The data-powered enterprise

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Monday, 27 November 2017, 17:15 h
Hörsaal H 030, Fakultät für Physik der LMU, Schellingstraße 4, München

Today, all companies are becoming software companies as IT and technology fundamentally transform customer interaction, business models, and productivity.

The ''uberization'' of the businesses turns the point of sales and customer interface into e.g., an App; existing business models are becoming digital while new ones emerge, e.g., based on the exchange of consumer information to target ads, or more complex such as targeted medicine (precision medicine); and productivity grows at previously unseen rates as cost goes down (through cloudification, automation, . . .) while software-based products scale to billions of customers globally with relative ease. While this trend has in fact been pervasive for a few decades, we, however, believe a new chapter has already begun: that of the Data-Powered Enterprise. With software and tech becoming commodities available to everyone through open source software and technologies and the cloud, it is now access to quality data and analytics-driven action that make the difference. Consequently, the demand for skilled data engineers and scientists with strong academic qualifications grows.

In this talk, I will present the current technology- and data-related challenges across various industries, show examples of successful applications of data and advanced analytics (machine learning and AI), and discuss potential future perspectives on how industry and academia can work together to create solutions for the really hard problems (by the example of medicine and health care).

Student event: Meet the speaker

*We invite you to a **student-only** discussion-round with Dr. Andreas Braun before his Munich Physics Colloquium talk.*

Be curious and feel free to ask any question.

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Room H 522 (5th floor), Fakultät für Physik der LMU, Schellingstraße 4, München