

Deploying data analytics and data science to extract value out of data

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**Business
Services**

 **Business
& Decision**

Challenges

By 2040 we'll have consumed all the world's micro-grade silicon used in chips...



Advantages of DNA storage:

- Ultra-compact
- 215 Exabyte / gram
- Unlimited lifespan
- Data carrier will never change

IBM 305 RAMAC

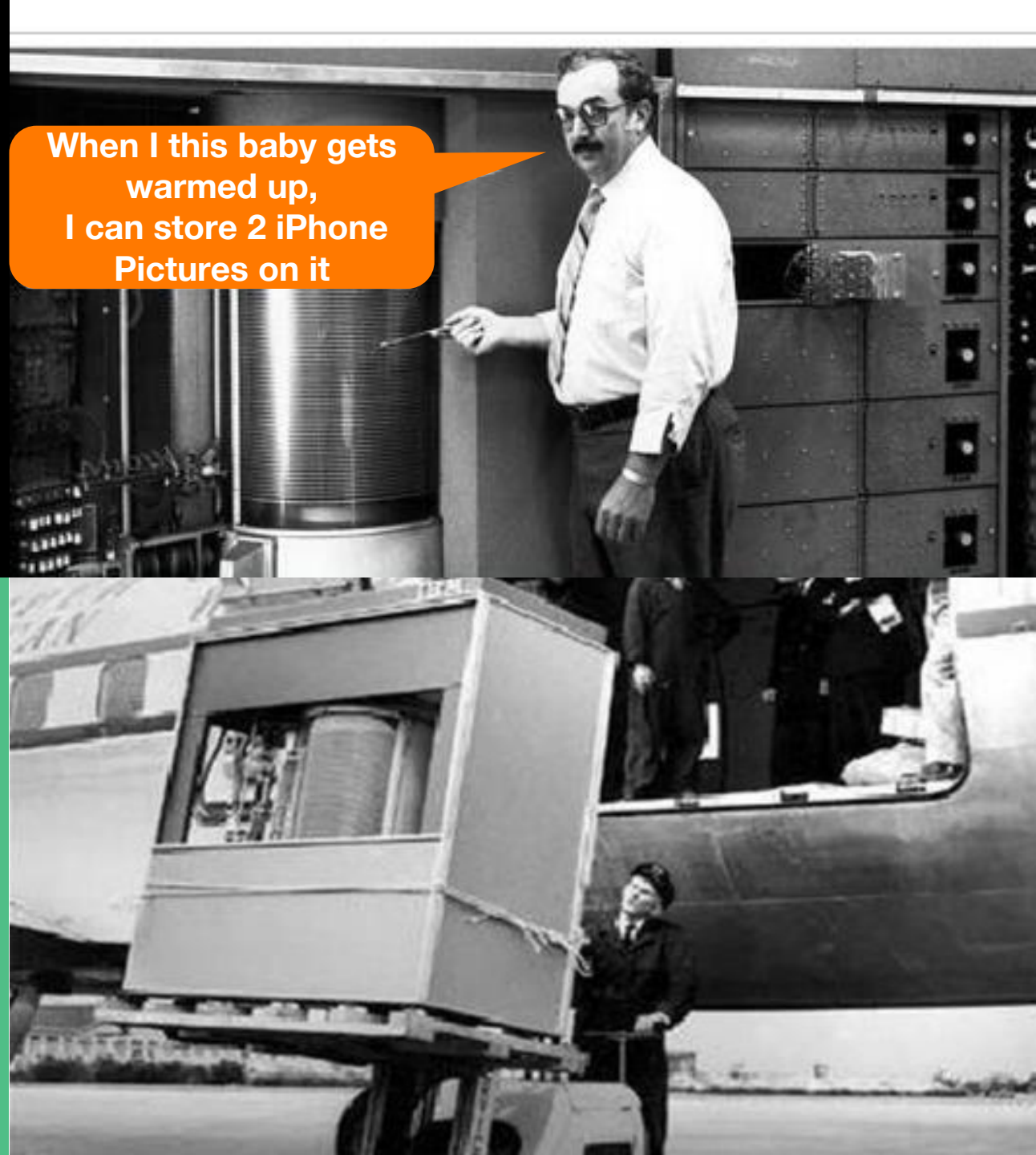
1958

5
Megabytes

Data
storage
costs

\$50.000

When I this baby gets
warmed up,
I can store 2 iPhone
Pictures on it



90%

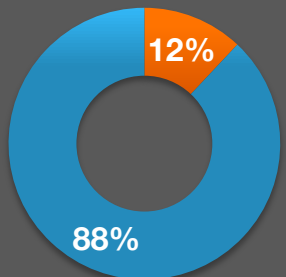
of the world's
data was
created in the
last 2 years

