

# Become data-driven, boost your business

# Innovation-event

October 18<sup>th</sup> 2022



FUTURES  
BY DESIGN

## Become data-driven, boost your business

*We would like to inform you about the progress of our project, the results and the continuation!*

- Futures by Design - Project Overview (UK)
- Data science within the SMEs  
*inspiration session by Jheronimus Academy of Data Science (NL)*
- Futures by Design - Flanders approach and cases (B)
- Q&A
- Break & market place

# FUTURES BY DESIGN: OUTCOMES

## FUTURES BY DESIGN INTRODUCTION

Andrew Thomson

# FUTURES BY DESIGN: OUTCOMES

## FBD AIMS, PARTNERS, OUTLINE

Originally	2019 -2022	E4.461m
Extension	2022-2023	+ to E5.386m

### Extension aims:

1. Secure better SME engagement
2. Develop basis for legacy / capitalisation

# FUTURES BY DESIGN: OUTCOMES

## FBD AIMS, PARTNERS, OUTLINE

### Interreg North Sea Region Project

BELGIUM	ANTWERP	OMC, Blenders, Sirris (to 2021)
GERMANY	OSTERHOLZ	AteneKom, UNGNWG GmbH
NETHERLANDS	GRONINGEN	University of Groningen Spatial Sciences, NHL Stenden, Northern Knowledge (to 2021)
	FRYSLAN	Provinsje Fryslan
	DEN BOSCHE	JADS
SWEDEN	HALLAND	Alexanderson Institute
UK	CAMBRIDGE	Anglia Ruskin University

# FUTURES BY DESIGN: OUTCOMES

## FBD AIMS, PARTNERS, OUTLINE

### OBJECTIVES:

- to enable less prosperous SMEs, in regions of lower economic success, to innovate, grow or increase productivity
- to support SMEs to become more data-driven and better informed about the economic, technological, policy and supply chain changes that will shape their futures.
- to create a virtual transnational horizon-scanning and knowledge transfer (HSKT) hub connecting 6 real hubs in each region to support sustainable SME growth, innovation and productivity.

# FUTURES BY DESIGN: OUTCOMES

**FBD AIMS, PARTNERS, OUTLINE**

## **DETAILED OBJECTIVES**

1. Developing transnational data driven support service model (HSKT-hub) for struggling SMEs
2. Establishing data-driven support tools for regional SMEs
3. Connecting SMEs to regional data-driven support hubs and creating a sustainable operation through evaluation

# FUTURES BY DESIGN: OUTCOMES

## FBD AIMS, PARTNERS, OUTLINE

### OUTPUTS

INDICATOR	TARGET	REVISED
Number of improved or new innovation support measures launched for enterprises	10	15
Number of enterprises participating in cross-border, transnational or interregional research projects	300	360
Number of research institutions participating in cross-border, transnational or interregional research projects	10	12
Number of organizations/ enterprises adopting new solutions by project end	200	250
Number of organizations/ enterprises informed about new solutions by project end	1000	1200



# FUTURES BY DESIGN: OUTCOMES

## RESULTS

REGION	COMPLETED	G	P	I
CAMBRIDGE	31	31	30	31
ANTWERP	29	7	29	25
HALLAND	43	13	41	48
OSTERHOLZ	20	0	9	20
FRYLSAN / GRONINGEN	32	13	28	29
	<b>155</b>	<b>64</b>	<b>137</b>	<b>153</b>

**G**      **GROWTH**  
**P**      **PRODUCTIVITY**  
**I**      **INNOVATION**

# FUTURES BY DESIGN: OUTCOMES

## FBD SME PROJECTS FINALISING

At 30 September:

1027	SMEs engaged with FBD
256	Self Evaluations
190	Project starts
155	Completing with FBD RESULTS
364	RESULTS



# Data science within the SMEs

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Maaïke Blok  
Matthijs Bookelmann

## JADS – made possible by:

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Province Noord-Brabant

Provincie Noord-Brabant

Municipality 's-Hertogenbosch




Tilburg University



TU Eindhoven







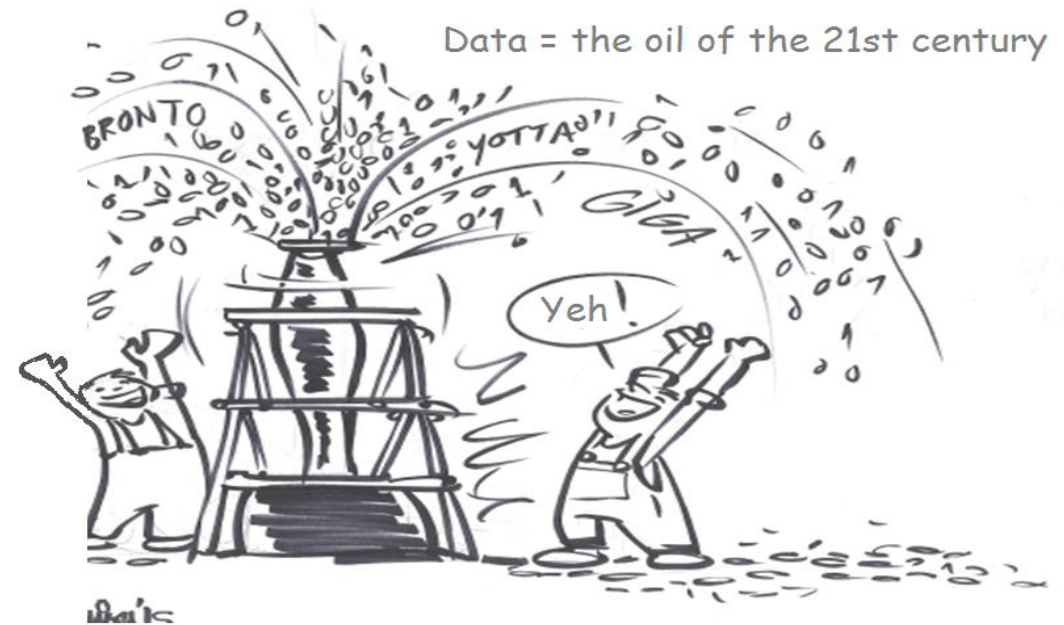
# Where did the hype come from?

