Digital Transformation

Date : 24th Apr 2019

Internal

Jeff Immelt on Digitalization

Image Source: Google

Pay per Laugh

PAY PER LAUGH

The first comedy shows where you only pay for what you consume.

Teatreneu

The problem

In mid-2013, the art industry in Spain suffered one of the hardest blows ever.

The government decided to raise the tax for theatrical shows from 8% to 21%, resulting in the greatest loss of audience in living memory.

People returned to consume "proven" entertainment en masse such as the American blockbusters…

Faced with this reality, the independent comedy theatre company Teatreneu decided to look at the situation with humour and invented something:

Pay Per Laugh.

The first comedy shows where you only pay for what you consume.

We fit out each seat with a facial recognition system that detects the smile, and proposes the following deal to spectators: "Entrance will be totally free. If the show produces no laugh, you don't pay anything. However, if you laugh, you have to pay for each smile".

Each smile produced is worth 30 euro cents, something that in this day and age is quite a reasonable price.

And so that no-one would cry for having laughed more than they could afford, the maximum amount to pay was 80 laughs or 24 euros.

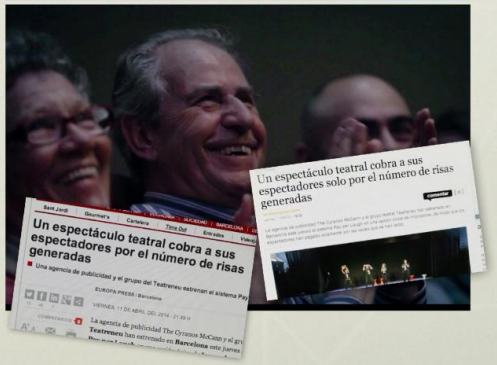
Results

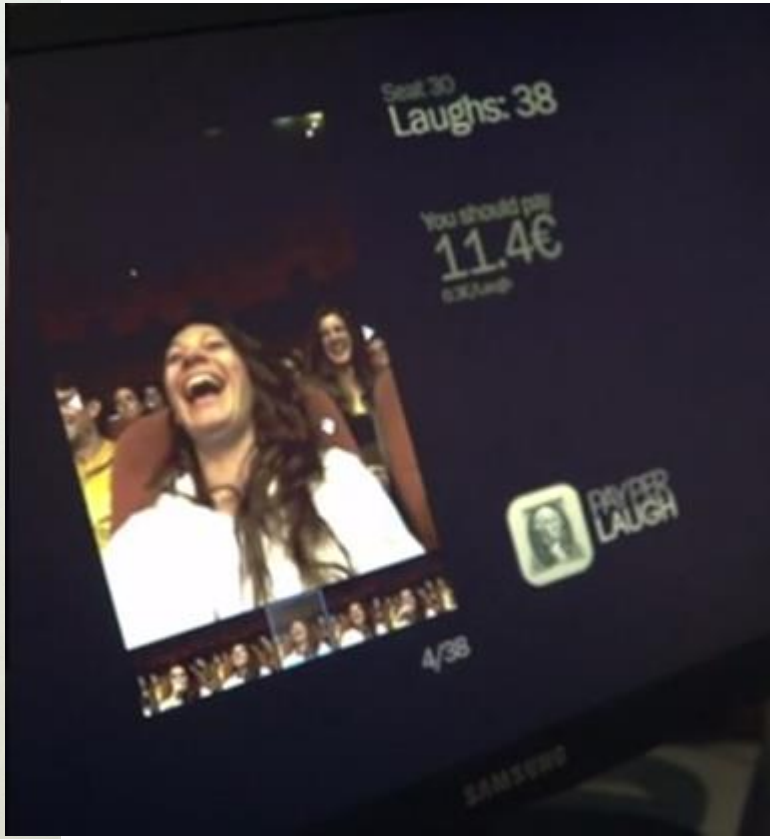
The average price of the ticket increases by 6 euros compared to traditional shows.

The system was covered by the main national media outlets. **This produced more publicity, and this in turn produced 35% more spectators.**

Each pay per laugh show produced 7,200 euros of ticket money compared to 4,400 euros that was normally taken.

Currently the Pay Per Laugh system is being copied in other comedy theatres in Spain. A mobile phone app was created to use as a system of payment in other independent theatres.





