



EVIDENCE-BASED BUSINESS

Connecting big data analysis with business creativity processes

#19co-session NOVEMBER 7TH 2014

ORGANIZED BY:

co-society[®]

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IN COLLABORATION WITH:

ADC[★]E

HOSTED BY:

Disseny Hub
Barcelona

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STATE *of the* ART

WHAT WE SHOULD BE DOING WITH BIG DATA

Big data is the expression of the moment, which is why now is the exactly the right time to work out what that means. Big data is at the pinnacle of Gartner's Hype Cycle of Emerging Technologies, and right now is when we should be asking just what we should be doing with it.

Co-Society is dedicating this Co-Session to the response to this question. A response that we want to connect mainly with the V of Value, going beyond the other Vs which from a purely technical point of view tend to lead the debate on big data: volume, velocity, variability and veracity. And within the influence of Barcelona's new Design Hub building and of the Art Directors Club of Europe (ADC*E) annual meeting, the V of Value is seen in terms of generating business; connecting data analysis not only with evidence-based business but also on the processes of creativity that are still not easily substituted by technology.



VISUALISATION of INFORMATION CONVERTING DATA TO INFORMATION AND INFORMATION TO KNOWLEDGE

According to Gartner, only 15% of Fortune 500 companies exploit big data and use it to gain a competitive edge. And the reason for this is simply due to a general inability to convert data to information and information to knowledge. Since 2005 **Bestiario.org** has been developing solutions for making these conversions, and has demonstrated its success with its participation in the exhibition about the work of Ferrn Adrià, in which the visual representations of a multitude of ingredients and complex recipes take precedence.

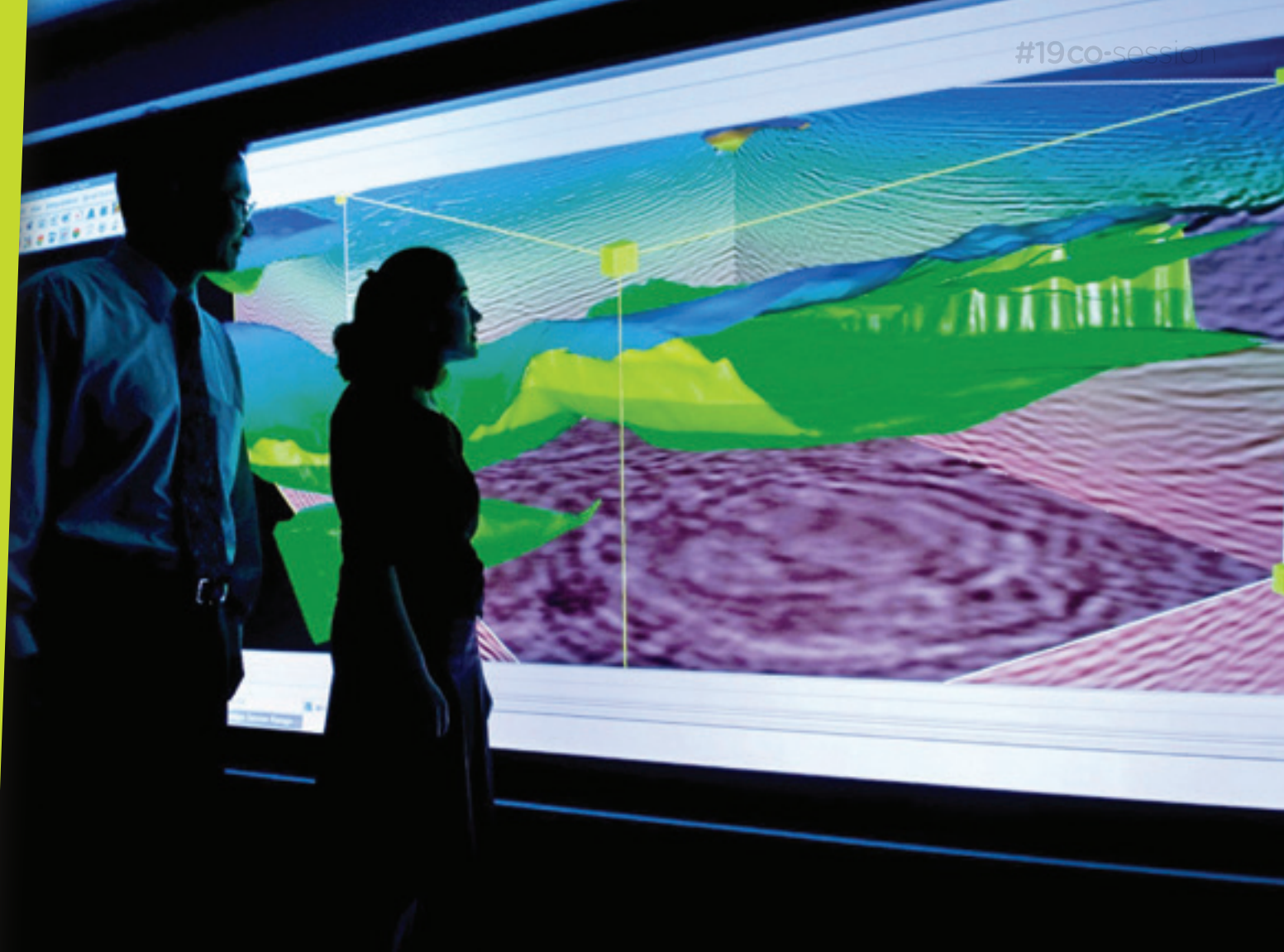
For **JC Dursteler**, advanced visualisation of information techniques should have a key role in reducing the current gap between big data hype and its practical application. This is demonstrated by examples of tools developed by **Infovis.net**, which are notable because they enable data to be put into context and reveal atypical patterns and values, and which stand out above all for facilitating interaction that allows information to be adapted to the circumstances and needs of whoever has to manage it.



