

YOUR DATA STRATEGY

1. Does your business view data as a strategic asset? If so, how are you investing in growing its value over time? If not, what is holding you back?

My business is data-driven, our product/service resource is data from cars around the world. We record data and transform it into information to be used to develop more reliable algorithms for self-driving cars.

We are investing in machine learning algorithms, such as Semantic Segmentation Convolutional Neural Networks to classify objects on images. We are also investing in buying more sensors (and other hardware) to record more valuable data.

2. Where is data held in your business? Are you integrating it across silos, or is it being left within different divisions? What are the challenges of data integration?

The data is the core business of the company. It's our product, our value. In this way, the whole company works around data to deliver the best product to our customers.

The biggest challenge of data integration is training people to know the capabilities of the systems and how they can work with this data to improve their work. Another point is that people must be afraid of the digital transformation because they can lose their jobs for machines. The solution is education! Training people and teaching them the importance of a data-driven company and how they can collaborate and keep growing as professionals.

3. How are you applying the data you have? For example, as a predictive layer in decisions? Or for the innovation of new product & services? (e.g. British Air or TWC)

The data we record is our product; we sell data!

We are trying to buy more sensors to acquire more data. With more data, we can apply more Machine Learning algorithms, create more intelligence and charge more for our products.

We are also investing in data transfer and cybersecurity: how to transfer the data fast in a secure way.

4. How do business processes need change in your firm, if you want to take the best advantage of your data? Whose job will be different, and how? (e.g. Coke ads)

The information flow between companies, between our services providers and us, should improve.

I think the legal side of the business would take a huge step if we had an integrated system to communicate needs and tasks. Lawyers would have to work side by side with computers to create the best contracts, reducing the time and mitigating risks.