Become data-driven, boost your business
Innovation-event
October 18th 2022

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

www.futuresbydesign.net
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
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.
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**

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>TARGET</th>
<th>REVISED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Improved or new innovation support measures launched for enterprises</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Number of enterprises participating in cross-border, transnational or interregional research projects</td>
<td>300</td>
<td>360</td>
</tr>
<tr>
<td>Number of research institutions participating in cross-border, transnational or interregional research projects</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Number of organizations/ enterprises adopting new solutions by project end</td>
<td>200</td>
<td>250</td>
</tr>
<tr>
<td>Number of organizations/ enterprises informed about new solutions by project end</td>
<td>1000</td>
<td>1200</td>
</tr>
</tbody>
</table>
# FUTURES BY DESIGN: OUTCOMES

## RESULTS

<table>
<thead>
<tr>
<th>REGION</th>
<th>COMPLETED</th>
<th>G</th>
<th>P</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMBRIDGE</td>
<td>31</td>
<td>31</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>ANTWERP</td>
<td>29</td>
<td>7</td>
<td>29</td>
<td>25</td>
</tr>
<tr>
<td>HALLAND</td>
<td>43</td>
<td>13</td>
<td>41</td>
<td>48</td>
</tr>
<tr>
<td>OSTERHOLZ</td>
<td>20</td>
<td>0</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>FRYLSAN / GRONINGEN</td>
<td>32</td>
<td>13</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>155</strong></td>
<td><strong>64</strong></td>
<td><strong>137</strong></td>
<td><strong>153</strong></td>
</tr>
</tbody>
</table>

- 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

Maaike Blok
Matthijs Bookelmann
JADS – made possible by:

Province 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: **mkbdatalab**

**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?
Working datadriven – create value with data

Knowledge/Hypotheses: Newsletters with discountcodes work better than newsletters with new items

Action: Send newsletter on different days

Data: % rate of opening, clicked links, time of opening, etc.

Information: 30% higher rate of opening on Tuesday mornings, so correct hypothesis

References: 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
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
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?

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

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

- 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?

www.jadsmkbdatalab.nl

info@jadsmkbdatalab.nl

040-2476351
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 targeted 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
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)
FBD Flanders approach: process SME project facilitation - pragmatic approach

- 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

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

Hop Up in’t kort.
Hop Up is een innovatief speelconcept voor instellingen en organisaties waar kinderen tussen 3 en 12 jaar spelen, leren en belevgen. Met de Hop Up Playgrounds, een bundel van modulebare 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
• 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)