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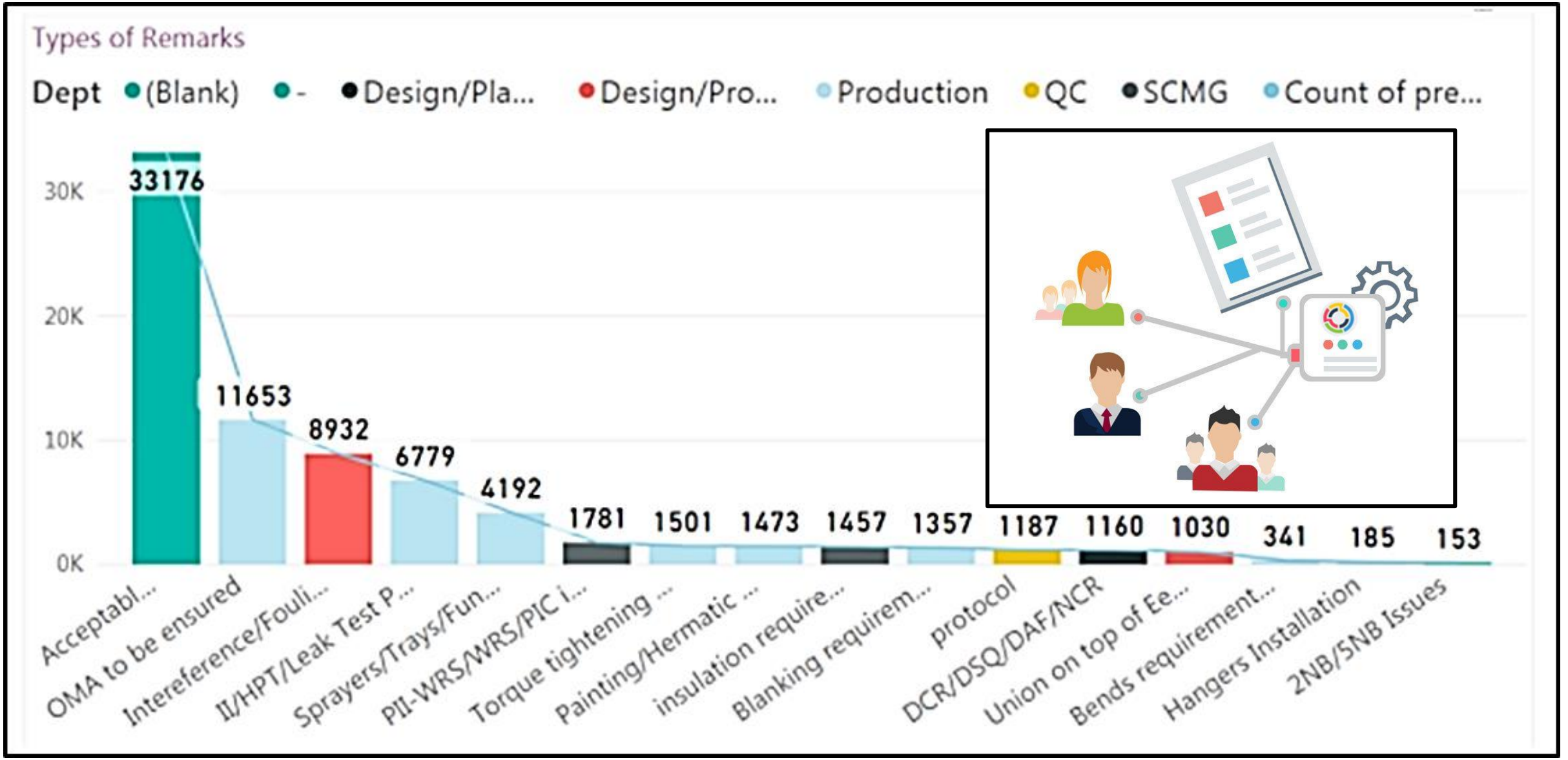
Inspection Remarks Classification



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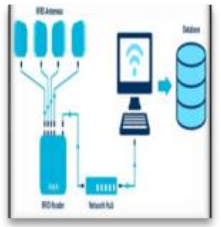
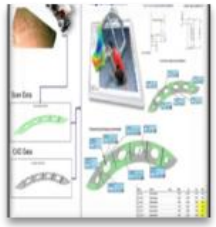
Our Journey

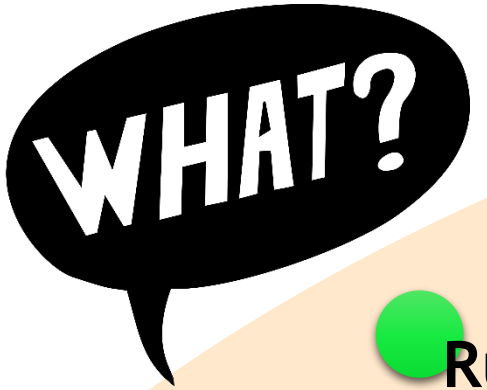




Yr-2009 Yr-2018

 Image Source: Google

Digital Transformation – What & How



Data Generation

Data Integration

Rule Based Automation

Data Analytics

Machine Learning

HOW?