From data science hype..

to value

# Data Scientist:

## *The Sexiest Job of the 21st Century*





# Data & Data Science around us



# Why is Data Science just now relevant?



## BIGGEST DRIVES



### More data

There is more data than ever



### More computing power

There is more computing power in computers to store, process and transmit the data



### New analysing methods

There are more advanced analytical technologies to turn data into information (Data Science)



# So what is the problem?

---

**A lot of great things are being developed, but far too little applied, why?**



The added value of working with data is not immediately seen



The company often does not know where to start with data-driven working



Smaller companies do not have the knowledge and resources to apply data science themselves

# Let's introduce: **mkb**datalab

## Who are we?


- Part of JADS
- Making Data Science accessible
- Reduce application gap

## What do we do as a team?

- Inspirational talks
- Data Driven Business Workshop
- Short, defined projects (sprints) 60-80 hours



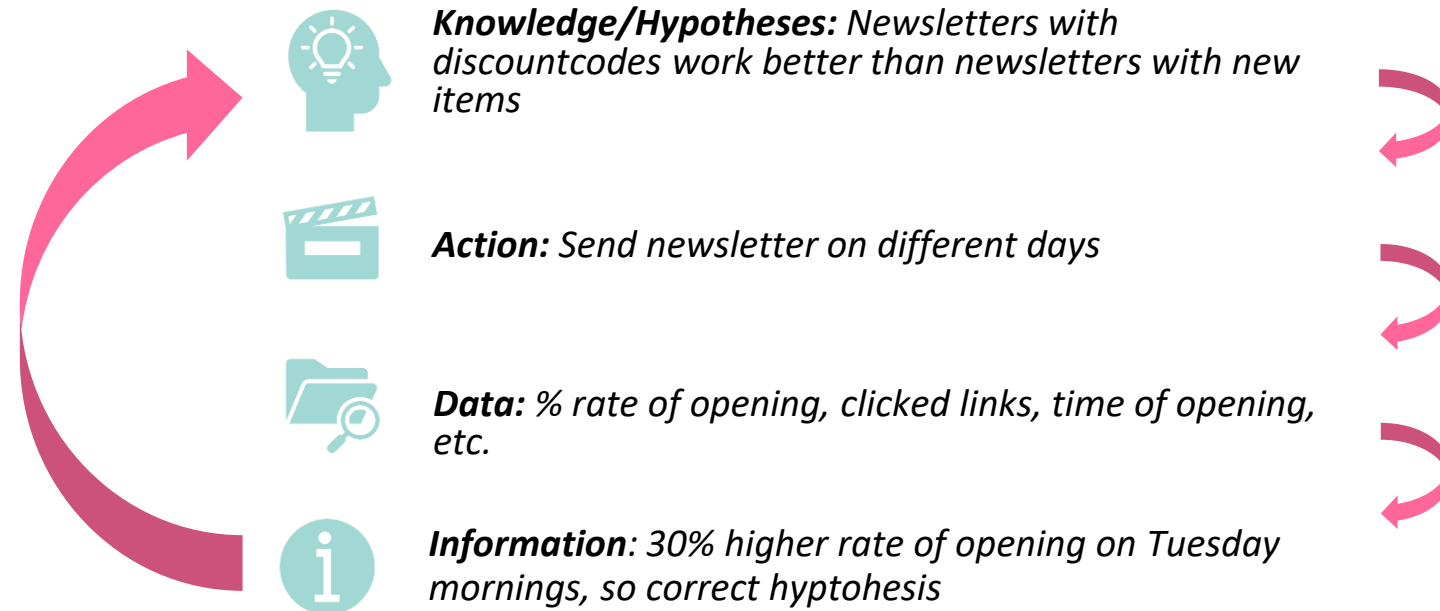




# Where do you start?

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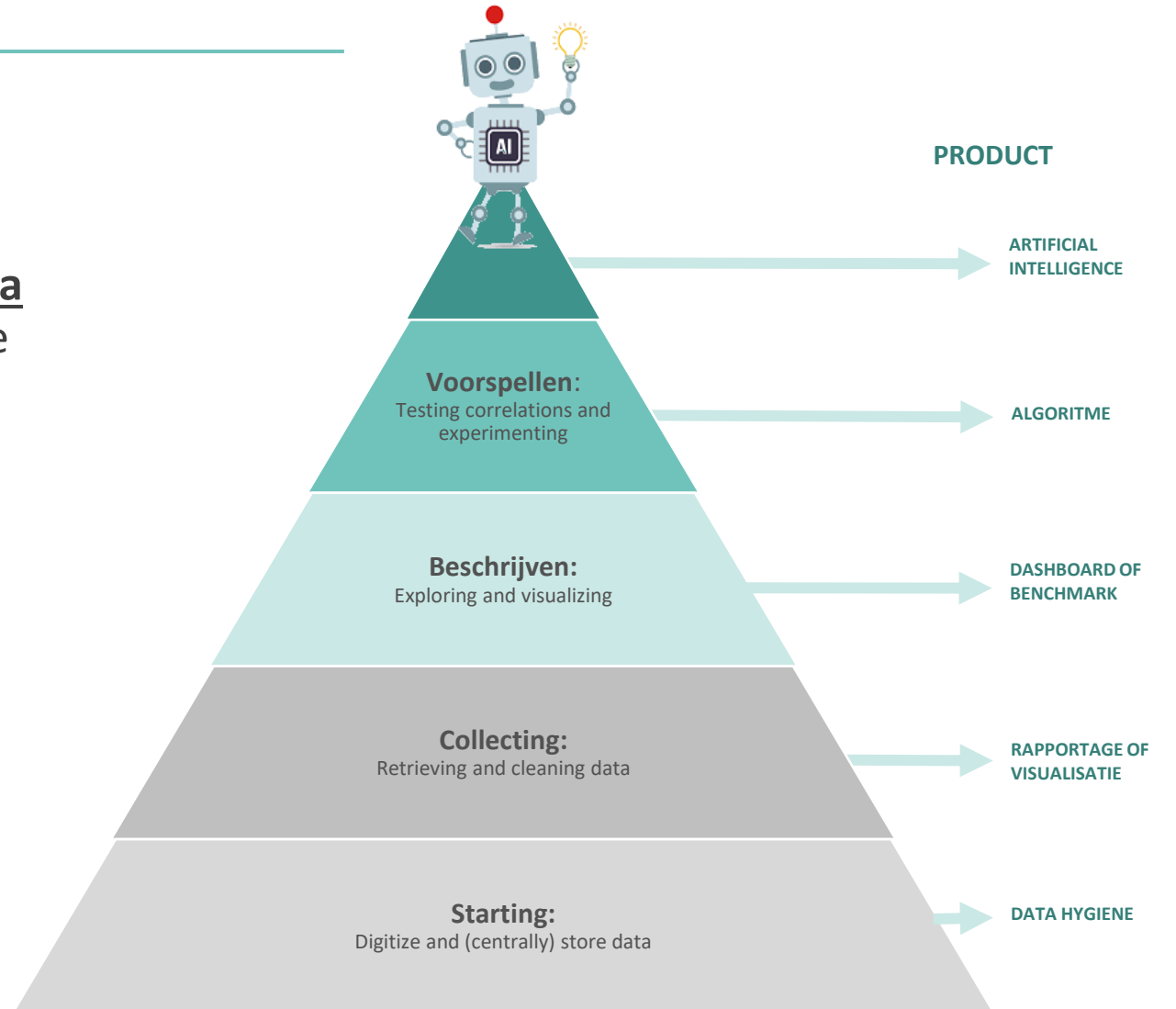
# Working datadriven – create value with data



