



KNIME Partner Meeting

Welcome & News From KNIME

March 19th, 2019
Kilian Thiel

Welcome

to the second Partner Meeting.

- Partner Meeting 2018
 - 25 attendees / 18 different partners

- Partner Meeting 2019
 - >40 attendees / 33 different partners

Welcome

our new partners in 2018/2019



New Team Members 2018/2019

- New KNIME Partner Team members (in order of appearance)
 - Vincenzo Tursi, Partner Manager (Berlin, Germany)
 - Paul Treichler, Head of Partnerships (NYC, US)
 - Julia Branham, Partner Account Manager (Austin, US)

New Online Resources

- Partner Portal
 - <https://www.knime.com/partner-portal>
 - Education & marketing materials
 - Useful links, etc.
- Summit Talk Collection
 - <https://www.knime.com/summit-talk-collection>
 - Collection of slides of summit talks back to KNIME UGM 2014
 - Great source for references!

Call for Blog Posts

by Forest Grove Technology

Snowflake meets Tableau. Data warehouse in an hour?

Mon, 01/28/2019 - 10:00 — [craigcullum](#)

In this blog series we'll be experimenting with the most interesting blends of data and tools. Whether it's mixing traditional sources with modern data lakes, open-source devops on the cloud with protected internal legacy tools, SQL with noSQL, web-wisdom-of-the-crowd with in-house handwritten notes, or IoT sensor data with idle chatting, we're curious to find out: will they blend? Want to find out what happens when IBM Watson meets Google News, Hadoop Hive meets Excel, R meets Python, or MS Word meets MongoDB?

Follow us here and send us your ideas for the next data blending challenge you'd like to see at willtheyblend@knime.com.

Today: Snowflake meets Tableau. Data warehouse in an hour?

Author: [Craig Cullum](#)

The Challenge

It's Friday morning, your boss comes to your desk and has grand data plans! They've promised the Board of Directors a flashy new dashboard to report sales figures and you're the person to do the job. Oh and they need it by the end of the day!

Traditionally, this would have been a mammoth undertaking. Carefully planning your data structure, spending months gathering requirements and purchasing hardware.

Nothing kills any data project quicker than if;

- It doesn't contain the data they need
- End users find it slow
- New data source can't be added easily
- Data are incorrect and dirty

About the author:



[Craig Cullum](#) is the Director of Product Strategy and Analytics at Forest Grove Technology, based in Perth, Australia. With over 12 years' experience in delivering analytical solutions across a number of industries and countries, he now heads up a passionate team of data enthusiasts, finding innovative solutions to today's business problems. Forest Grove Technology is a [KNIME trusted partner](#).
Blog
[KNIME Blog: general](#)

by Scientific Strategy

Market Simulation with KNIME: Android vs iOS

Author: [Ted Hartnell](#) (CTO of Scientific Strategy)

What is Market Simulation?

A market simulation is a way to model a real world market. Just as real world markets have products, features, brands, stores, locations, and competitive rivals, so does a market simulation. But what makes a market simulation truly realistic are the customers. Simulations can generate tens of thousands of virtual customers designed to mimic the purchase decisions of real world shoppers. Customers evaluate the [differentiation](#) offered by each product.

Market simulations provide a way to understand the economic complexities of a market. They are used by academics, students, and business managers to predict how customers will react to change. The change might include a change in price, a change in product assortment, or the emergence of a new competitor. These predictions lead to improved business strategies that increase market share, revenue, and profitability.

"Market Simulation" has now joined the long list of tools available on KNIME Analytics Platform. In this blog, we take a look at the Market Simulation Community Edition of nodes for KNIME that has been developed by Scientific Strategy.

- Example workflows for the Community Edition are available from the [Scientific Strategy website](#).
- The workflow described in this blog post is on the publicly available KNIME EXAMPLES Server, here: [EXAMPLES/40_Partners/03_ScientificStrategy/01_Android_vs_iOS](#)

The free Market Simulation software can be downloaded directly from within KNIME Analytics Platform after enabling the "Partner Update Site" in Install Preferences, (File->Preferences->Install/Update->Available Software Sites).

Underlying Science

Market Simulation is built upon the same principles as [Conjoint Analysis](#) and [mainstream economics](#). The simulation uses an [Agent-Based Model](#) (ABM) to replicate the decision making process of individual customers.

Customers purchase those products that give them the greatest [Consumer Surplus](#) – that is, the difference between their [Willingness To Pay](#) (WTP) for a product and its price. A customer's WTP for a product is the sum of the "part-worth" values of its independent features.

About Scientific Strategy

[Scientific Strategy](#) Companies suffer from hyper-competition, brand proliferation, cannibalization, and margin erosion. Market Simulation provides a way to understand market complexity and identify winning strategies.

[Scientific Strategy](#) is a [trusted KNIME technology partner](#). Their Market Simulation toolkit was built using Data Analytics and Artificial Intelligence (AI). The Community Edition running on KNIME Analytics Platform is freely available for you to download and use today.



Partner Meeting 2019 - Agenda

- Partner Program Road Map 2019
- Evangelism & Education Road Map 2019
- Use Cases and Partner Stories
- View on the Market
- Open Discussion, Q&A
- Buffet & Open Bar – Networking & Discussion

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