

# Большие Данные и Конкурентное Преимущество

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# About

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- Sr. Director, Head of Custom Development, EMEA
- Country Manager, Startup Focus UK & Ireland
- Head of Operational Business Intelligence EMEA
- Advised the Irish government on future skills demand in ICT
- Worked in the US, Middle East, Africa
  
- MSc Innovation Management, UCD
- MBA, UCD
- Arbitration and Contract Law, UCD

# Определения

# Большие данные

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- Volume (объем)
- Velocity (скорость)
- Variety (разнообразие)

В 2020 будет 40 zeta байт данных (40 миллиардов терабайт)

Сегодня обрабатывается только 1% от существующих данных

# Конкурентное преимущество

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Набор атрибутов, которые позволяют превзойти конкурентов (Портер)

- Дифференциация
- Инновации
- Цена
- Эффективность

Устойчивое конкурентное преимущество – трудно **быстро** воспроизвести

# Технология и Бизнес

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Технологии не имеют никакой ценности если не решают проблемы бизнеса

Технологии обеспечивают бизнес-инновации

# Тренды

# Принятие решений

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Основной тренд – усиление роли данных в процессе принятия решений

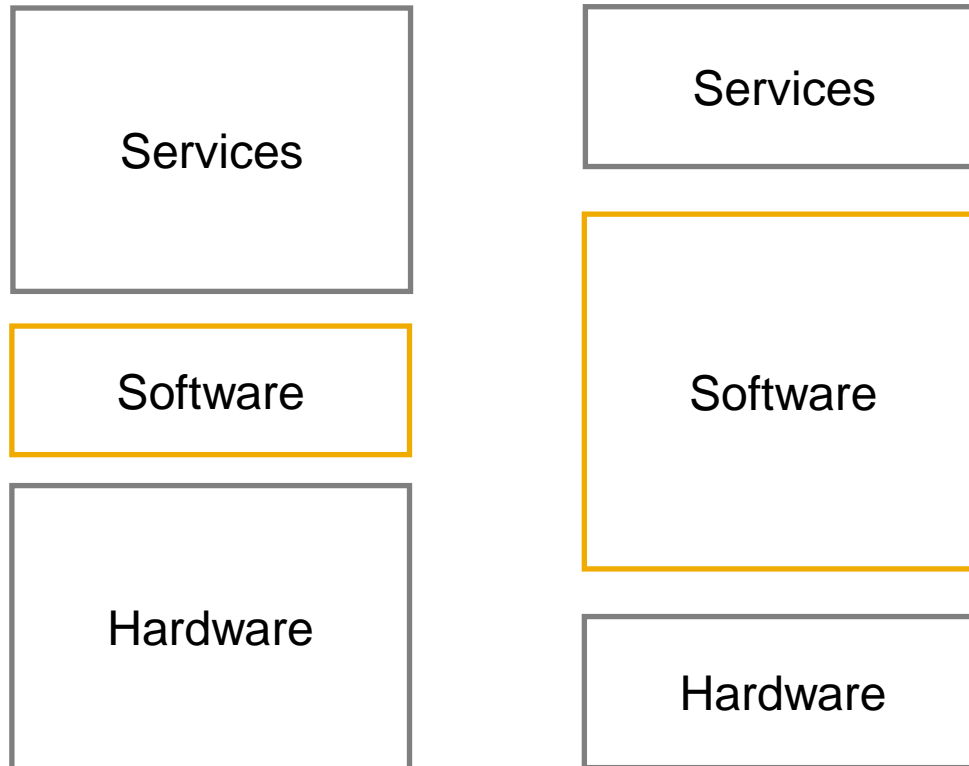
- Большие данные: увеличение «разрешающей способности»
- Новые технологии: увеличение скорости

Более точные решения принимаются быстрее – возрастает ценность таких решений



# Изменение структуры расходов

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# Причины изменений структуры расходов

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- Systems of record mature
- Cloud computing – essentially outsourcing
- Simplification
- Consumerisation
  
