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A Journey from Community Building to Quick Wins

Katja Meinunger, Matthias Stephan, Tobias Hornig, Philipp Kowalski, 19/03/20

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Diverse skills and domains to change the way we work in Digital Industries

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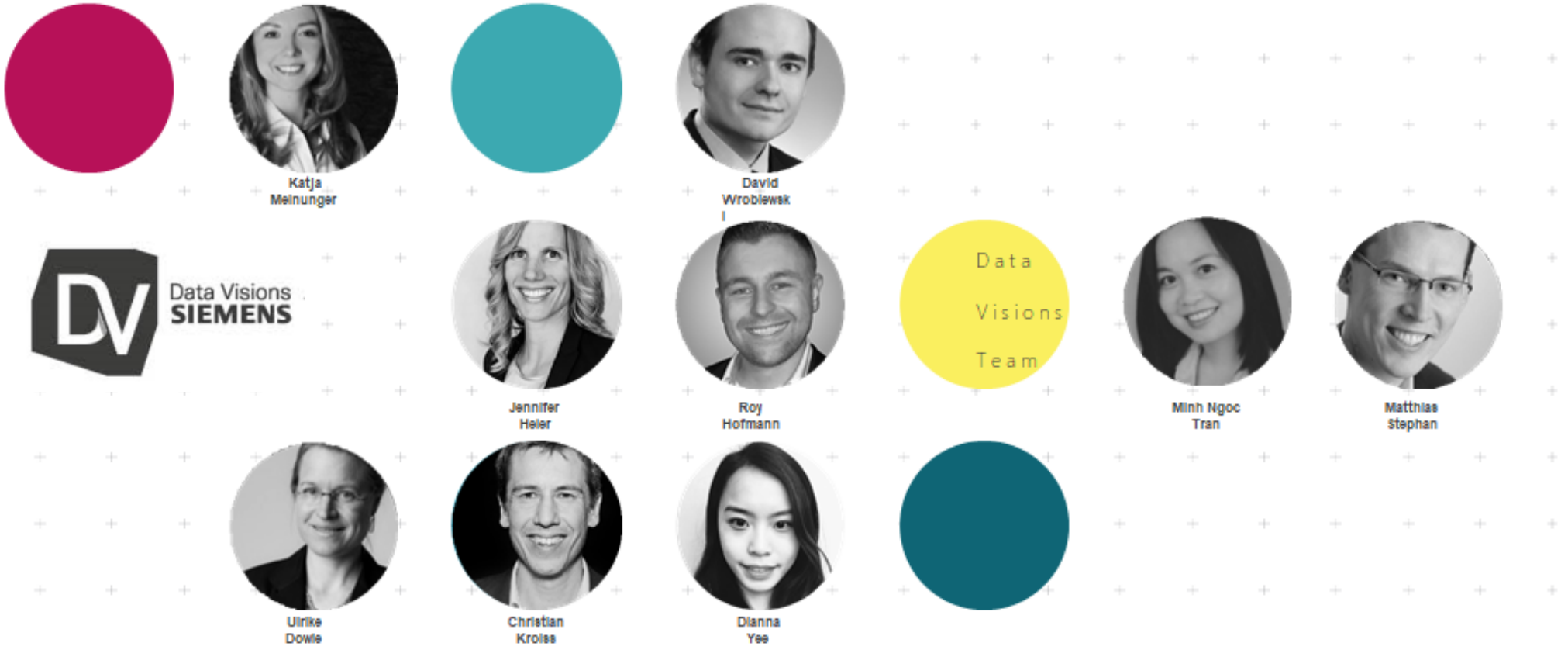

