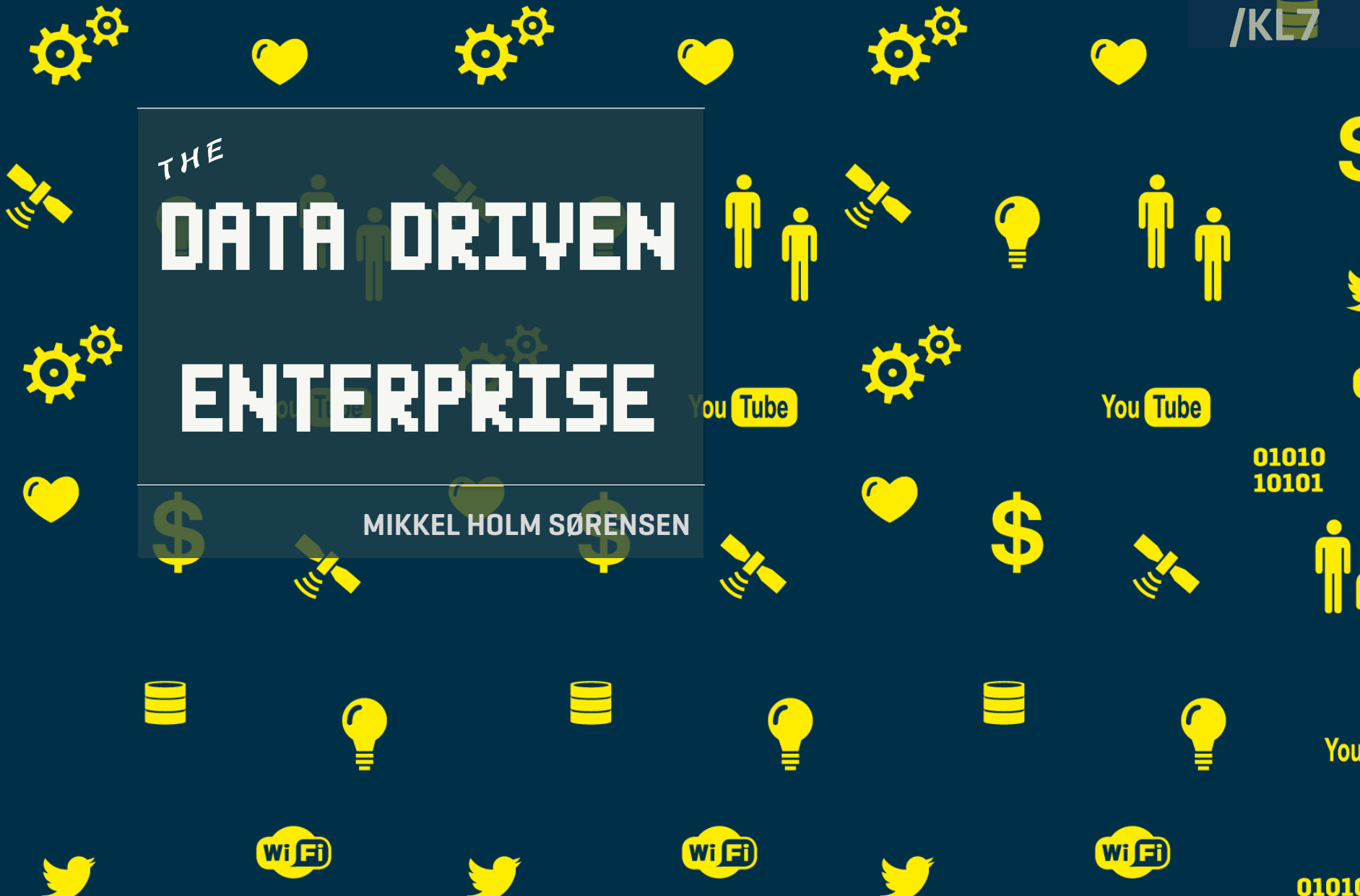


THE
**DATA DRIVEN
ENTERPRISE**

MIKKEL HOLM SØRENSEN



01010
10101

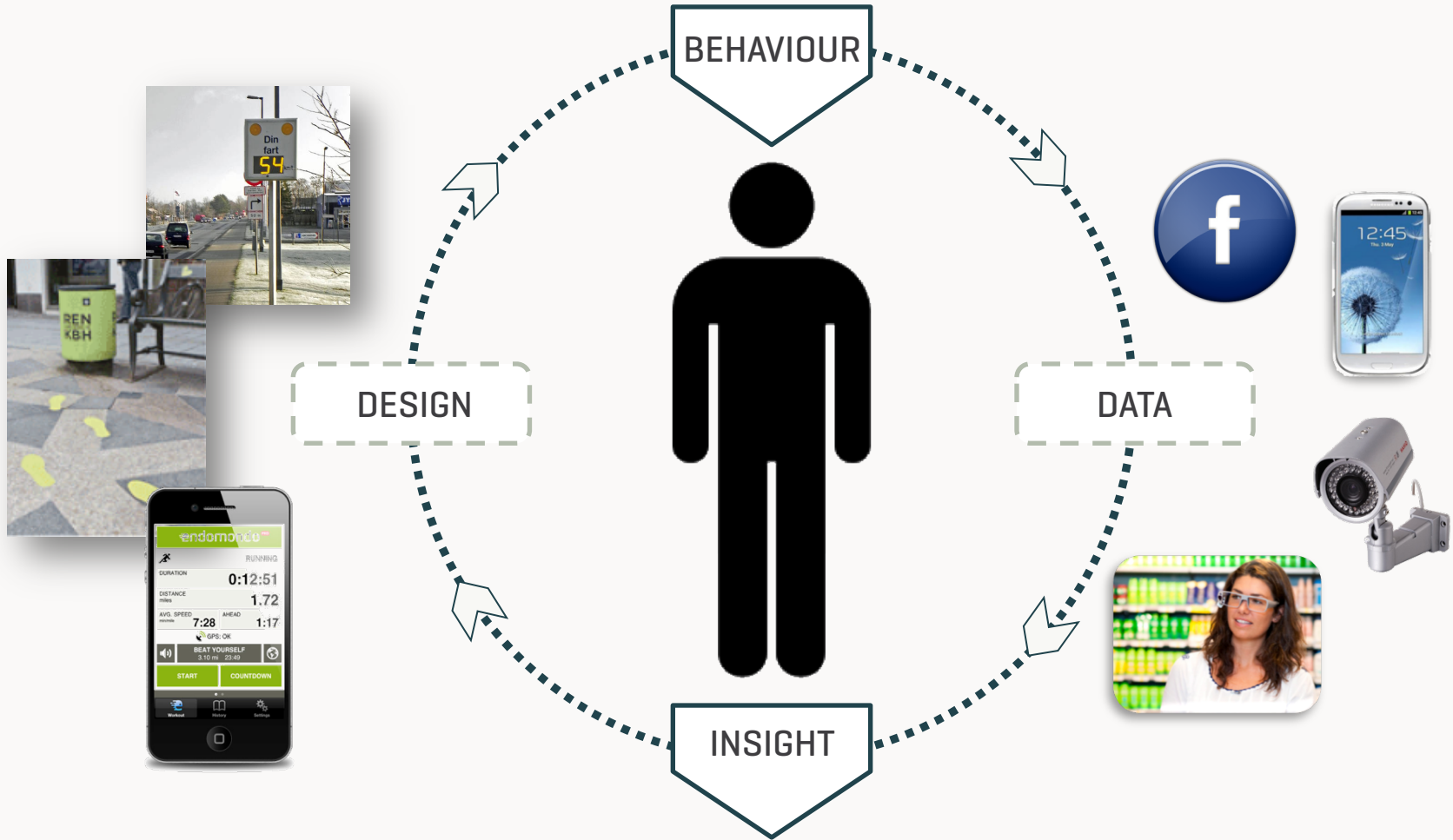
01010
10101



BEHAVIOURAL DESIGN