Referenties: Kart (2015)

# Creating value with data

- It takes a certain level of **Data Maturity** to be able to create value with data



## Examples from the SMEs





KANTERS

BUITEN GEWOON  
TECHNISCH

RiemersmaLeasing

ROYAL

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Geeft schoonmaak een gezicht



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ADMINISTRATIE & BELASTINGADVIESBUREAU

gemeente  
Moerdijk

CSU



Kuipers

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samen naar een hoger plan

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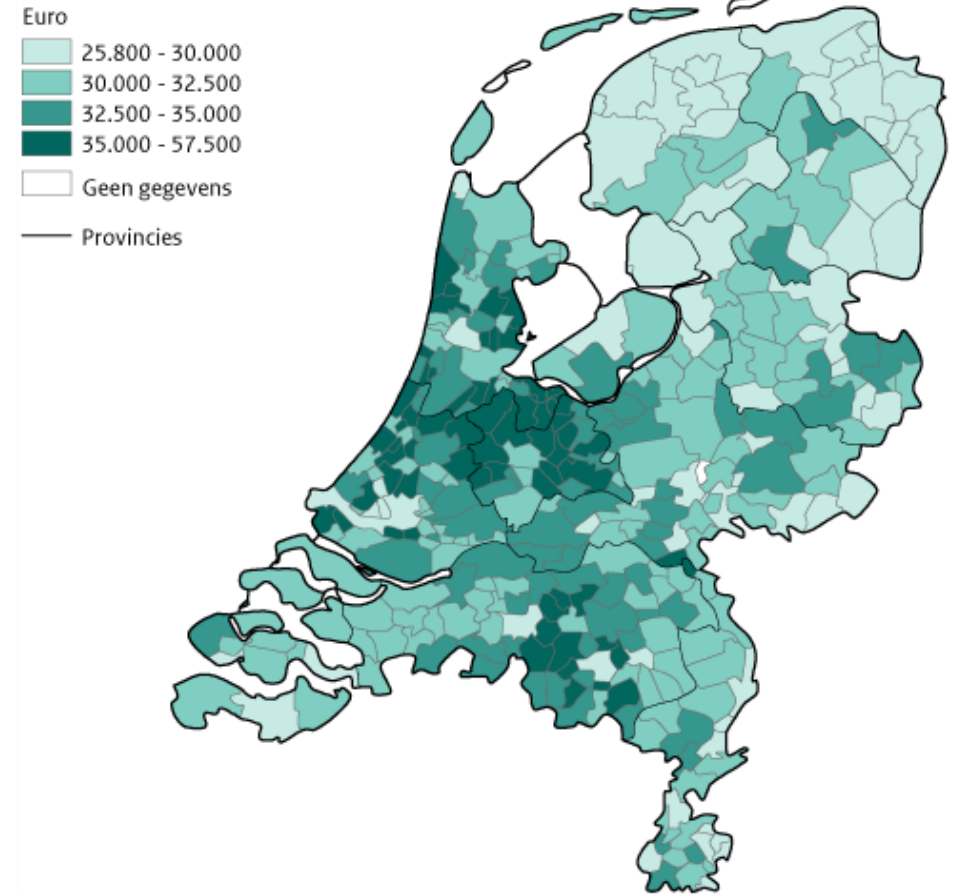




## How do I know what my ideal customer is?

Where are potential customers located?

Analyzing data enables Valenteijn to make a better trade-off between the various requests he receives. When is it worth taking on a maintenance job and when not?



“

By looking at which activities and which customer groups we present best, we know exactly where we want to actively grow. That gives us a competitive advantage.

- Gerard Valenteijn, Valenteijn

”

## Grip on marketing income and expenses at franchise level

By visualizing the entire customer journey in a dashboard, together with the costs and revenues of used marketing channels in KPIs, you get a grip on the most cost-effective way to attract customers.

Do this at franchise level, and you can see and manage relevant information in a global overview as well as per region.



“

“Thanks to the great collaboration with JADS, our data is now better processed and stored in a more structured way, so that we are ready to scale further and make even more impact on the new generation!”

- Leendert van Gaalen

”



## Early warning scan that indicates in time if more costs are incurred than budgeted

Due to their great diversity of products, safety procedures and risks, there is no standard procedure on which a project runs. As a result, costs can be higher than expected, resulting in a lower margin on the project.

By gaining more data-driven insight at an early stage, you can anticipate in a timely manner.



“

Due to their great diversity of sound solutions, different safety procedures and risks due to different execution and assembly conditions, there is no standard procedure on which a project runs. As a result, costs can be higher than expected, resulting in a lower margin on the project.