2.5 exabytes data created each day

1 exabyte
= 1,000 petabyte
= 1Mil terabyte

12%

data used today



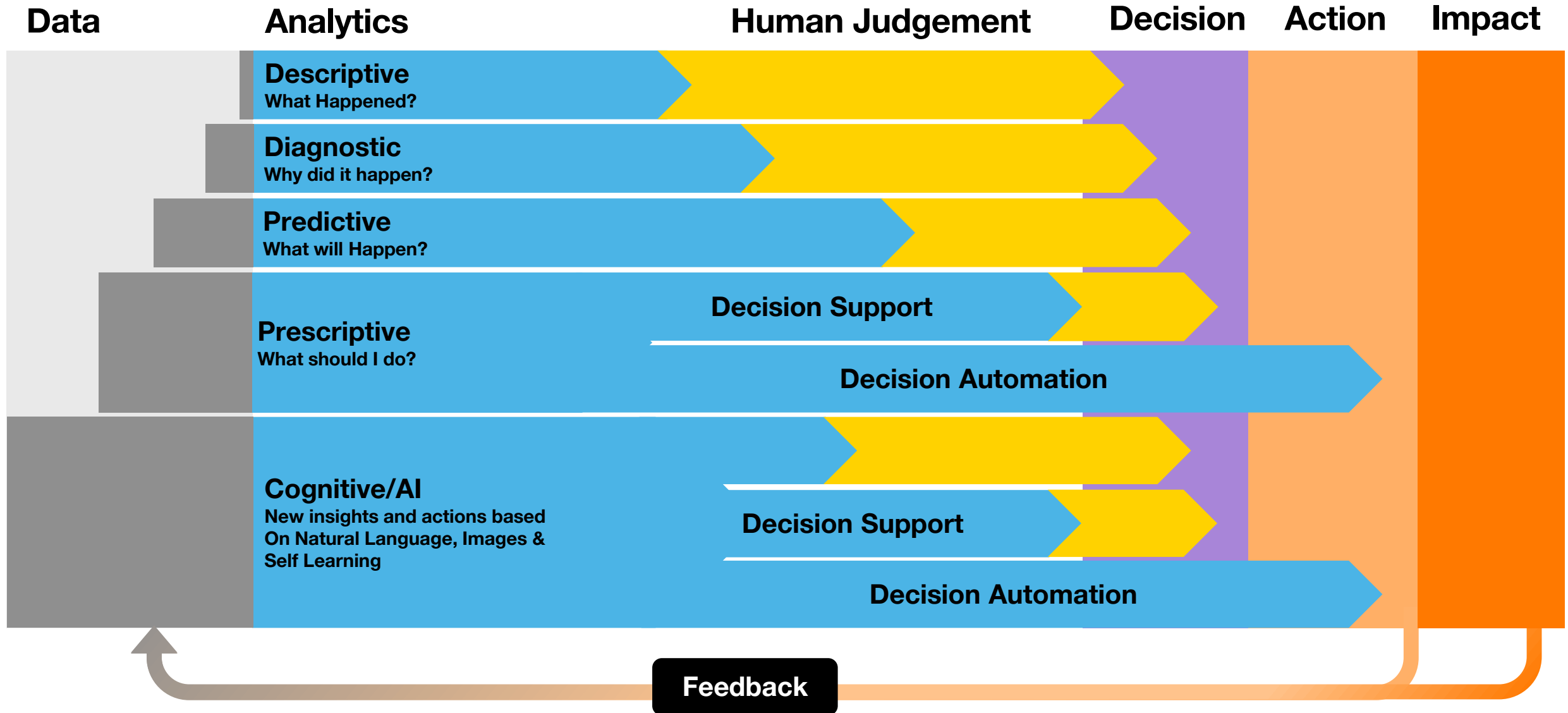
IoT

10 billion connected
devices by 2020

1.5 Smart
objects/person



The data analytics evolution





1992

**B&D was
founded**



11
countries

2500

**total
workforce**

**Helping our customers decide,
act and re-invent themselves using:**

- **Connected data**
- **Digital experience**
- **Advanced analytics**

Business challenges



#1

Detect, choose
and create new
services based
on data



CDO



COO



#2

Optimize
operational
efficiency



CIO



CFO



#3

Understand your
customers to do
more business
with them



CMO



VPoS



#4

Anticipate financial,
security, regulatory,
e-reputation and
fraud risks



CQO



CRO

Innovation

- **Advanced analytics**
- **Cognitive automation**
- **Data-driven applications**
- **Innovation and data lab**
- **IoT analytics**
- **Big data implementation**



