DOB - Data Driven Business
Datasta oivalluksia ja bisnestä - 6Aika program

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DOB - Data Driven Business

Data analytics - hard to do but sometimes you find a jewel.

Image: TSVANGIRAYI MUKWAZHI/AP/ Press Association Images

Service Design - easy to do and you always get a fruit.

Image: Lauea

DOB program for insights and business

Data is the modern oil for innovation in many ways. But what does it take to exploit data for insights and business?

Design thinking takes over. How to combine data analytics and design thinking into new competencies and business?

The aim of **DOB program** was to help companies to
- exploit data analytics and service design to
- create new products and services and
- help update their competitive edge

DOB innovation platform combining data analytics and customer centric service thinking was customized and piloted in three working packages:
- **Aviapolis**, services for travellers
- **Good, long life** for senior citizens
- **DOB-training** for companies for new competencies

Photo: Pixabay

Photo: Lauea

Photo: Eric R. Dahlen

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DOB results
(until 28.2.2018)

21 organization supported / trained ('de minimis')

74 trained data scientists and service designers

22 case projects

44 workshops fasilitated in the projects

10 new / improved products or services (more to come)

214 companies participated

1 software application exploiting open data / API (more to come)

12 R&D co-operation relationships / companies and universities

13 webinars, 599 participants from 276 different organizations

12 open workshops, hackatons and other events DOB inside with 923 participants

7.877 DOB- home page visits

24.187 FB-clics

114.383 Twitter-clicks

2016 COSS

New products and services - and new will come...

Pilgrim.citynomadi.com

Digilastu document management

Digital Pulse

MoveMe

Leadership-as-a-Service

EnerKey
Machine learning solution in quality management

Viimatech Flowbrainer

Digitized energy evaluation for pumps
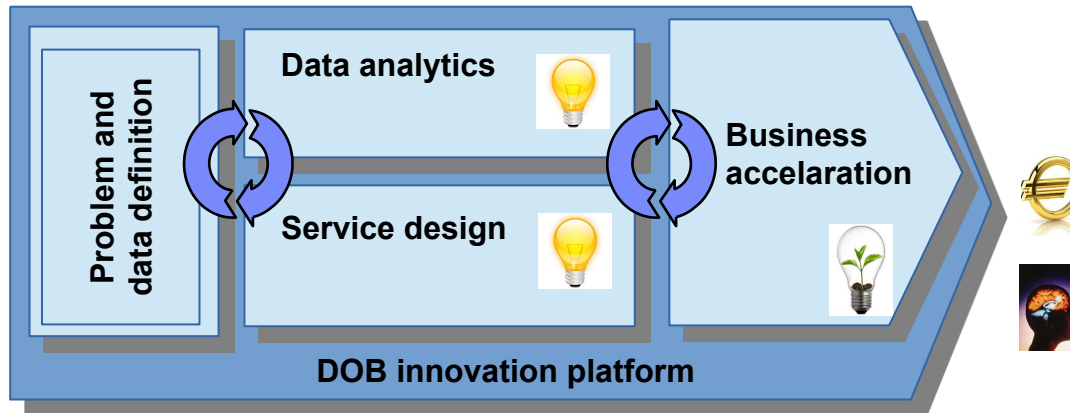
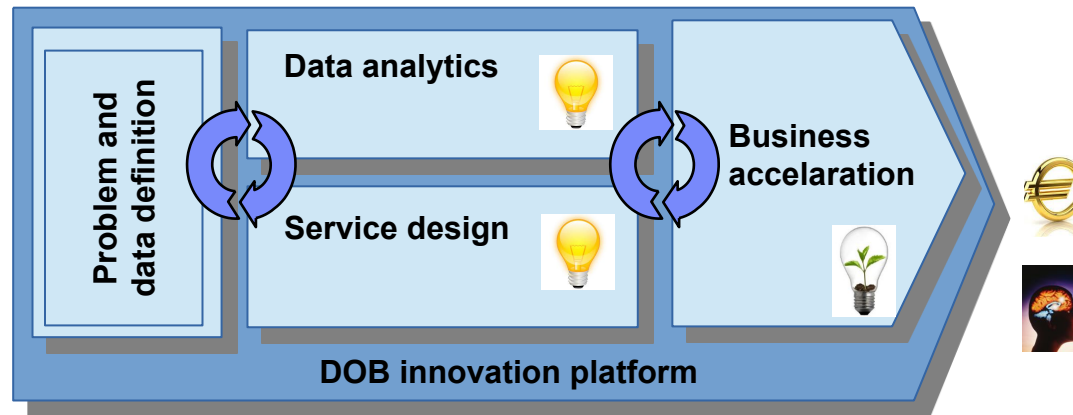Two round trips for Chinese travellers

