Data+Service Office <info.office@data-service-alliance.ch>

[data+service] Newsletter 04/2018

1 message

Newsletter #6
05.04.2018

Welcome to this month's Newsletter!

First things first: we have a new website! Check it out here and let us know what you think.

Please mind especially the announcement of the General Assembly in the Upcoming Events section. This is an excellent opportunity to network with the members of the alliance and to gain an inside perspective on the many initiatives and opportunities.

And as always: if you have any questions, remarks or want to contribute to the next issue, please reach out to us.

Happy reading!
The Editors

Make sure to scroll all the way down -- there is a goodie at the end!

Upcoming Events

- 10.04.2018 - [DE] **Servicetransformation** realisieren mit Hilfe einer praxisorientierten Toolbox. *Free brown bag lunch*. Mehr Information hier.

- 12.04.2018 [DE] **Wertschöpfung durch Data Analytics**: Erfahrungen aus der Praxis. *Free event*. Mehr Information hier.

- 19.04.2018 [FR] **EPFL Forum de l'innovation** pour les PME: conférences, ateliers, démonstrations. Plus d'informations ci-dessous.

- 20.04.2018 Use case talks on **Challenges in Time-Series Prediction**. More information below.

- 06.06.2018 Data+Service Alliance **General Assembly**. More information here.

- 06.06.2018 **Deep-Learning Workshop** in Bern. Register here.

- 07.06.2018 **5th Swiss Conference on Data Science** in Bern. Register here.

- 12./13.06.2018 **3rd Swiss Text Analytics Conference**. Register here.

Get your challenges solved with our community of experts

by Gundula Heinatz Bürki

Did you know that you can ask your colleagues in the Alliance for support for your challenges, in a safe and confidential process?

A call for participation may improve your projects substantially. With trusted partners in the community you can realize your ideas better than alone. If you are an academic member you can find the right business

partner, if you are an industrial member you can find the right research partner.

This is how a "call for participation" works:

Step 1: On your behalf, the office sends out an email to some (or all) members of Data+Service, specifying your plans. With this email, you invite others to tell you if and how they could contribute with their expertise and experience, helping you to make more out of your idea.

Step 2: Interested experts respond and specify how they could contribute.

Step 3: The office collects all responses and helps you to identify the most promising ones.

Step 4: The office organizes a joint meeting with you as requester and the selected "experts". The goal of this meeting is to find out if and how the experts may be integrated in your project.

Step 5: You start the realization with the help of the finally selected experts.

The rules of the game:

You as requester decide what kind of information you want to share for the call for participation. Typically, you don't want to share everything in this first step. You may choose not even to disclose who you are. But: share enough to allow others to find out if and how they can contribute.

You decide which persons within the Alliance you want to invite. For example, as a company you may invite all academics. Or you may invite only some of them. The office supports you in finding the appropriate group of people.

The decision on whom to invite for the first meeting, and whom to select for the final project consortium will be made by the requester only, based on the expected contribution of the expert. The goal is to set up an optimal project team for reaching the goals, not to create a project with as many partners as possible.

All information exchanged during the process may be classified as

confidential.

Example:

A a successful call for participation is the ongoing CTI / Innosuisse project "Call-E: Virtual call agent" between the partners Comparis and InIT ZHAW. The objective of this project is to develop a chatbot implementation which automates a part of the interaction between Comparis and their customers.

How did it happen?
When Comparis became a new member of the Alliance, they heard about the instrument "call for participation". Comparis sent the problem description to the office. The office invited all research partners to contribute, asking for their competences and specific experience in the project context. After a first selection, three experts from two academic members were invited to a joint meeting at Comparis. In this workshop, two concrete project ideas were shaped. Finally, one of them led to a CTI proposal. The proposal was accepted and the project started in early 2018.

Our experience with such "calls-for-participation" is excellent: In each case in the past, requesters could find persons and specific expertise that improved the original project idea.

For companies: Find academics who bring in state-of-the-art knowledge. Often, they may be able to get public funding for the project (e.g. via Innosuisse or EU funding). Or find other companies that may contribute with special expertise.

For academics: Find other academic colleagues with complementary expertise for realizing truly interdisciplinary research projects. Or find companies that are interested in your research.

The Alliance supports you in finding the best project partner and helps you to apply for public research funds. Interested members please contact the office for getting support in this regard.

