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Fra Big Data til Big Business

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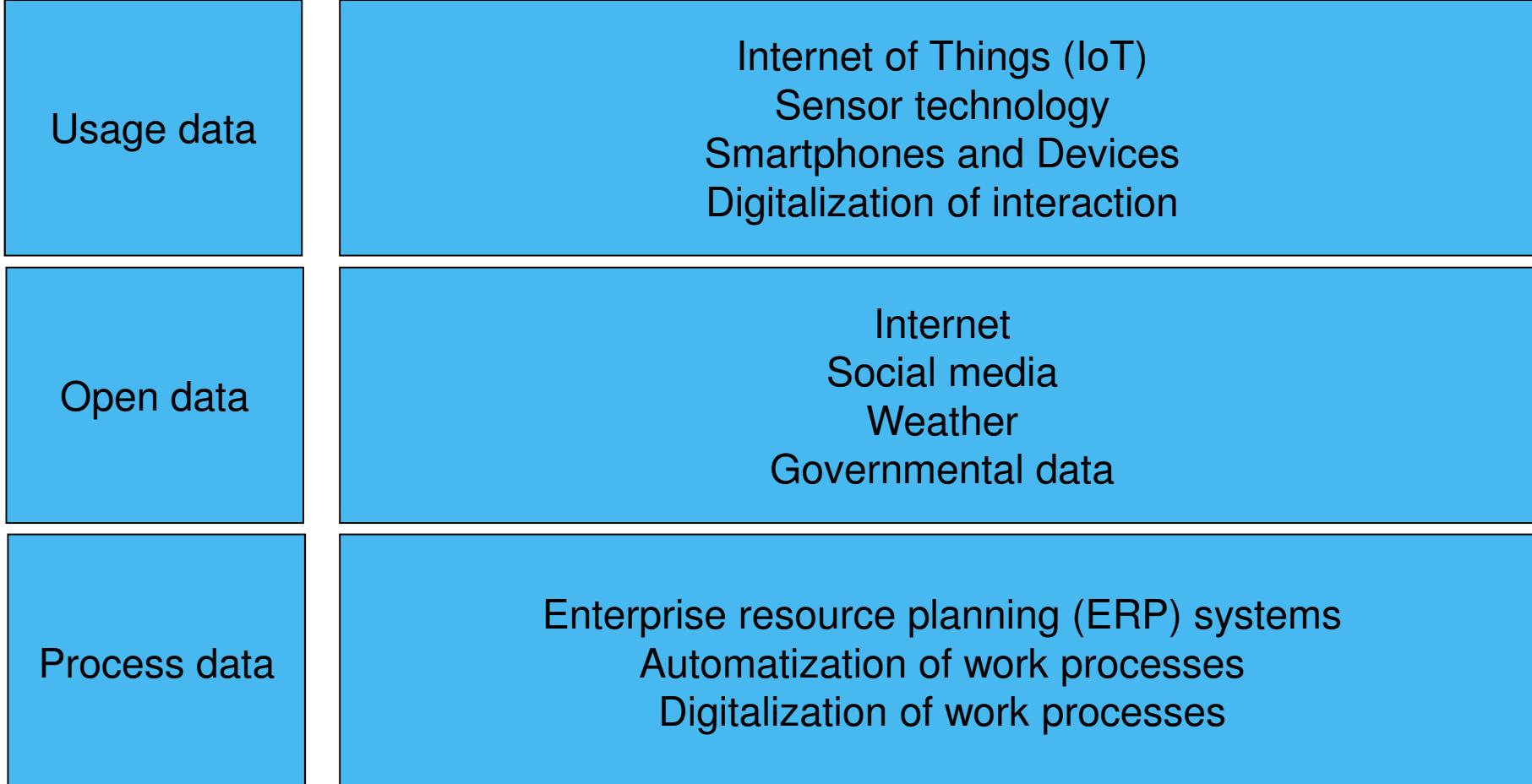
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