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Our Focus Areas and Vision

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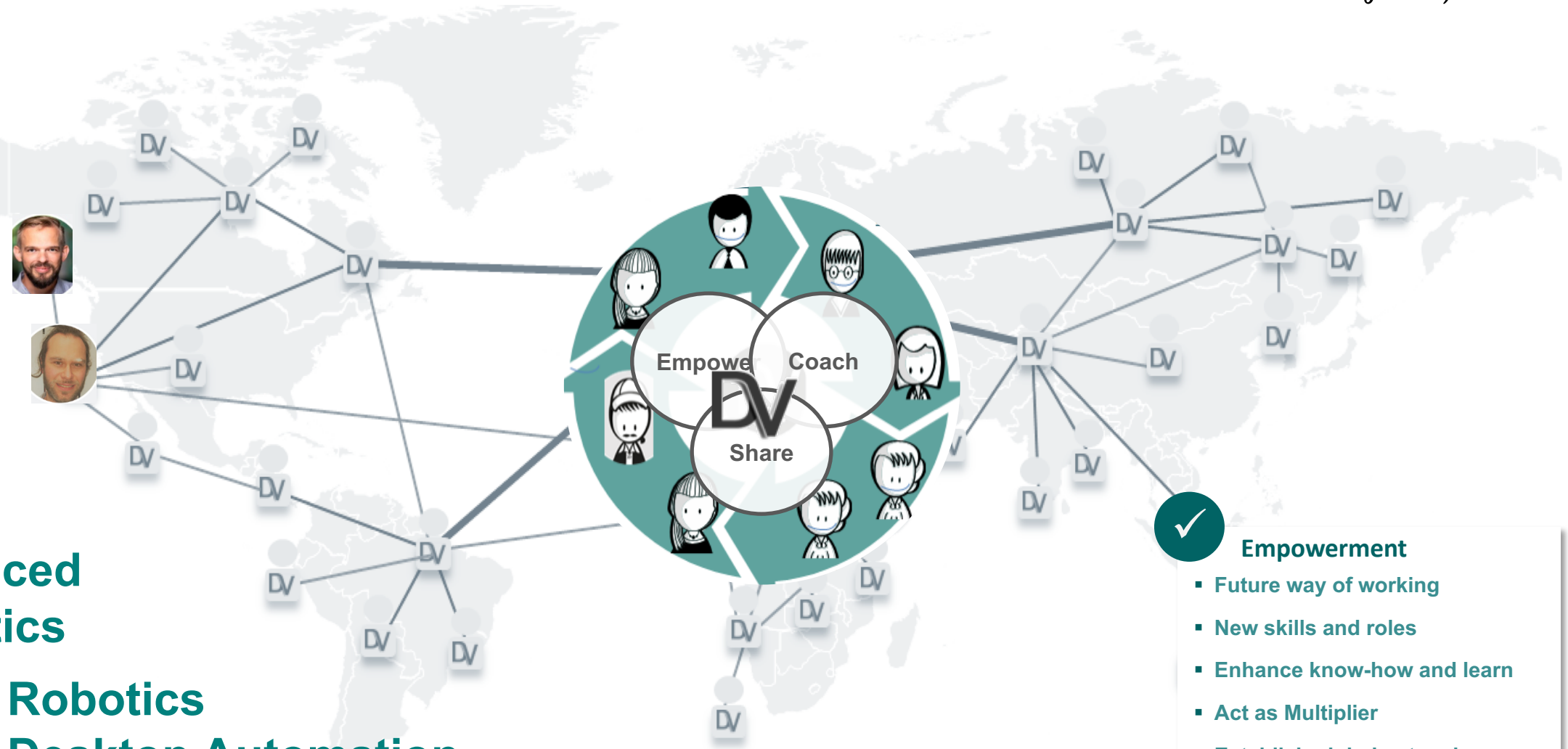

Advanced Analytics & Robotics Desktop Automation

Empowerment

- Future way of working
- New skills and roles
- Enhance know-how and learn
- Act as Multiplier
- Establish global network

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Virtual Helpers for Routine Activities