Enabling risk free carsharing

Scandicode - SIMO
Mobile cognition evaluation tool for seniors

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DOB & Open Data

Open Data Source	Usage as part of the case project
Map (National land survey of Finland)	Citynomadi - a map as an interface
Weather forecast & statistics (Finnish Meteorolocical Institue)	ERP for a farm: optimization of crops. Services for seniors based on weather forecasts combined with personal measurement.
Public transportation (HSL)	Aviapolis, services for travellers
Food composition data base (Fineli / National Institute for Health and Welfare)	Carbon footprint of food

DOB experiences - keys to success, seeds of failure

Pick the right challenge	'Don't love the solution - **do love the problem'.**
Data to be analyzed	**Richest data:** combination of various sources of raw data related by a joint key. 'Authentic' data which measures behaviour' vs 'interpreted data' gathered by polling **'2% data analytics vs 98% of hard work to get the data matrix to be analyzed'** Combination of various data sets is cumbersome and does not always succeed. **GDPR** scares - what will happen, fuzziness. 'Secondary usage of data' / 1.7.2018 How to get the data owner assured that analytics is worth effort? **Open data** vs owned data?
Teaming	All you need is a multidisciplinary team to combine analytics, design thinking, substance and customer understanding. Team vs Leonardo da Vinci? **Get out from the ivory tower.**
Methods and tools	**Data analytics** - hard to do but sometimes you find a jewel. **Service Design -** easy to do and you always get a fruit.
Culture	Be agile - **fail fast**.

DOB toolbox for data analytics and service design

https://coss.fi/projektit/dob/tyokalupakki/

DOB program is closed -
but DOBit network goes on, as well as DOB webinars

DOBit-verkosto kääri hihat

📅 5.2.2018 👤 Linda Lehto 📁 Uutiset - DOBit-verkosto 💬 0 kommenttia

DOBit-verkosto kokoontui ensimmäiseen tapaamiseen 30.1.2018 Helsingin kaupungintalolle. Paikalla oli 30 innokasta data-analytiikan ja palvelumuotoilun aktivistia isäntänä Forum Virium Helsinki.

Tilaisuuden avasi Forum Viriumin **Hanna Niemi-Hugaerts**, joka maalasi Helsingin valitsemaa matkaa kohti maailman toimivinta älykaupunkia. Tulevaisuutta tehdään avoimella ekosysteemillä yhdessä asukkaiden ja yritysten kanssa, moottorina I-o-T.

Hanna Niemi-Hugaerts avasi ensimmäisen DOBit -kokoontumisen.

https://coss.fi/projektit/dob/tyokalupakki/dobit-verkosto/

Join DOBit now!

Datasta oivalluksia ja bisnestä - webinaarisarja

DOB webinaarisarja jatkuu hankkeen jälkeenkin tavoitteena jakaa kokemuksia ja hyviä käytäntöjä data-analytiikan ja palvelumuotoilun hyödyntämisestä palvelujen ja toiminnan kehittämiseksi.

Kun haluat pitää oman webinaarin, ota yhteyttä: Timo Simell, timo.simell at tieke.fi.

https://www.tieke.fi/display/dob/DOB+webinaarit

Want to share ?
Have a DOB webinar!

DOBit for welfare

Kuva: Eric R. Dahlen

New products and services,
new competencies,
and business
for vitality and welfare.

The right verb is
'help' - not 'sell'.