

# 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

Data Power - No, Thanks?

**DON'T SHELTER AGAINST  
RADIATING DATA!**

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# DON'T SHELTER AGAINST RADIATING DATA!

# [ 05 ]

Knowledge means understanding the relationship between a cause and an effect. If you aim for a specific goal, the chance of success increases greatly with your knowledge. That sounds trivial, and it is. Nevertheless, this fact is often sometimes overlooked. Otherwise the flood of untapped data lakes in companies can hardly be explained. Big data analytics is typically assumed to reap big benefits. A lot of money is invested here. And in the end, responsibility for dealing with radiating data is handed over to the CIO – often without a second thought.

This reaction is quite appropriate for many functions. Pharmaceutical research, software development, production control, for example. Specialists and technicians have functional responsibility there since it is their field of expertise. But please, don't leave it to the experts when it comes to centrifuging data into management-related knowledge!

Management Science by definition is a core competence of management. Here, a manager must become the most advanced, better than competitors, better than the digital disruptors! Sheltering management against radiating data is a sure recipe for disaster.

Of course, management needs help here. As a leader, you know that it is inefficient to free up your schedule entirely for researching recipes for success. You need to find experts for the details. But watch out! Business analysts and data scientists – if left alone – are usually not well equipped

for this task at the beginning. They may lack experience, and they have not been prepared for discussing complex issues in delicate settings, or for the fight against dogmas and entrenched beliefs.

Data Radiation Experts, however, can do that. They help your in-house specialists fabricating valuable answers to your most intriguing questions, training them on-the-job over a certain period of time. Together with your data team they push wide open the doors to a data room full of undiscovered treasures.

This is what Data Radiation Experts call "Applied Management Science".

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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