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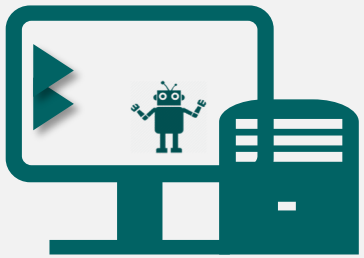
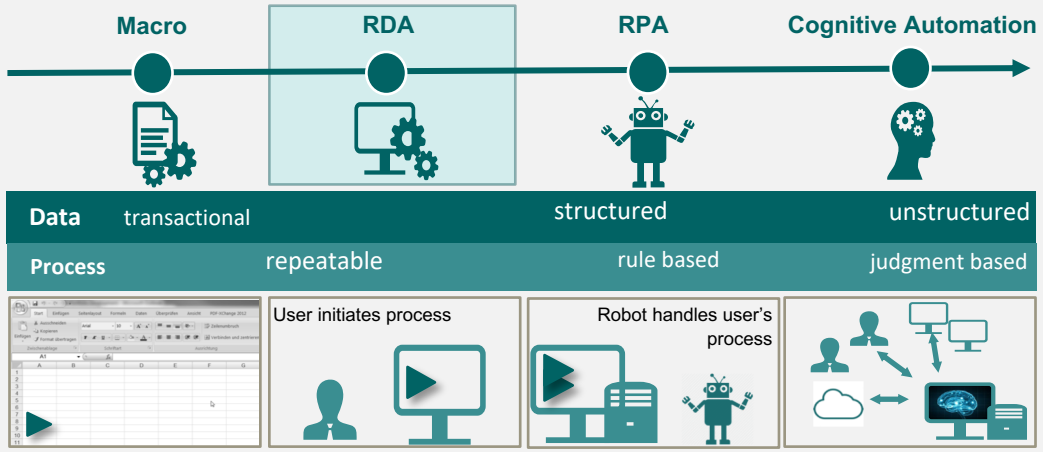
„Super macro“ Simulates Human Interaction



Example Activities

- Reading from databases
- Transforming and reformatting
- Publishing data into reports



Open for Innovation KNIME

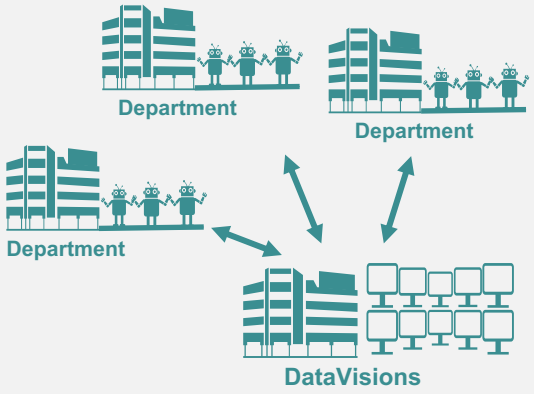
tableau

UiPath

aws

Keras

mendix



Advantages

- Focus on small user cases
- Self service prototyping
- Control & responsibility remains in functional unit

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Creating a Virtual Community, Worldwide!

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Learn @Academy

Create @Factory

Share @Library

Connect @Community

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How to make people wanna … participate

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Make KNIME Contagious

Contagious

WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.

S T E P P S

SOCIAL CURRENCY

People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).

TRIGGERS

Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.

EMOTION

When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.

PUBLIC

Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).

PRACTICAL VALUE

News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).

STORIES

Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries you idea along for the ride.

For more information and resources, go to www.jonahberger.com.

Create a Sense of Familiarity

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Have a calling and have heart