BEHAVIOURAL DESIGN



BEHAVIOURAL DESIGN

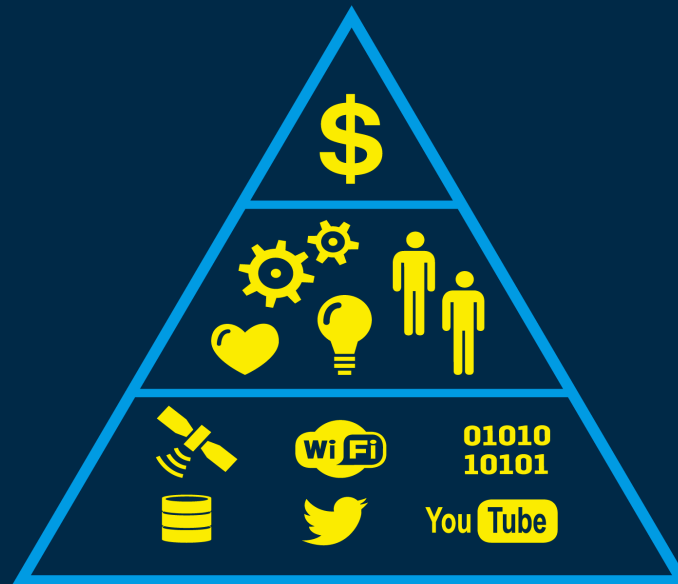


BUZZWORD BINGO

Mikkel H. Sørensen & Simon Bentholm

DATA

Virksomhedens nye grundstof



1

A DATA REVOLUTION?



