Deriving Value from Big Data for Enterprise Performance Management

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Changes in the Value Creation of Enterprises

- Value is more and more depending on digital and intangible assets (DIA), e.g. Computerized Information, Innovative Property, Brands and Competencies

*) Source: Ocean Tomo
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- How do enterprises manage their key value drivers today?

- Can Big Data help to improve the situation?

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Digital & Intangible Assets (DIA) – Challenges
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- Relevant for many decisions
- Hard to capture, measure, and monitor
- May reside in- and outside of a company
- Control and reporting systems are mainly focused on financial value
Digital and Intangible Assets – Benefits from Big Data

► Much of the information related to DIA is unstructured, e.g. for

- Customer Relationship: Behavior and sentiment
- Human Capital: Collaborative tools & social company networks
- Intellectual Capital: Patents and ideas
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► Big Data may help to improve with regards to
  ▪ Availability
  ▪ Quality
  ▪ Semantics
  ▪ Relevance
Our Project – Building a Foundation for DIA

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- Extensible, e.g. with methods for measuring, predicting, text analysis, sentiment analysis, and reporting of DIA
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- Enabling new types of solutions and services, e.g. for Human Capital Management, or Marketing
Transparency on the Value Creation of a Company – Example

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Connecting financial and non-financial performance
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