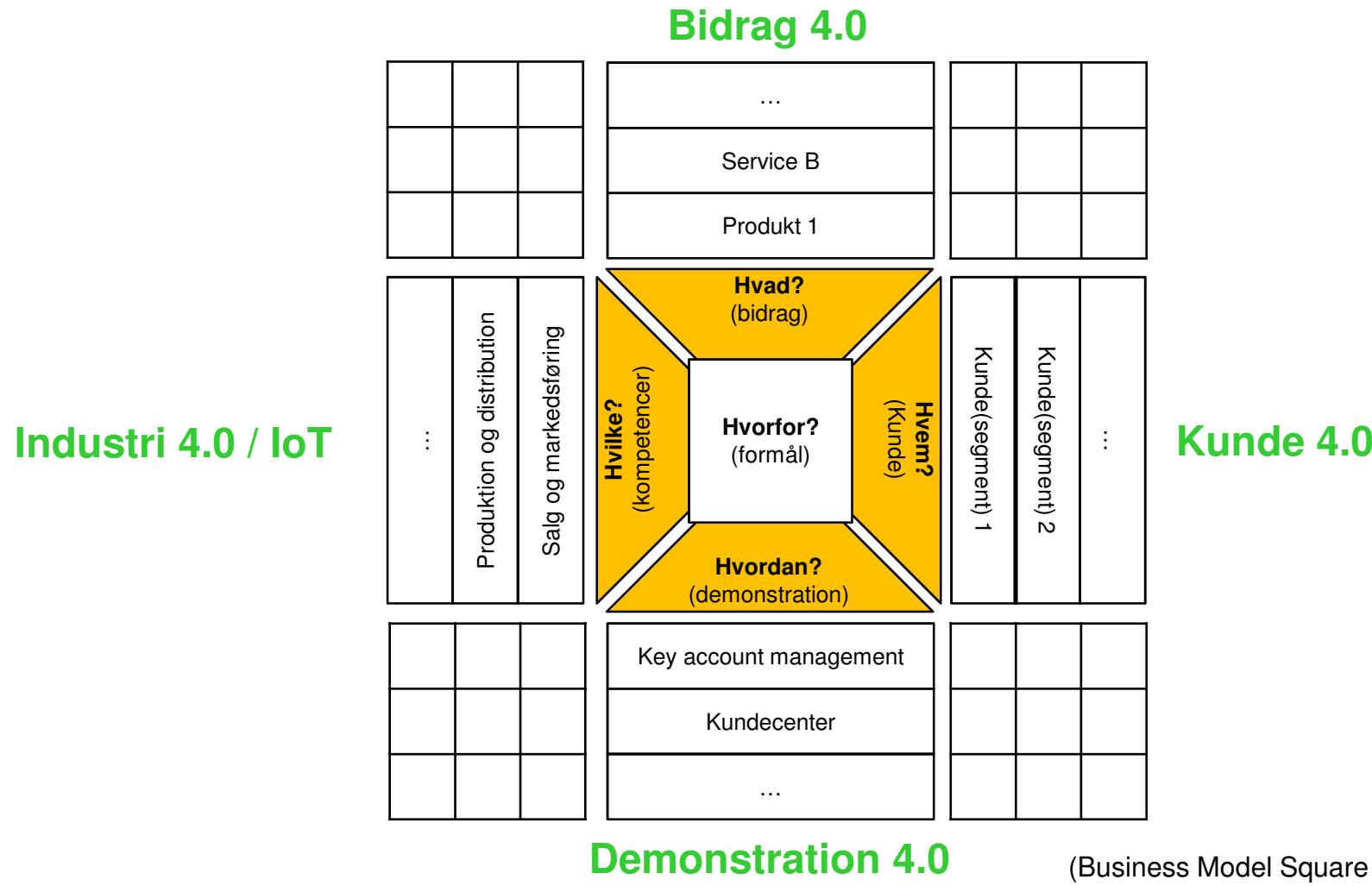
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Danmarks Statistik – 31. oktober 2016
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Masser af data – men hvad er “big”?