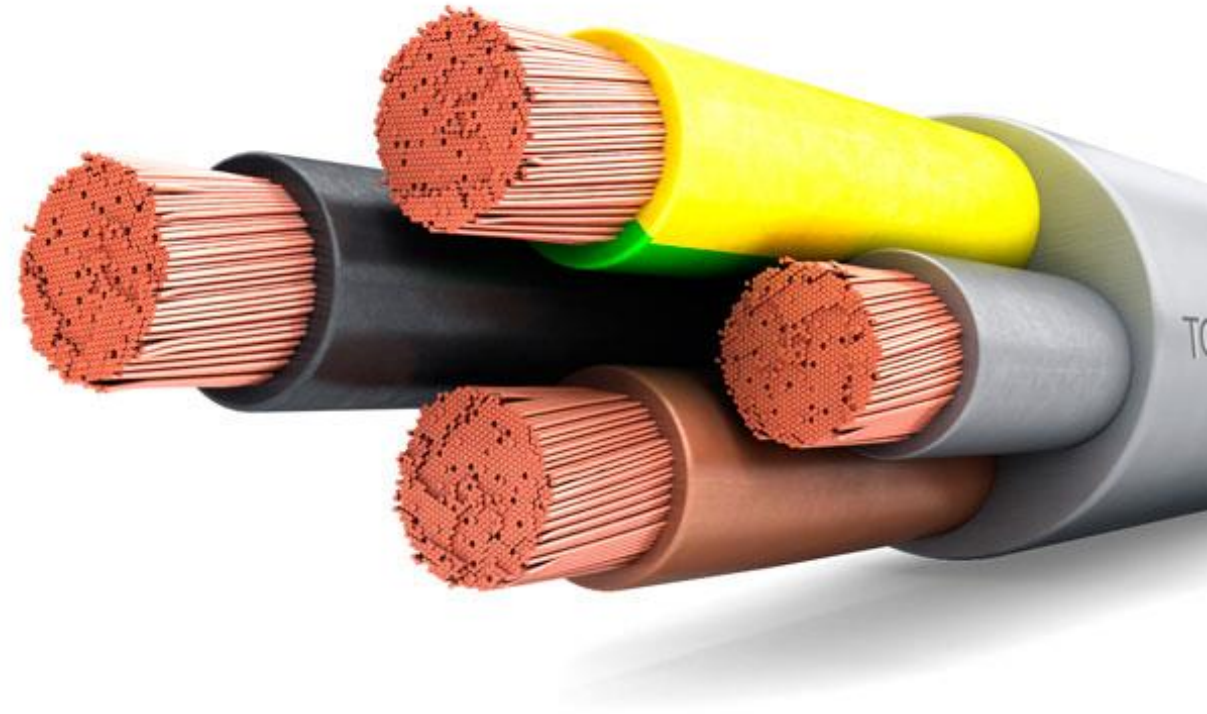
- Joost Vertooren, Merford

”

## How do you optimize your department store?

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By identifying crucial parts of products, and mapping out how many are needed at any time of the year, you can optimize both your delivery time and your storage capacity.



“

We now have more control over our stock and can ensure that a product with a 10-month delivery time does not adjust the delivery time for an order with only products with a 2-week delivery time.

- Mark van den Heuvel, 2 connect

”

## Automatically schedule a journey for a client

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By looking at the availability of the psychologists and clients, an algorithm can ensure that a correct match is made between client and psychologist.

This saves a lot of time for the administrative employee because she is no longer busy with constantly comparing agendas. The chance that something will be overlooked is also smaller now.



“

“For now we are very satisfied with this setup and we also want to roll it out to other psychologist practices”  
- Psychologenpraktijk Timmers

”





# Key takeaways

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- Working with data starts with the basics, the right data must be collected in the right way.
- Data-driven working is a means to achieve a business goal, it is not an end in itself.
- Data science can be used as a solution to many different business challenges across all sectors, but it is not a magic potion.

# Questions?



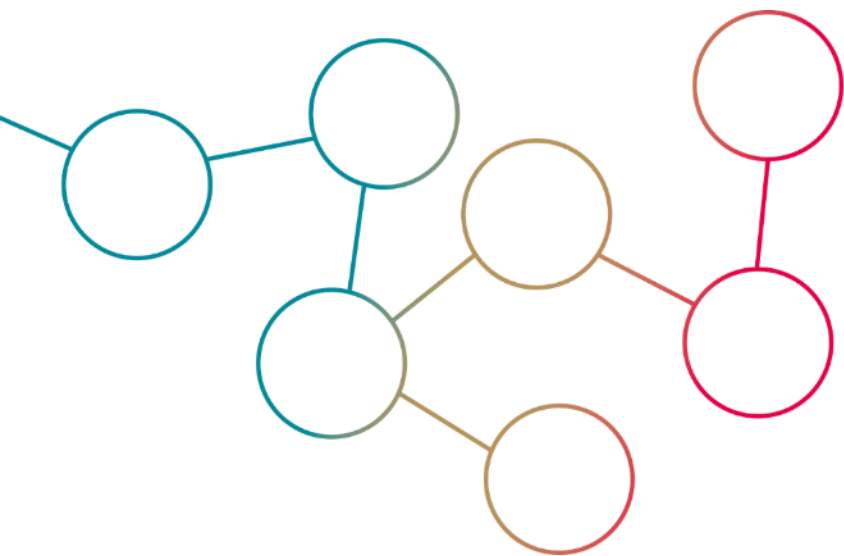
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[info@jadsmkbdatalab.nl](mailto:info@jadsmkbdatalab.nl)



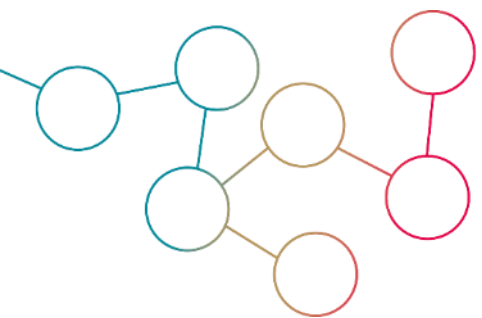
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# SME projects Flanders region

## Leo Oelbrandt





# FBD Flanders approach: how to get SME's interested in the project?

Initially: via newsletters, webinars, ...

- But, difficult to get SME's interested

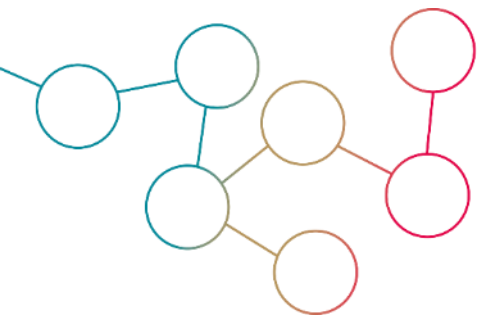
Then more targetted approach:

- Physical presence at conferences – engage in conversation
- Through our own network, looking for signs of specific problems FBD could help tackle

