

SCIENCEWORCS PUBLICATIONS

P e r s p e c t i v e s

[pə(r)'spektiv]

sense of things in proper
relationship to each other

Sherlock Holmes & Dr. Watson

**COMBINING - PROGRAMMING -
WHERE IS THE DIFFERENCE?**

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COMBINING - PROGRAMMING - WHERE IS THE DIFFERENCE?

[01]

The crime scene 'Boardroom' becomes a bit more opaque every day. Suppliers, customers and even competitors leave digital traces on surfaces that you often didn't think about. They appear on third-party platforms and marketplaces, at events, in forums and social networks. Before this backdrop, the idea of 'digital empathy' turns increasingly real. Forensic analysis of digital traces puts the mindful player in the shoes of buyers. One can answer questions like "What keeps my customers awake at night? Where are they looking for innovation? How will their business system change? And what does that mean in the end for me as their supplier?"

The good news: While traces keep proliferating, billions of dollars, poured out on masses of 'Siliconites', let intelligence tools sprout like mushrooms from the ground - powerful as a redwood tree and at the same time agile as a buzzing ant colony.

Whoever masterminds this forest of big data, who knows how to find valid answers to the trickiest of questions, will win in competition. Because the intelligent will plan good or even perfect next steps more often than the others on unsafe terrain.

The emergent image here in mind tells the truth better than any flowchart: the Combinator's skill is the key factor of success. Dr. Watson plays by the rules and sticks to the familiar, just like every automaton. But he fails at the crime scene because he acts programmatically.

In order to connect the 'BI system' with the proverbial push-button Watson tries to anticipate all the

questions that would have to come into management's mind. Intelligence at the push of a button - this can never succeed!

Instead, the investigator must combine possibilities ad-hoc in a meaningful way - starting from phrasing the question to choosing tools all the way to using them appropriately. And all this in one go and over again! Since most of these questions only hold until an assumption is finally proven or refuted.

The prerequisite for succeeding is contextual subject-matter expertise. What context is relevant here? We believe that the expert needs bundled experience with management's view, with business domain-specific issues, with digital tracking & tracing, with fitting analytical methods, and with all the new knowledge tools on the shelf of high-tech support.

Such experts are rare. But you will recognize them on any encounter.

The Theron Advisory Group has been advising several large international corporations as well as the most successful mid-sized companies on strategic and operational issues competence-driven, versatile, and efficient since 1993.

Theron SCIENCEWORCS is the Group's unit focused on data-based decision support and implementation guidance for energy-dense industries.

SCIENCEWORCS combines the experience of more than 30 years of management consulting with the leading-edge data science techniques.

SCIENCEWORCS delivers industry-specific, reliable, and tangible results by combining industry domain expertise with the pragmatic application of practically proven data analytics methods and tools to assess and improve your business opportunities

Meet the best performing strategists in energy-dense industries.

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