CASES of BUSINESS

BIG DATA IS NO LONGER LIKE TEENAGE SEX

Big data is like teenage sex: everybody talks about it, everybody considers themselves an expert, and everybody thinks everybody else is doing it; yet in reality only very few put it into practice. This metaphor, repeated several times during the Co-Session, stimulated a response in the presentation of several cases that confirm the exception to the rule: companies and organisations that are putting big data into practice and obtaining business value from it. Companies such as the **Barcelona Supercomputing Center**, from where a recently-formed group specialising in intelligent cities explores the potential of supercomputing and big data applied to processes, structures and urban policies; or the **Repsol Kaleidoscope Project**, which processes geological information fifteen times faster than other companies in its field, in order to improve the possibilities of finding oil or gas thousands of metres below ground.





CASES of BUSINESS

FROM DATA MINING TO DATA MEANING

Other companies are applying the knowledge extracted from big data to the activities and marketing strategies of brand names. In an environment where brand-consumer relationships are increasingly digital, the analysis of big data can compensate for the lack of physical contact with customers needed to identify their concerns and needs. Sergi Guillot from **Acceso** claims that the key to effective interpretation is in asking the questions that are appropriate to the data. It's about proceeding from data mining to data meaning, via an analysis of consumer voices in hundreds of thousands of digital media.

Other proposals like those of **Rocket ROI** have specialised in procuring insight into the digital behaviour of millions of consumers, to optimise the return of investment in SEO strategies, reducing the cost of online conversions right from intention to purchase.

CASES of BUSINESS

USING DATA FAR BEYOND ITS INITIAL PURPOSE

BBVA Data & Analytics is a specific example of the transformation of data into value, when this value exceeds the primary reason for the data's existence and the core business of the company that generates it. At **BBVA Data & Analytics** each of the bank's Points of Sale (POS) works as a sensor within its own context, with an added advantage over other sources of information: each purchase made supposes something more than an intention, it is absolute evidence of an act of consuming. The company has developed several products and services based on the intelligent exploitation of pure transactional data, such as **Risk 360**, a tool that concedes credits to a business in accordance with factors outside its accounts, like the loyalty of its customers. Another service, **Commerce 360**, offers shops and companies business intelligence about its customers and their spending power in relation to geographical and sectorial contexts.





STARTUPS

ADVANCED ANALYSIS TO ANTICIPATE CUSTOMERS' BEHAVIOURAL CHANGES

The conversion of data to action is also being explored by a growing number of startups whose value proposals consist of the exploitation of big data in new and innovative ways. In the retail sector, for example, **Kernel Analytics** offers advanced analysis tools to improve systems for the prediction of supply chains from 20% to 40%, and thus significantly reduce returns and out-of-date stock.

