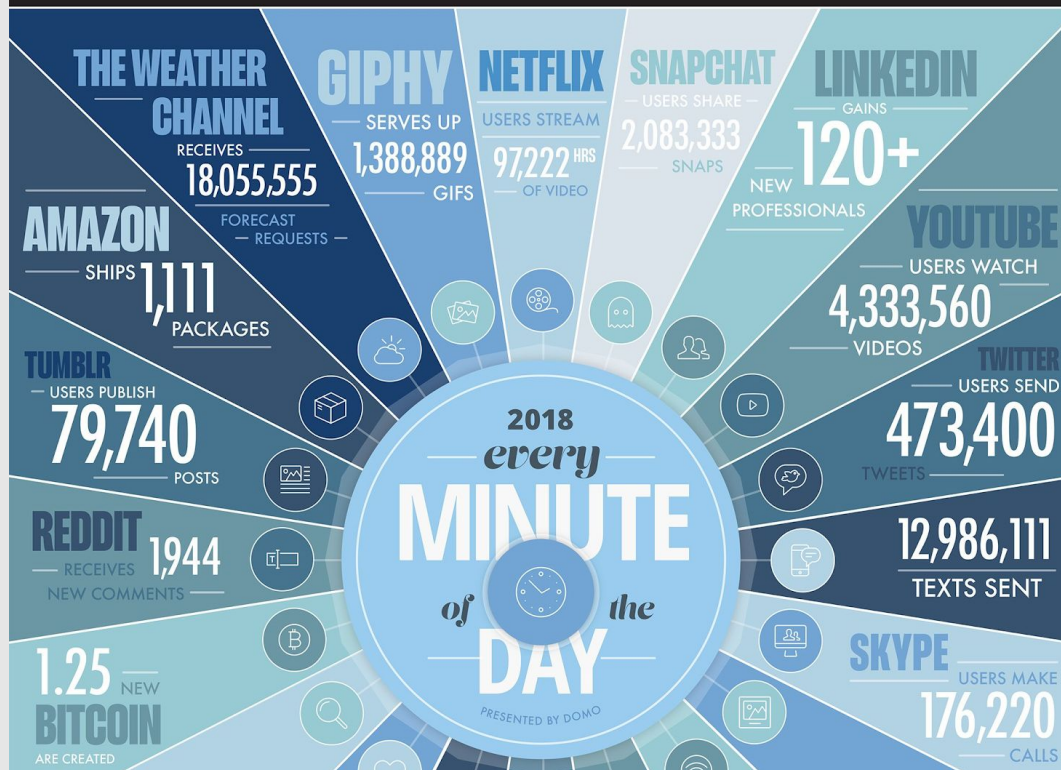


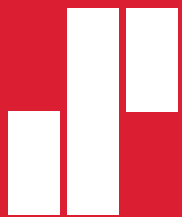


DATA NEVER SLEEPS 6.0

How much data is generated *every minute*?

There's no way around it: big data just keeps getting bigger. The numbers are staggering, but they're not slowing down. By 2020, it's estimated that for every person on earth, 1.7 MB of data will be created every second. In our 6th edition of Data Never Sleeps, we once again take a look at how much data is being created all around us every single minute of the day—and we have a feeling things are just getting started.





Something concrete

SOLITA



HSL
HRT

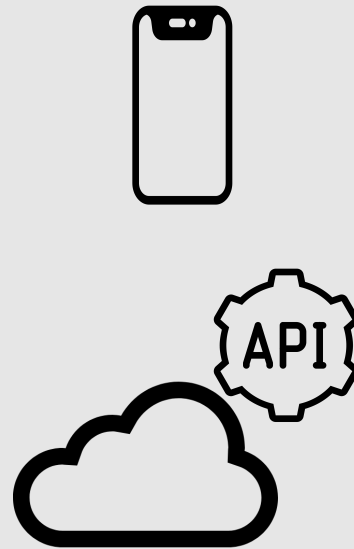
Data: Helsinki Citybikes



Helsinki Citybikes

- Open APIs that as “byproduct” in the development work
- Data consumer is responsible for gathering & correcting data
- Community built insights and new services on top of open data

- **What is the value?**



More details:

<https://www.hsl.fi/en/opendata>



Fonecta[®]

Information: Audience Insights



Fonecta

- Integrates multiple data sources (e.g. Trafi, Väestörekisterikeskus, own data)
- Builds insights on general level and offers company specific info as a service
- Customer still has to do analysis by themselves and implement those into their own business
- **What is the value?**