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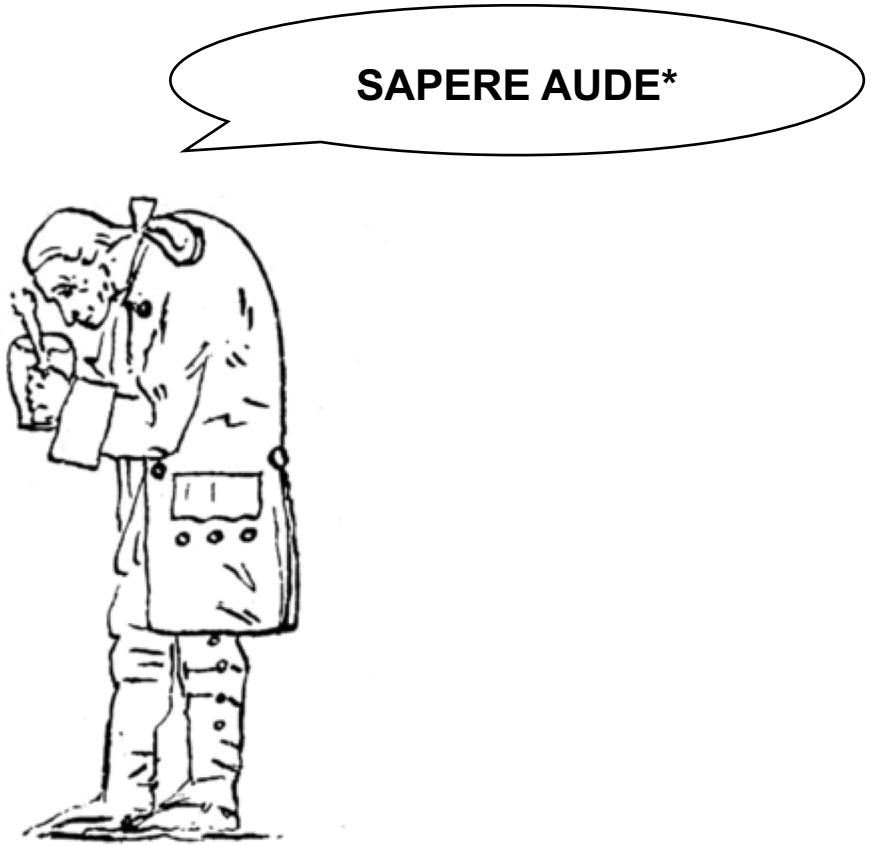

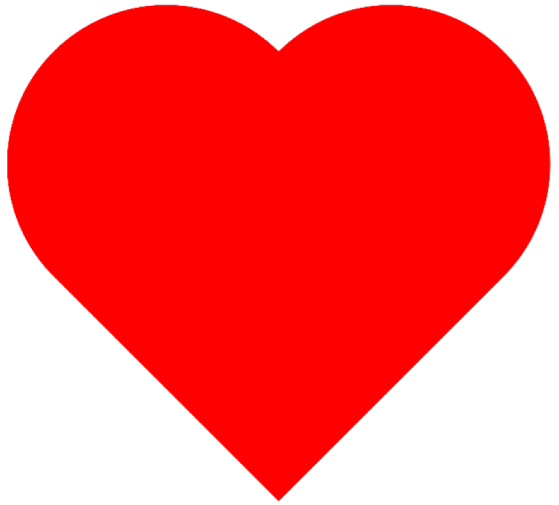

*Immanuel Kant (1724 – 1804): „Dare to think for yourself“

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Pictures from the photo album

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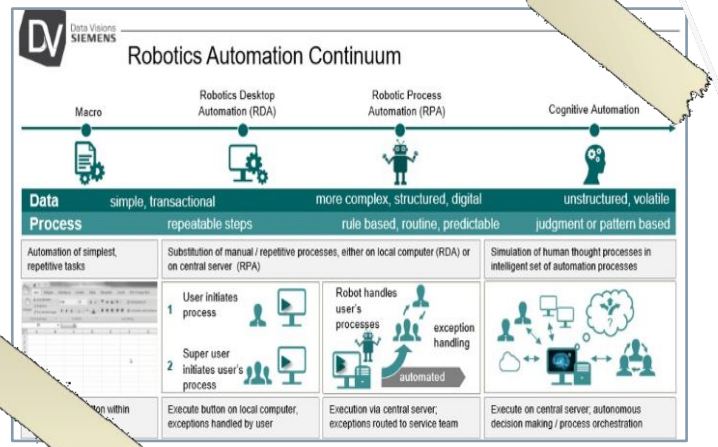
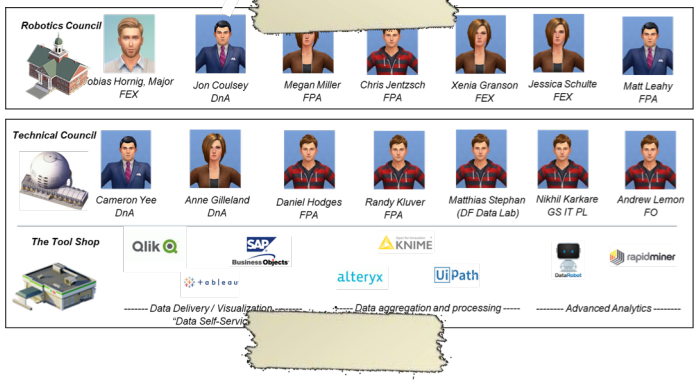
The first contact, July 2018