Tecnio Centre Easy presented several other cases of using big data in operational decisions, such as the possibility of anticipating a change in client-base behaviour using historic data from CRM, or the detection of people who can help to make a specific decision that is being delayed by lack of knowledge within the organisation.



STARTUPS

MACHINES TALK TO US.
LISTEN TO THEM.

Today the majority of companies make decisions based purely on data accumulated from the company history. For Gorka Parada from **NEM Solutions** this is like trying to drive using only the rear-view mirror. **NEM Solutions** proposes using historical data to reduce the uncertainties of the future. If an engine or an aerogenerator is stopped it can be critical for company productivity, but now it is possible to listen to this and other types of activity using sensors and intelligent systems that are capable of collecting data on tension, temperature, speed, and oil levels, and in this way a model of the norm can be calculated for each activity – a personal DNA, a fingerprint that when cross referenced with personal data can detect deviations in real time. This is how machines are talking to us, and we should be taking their messages to the table where decisions are made.



STARTUPS

BIG DATA
IS FOR KIDS TOO

In its aim to bring science, technology and innovation to a younger audience, **La Mandarina de Newton** includes a specific family and school workshop dedicated to the technology of capturing data and using it to a range of ends. The workshop aims for greater knowledge of new technologies, which is mistakenly taken for granted among those considered the generation of digital natives, and encourages a critical vision of their use which many children and adults still lack. Data & Us teaches us to distinguish between quantitative and qualitative data and to recognise that information and knowledge are not the same thing. With Data & City we analyse the concept of geolocation and go out into the world to collect data in order to put it in a map and use it to draw conclusions. Data & the World offers the opportunity to work from locations visited around the world with the visualisation of data.

NEUROMARKETING & NEUROSTRATEGY USING NEUROSCIENCE TO ASK DATA THE RIGHT QUESTIONS

Jorge Fernández is CEO of **Kernel BC**, a consultancy firm that uses processes of business creativity strategies based on an analysis and prioritisation founded in neuroscience. His idea is that the best way to exploit the potential of big data starts with asking the right questions. Companies are managed taking into account only the 3% of customer decisions that are made consciously. Neuro-marketing, however, can obtain a competitive edge from concentrating its efforts on the other 97% of customers' – unconscious – decisions. The field of the unconscious focusses on the anchors, references and facilitators which according to neuro-marketing are what most affect the decisions of consumers. The subconscious understands a determined product or service through very simple and primitive concepts and behaviours, and is influenced more by stories than logical argument. These facts demonstrate a need for creative strategies that prioritise storytelling, which no big data evidence may ever be able to replace.



THE *creative* PROCESS

A FUTURE STARRING SENSORIAL MATERIALS

Holding this Co-Session in Barcelona's Design Hub gave us two advantages, which it would be silly not to exploit - firstly, the location in this new building of **Materfad, Centro de Materiales de Barcelona**, run by Javier Peña and dedicated to technological research and investigation in the field of new materials. Secondly, the concurrence in time and place with the annual meeting of the Art Directors Club of Europe (ADC*E), presided over by Amir Kassaei. The intervention of both events formed part of the day's programme.

From Javier Peña we learned that new products increasingly require a greater variety of materials, and how the rare earth elements are now having an influence on global economy, and increasing their value in relation to the risk in supplying them. He also told us that nanotechnology has already reached the market, that there are still high hopes for graphene, and that in the meantime sensorial and intelligent materials which are able to react to their environmental conditions will feature strongly in the near future.



#19co-session

THE *creative* PROCESS

YOUR BRAND WON'T SURVIVE IF IT'S NOT INFLUENTIAL

In a collaborative exchange, Alfons Cornella, founder of Co-Society, addressed the creative directors gathered in Barcelona to talk to them about co-creation. And in return, **Amir Kassai, president of ADCE and Chief Creative Officer of DDB Worldwide**, introduced the guests of this Co-Session on big data to different cases of how brands are creatively using data and making it relevant to their customers. According to Amir, we are already at the beginning of a third age of digitalisation, in which everything will be connected to everything else. "If you're not an influence, you'll be a nobody" prophesied Amir. It's no longer just about selling, but being able to create value. In this context, brands must be influential to survive. And in order to be influential and relevant, technology may be important, but it will be of little use if it doesn't take into account the creativity and humanity that nothing can provide better than our own minds and souls.

CONNECTING SMART TEAMS IN DIFFERENT INDUSTRIES TO GENERATE NEW BUSINESS.

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