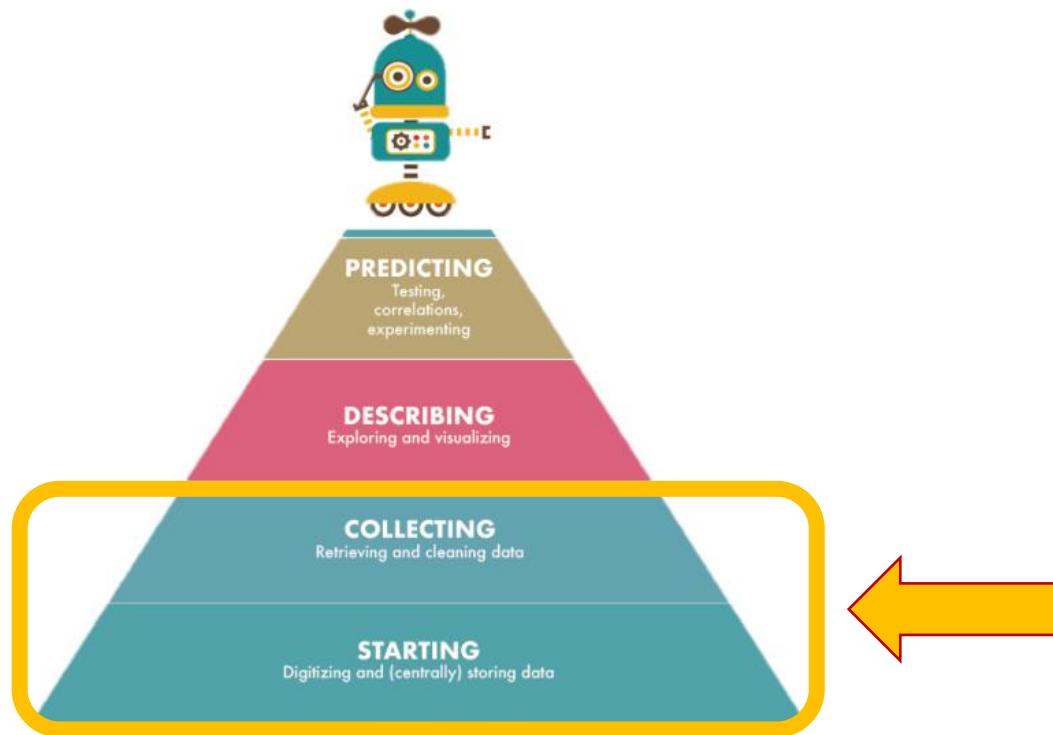
Hurdles to overcome: too busy, too little resources, no budget

Important: what is in it for the SME – quick wins

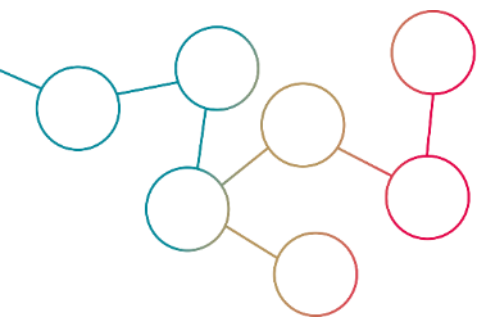




## FBD Flanders approach: type of SMEs



- Typically engaged with smaller SMEs
- Lower data maturity levels
- In need to be convinced of benefits of data driven decision making, mostly not ready yet for structured strategic approach to become more data driven



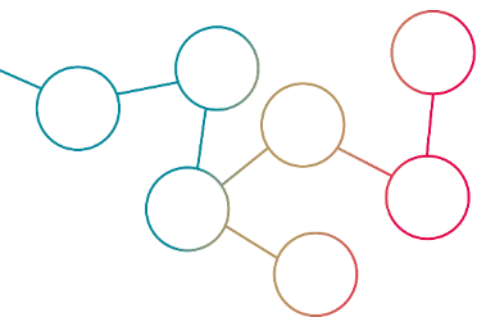
# FBD Flanders approach: process SME project facilitation - at start

Initially – the official FBD 12 step process

But – we lost too many SME's along the way:

- Too long
- Too many reasons to step out
- Too overwhelming (homework)

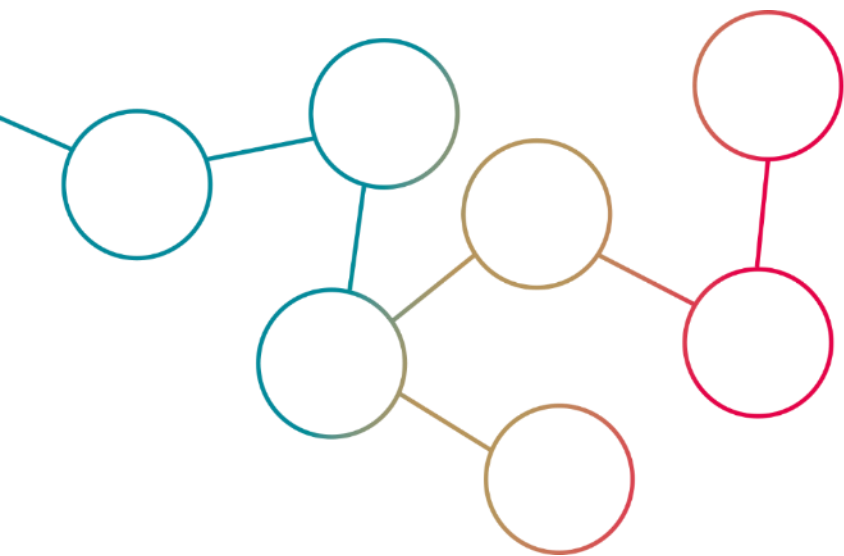
PHASE	1. Registration	2. Data Jumpstart	3. Data Maturity	4. Partner discussion	5. Ambition, Data Insights & Inspiration	6. Partner discussion	7. Data Brainwave	8. Partner discussion	9. Data Booster	10. Partner discussion	11. Execution	12. Evaluation survey
	<b>Goal:</b> Getting SMEs to join the FBD trajectory and impact monitoring system  <b>How:</b> Registration of the SME on the website	<b>Goal:</b> Getting an idea of the SME's Data Maturity level & intake information  <b>How:</b> SME fills in the Data Jumpstart, the link is sent by the partner	<b>Goal:</b> Start guided data journey with SME  <b>How:</b> The SME receives the report with results and a guide that prepares for the conversation. • If the SME is a beginner or partner, it receives the data for beginners guide • If the SME is a descriptor, it receives the data preparation for HSKT The email also contains an invitation for an intake	<b>Goal:</b> Getting to know the SME & entrepreneur better (business, motivations, ambitions) • Define the starting point of the SME • Explain the different steps in the trajectory  <b>How:</b> Discussing the input based on homework, the outcome data jumpstart and overview of FBD	<b>Goal:</b> 1) Let the SME define its ambitions. 2) Understand their own data better, what is possible with data. 3) Experiment with their own data  <b>How:</b> The SME receives an e-mail from the partner with a number of tools. Explained in the e-mail: • Ambitions • Data insights • Inspiration • Hands on material	<b>Goal:</b> Prepare for the data brainwave • Evaluate tool usage • Discuss the defined ambitions of the SME  <b>How:</b> Second talk with the SME contains a few points: • Evaluation of tools used • What are the insights • Is your data suited for your ambitions	<b>Goal:</b> Get a clear overview of the SME's relevant data context  <b>How:</b> Homework for the SME to fill in the Data Brainwave. The SME uses info from previous tool usage as starting point for the Data Brainwave.	<b>Goal:</b> Help the SME in converting their ambitions and data context into a relevant next step.  <b>How:</b> Discuss the filled in data brainwave, discuss drivers and obstacles in the databrainwave, talk about ways to circumvent or solve obstacles, talk about how drivers can be used, explain the Data Booster	<b>Goal:</b> SME works on converting their ambitions and their data context in a relevant next step for their business.  <b>How:</b> Filling out the data booster template. This will be a list of questions to work out a detailed description of the first step	<b>Goal:</b> Helping the SME to sharpen their data plan and achieve FBD RESULTS (higher productivity, innovation and growth)  <b>How:</b> Discussing the data booster, explaining last few tools to keep in mind and see how the FBD hub can support the SME in the execution of the project. Explain evaluation procedure	<b>Goal:</b> Support the SME to execute their data plan and achieve FBD RESULTS (higher productivity, innovation and growth)  <b>How:</b> Depending on the defined data project plan, support the SME in the execution of the plan	<b>Goal:</b> Support the SME to execute their data plan and achieve FBD RESULTS (higher productivity, innovation and growth)  <b>How:</b> Depending on the defined data project plan, support the SME in the execution of the plan
TOOLS	Register on website	Intake questionnaire Data Jumpstart "Why you should act now" paper	Data report HSKT 4 Preparing for the Fbd project		1. Data inspiration booklet 2. How to determine focus guide 3. Data Structure Guide 4. Data explorer 5. Zipcode explorer Bonus: Data sources checklist Bonus: Online footprint tool		Data Brainwave & guideline		Data Booster Data Ethics Data Security			Evaluation survey
ACTIONS	Send link to Data Jumpstart + Intake questionnaire to SME		Download report from SQans and send report to SME Send "Preparing for the FBD project" Plan an intake	Prepare intake conversation Schedule next meeting	Send an e-mail with an explanation of the purpose of the tools	Prepare second conversation Schedule next meeting	Send an e-mail with the Data Brainwave + guideline	Prepare third conversation Schedule next meeting	Document FBD FOCUS for the SME Send an e-mail with the Data Booster, Data Ethics, Data Security	Prepare last conversation Agree FBD RESULTS targets	Support the SME in executing their data project plans to achieve FBD RESULTS (Higher innovation, productivity and growth)	Send e-mail with a link to the evaluation survey