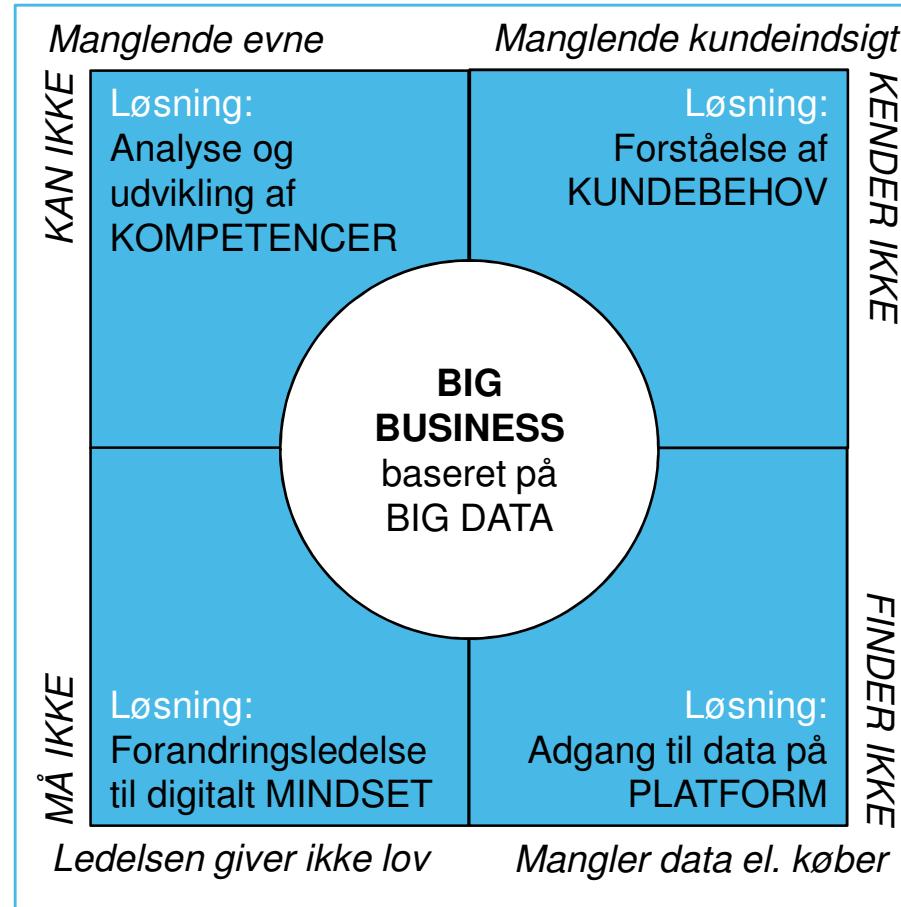


(partially based on Cheng, Chiang & Storey, 2012)