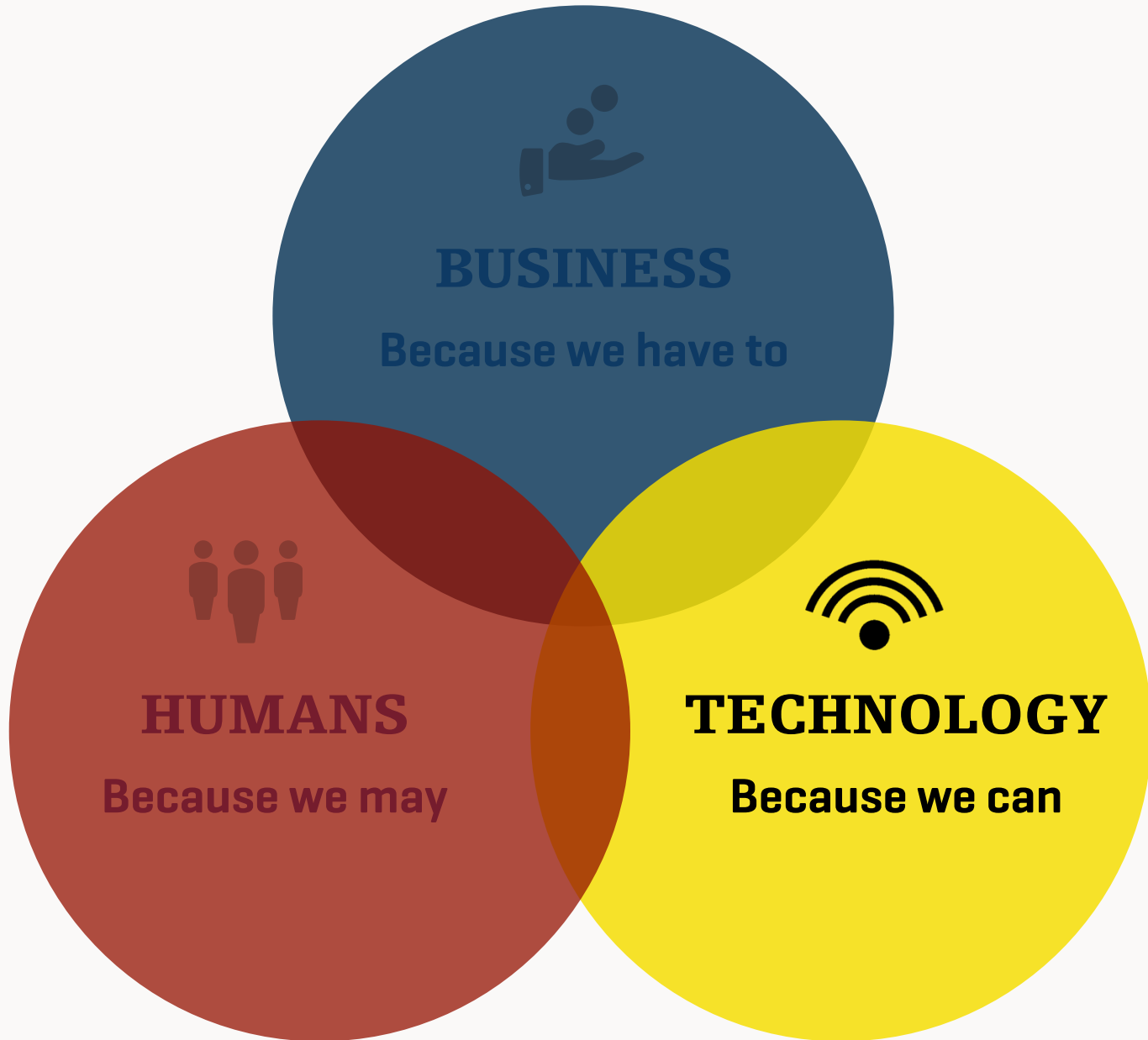
BUSINESS
Because we have to

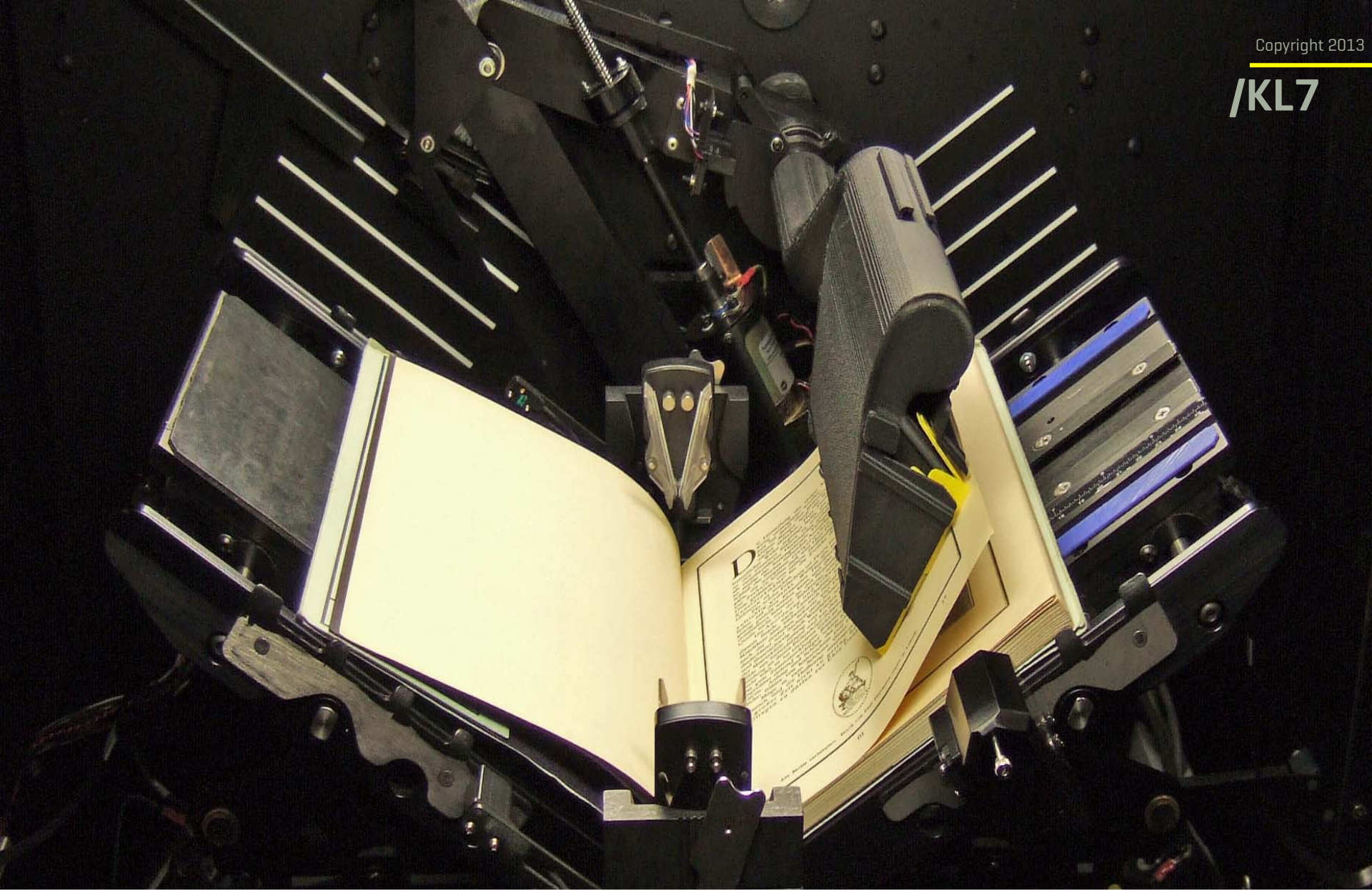


HUMANS
Because we may



TECHNOLOGY
Because we can

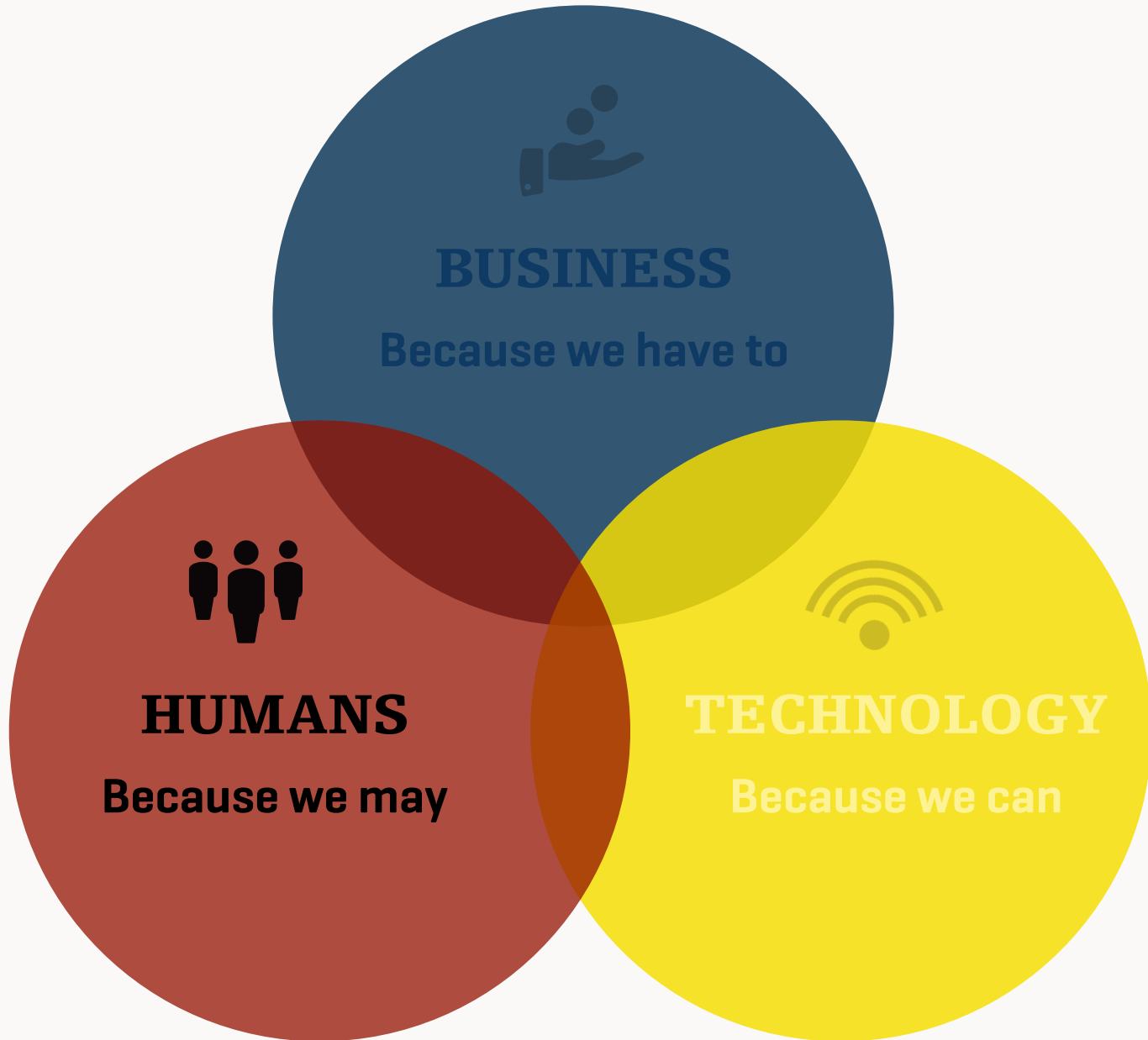




DIGITALISATION



INFORMATIONALISATION



WHAT ARE
YOU
LOOKING AT?



Tue 16
Apr
2013

Draft submitted

Posted by Mikkel Holm Sørensen under [General](#) , [Self-tracking](#) | [No Comments](#)

Last week we submitted the draft for our coming book on the data-driven company. Big data, small data and most in between. Out August on Gyldendal Business

Follow our series of sneak peeks into the books claim on the [/KL7 blog](#).

Mon 21
Jan 2013

New book on data as a strategic resource and other news...

Posted by Mikkel Holm Sørensen under [General](#) , [Mikkel's blog](#) | [No Comments](#)

[Comments](#)

A lot of things have happened (hence the silence).

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Categories:

[Biomimetics \(2\)](#)

[Blogroll \(23\)](#)

[Counter surveillance \(4\)](#)

BIG BROTHER OR BIG MOTHER?



You have zero privacy anyway.

Get over it.