# FBD Flanders approach: process SME project facilitation - pragmatic approach

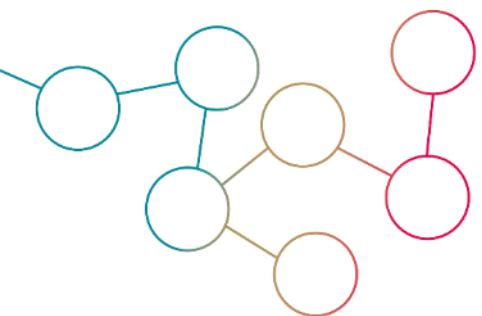
Boosted SME  
engagement +  
increased buy-  
in of benefits of  
using data

- Shortened process, focussing on quick wins, low-entry data projects
- Minimized number of interactions
- Physical at the SME premises, combined with facility tour
- From targeted intake conversation, straight to defining a data project that can be finished in 6-8 weeks
- Close follow up and facilitation




# FBD Flanders - cases





# Greendesk

- Plant rental for offices
  - Single person SME
- Administration / orders/planning
  - Currently everything in Excel
- Needed a better tool to follow-up on customers
  - Low cost & easy to use
  - Our proposal : ERPNext
    - Free, Open Source, Cloud solution
  - Self installed by SME and super happy
    - Innovation & Productivity 
    - Potential extra growth