**Innovate,
detect, choose
and create
new services
based on data**

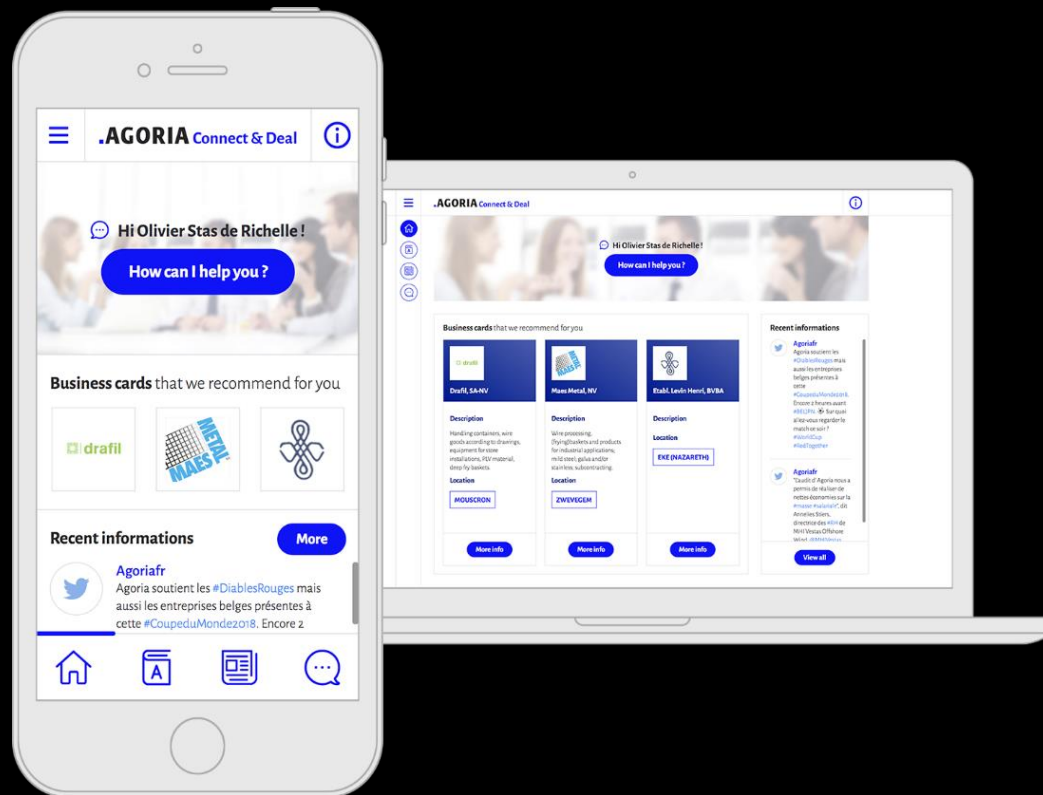
Image recognition and AI-based bacterial growth estimator



Pharmaceuticals firm

**Shorten inspection time,
optimize production
problems and progress**





Marketplace platform for services

.AGORIA

Match-making and recommendation engine with AI-driven digital assistant

Operational efficiency

- Information management
- Data roadmap
- Data quality and governance
- Knowledge management
- Industry and data intelligence
- Collaboration solutions
- Data visualizations