 Image Source: Google

Data Generation

- Online Processes
- Sensors
- Digitization
- Internet

Image Source: Google

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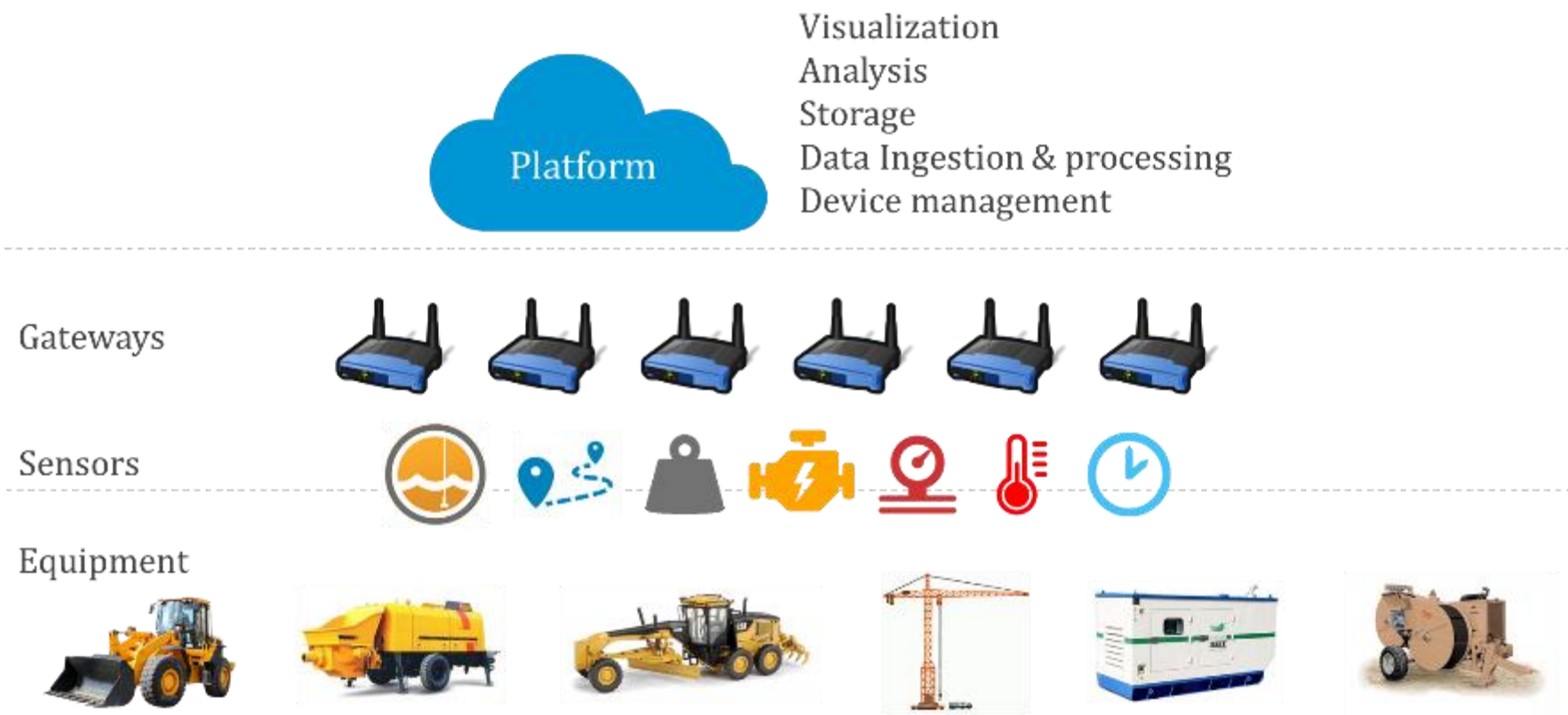
Data Generation - P&M Monitoring

Concept *POC* *Implementation* ✓

Equipment Prioritization → Solution Development → Instrumentation & Retrofit → Edge Processing → Data Ingestion Storage Analysis → Visualization



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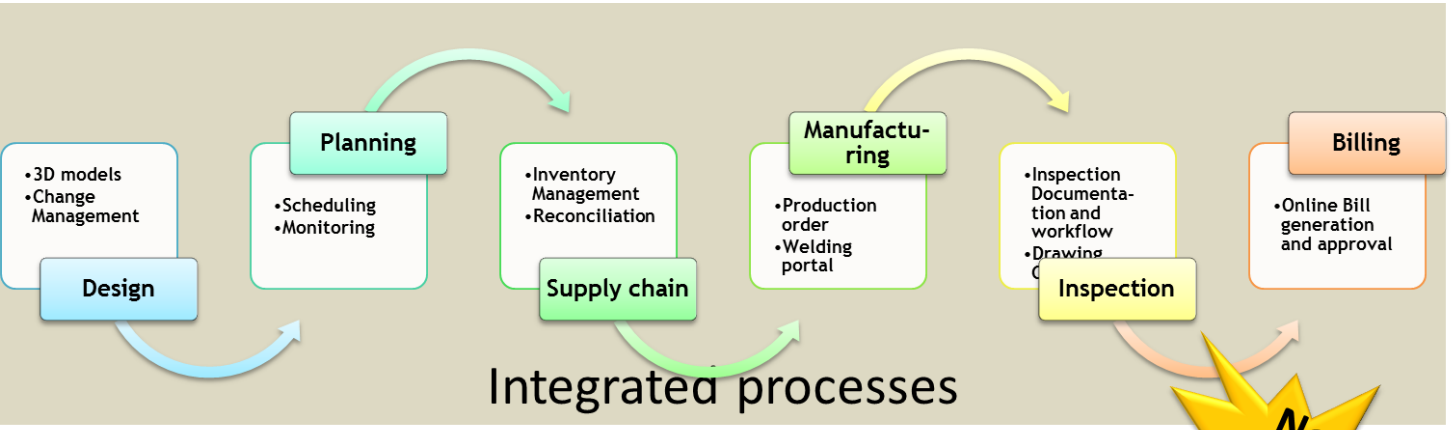
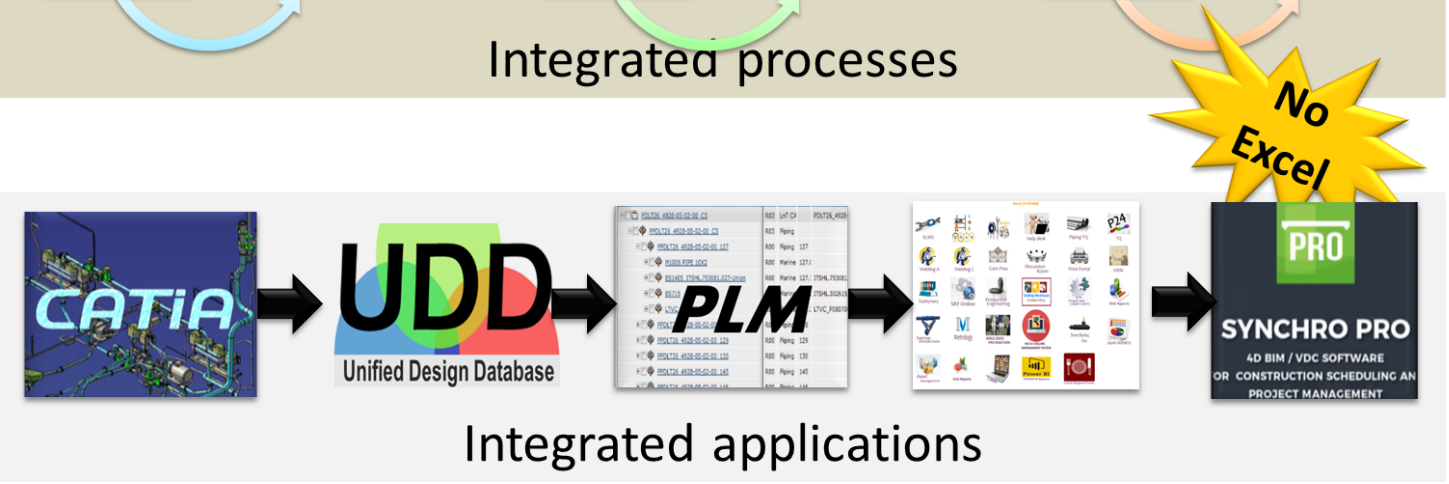
Data Integration