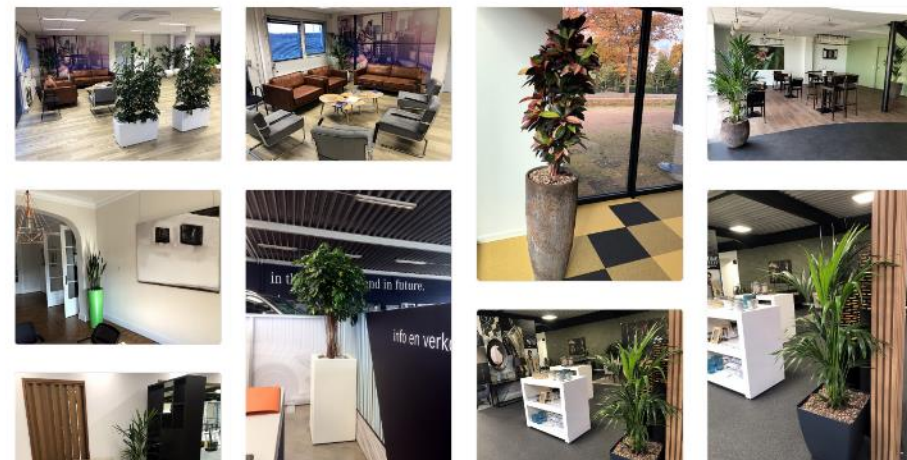


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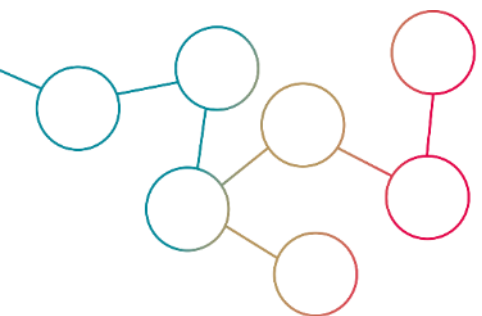
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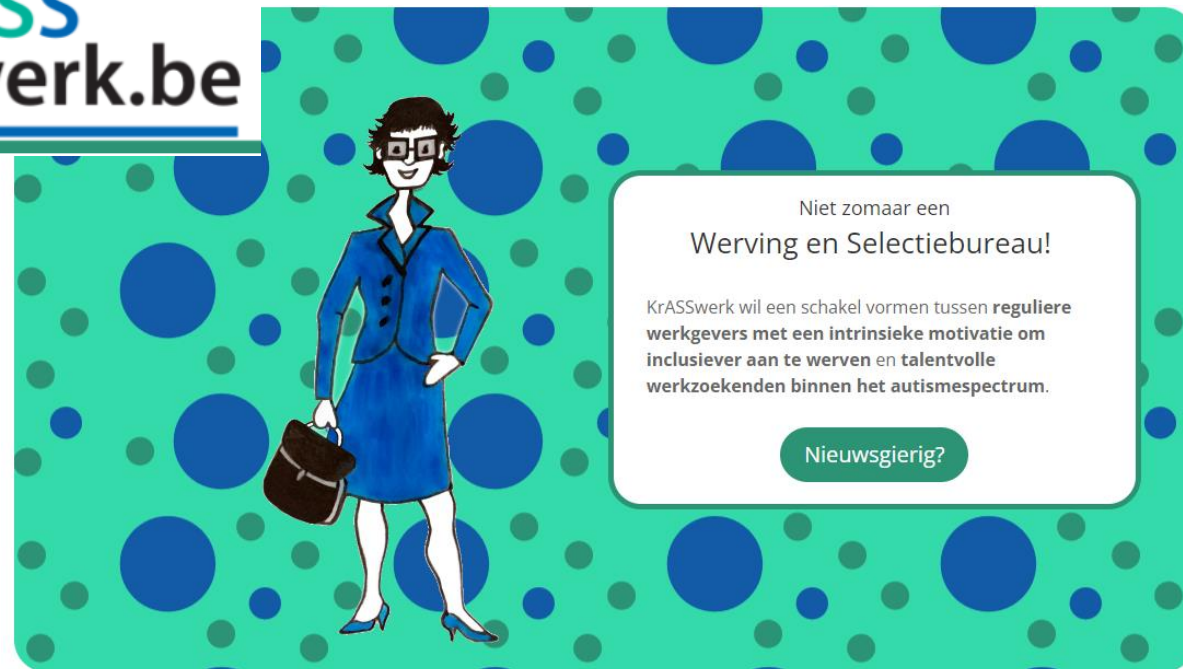
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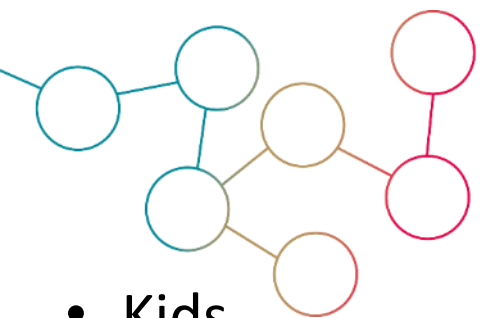
# Krasswerk

- Staffing agency for people with Autism
  - Single person SME
  - Resource planning
    - Matching candidates with requested profiles
- Needed tool to match profiles with demand
  - Large mix of different profiles and competences
    - Comparing skills with requested profiles
    - Today 100% manual labour
  - OMC created a dedicated tool in Excel →
  - Result:
    - Innovation & Improved Productivity

KrASS  
werk.be



	gewenst				Profiles				Match met vacature A			
	vacature A		Weight		Jan	Piet	Corneel		Jan	Piet	Corneel	
vraag1	ja		1		vraag1	ja	nee	ja	1	0	1	
vraag2	nee		2		vraag2	nee	nee	nee	2	2	2	
vraag3	Antwerpen		4		vraag3	Geel	Antwerpen	Antwerpen	0	4	4	
vraag4	25		5		vraag4	20	30	35	0	0	0	
vraag5	Nederlands		5		vraag5	Nederlands	Frans	Nederlands	5	0	5	
vraag6	nee		5		vraag6	ja	nee	nee	0	5	5	
vraag7	ja		1		vraag7	ja	ja	ja	1	1	1	
vraag8	ja		4		vraag8	ja	nee	nee	4	0	0	
vraag9	nee		3		vraag9	nee	nee	nee	3	3	3	
vraag10	90	min score	2		vraag10	80	100	90	0	2	2	
		max result	32						Result	0	17	23
		Min result requested	20									



# Hop Up

- Kids
  - 2 employees
- Customers
  - Kindergarten, schools, ...
- Needed tool to find new leads
  - Currently using list of schools etc...
    - Hard to find the right contact
  - Proposed to use lead finder tool
  - Have made adjustments in existing CRM tool to enable better reporting/dashboard on customer interactions and success
  - Result:
    - Innovation & Improved Productivity
    - Growth expected

[Playground](#)[Playlab](#)[Voor wie?](#)[Inspiratie](#)[Aan de slag](#)

## Speelplezier zonder grenzen.

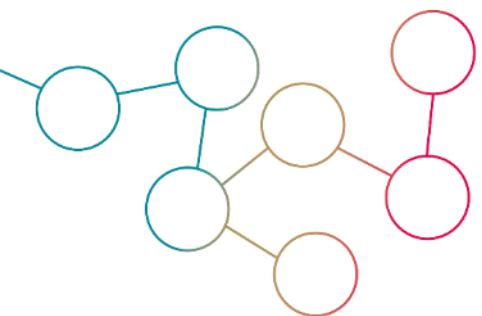


### Hop Up in't kort.

Hop Up is een innovatief speelconcept voor instanties en organisaties waar kinderen tussen 3 en 12 jaar spelen, leren en beleven. Met de Hop Up Playgrounds, een bundel van moduleerbare speel-elementen, laten ze hun creativiteit de vrije loop. Afhankelijk van hoe jij Hop Up wil inzetten, kies je de Playground die bij jouw [onderwijs]-instelling of organisatie past.