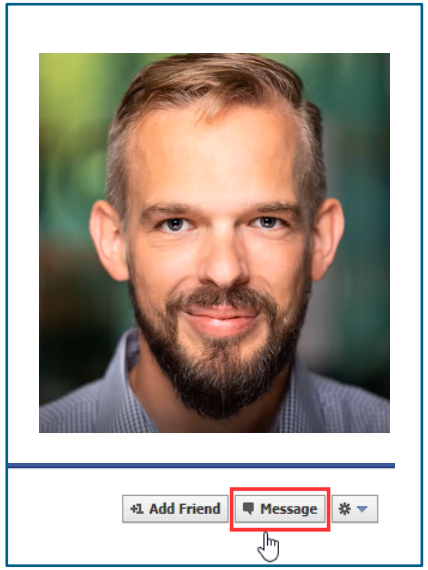


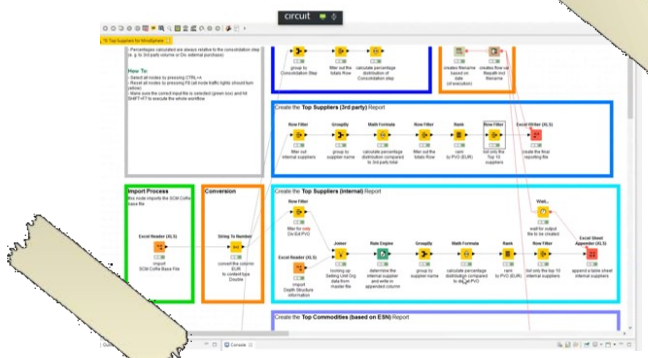
Learn | Do | Share

#Community Places

The First Gathering

Spread the word can change the world!





The next level

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Who am I (and why it might interest you??)

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Philipp Kowalski

DF PL P DACH

Project Procurement Manager (**aka** *business process owner*)

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Standard Reporting: Extracting & interpreting data points from several sources

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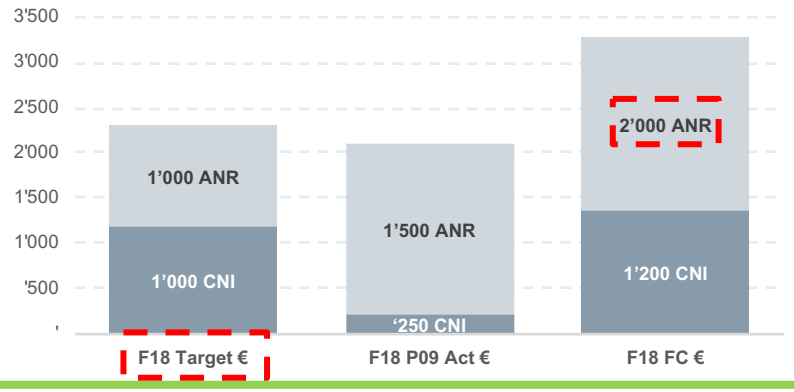
Anonymized data

Key Figures (per P09.2018)[1]