Application Integration

Master Data

One Version of truth

Reduce Manual Entry

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Rule Based Automation

Manual Preparation			
31 types	1000 Pg/M	300 Man-days	45 days
Online Billing			
Auto Bill	Online Approval	5 Man-days	

Project Closure Phase

- All deliverables exit criteria are met
- Transfer of deliverables to customer & support functions
- PIR report records recommend-ations & lessons learnt for future projects

90% cycle time reduction

Image Source: Google

Data analytics

INGEST → PREPARE → STORE → ANALYZE

Devices

Social

Machine logs

Video

Web

Sensor

Relational

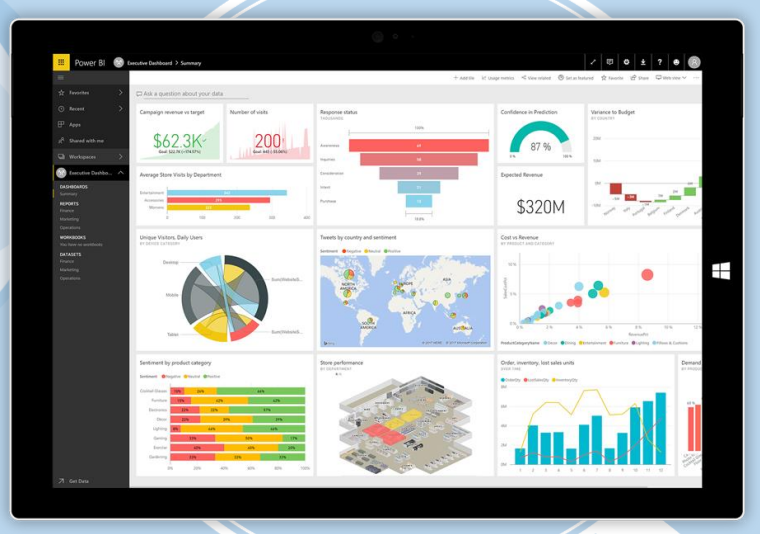
Clickstream

Aggregations

Cleansing

Governance

DATA LAKE STORE



Power BI

Image Source: Google

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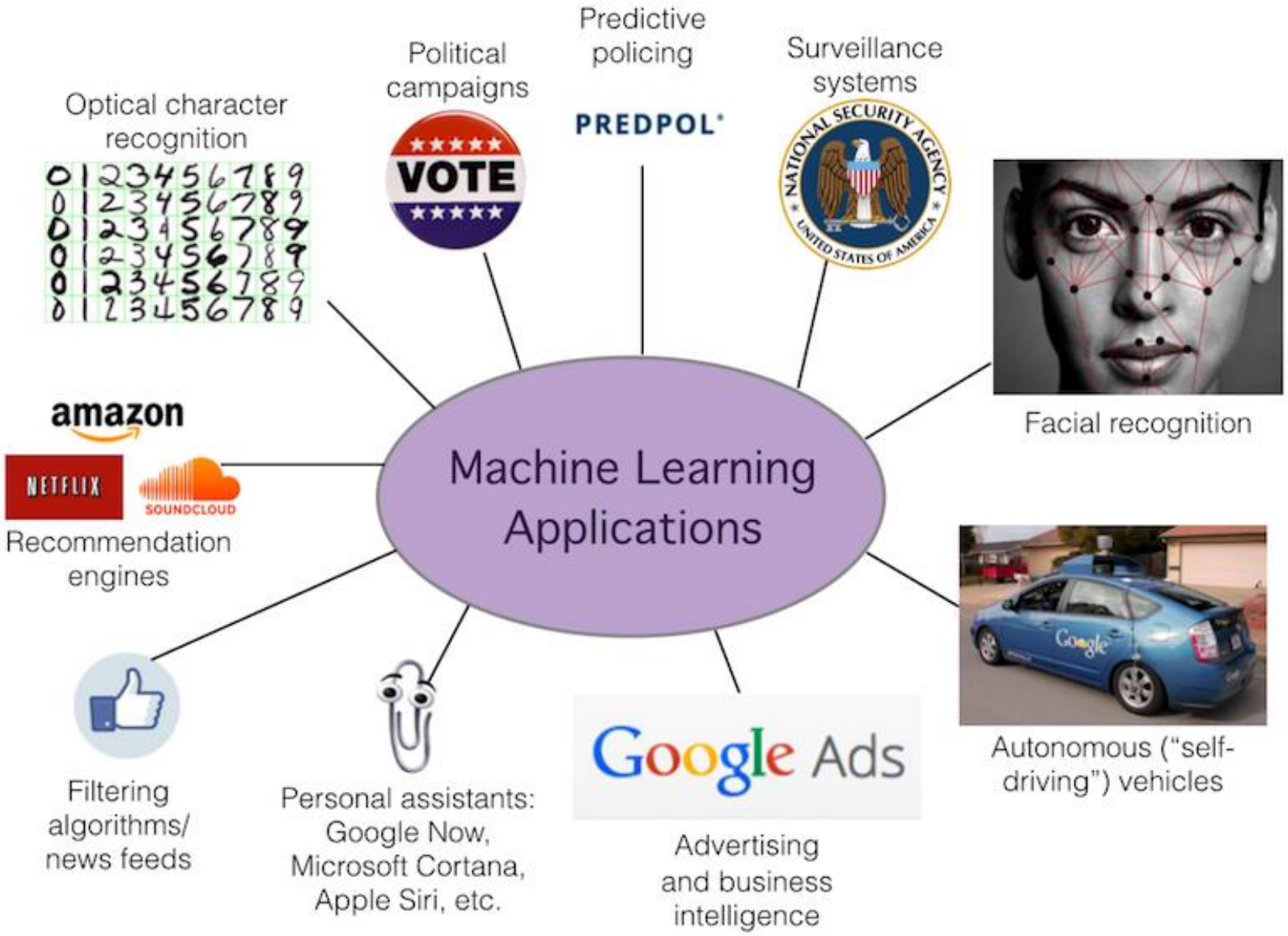
Machine Learning



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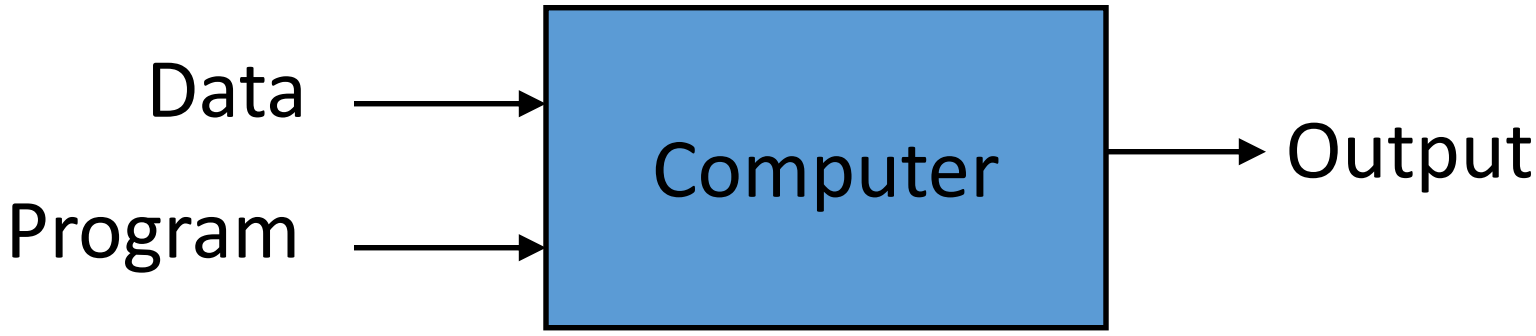
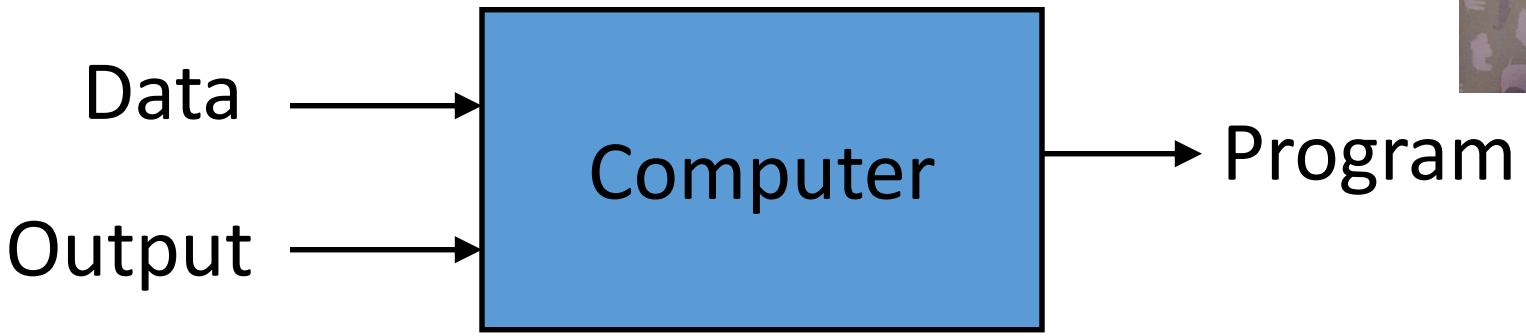
Traditional Programming

