



CENTER
SMART SERVICES



Consortial project

Return on Data Investment

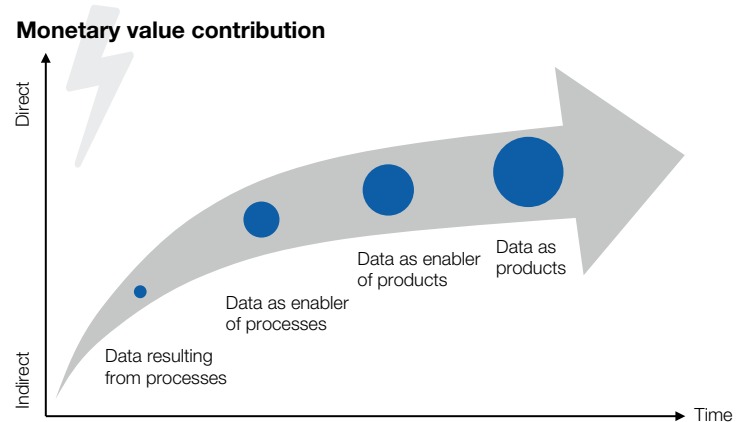
Decision Making Basis for Value Maximizing Data Investments

With the Return on Data Investment to the Digital Speedboat

Manufacturing companies are ever more struggling to **systematically evaluate the investments required to build a digital business**.

The necessary monetary evaluation of the generated and used data poses a great challenge due to the **non-obvious, indirect value contribution of the data**.

For the following **three reasons, the Return on Data Investment (RODI)** is crucial for your future business success:



- Discover which data is used most often, which has the greatest impact on your business and align your digital skills and technologies accordingly: **No more digitalization for the sake of digitalization!**
- **Transparent assets:** In the future, the data value will be rated as balance sheet assets and used for strategic decisions.
- **Make the right investment decisions** for the digital connection of your products, the development of digital platforms and the implementation of digital business models.

Learning from the Best!

Your benefits

Within nine months, a method for a profound and pragmatic calculation of the Return on Data Investment will be developed together with all partners, which will be made available exclusively to the consortium.

More advantages



Study successful practices and be in direct exchange with other companies of different industries.



Take part in individual workshops for direct application of the achieved results.



Minimum effort and maximum payoff due to the coordination of the consortial project by the project team of the Center Smart Services, the FIR at RWTH Aachen University and IW Consult.

Project organization – How will the consortial project be executed?



Consortial projects are carried out by industrial companies in cooperation with the project team from the Center Smart Services, the FIR at RWTH Aachen University and IW Consult.



At the beginning of the project, the consortium will define the priorities of the topic “Return on Data Investment” together.