PVO (ordered)	100‘000 kEUR
3rd pary	*60‘000 kEUR / 60,0%*
Div external	*30‘000 kEUR / 30,0%*
BU external	*10‘000 kEUR / 10,0%*
Invoiced volume[2]	80‘000kEUR
3rd party	*55‘000 kEUR / 68,8%*
Div external	*20‘000 kEUR / 25,0%*
BU external	*5‘000 kEUR / 6,3%*

[1] based on positions ordered [2] based on invoices paid

Productivity



Supplier & Commodity (ESN)	PVO in k€	% of PVO
[INTERNAL] Siemens Corporate Technology	10‘000	10,0%
[INTERNAL] evosoft	8‘000	8,0%
INTERNAL Subtotal	**18‘000**	**18,0%** Of division ext. PVO
ABC Inc [MarCom]	10‘000	10,0%
DEF AG [IT Operational Serv. Data Center]	9‘000	9,0%
GHI LLC [IT Consulting]	8‘000	8,0%
JKL Inc [SW Engineering]	7‘000	7,0%
MNO GmbH [IT Operational Serv. Data Center]	6‘000	6,0%
AIR KG [Legal Services]	5‘500	5,5%
DLO GMbH [IT Operational Serv. Data Center]	4’500	4,5%
AÄÜ & Co KG[IT Hardware]	4‘000	4,0%
PQR AG [IT Operational Serv. Data Center]	3‘000	3,0%
aslökdfjl LLC [SW Engineering]	2‘000	2,0%
3RD PARTY Subtotal	**59‘000**	**59,0%** Of 3rd party PVO
Grand Total (Internal + 3rd party)	**77‘000**	**77,,0%** of total PVO

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The community told me about a great tool

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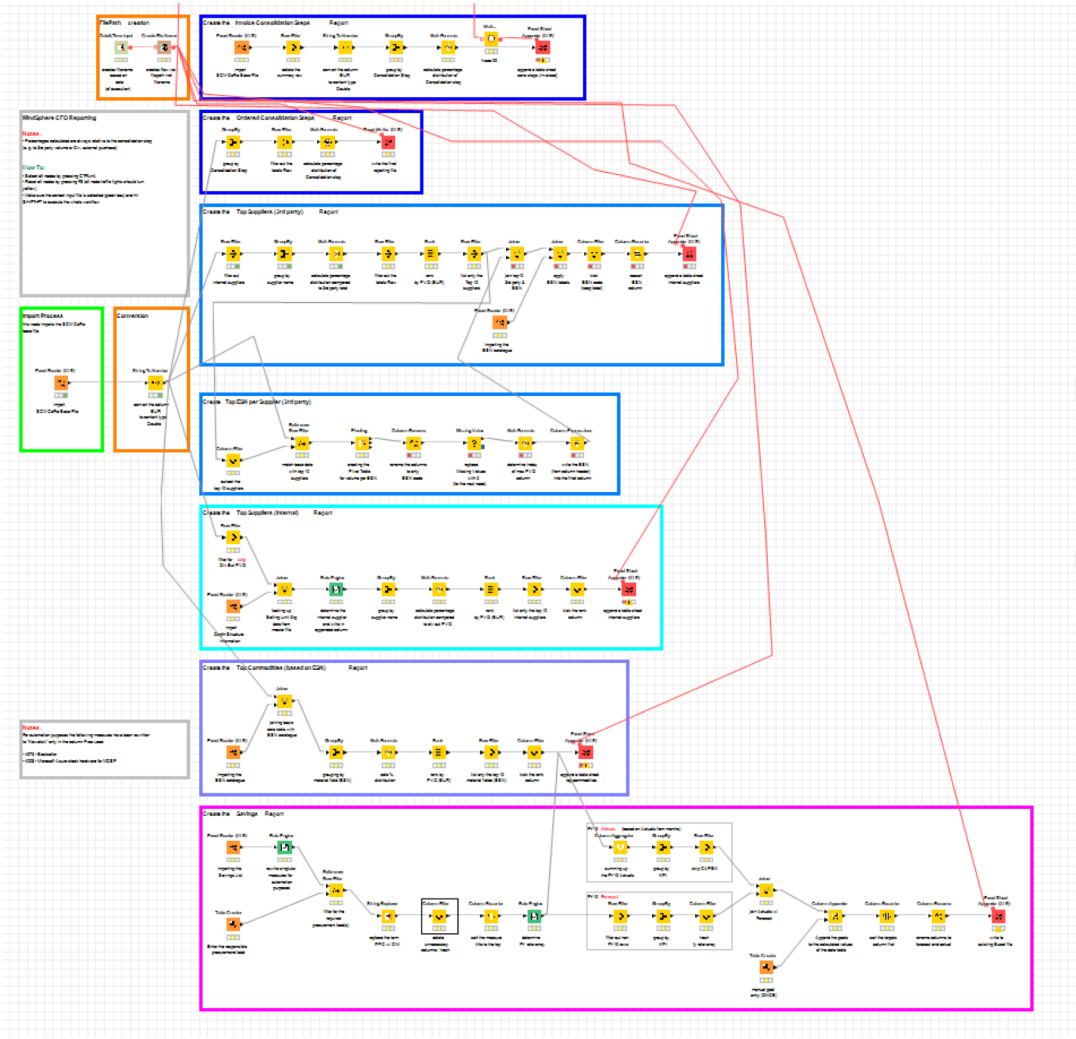