Forum de l'innovation pour les PME: conférences, ateliers, démonstrations

by Michel Benard

We specially bring this in notice to our members in the French speaking parts of Switzerland and would like to invite them to the forum to foster networking within as well as outside the Alliance. Members who are interested in participating or would like more information on the event, please get in touch with [Dr. Michel Benard](#) directly.

Le 19 Avril 2018 aura lieu à l'EPFL le Forum de l'innovation pour les PME: conférences, ateliers, démonstrations.

Swiss Alliance for Data-Intensive Services organise l'Atelier F2 qui aura lieu de 14:45 à 15:45:

"PME & Digitalisation: Swiss Alliance for Data-Intensive Services et Innosuisse soutiennent votre innovation!"

Soutenu par Innosuisse, le réseau thématique national RTN Swiss Alliance for Data-Intensive Services encourage les projets innovants basés sur les données pour la création de produits, de services et de modèles d'affaire. Cet atelier permettra de découvrir les offres du RTN et d'Innosuisse. Votre PME a déjà un projet d'innovation en tête ? Alors soumettez votre idée auprès de Swiss Alliance for Data-Intensive Services jusqu'au 06.04.2018 et profitez d'un feedback d'un expert en innovation ! Les 10 meilleures propositions seront présentées sous forme de pitchs lors de l'atelier. Les 3 meilleures seront récompensées par une recommandation pour un chèque d'innovation Innosuisse d'une valeur de max. de CHF 15'000.- ! Un prix surprise sera également attribué. Attention: sélection sur inscription préalable - pour participer – merci de soumettre votre idée en [FR](#) ou ici en [EN](#).

Atelier proposé par Innosuisse et le réseau thématique national RTN Swiss Alliance for Data-Intensive Services

Modérateur: Michel Bénard - Consultant et Expert @ Innosuisse

Intervenants:

- Gundula Heinatz Bürki - Managing Director @ RTN Swiss Alliance for Data-Intensive Services
- Silvia Quarteroni, Senior manager - Natural language processing expert at ELCA Informatique SA
- Giovanna Di Marzo Serugendo - Professeur, Ingénierie des services informationnels @ Université de Genève, Faculté des Sciences Economiques et Sociales

Follow-up: Boost innovation in Switzerland with EU support

by Gundula Heinatz Bürki

In the last newsletter we announced that we want to help our members to profit from the European Research program. We have launched an SME initiative, and we are preparing an initiative for academics.

SME initiative
We have set up an initiative together with Euresearch for helping our small and medium companies to get access to the program "SME Instrument 2018 -2020". This program is dedicated to help fast growing, highly innovative, for-profit Small and Medium Enterprises (SME) seizing their European and global ambitions. There are no predefined topics.

For this SME program we contacted our start-ups and SMEs in the Alliance. Two of them are now in contact with Euresearch, the Swiss guide to European research and innovation. They receive an individual coaching and help to shape their innovative idea or concept. If it is successful, the SME gets a substantial funding to develop and scale up the idea.
Other partners, such as research providers or larger companies, can be involved as third parties, usually in a subcontracting relationship.

For academics: Be involved in research agenda setting
Another opportunity on the European level is a membership within the Big Data Value Association (BDVA). BDVA is a large European initiative that shapes the European research agenda in close cooperation with the European Commission.
Our Alliance could become member, which would allow us to participate in the activities of BDVA. However, this only makes sense if some of our

members will become active in this organization on behalf of Data+Service. We think that especially academics might be interested, because this is an opportunity to learn very early about new research programs on the European level, and to shape them. There are some Activity Groups within BDVA which are particularly interesting like transparency in algorithms, data benchmarking, IoT-Big Data technology integration, Data Spaces Smart Manufacturing Industries and AI. [More information](#).

Are you curious and interested in taking part in such an Activity Group?
Then please get in touch with [our office](#). We will follow up with a membership only if there is enough interest of members of Data+Service to be active.

Use Case Talks Series: *Challenges in Time Series Prediction*

by Alexander Grimm

We enjoy in-depth technical discussions and exchange information about interesting technical challenges among industry, academic and individual members in the Use Case Talks Series of the alliance! In a relaxed atmosphere with about 15 - 30 members of the alliance we will brainstorm about possible pathways towards solutions for the presented challenges. Each speaker presents his or her use case in 25 minutes followed by discussion of about 20 minutes.

The next use case talk will take place

20.04.2018, 17:00 - 20:00

at the premises of our host AWK Group. Please find a map [here](#).

Snacks and free beer will be kindly provided by our host and member AWK.