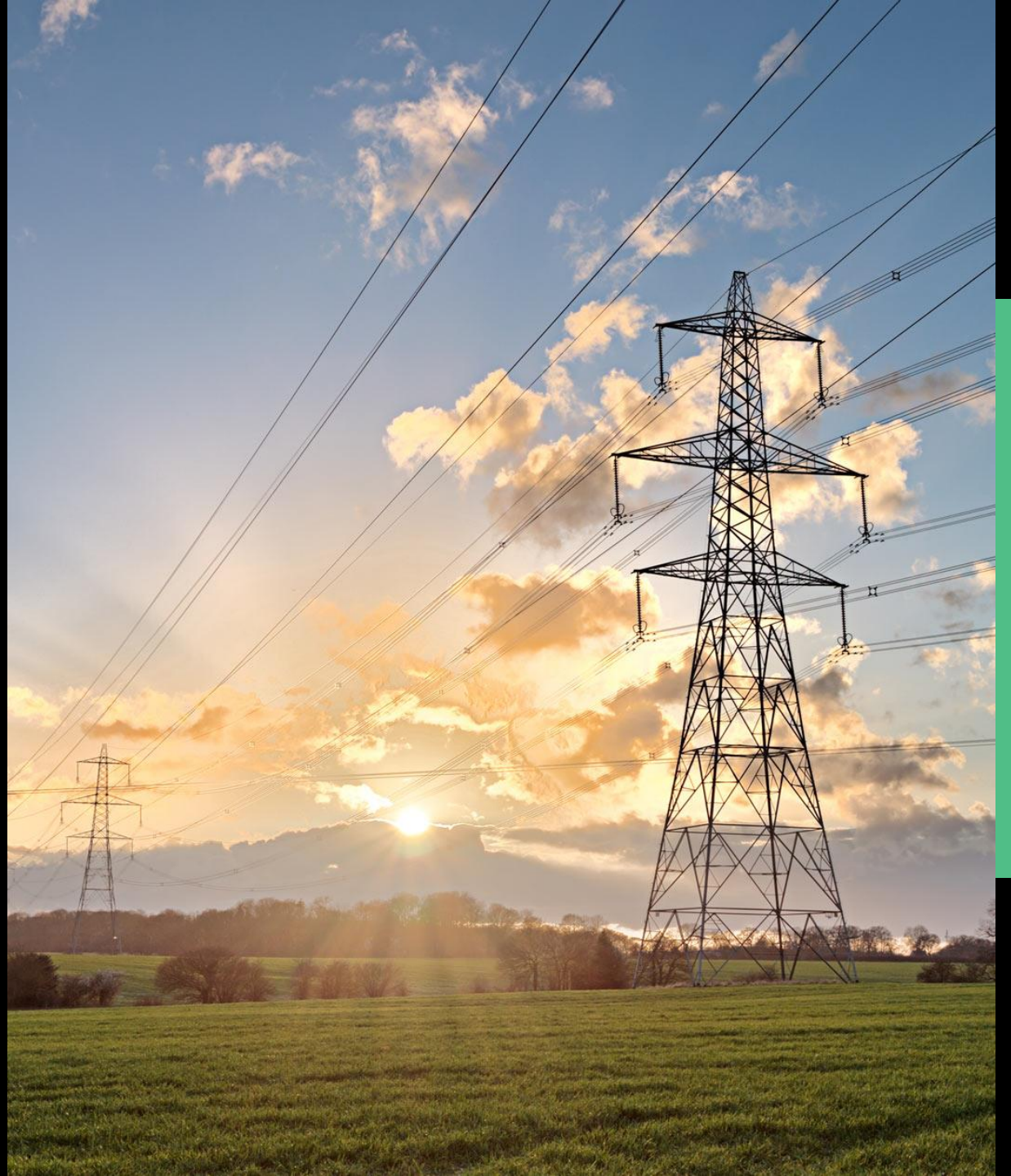
Optimize your efficiency by optimizing the use of data and information

Preparing for a new world of distributed energy production and storage



Powering a world in progress

**Network balancing
monitoring and system
imbalance prediction**





**Use chatbot 'RoomMe'
to optimize meeting
room utilization**



**Driven by sensor data on
room occupancy, indoor
geolocation and mobile devices**

**Real-time data science to
optimize ship docking and
hinterland transport**



**Port of
Antwerp**

**Traffic prediction to avoid
congestion and maximize
dock utilization**



Customer engagement

- Campaign management
- CRM for sales and marketing
- Contact centers & field services
- Personalized omnichannel
- Customer journey
- FAQ chatbots
- E-commerce, mobile apps



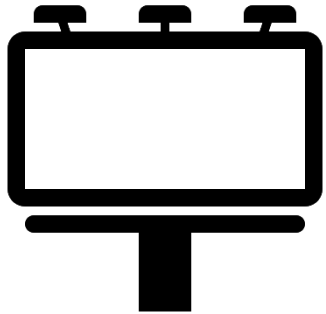
**Understand your
customers to do
more business
with them**

**Move from mass-marketing
to hyper-personalized
targeted messaging**



**70% increase in revenue with
better targeted campaigns**

Billboard optimization engine



Use of big data to enable specific user groups to be targeted



AI-driven FAQ chatbot



**18% less calls enabling
agents to focus on more
complex enquiries**

Compliance and risk

- Risk transformation
- Data protection
- Risk data science
- Data security and IAM
- GDPR, data security and implementation
- Risk analytics