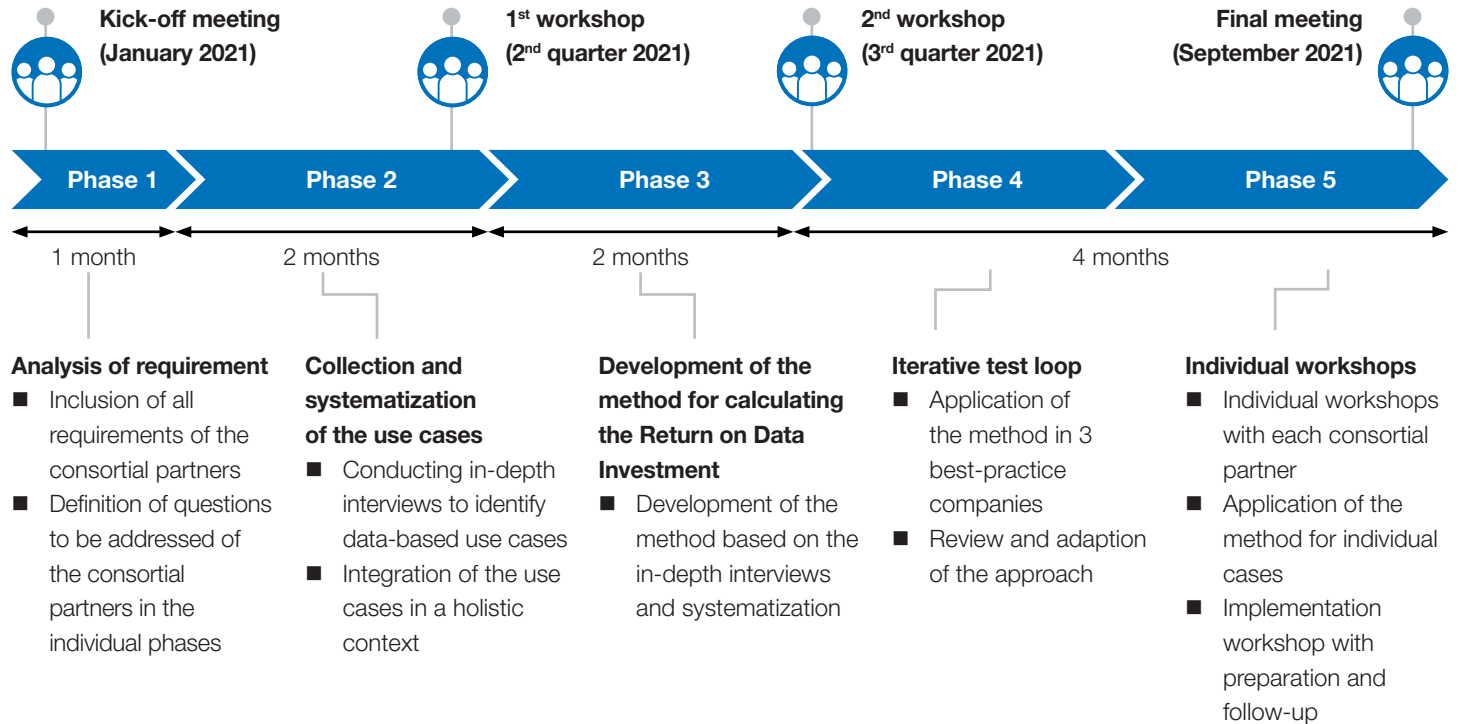


The project team is responsible for the organization and management of the consortial project.



The project is structured in form of several phases with regular milestone meetings. Regular reviews ensure the success of the project.

Time Schedule of the Consortial Project



Your health comes first, which is why it goes without saying that all physical project meetings and visits to companies, the current COVID19 requirements will be fully taken into account.

Key Questions

The central questions and project goals are discussed with the consortium during the kick-off meeting and participating to the needs and individual questions of the companies.

Possible key questions could be:

- Which data is required for which use case?
- Which data provides the company with the greatest added value?
- Which data with unused potential is available in the company?
- How can individual use cases be integrated into a global context?
- How do you determine the benefit of a use case?
- How can a company-wide return on data investment be calculated?
- Which data acquisition projects are worth investing in?
- What preconditions must be fulfilled in order to realize data-driven projects?
- How must data-based projects be approached so they generate long-term added value?

Konditionen

Start: 1st quarter 2021 | End: 4th quarter 2021

Consortial partners: ca. 15

Participation fee: 30.000,– €*

* Enrolled members of the Center Smart Services receive a discount of € 5.000

Our Network of Experts



Center Smart Services

The Center Smart Services in the Smart Logistics Cluster on the RWTH Aachen University campus is an alliance of research and industry with a focus on data-based, industrial services. Within the consortium, specific topics can be jointly developed with several partners in consortial projects within a short period of time, without external constraints such as public funding initiatives restricting the speed of innovative projects.



FIR at the RWTH Aachen University

The FIR at the RWTH Aachen University was founded in 1953 and has 130 employees, including 55 scientists / PhD scholars. The goal is to create a bridge between science and business in industrial management. Annually 40 publicly funded projects and 60 projects with industrial customers are carried out at the FIR. The areas of expertise are Service Management, Information Management, Business Transformation and Production Management.



**INDUSTRIE 4.0
MATURITY CENTER**

Industrie 4.0 Maturity Center

The Industrie 4.0 Maturity Center is targeted at industrial enterprises that are confronted with the digital transformation of their value creation processes and at partners that assist with this transformation. The Center continues the successful project work that went into the development of the acatech "Industrie 4.0 Maturity Index" and consolidates the competencies and specific knowledge that was built up during the time of the project. Moreover, through its large-scale application, the "Industrie 4.0 Maturity Index" shall be established as a quasi-standard for Industrie 4.0 transformation.



Institut der deutschen Wirtschaft

Köln Consult GmbH

Since 1998, IW Consult GmbH has been advising managers and decision-makers in companies, foundations, associations, ministries and public institutions based on scientifically sound facts and methods. A special focus is on digital transformation and innovation. In close interaction of methodological foundation and practical effectiveness, clients are supported in strategic reorientation, the identification of growth opportunities and the implementation of suitable transformation programs on the way to the digital future.

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