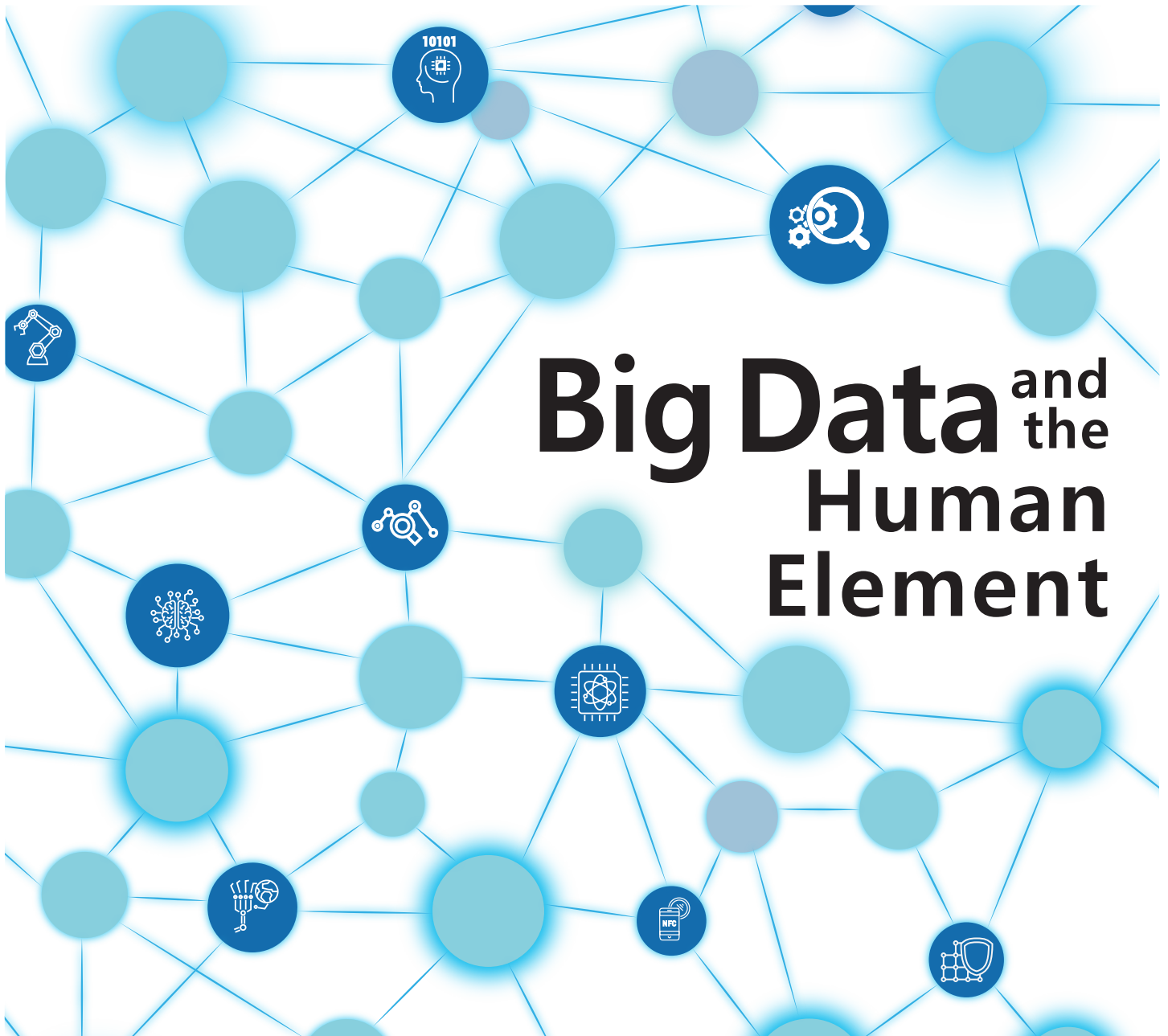


# Lecture Series

## Trends and Perspectives 2018



# Big Data<sup>and the</sup> Human Element

# Introduction

Big data the next gold mine? As technology advances in the form of machine learning, smart devices, digital assistants, IoT platforms and algorithms, huge volumes of data is being generated that businesses wish to tap. They are convinced that data-driven decisions offer them a competitive advantage over their peers. For Facility Managers, big data seems to be a rescue in many forms such as offering accurate information to help better decision-making. However, Facility Management is a unique blend of buildings and people. This means that human touch cannot be completely alienated in the age of automation.

This lecture series aims to throw light upon value of big data and the importance of human interfaces in the era of big data.

## Program

**Tuesday, 6th November 2018 at 18:15 - 20:00 in room no. 6.T47**

### Exponential Technologies in Healthcare

**Thomas Schütz, ABB Lead Data Scientist and Startup Advisor CREATESi GmbH**

We are in the midst of a (medical) revolution driven by exponential technology beyond artificial intelligence (AI), sensors, robotics, 3D printing, big data, genomics and stem cells. Today's \$3 trillion healthcare industry is in the deceptive phase of its march towards dematerialization, demonetization and democratization. Further, delocalization of healthcare – from hospital to home – and degeneralization – from the general to the individual – are challenging structures for decision taking and the use of technology.

**Tuesday, 13th November 2018 at 18:15 - 20:00 in room no. 6.T47**

### Big Data, big responsibility and big opportunities

**Sandro Blättler, Marketing Manager, Locatee AG, Zurich**

Running a building can be a game changer. Especially nowadays: Big data- and IoT-technology allows taking fact-based decisions instead of relying on gut feelings. We show you which responsibilities this entails and how the FM's perception can be transformed from a cost-center into an investment in organizational success.

## Program continued

**Tuesday, 20th November 2018 at 18:15 - 20:00 in room no. 6.T47**

### **What kind of Human Touch in Big Data-driven Era?**

**Bernard Attas, Ethic Expert, European Commission**

When Big Data are somewhere available, algorithms and humans are definitely concerned. Facility Management starts with human considerations and finish with solutions for humans. The dialog remains between human and human, human and machine as well as machine and machine. The quality of those communications will make the difference.

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**Tuesday, 27th November 2018 at 18:15 - 20:00 in room no. 6.T47**

### **Strategy versus Digitalization**

**Dr. Jörg Bruckner, Senior Strategy Consultant and Lecturer at HWZ, Zurich**

Digitalization is neither a buzzword nor a trend. It is a fact with a huge impact on all of us. All stakeholders are part of the digital transformation. Saying this, the integration into an overall strategy seems necessary. Beside strategy, two other important elements have to be discussed -structure and culture. Those elements do have impact on leadership, agility, competences and motivation. So current strategies in the digital age have to cover or at least influence those aspects as well. Everything is fluid and changing, and change means uncertainty. How do we deal with this? A complex subject, which has to be discussed in all industries.

We welcome FM Alumni members, FM practitioners, BSc FM Students and anyone interested. The lectures are part of our consecutive master programme MSc in FM.

All lectures are free of charge.

## Organized by:

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