More details in Finnish:

<https://www.fonecta.fi/data/datalahteet>

<https://www.fonecta.fi/data/audience-insights>

Fonecta[®]



AMER SPORTS

**Knowledge:
Where Products are?**



Amer Sports



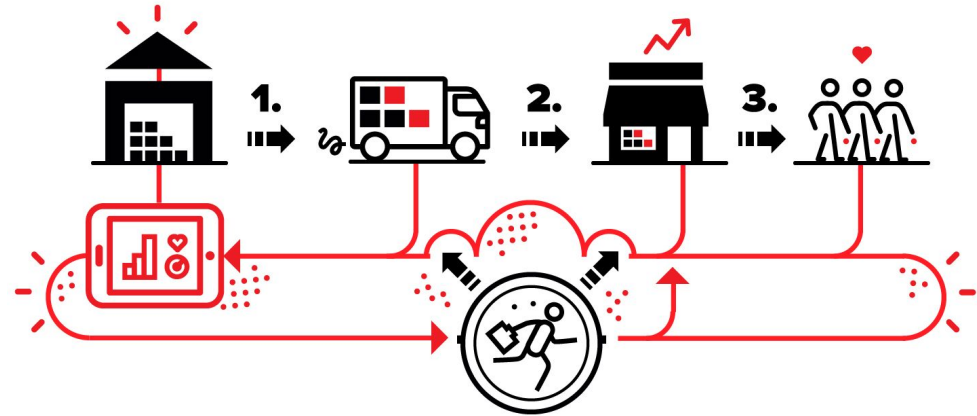
PeakPerformance



SUUNTO



- Built on top of existing data sets (ERP & CRM)
- Brought Demand Prediction to whole value chain
- Savings of Millions of euros in logistics
- Building Customer Data Platform on top of same deliverable
- **What is the value?**



More details:

<https://www.solita.fi/en/customers/data-knows-the-pulse-of-demand-amer-sports-solita/>





posti

Wisdom:
What Should You Offer
When Someone Moves Away



One Million Sales Leads per year

- Posti sells data about people who are moving. With cookie data Posti can indicate if the web page visitor is moving soon and if yes it contains additional info
- They help clients to leverage data to build better business (e.g. sales lead generation)
- Data is valid for in avg. 2 weeks after it is created
- **What is the value?**

MILJONA muuttoa vuodessa

HYÖDYNNÄ MUUTTOILMOITUS


80%
Suomen muuttajista täyttää verkossa Postin ja maistraatin sähköisen muuttoilmoituslomakkeen.

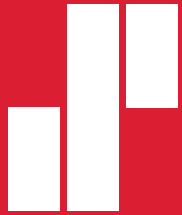

Näkyvyys sähköisessä muuttoilmoituksessa
Hanki yrityksellesi näkyvyyttä sähköisen muuttoilmoituksen yhteyteen. Autat asiakkaitasi esimerkiksi siirtämään sopimuksen uuteen osoitteeseen kätevästi tai houkuttelet uusia asiakkaita vaihtamaan palveluntarjoajansa.


Evästedata
Muuttoilmoituslomakkeelta kerättävän evästedatan avulla voit kohdistaa verkkomainontaa tehokkaasti.

More details in Finnish:

<https://minun.posti.fi/ajankohtaista/markkinointi-ja-data/hyodynnna-muuttoilmoitus>

posti



What Can Be Learned?