[Please register](#) by providing your Name, Email, and Organization by email to alexander.grimm@aspaara.com by Wednesday, 18.04.2018

We will feature two use case talks:

Use Case 1

Dr. Michel Philipp

Advanced Analytics Solutions for the NOVA Platform

SBB-IT is currently developing a new standardized platform called NOVA (Neue ÖV Anbindung) that provides distribution services to ticket channels of all transportation providers within the Swiss public transport network. In this talk/workshop, we will discuss our ideas for advanced analytics solutions for improved monitoring, alerting and error handling on the NOVA platform.

Use Case 2

Dr. Peter Kauf, Prognosix

Ideas on how to predict rare event time series with potential use of aggregate information.

Prognosix is currently working in various prediction projects, where we are successfully using machine learning methods on e.g. demand in distribution centers, regional harvests, regional road accident risks. But how do we predict time series at a single site, e.g. demand in a small store, harvest at a single producer's farm or accident risks on a 2km piece of road? These sites are typically exposed to a high amount of randomness, but also to relevant systematic effects. In this use case talk, we would like to discuss approaches and ideas for separating these systematic effects for single site forecasts, potentially making use of aggregate information.

Impressions from Expert Group Meeting
Data-Driven Predictive Maintenance of Industrial Assets

by Thomas Palme, GE

The expert group met recently, on the 22nd of March 2018. This is a short report on the group meeting and some results to share with the members of the alliance. Please get in touch with the expert group leaders directly for

more information.

The Expert group seminar started with meeting on the demonstrator project. The initial idea of using the OTW-Headstock from BW-Tech was abandoned, however several ideas of new systems to use was discussed. Several requirement for a demonstrator such as possibility do simulate multiple failure/stress modes, being able to run it in building without specific requirement, being able to cover both mechanical and electrical failures. To put some momentum behind this project, a next meeting will take directly after Easter. This is great opportunity to show end to end solution which can foster innovation in the different disciplines involved.

The seminary itself included 6 different presentations, spanning from sensor from conditions monitoring railway applications, sensing of stability level of gas turbine combustion flames, chair lift clamping force, energy harvesting and smart sensor for motors and pumps.
It was very interesting presentation, including both technical depth as well high level discussion about the sensors role in IOT and predictive maintenance.
A workshop to discuss and document the requirements from the participants was planned but due to time reasons it was moved to the next meeting in June. A longer workshop will be planned where we can document and gather all opinions on sensor development to support predictive maintenance. The variety of participants provides a great opportunity to gather all different requirement and ideas.

We are very thankful to all the participants, the excellent presenters and the input during the discussion.

Impressions from Expert Group Meeting
Data-Driven Business Models

by Thomas Palme, GE

The expert group Data-Driven Business Models met recently, on the 21st of March 2018.
25 participants took part in this event, from several members and interested persons. Two talks followed by Q&A and Networking Apero were featured. The talks were about "A business model built on continuous medical grade health

data» of Dr. Philipp Vetter (VP Analytics at Biovotion) and «Digital services in the mobility market: how to optimize value with co-creation» of Rubén André Lorenzo, Head of Sales at Siemens Mobility Services. Both talks led to longer and exciting discussions among the participants.

New member

Identitas AG

We cordially welcome Identitas AG, represented by Dr. Stefan Rieder, as our new Silver Industrial member of the Alliance. Identitas AG is the leading company in Switzerland for animal identification and animal recording. Founded at the end of the 1990s to support the fight against mad cow disease, Identitas AG works today in the field of animal movements, traceability and, last but not least, animal and human health under a uniform health perspective.

By being a member of the Alliance, they hope to gain more insights into the relevant fields of data analysis in order to establish their own data science group, or in forming fruitful collaborations with knowledge owners. They possess numerous ideas for data-driven products in the animal health (uniform health), the environment and sustainable use of resources, the animal performance, quality and traceability sector.

Upcoming Expert Group Meetings

10.04.2018 - Smart Services expert group meeting
13:15 to 14:55
Location: ZHAW, Lagerstrasse 41, Zurich

03.05.2018 - ML Clinic expert group meeting
16:00 to 18:00
Location: ELCA premises, Lausanne

24.05.2018 - Data Ethics expert group meeting
16:00 to 18:00
Location: ZKB, Neue Hard 9, 8005 Zürich

<u>25.05.2018</u> - Software & Tools expert group meeting
14:00 to 17:00
Location: SIX Group, Pfingstweidstrasse 110, 8005 Zürich

Data Science Read of the Month

Read this. Do it. Now. And thank us later.

Things I wish we had known before we started our first Machine Learning project

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