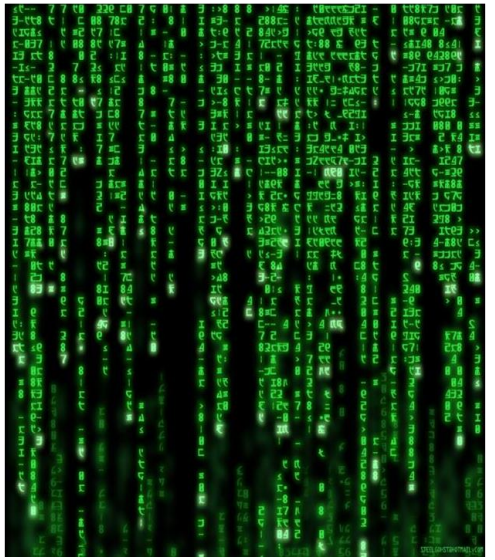


Machine Learning



You See

Your ML Algorithm Sees



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Machine Learning

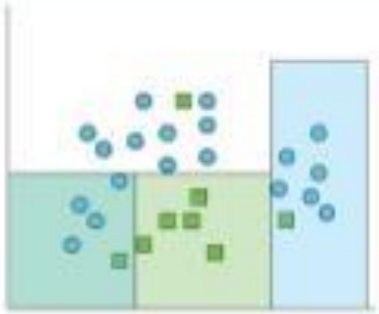
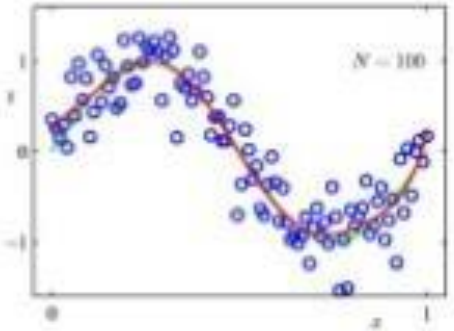
Predictive methods	Descriptive methods
Classification  Learns a method for predicting the instance class from pre-labeled (classified) instances	**Clustering** Finds "natural" grouping of instances given un-labeled data
Regression  An attempt to predict a continuous attribute	**Association Rules** Method for discovering interesting relations between variables in large DBs

Image Source: Google

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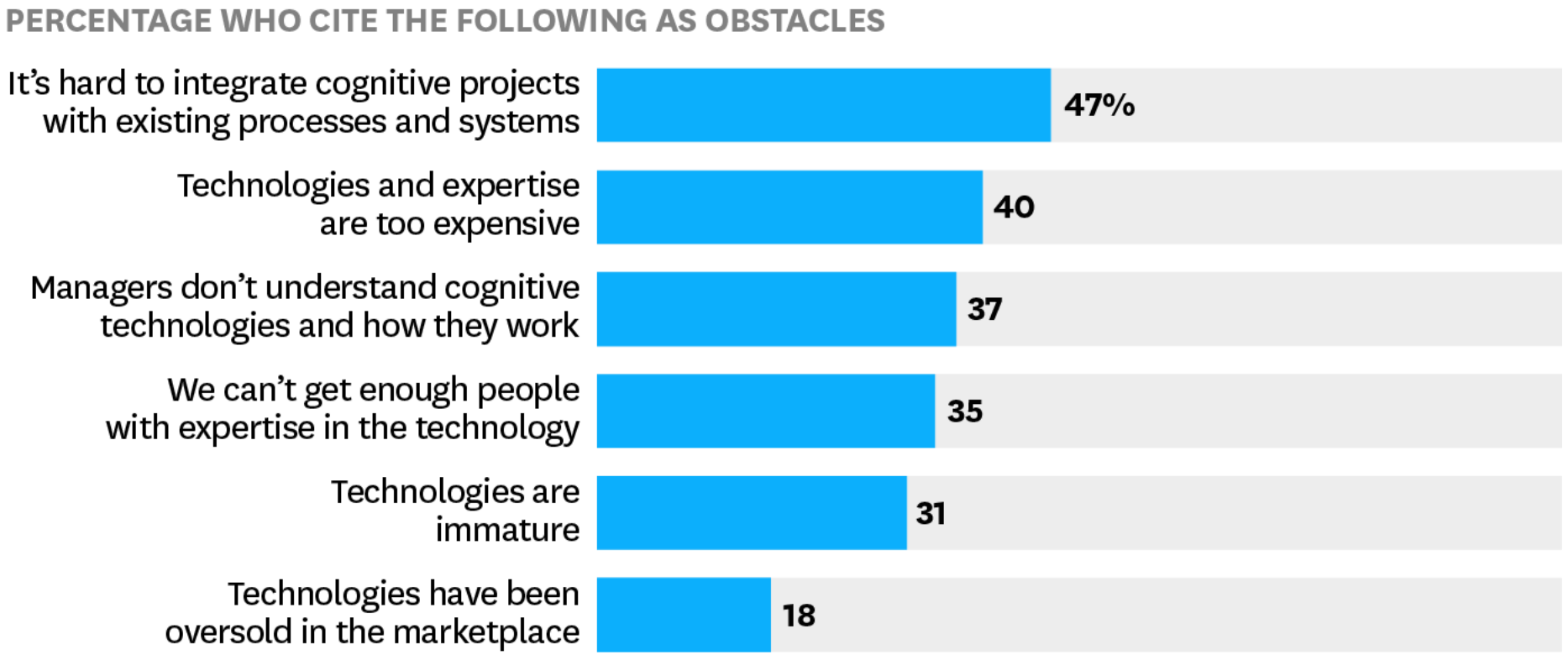
The Challenges of AI