Scott McNealy, CEO, Sun Microsystems



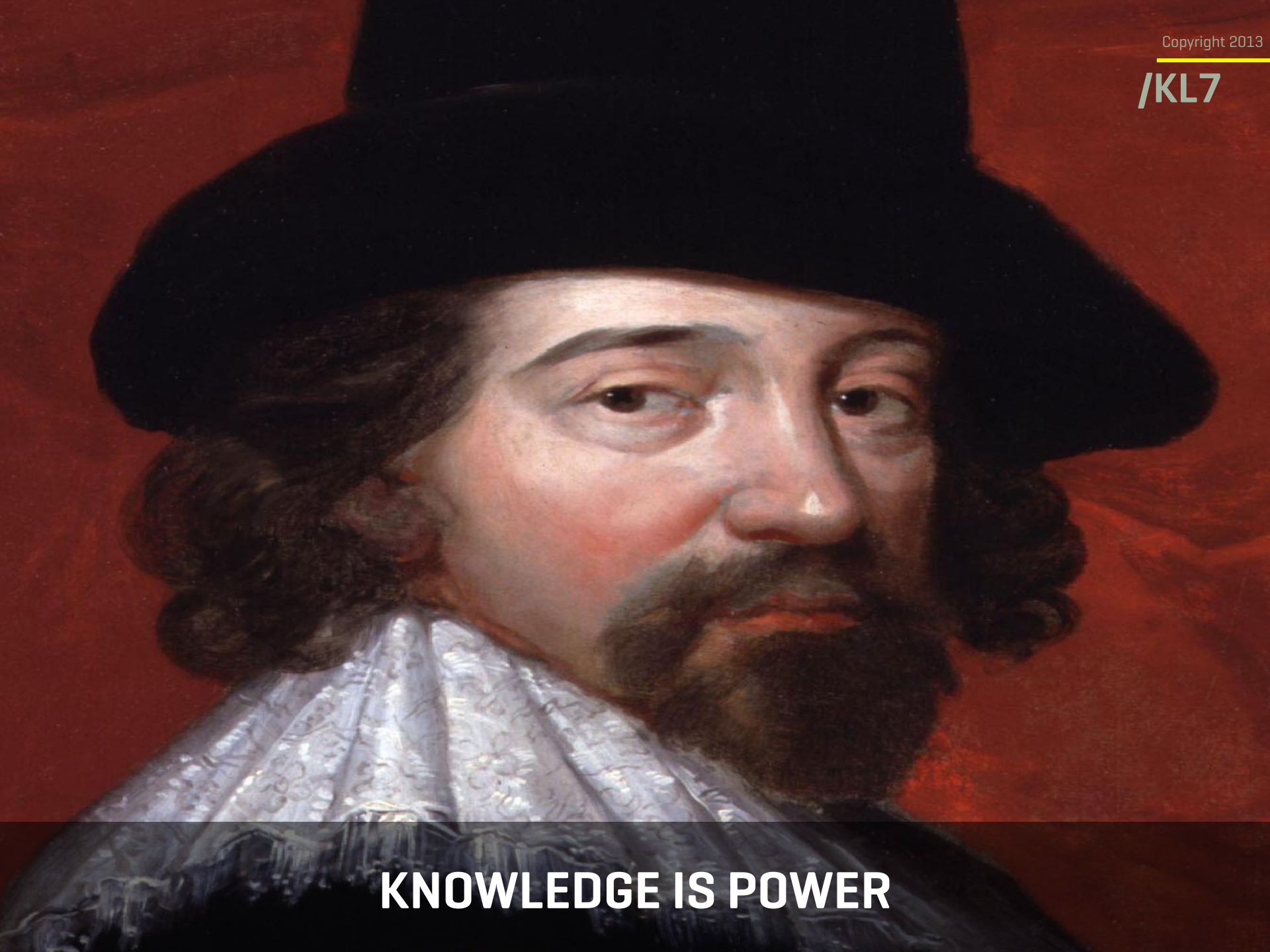
BUSINESS
Because we have to



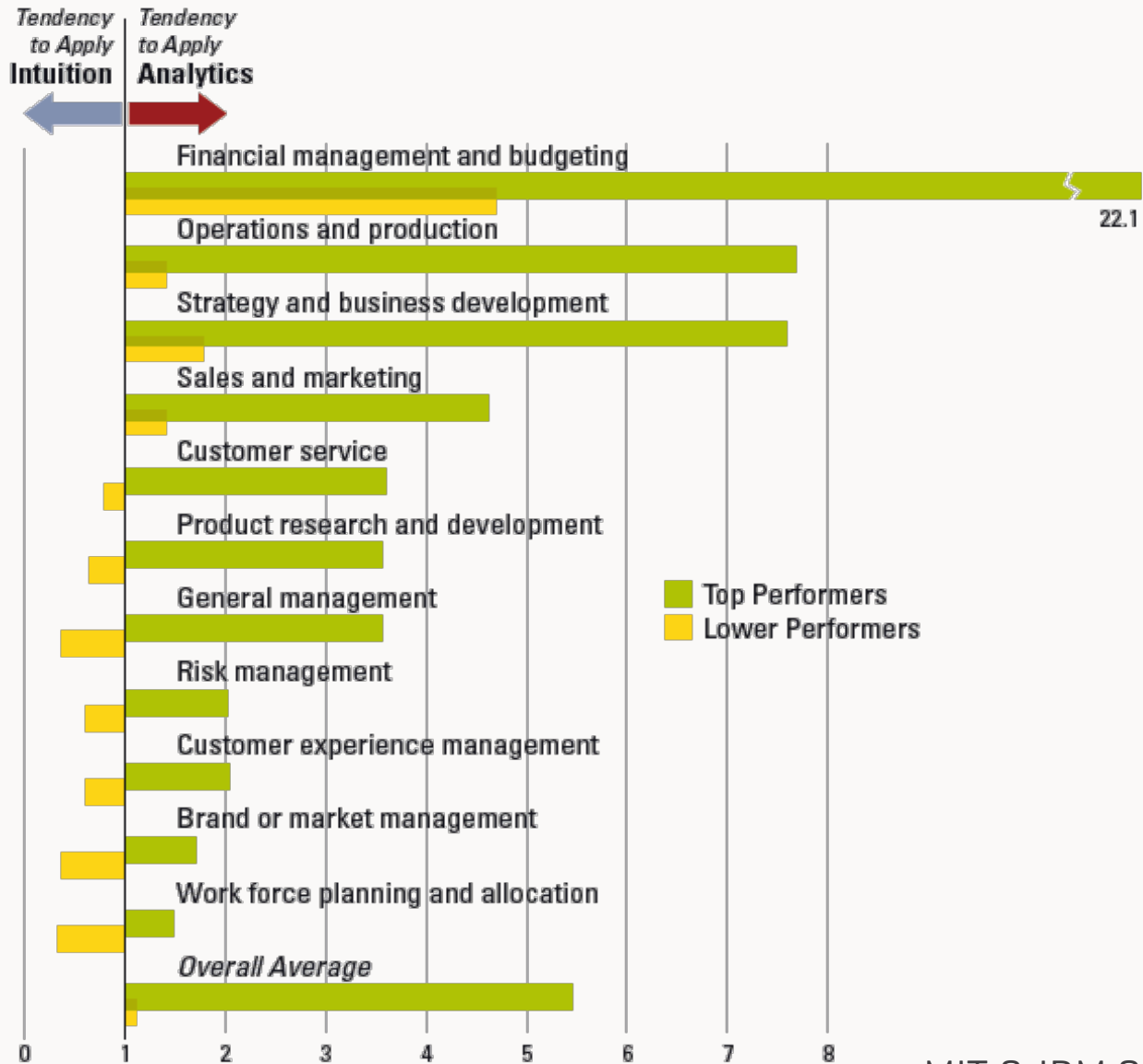
HUMANS
Because we may



TECHNOLOGY
Because we can



KNOWLEDGE IS POWER



MIT & IBM 2011

KNOWLEDGE IS BIG BUSINESS



DATA WORK EVEN WITHOUT KNOWLEDGE



OBAMA'08

CHANGE

WE CAN BELIEVE IN



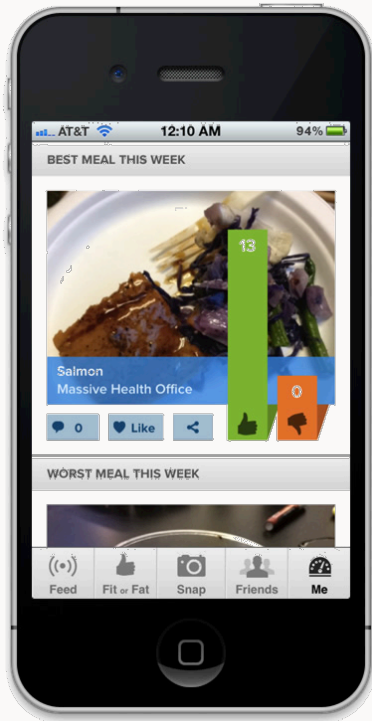
+40%
Sign ups

**JOIN THE
MOVEMENT**

LEARN MORE

LITTLE DATA

BIG DATA



DATA WORK AT ALL LEVELS

1 H Hydrogen 1.0079	2 He Helium 4.00260																						
3 Li Lithium 6.941	4 Be Beryllium 9.01218																	5 B Boron 10.811	6 C Carbon 12.011	7 N Nitrogen 14.00674	8 O Oxygen 15.9994	9 F Fluorine 18.998403	10 Ne Neon 20.1797
11 Na Sodium 22.989768	12 Mg Magnesium 24.305	3 IIIB 3B	4 IVB 4B	5 VB 5B	6 VIB 6B	7 VIIIB 7B	8 VIII 8	9 VIII 8	10 VIII 8	11 IB 1B	12 IIB 2B	13 Al Aluminum 26.981539	14 Si Silicon 28.0855	15 P Phosphorus 30.973762	16 S Sulfur 32.066	17 Cl Chlorine 35.4527	18 Ar Argon 39.948						
19 K Potassium 39.0983	20 Ca Calcium 40.078	21 Sc Scandium 44.95591	22 Ti Titanium 47.88	23 V Vanadium 50.9415	24 Cr Chromium 51.9961	25 Mn Manganese 54.938	26 Fe Iron 55.847	27 Co Cobalt 58.9332	28 Ni Nickel 58.6934	29 Cu Copper 63.546	30 Zn Zinc 65.39	31 Ga Gallium 69.732	32 Ge Germanium 72.64	33 As Arsenic 74.92159	34 Se Selenium 78.96	35 Br Bromine 79.904	36 Kr Krypton 83.80						