En forretningsmodel beskriver den måde,
en virksomhed tjener sin penge på



Fire barrierer skal overvindes for at komme fra Big Data til Big Business

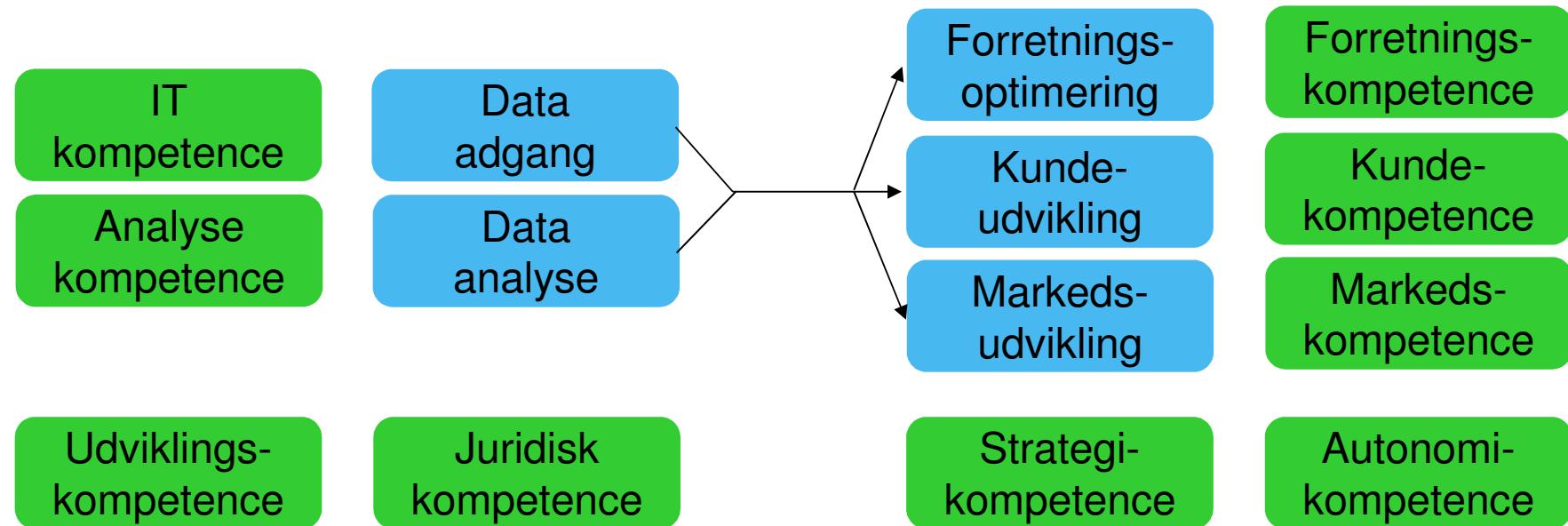


Fem bølger på vejen fra Big Data til Big Business

Bølge 1 Big Data opstår	Bølge 2 Big Data analyseres	Bølge 3 Big Data optimerer	Bølge 4 Big Data udvikler	Bølge 5 Big Data revolutionerer
<u>Forretnings-</u> <u>potential</u> Ikke set eller udnyttet, data er et biproduct	<u>Forretnings-</u> <u>potential</u> Begrænset, da drevet af analysemetoder	<u>Forretnings-</u> <u>potential</u> Optimering af eksisterende forretning	<u>Forretnings-</u> <u>potential</u> Bedre rådgivning til kunder samt nye servicetilbud	<u>Forretnings-</u> <u>potential</u> Helt nye forretninger
<u>Drivers</u> Digitalisering	<u>Drivers</u> Analyseværktøjer og metoder – både etablerede og nye	<u>Drivers</u> Finanskrisen, indtjenings- optimering	<u>Drivers</u> Kundekrav på totalløsninger, lav vækst med trad- itionelle produkter	<u>Drivers</u> Nye kompetencer, lav vækst i traditionelle brancher

(Ritter, 2015)

Data-dreven forretningsudvikling kræver mange kompetencer



Hvor meget investerer danske virksomheder i disse kompetencer?

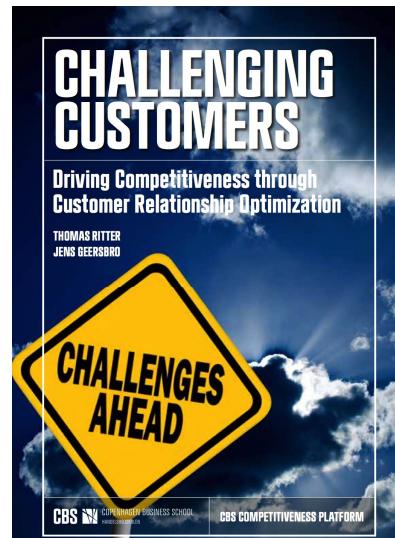
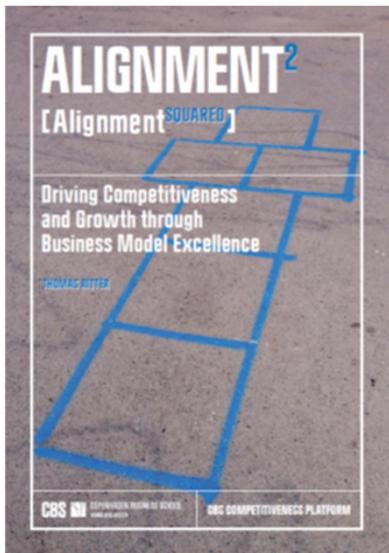
Nye logikker udfordrer de etablerede spiller



Har vi en
branche-
inddeling,
der kan
afspejle
disse
logikker?

(Andersen & Ritter, 2016)

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8
 A New Understanding of
 Market Creation: How
 CUBEical Thinking
 Uncovers Competitive
 Arenas Within Markets

Henrik Andersen & Thomas Ritter

Introduction

Many managers and executives think about market creation as developing a situation where their firm has no competition but many potential customers. This logic of "outstepping" is compelling: leave the current market with many competitors and enter a new market with few or no competitors. This approach requires significant attention under the "blue ocean" label (Kim & Mauborgne, 2004). It is the untouched ground version of market creation.

Following the "untouched ground" approach, radical innovation often ends in new products or product features that serve known customers and solve a known problem but in a very innovative way. Thus, it is not really a new market but rather an unmet solution right of market creation. Every so often, radical