Executives in our survey identified several factors that can stall or derail AI initiatives, ranging from integration issues to scarcity of talent.



SOURCE DELOITTE 2017
FROM "ARTIFICIAL INTELLIGENCE FOR THE REAL WORLD," BY THOMAS H. DAVENPORT AND RAJEEV RONANKI, JANUARY–FEBRUARY 2018

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Digital Transformation – What & How

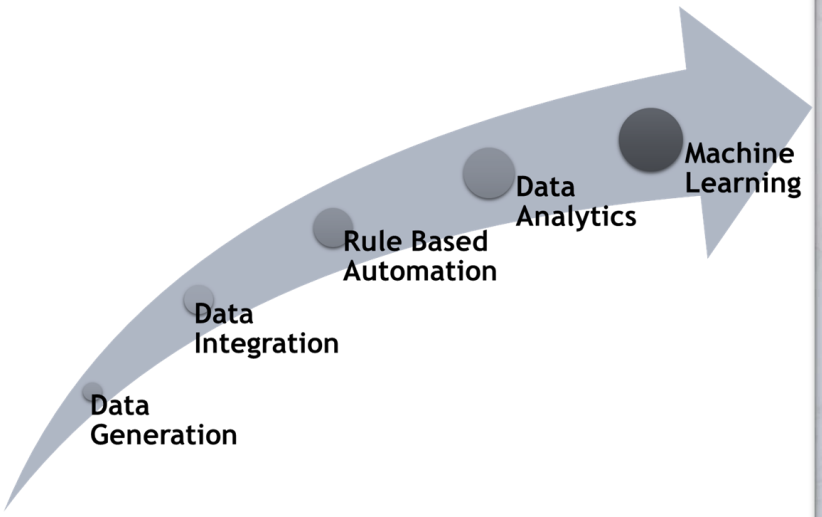


Image Source: Google

Digital Strategy

Image Source: Google

Digital Strategy

Vision

To achieve operational excellence, increased profitability and set global benchmarks

1 Software & IT systems

- IT systems, cloud platform, datamarts and data lakes to enable advanced data analytics