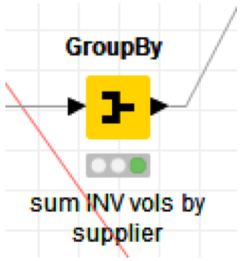

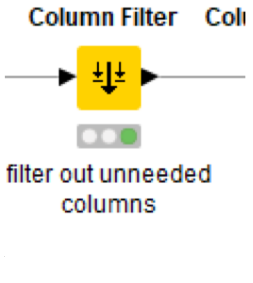

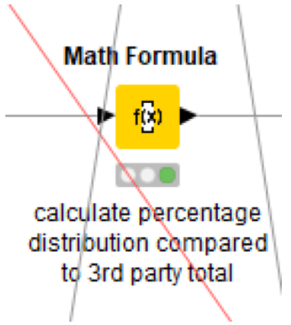

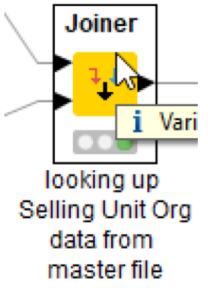

n for Innovation ®
NIME

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Enablers for „quick win“

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the
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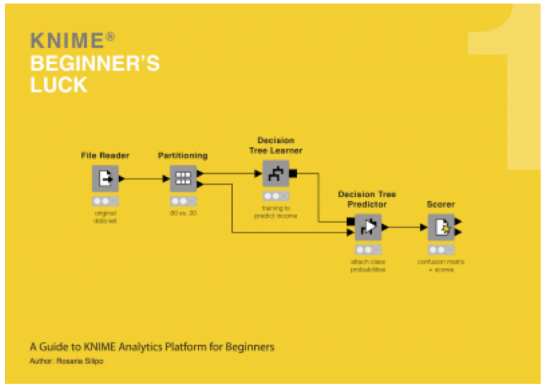
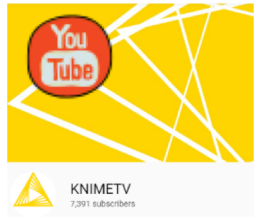
Tribe

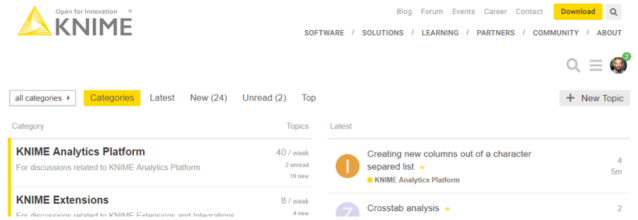
some reading…



some watching…



and some more reading…



… and asking of course ;)

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The results? Quite impressive…

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~180 minutes / mth

~10 minutes / mth

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