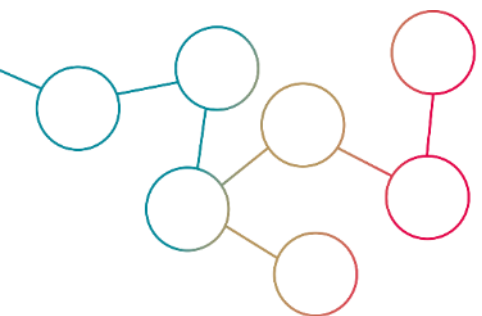




# De Enter

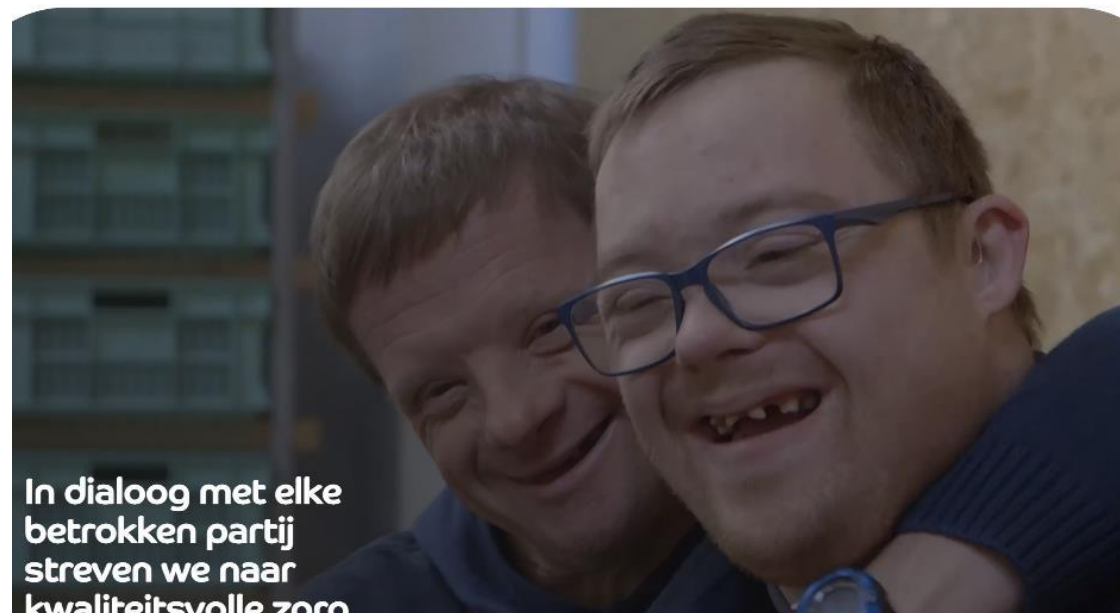
- Social sector (non profit)
  - 95 employees
- HR administration/resource planning
  - Acerta software in use
- Needed tool to follow-up on planning & payroll
  - Large mix of different profiles, subsidies and work regimes
    - Still a lot of manual labour + copy/paste
  - Looked into their Acerta tool
    - Found options to export data (CSV-file)
    - Data ready to import into management dashboard
  - Result:
    - Innovation & Improved Productivity

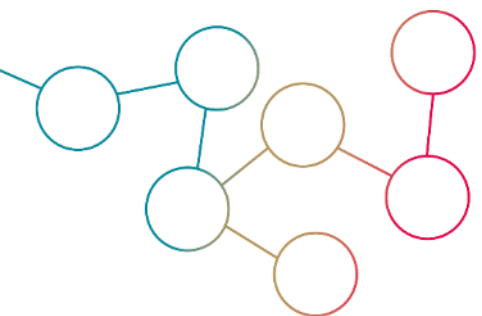




# Monnikenheide

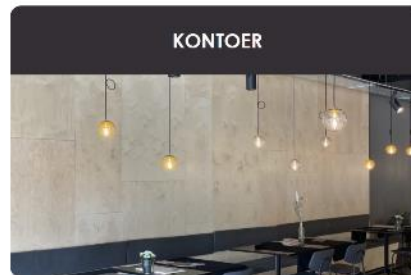
- Social profit – persons with learning disabilities
  - Adapted daytime activities
    - ➔ Cork workshop +/- 20 employees
- Needed
  - Extra earning model through adapted daytime activities ➔ dismantling and sorting of plastic products: raw materials recovery from CDs and DVDs
  - Problem: no data on processing time, throughput time, competencies & capacity to be deployed
  - Proposed to set up a measurement test:
    - Innovation & Improved Productivity
    - Growth expected

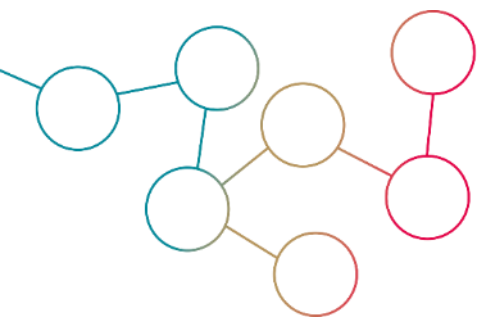




# ResourceLab

- Circular economy: interior decoration & furniture
  - Social profit, ...employees
- Customers
  - mainly businesses for interior decoration + private customers
- Better insight in project costing (estimate cost/compare against actual cost)
  - Currently back of the envelope cost estimate and no tracking vs actual cost
    - Problem: no insight in actual profitability of a project
  - Proposed to use simple excel to make cost estimate (nr hours and materials), track actual hours worked and materials used, compare estimate vs actual cost + learn for next project proposals
  - Result:
    - Innovation & Improved Productivity
    - Growth expected

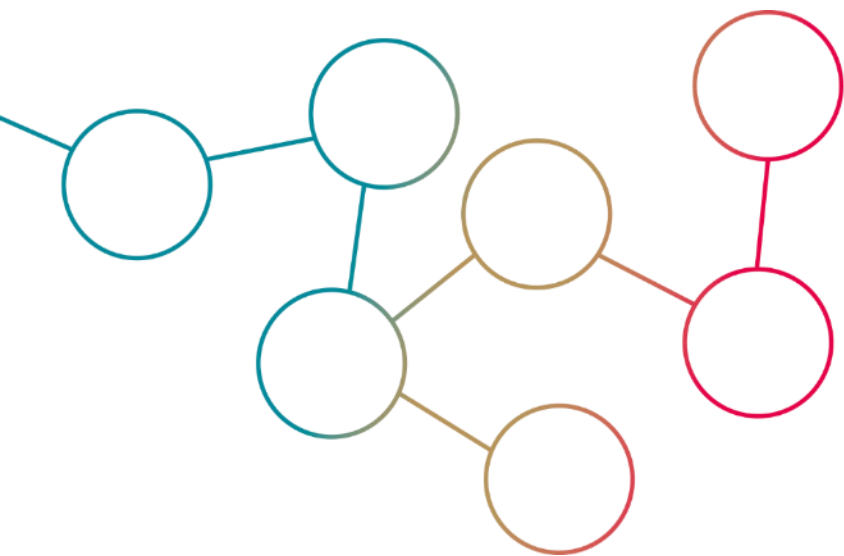




## Futures by Design - Legacy

- Agreement with project partners to continue the FBD activities beyond the project
- Please check our booth





# Questions?



# INNOVATE! Naar een duurzame maakindustrie in Vlaanderen

14u00 Pauze en bedrijvenmarkt

15u00 Keynote van Thomas Plees (ASML)

15u30 Bruno Dejaeghere & Jurgen Adriaensen (Absolem)

15u40 Pascal De Langhe (SCK, Pantera)

15u50 Kristof Gladinez (Olpas)

16u00 Guy Hendrickx (Avia GIS)

16u10 Steven De Vos (Soudal)

16u20 Pauze en bedrijvenmarkt

16u40 Jan Michiels (Open Manufacturing Campus)

16u50 Minister Jo Brouns (Vlaamse regering)

17u00 Dirk Torfs (Flanders Make)

17u10 Koen Debackere en Bert Lauwers (KU Leuven)

17u25 Freddy Arnauts (Global Village World)

17u30 Receptie en bedrijvenmarkt (tot 20u00)