1. Dare to touch your core business processes

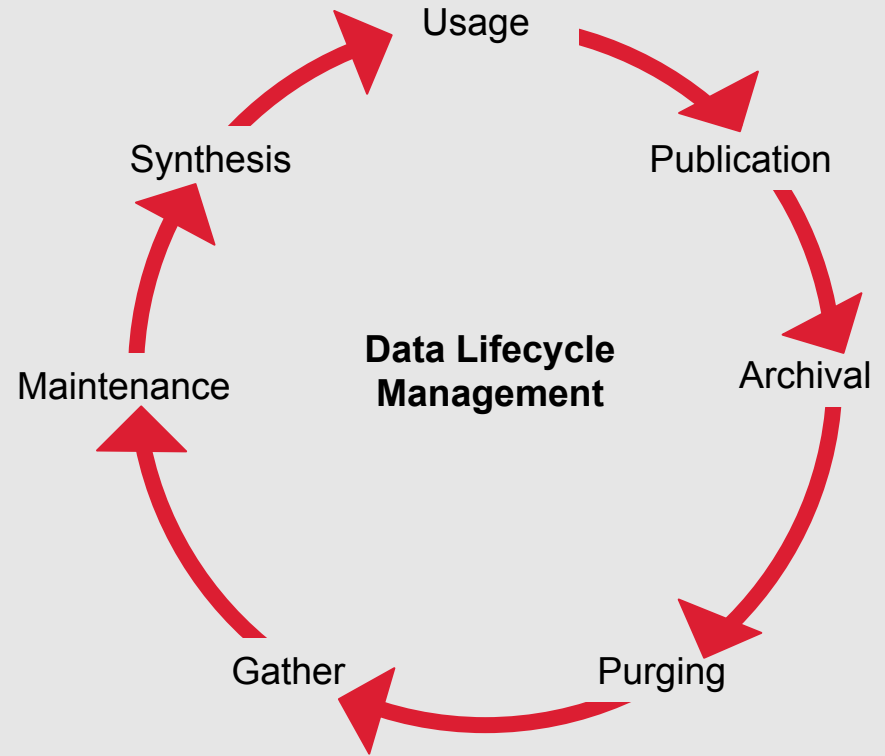
*“The business activity that is
main source of a company's profits and success,
usually the activity that the company was originally set up to
carry out”*

Collins English Dictionary



2. Keep Lifecycle Short

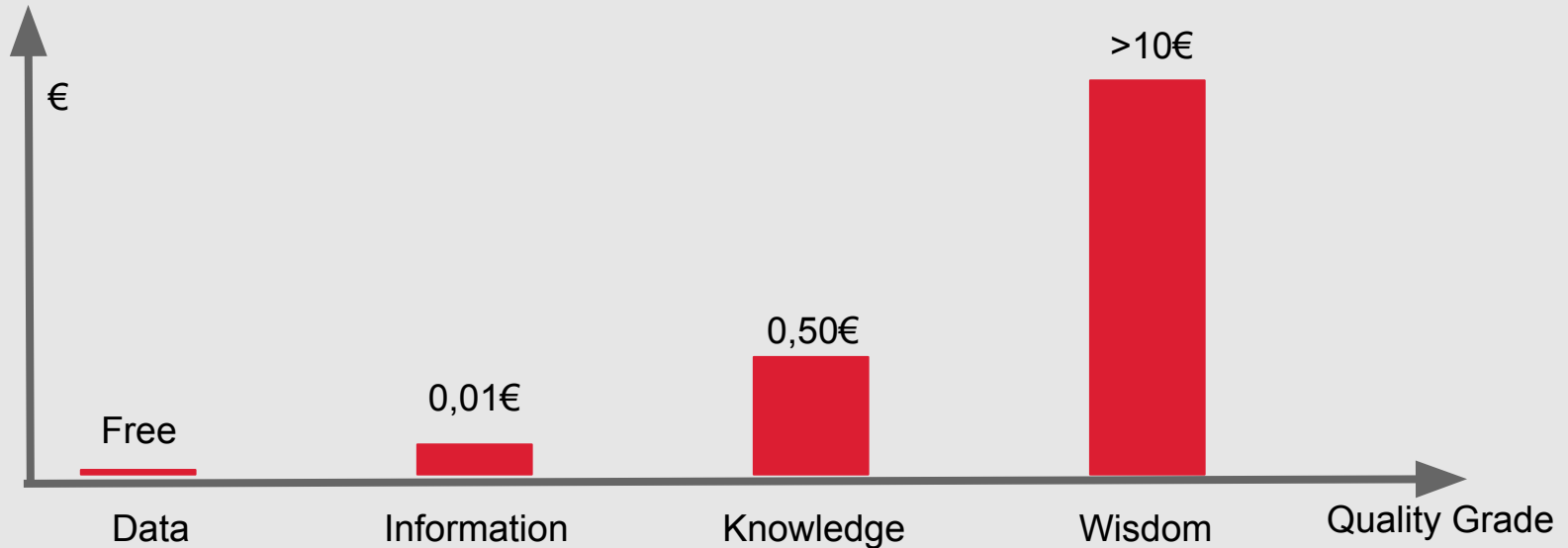
- Find a way to tighten data lifecycle all the way towards “real-timeness”
- Plan the data lifecycle and usage in all its phases



DLM Model Source: Bloomberg (2018)



3. Quality Grade Creates Value






What is the secret of creating €€€€ out of data?


(Recency Frequency Monetary)

RFM

Offer data that is
related to clients
core business



Keep lifecycle
short



Offer high quality
grade data