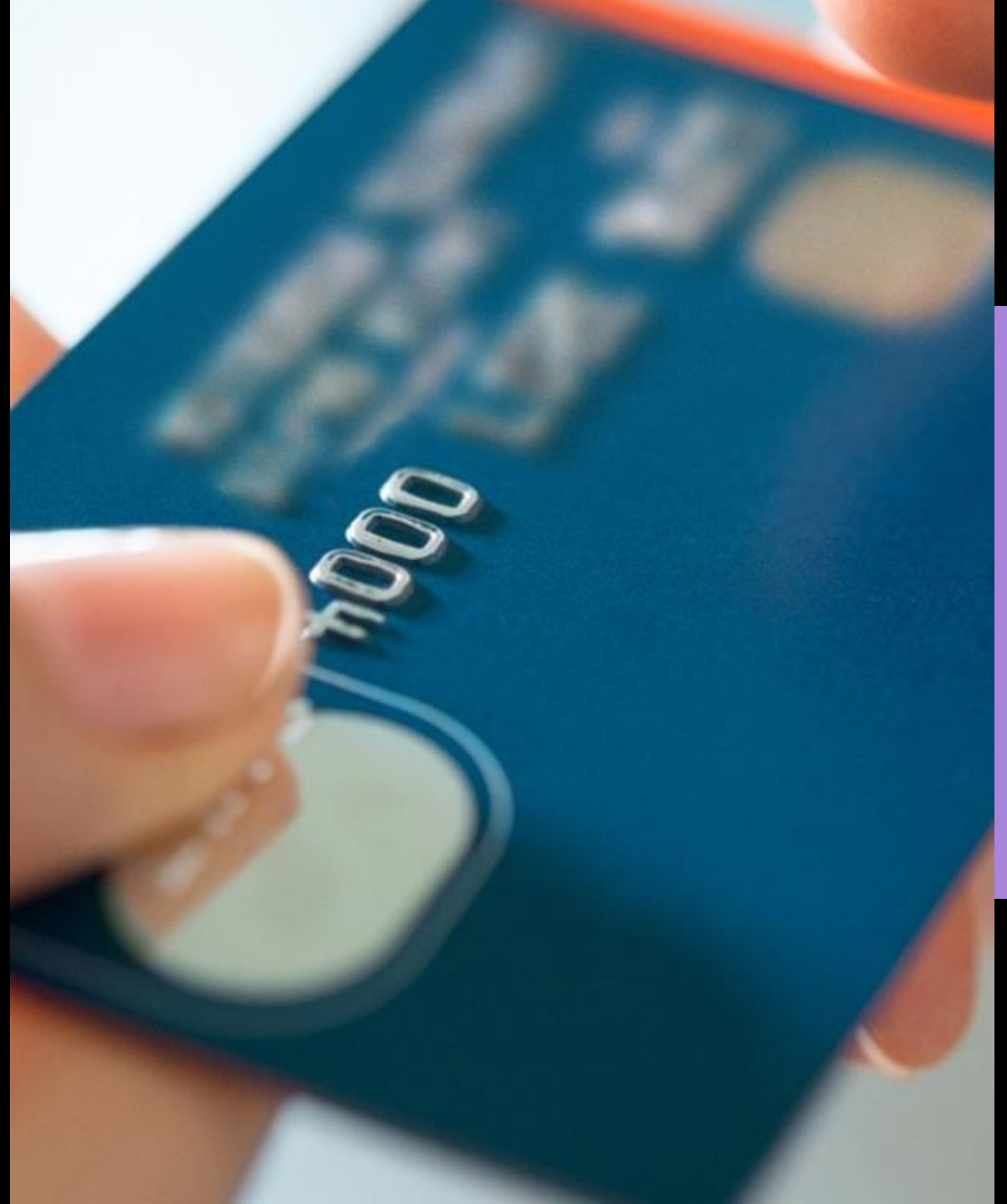
**Anticipate
financial, security,
regulatory,
e-reputation
and fraud risks**

Combat VAT fraud across Europe



Federal
Public Service
FINANCE

**Reduce losses by 98% to
€18.5 million in 2012**





**Ensure product safety and
check raw ingredients**

**Very large
French cosmetic
company**

**Enable R&D teams to
understand, analyze
and visualize the data**

Key Takeaway

**To unleash the power
within
start thinking of new
ways to deploy,
combine, enrich and
analyse your data,
to extract
value out of your data**





Thank you...
we're listening

**Companies thrive
on innovation.**
**We work to
shape yours.**