- BI, analytics, predictive

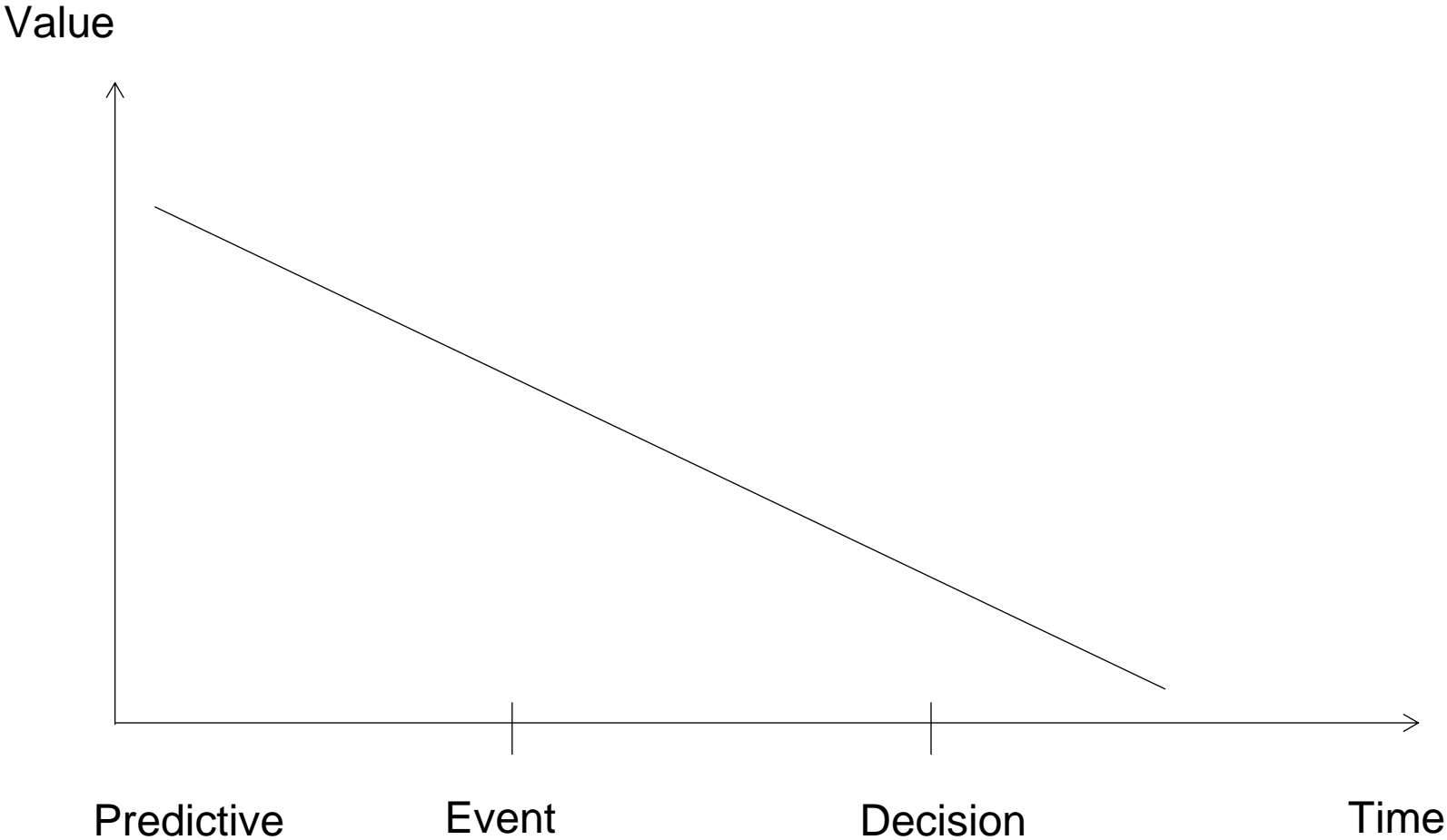
# Рынок труда

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Data scientists

Data savvy managers

# Экономический эффект



# New value

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Batch

**Real time (interactive)**

# Основные моменты

# Real time business networks

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The capability to successfully operate within business networks will be the difference between winning and losing.

These networks will be the platform on which successful businesses innovate, collaborate, grow, and continually evolve – at both speed and scale.

# Empowered customers

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Companies will have to actively engage and co- innovate with customers across the entire value chain and extract insights from ever-increasing data streams – increasingly in real time – to keep pace with **the revolution in customer power**



# Resource optimization

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We need to rethink how we produce and consume, taking a cradle-to-cradle approach to optimization across the entire product lifecycle, from the sourcing of raw materials to disposing or recycling, and reallocating resources in a real-time response to demand and supply fluctuations.

# Пример: S&OP

Resource optimization



# Проблема

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Усиление давления на производителей со стороны розничных сетей – возможность более жестко диктовать цену закупок на конечный товар.

Производитель вынужден **более точно** оптимизировать сети поставок:

- Конечная цена и необходимый уровень прибыли
- Неустойчивость рынка сырья
- Непрозрачность цепочки поставок

# Industry

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According to a 2013 study by KMPG, 51 percent of food industry executives said **pricing pressures** remain the highest barrier to growth, up from 42 percent a year earlier.

Volatile commodity prices — the amount manufacturers pay for ingredients — are another major obstacle.

# Big Data Technology

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"We're working to simulate what the business is going to do, what the markets and our competitors are going to do, and, ultimately, how that's going to impact our results"

"Until you start using this technology, you won't realize that the only constraints that you have are in your head"

"Once you see the speed and discreet-level data, it will open you up to how you can innovate."

# Пример: Marketing

Empowered customers / consumers



# Проблема

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Thanks to technology, **consumers** today are no longer trapped on the receiving end of the value chain.

Never in history have we witnessed so much power in the hands of customers.

With instant access to peer reviews, competitor offerings, and prices, today's customers increasingly bypass existing business models in favor of their unique requirements.

Customers are advocating for new products and services while openly and instantly communicating their likes and dislikes.

**Customer passivity is a thing of the past**

# Trends

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- Omni-channel commerce
- Data driven insights
- Segment of one
- Real time offers



# Technological advances offer significant potential for business innovation.



## Internet of Things

The network that connects people, processes, data and machines to one another



## Business Networks

Connected business and social networks amplify the impact of people and data



## Data Science

Predictive and insight-driven by business strategy, new product strategies, and new customer relationships



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More than 60% of CEOs expect **15%–50% of their earnings growth** in the next **5 years** to come from technology-enabled business innovations.

– *McKinsey study, 2013*





# Thank you

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