



Controller Congress 2014

Big Data & In-Memory Technologie als Chance für das Controlling

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Big Data Today



GE engines in 2013



“These engines generate 1Tb of data per aircraft per day”

*Jeff Immelt – CEO GE
Keynote for Minds +
Machines 2012 talking
about the new LEAP
engine*



What is Big Data?

Definition

“Big data” is high-volume, -velocity, and -variety information assets that demand cost-effective, innovative forms of information processing for enhanced insight and decision making

Gartner

Big Data Technologies – managing the 3 (or 4) V's*

VOLUME

- Terabytes
- Records
- Transactions
- Tables, files

3 Vs of
Big
Data

- Batch
- Near time
- Real time
- Streams

- Structured
- Unstructured
- Semistructured
- All of the above

VELOCITY

VARIETY

* <http://blogs.perficient.com/multi-shoring/blog/2012/07/16/big-data-big-deal>

Turning signals into business value



Brand Sentiment



Predictive Maintenance



Network Optimization



Insider Threats



Smart Equipment



Asset Tracking



Personalized Care



Product Recommendation



Risk Mitigation,
Real-time



Smart Vending



Propensity to Churn



Real-time Demand/
Supply Forecast



360° Customer View



Fraud Detection



Smart Cities

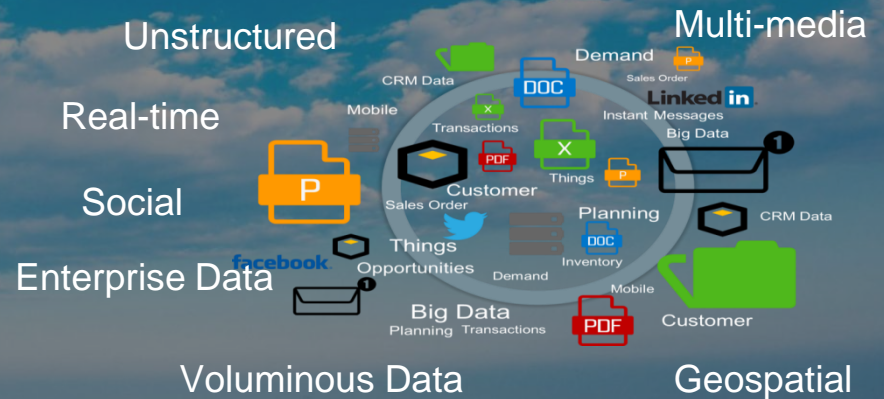
Primary Big Data Platform Scenarios

Machine Data Insight



Providing insight from machines, assets, and devices for better real-time decisions, predictions, and operational performance

Omnichannel Data Insight



Providing insight from high volume and high variety data for real-time analytics & actionable intelligence

Benefits from Big Data



Instantly predict market trends and signals from within massive amounts of data in real-time and with accuracy



Provide highly personalized offers and exceptional service levels to every customer in real-time based on their precise location



Maximize productivity using predictive maintenance and automated management of machinery and systems



Predict, forecast, and optimize for greater insights & organizational performance



Identify assets within an impending storm or hazard area and plan appropriate response and actions



Search and analyze unstructured and multi-media data combined with enterprise data for broader insights



Monitor and analyze all deviations and quality issues in your production process



Prevent accidents with real-time response to location and environmental changes

Impact of Key Trends



The introduction of mobility and In-Memory solutions will significantly impact controlling

■ Mobility

- Direct Access & Instant Usage
- Visualization
- User Centricity → Design Thinking

■ In Memory

- Predictive Analytics
- Performance
- Integration of Planning & Analytics

What will be required?



Real-time Insight to Action

- Single Source of Truth
 - Usability
 - Self Service BI
 - Clear Taxonomy
 - Standardization & Simplicity
- Controlling as Technology Enabler
- Consumption through Decision Makers and Experts
- Key: Reduce Complexity and bring “data” in context

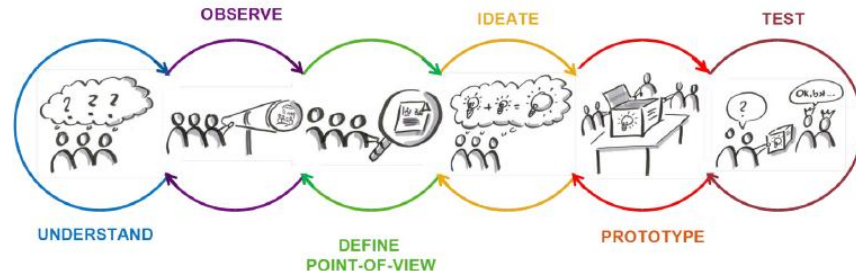
How could we get there? Design Thinking



A Diverse Team...



A Creative Space...



An Iterative Approach...

New Challenges – Creating Impact



- From reactive to **proactive**
- From reporting to **insight**
- From being consulted to **leading change**
- From observing to a **member of the team**
- From score keeper to **business partner**

- **Business Acumen**
- **Emotional Intelligence**
- **Transparency & Collaboration**