37 Rb Rubidium 85.4678	38 Sr Strontium 87.62	39 Y Yttrium 88.90585	40 Zr Zirconium 91.224	41 Nb Niobium 92.90638	42 Mo Molybdenum 95.94	43 Tc Technetium 98.9072	44 Ru Ruthenium 101.07	45 Rh Rhodium 102.9055	46 Pd Palladium 106.42	47 Ag Silver 107.8682	48 Cd Cadmium 112.411	49 In Indium 114.818	50 Sn Tin 118.71	51 Sb Antimony 121.760	52 Te Tellurium 127.6	53 I Iodine 126.90447	54 Xe Xenon 131.29						
55 Cs Cesium 132.90543	56 Ba Barium 137.327	57-71	72 Hf Hafnium 178.49	73 Ta Tantalum 180.9479	74 W Tungsten 183.85	75 Re Rhenium 186.207	76 Os Osmium 190.23	77 Ir Iridium 192.22	78 Pt Platinum 195.08	79 Au Gold 196.9665	80 Hg Mercury 200.59	81 Tl Thallium 204.3833	82 Pb Lead 207.2	83 Bi Bismuth 208.98037	84 Po Polonium [208.9824]	85 At Astatine 209.9871	86 Rn Radon 222.0176						
87 Fr Francium 223.0197	88 Ra Radium 226.0254	89-103	104 Rf Rutherfordium [261]	105 Db Dubnium [262]	106 Sg Seaborgium [266]	107 Bh Bohrium [264]	108 Hs Hassium [269]	109 Mt Meitnerium [268]	110 Ds Darmstadtium [269]	111 Rg Roentgenium [272]	112 Cn Copernicium [277]	113 Uut Ununtrium unknown	114 Uuq Ununquadium [289]	115 Uup Ununpentium unknown	116 Uuh Ununhexium [298]	117 Uus Ununseptium unknown	118 Uuo Ununoctium unknown						

Lanthanide Series

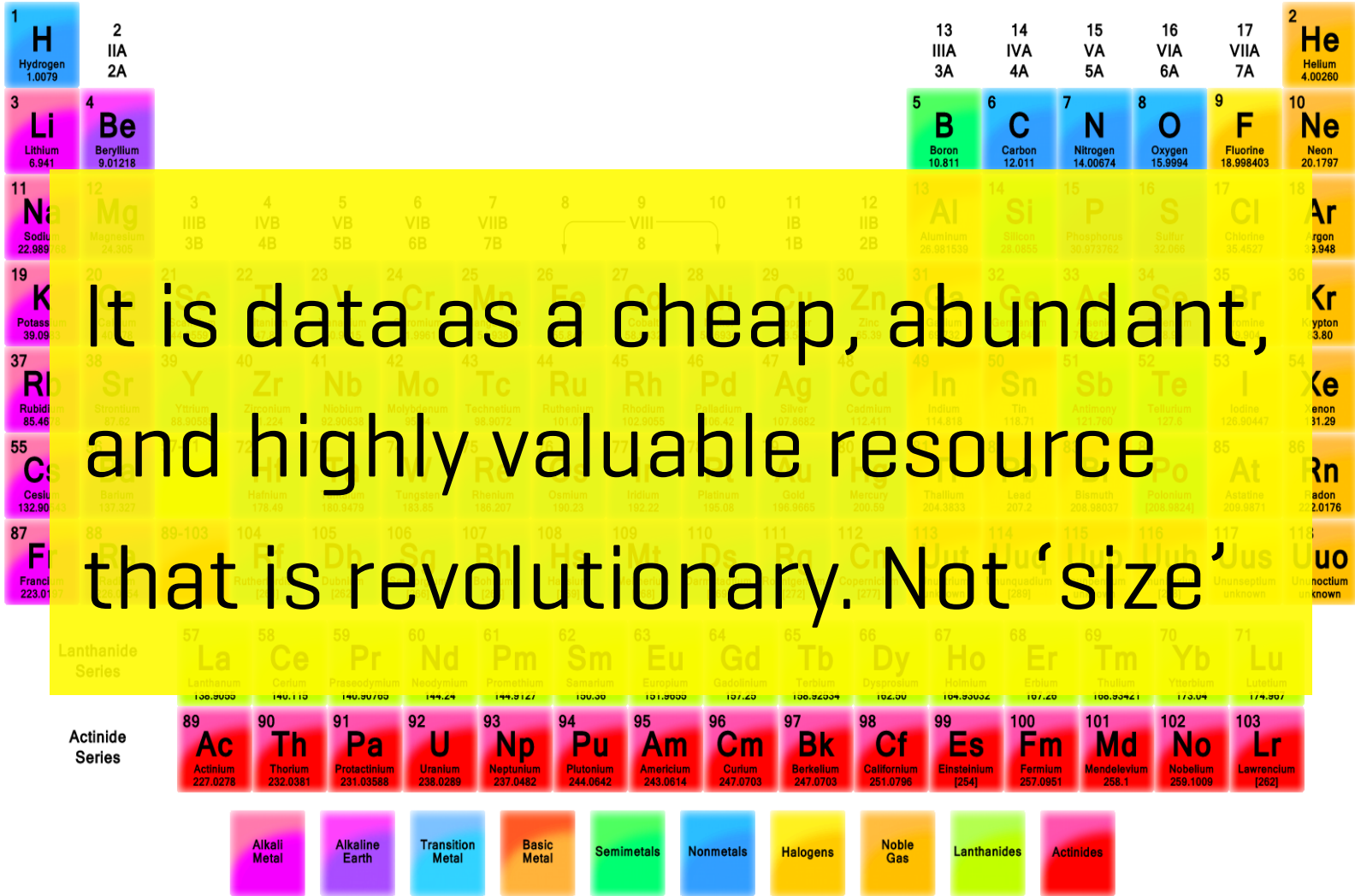
57 La Lanthanum 138.9055	58 Ce Cerium 140.115	59 Pr Praseodymium 140.90765	60 Nd Neodymium 144.24	61 Pm Promethium 144.9127	62 Sm Samarium 150.36	63 Eu Europium 151.9655	64 Gd Gadolinium 157.25	65 Tb Terbium 158.92534	66 Dy Dysprosium 162.50	67 Ho Holmium 164.93032	68 Er Erbium 167.26	69 Tm Thulium 168.93421	70 Yb Ytterbium 173.04	71 Lu Lutetium 174.967
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Actinide Series

89 Ac Actinium 227.0278	90 Th Thorium 232.0381	91 Pa Protactinium 231.03588	92 U Uranium 238.0289	93 Np Neptunium 237.0482	94 Pu Plutonium 244.0642	95 Am Americium 243.0614	96 Cm Curium 247.0703	97 Bk Berkelium 247.0703	98 Cf Californium 251.0796	99 Es Einsteinium [254]	100 Fm Fermium 257.0951	101 Md Mendelevium 258.1	102 No Nobelium 259.1009	103 Lr Lawrencium [262]
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Alkali Metal	Alkaline Earth	Transition Metal	Basic Metal	Semimetals	Nonmetals	Halogens	Noble Gas	Lanthanides	Actinides
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DATA IS A NEW ELEMENT



DATA IS A NEW ELEMENT

DATA AS MACROSCOPE



DATA AS MACROSCOPE



DATA AS MICROSCOPE



2

THE DATA DRIVEN ENTERPRISE



DATA INCREASE SALES



DATA INCREASE PRODUCTIVITY

A NETFLIX ORIGINAL SERIES

Copyright 2013

/KL7

HOUSE

of CARDS



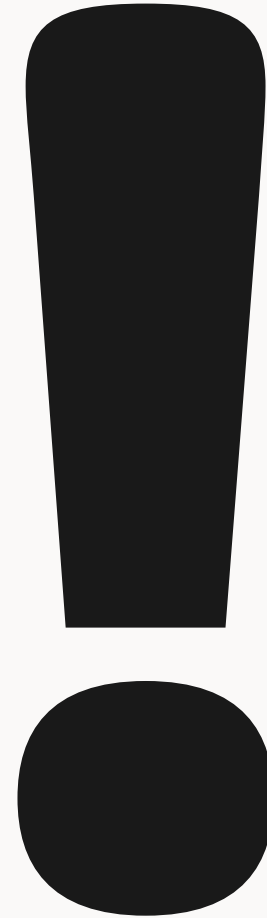
DATA CREATE PRODUCTS



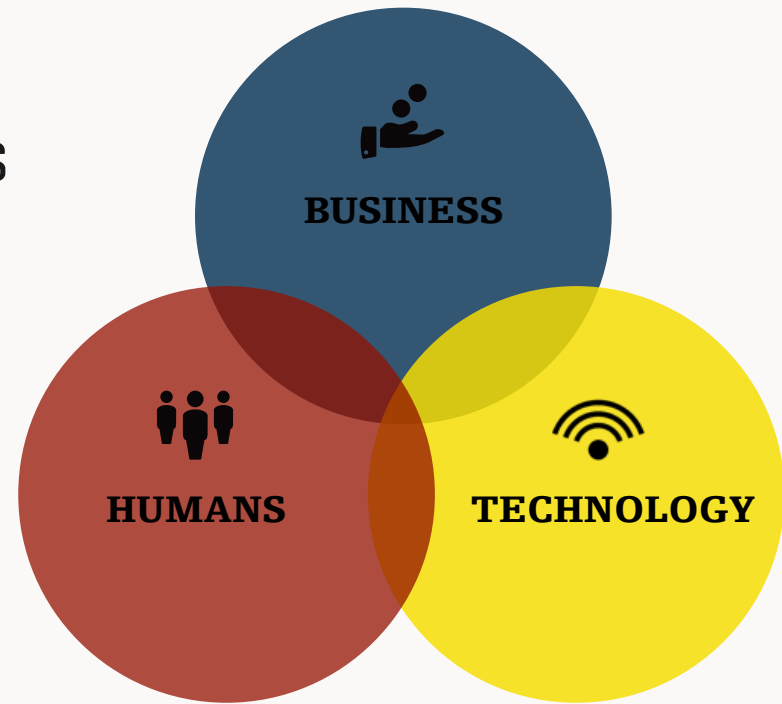
DATA CREATE BUSINESS MODELS



BARRIERS

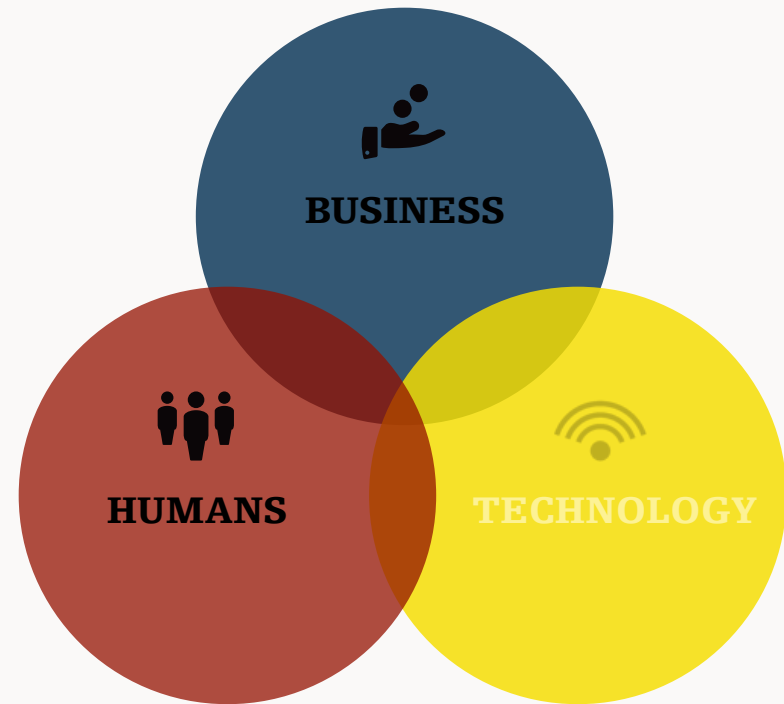


- 1. Business:** Strategy and business models
- 2. Technology:** Data, sensors, software and hardware
- 3. Humans:** Creativity and skills



THE DATA DRIVEN ENTERPRISE

- 1. Business:** Strategic knowledge
- 2. Technology:** Data, sensors, software and hardware
- 3. Humans:** Culture and belief



THE TRUE BARRIERS



DATA AND HIPPO'S

"In God we trust. All others bring data..."



DATA AND HIPPO'S



Thank you!

mikkel@kl7.dk