2 Hardware

- Analytics servers for development and production of analytics use-cases

3 Data and Cyber-security

- Infosec and Cybersecurity

4 Tools, Platforms and digital assets

- Advanced system based and simple excel analytical models and visualization

5 Knowledge platform

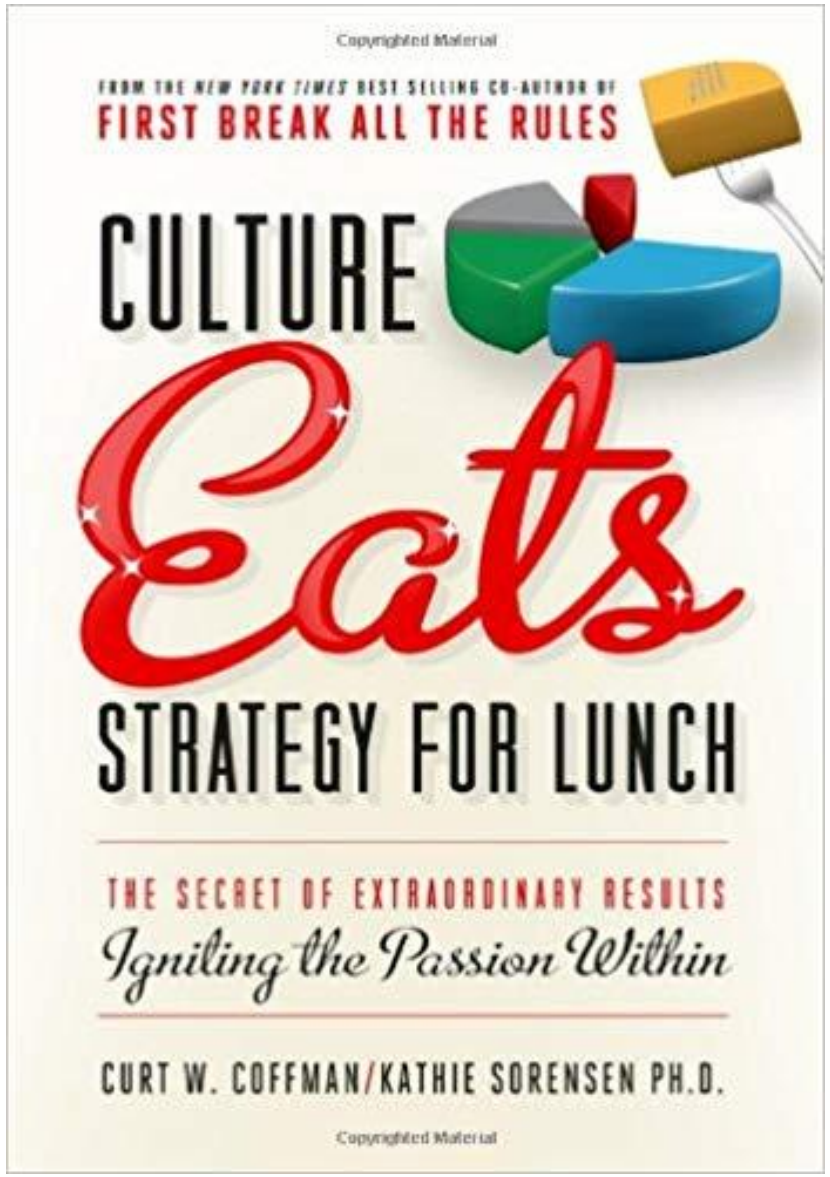
- Knowledge repository for codifying learning

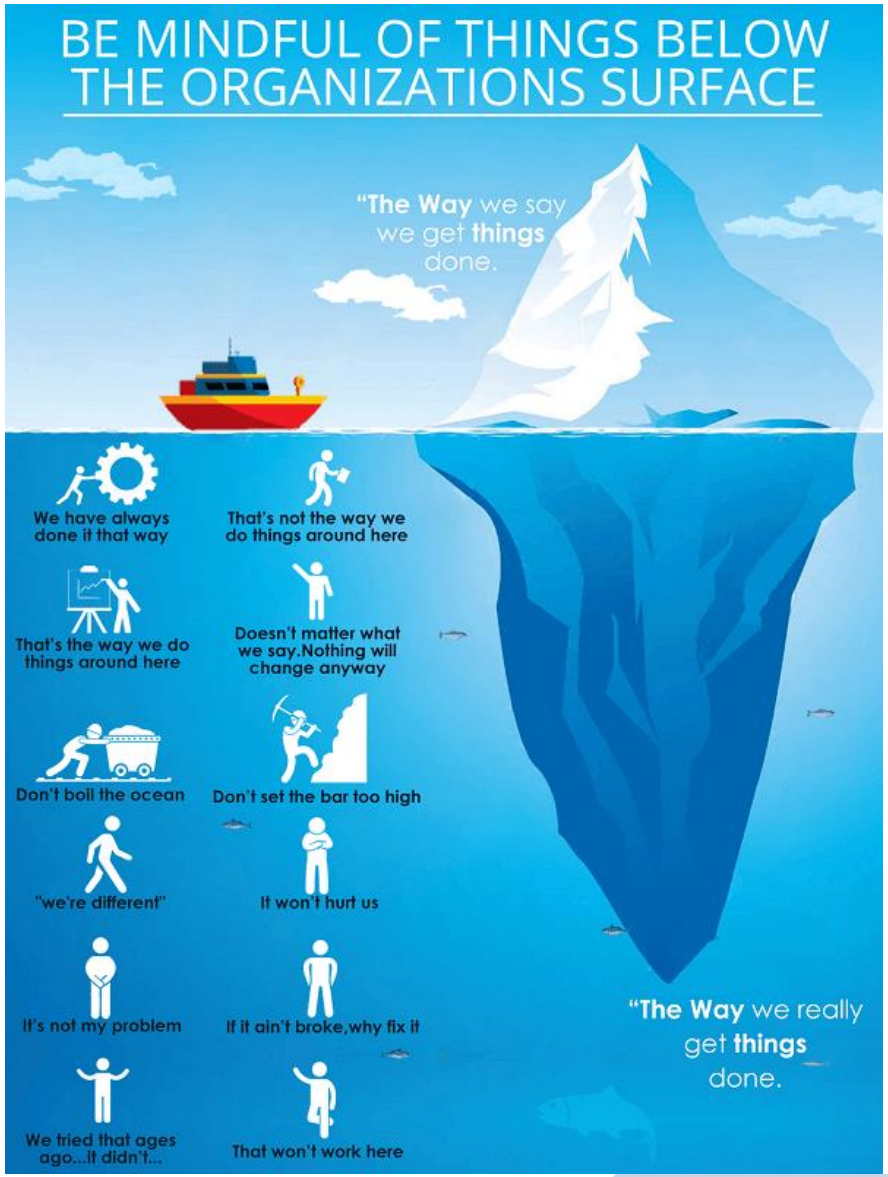
6 People, Skills and training

- Hiring talent from outside and building capabilities in-house via workshops, trainings and certification courses

Image Source: Google

The Cultural Perspective





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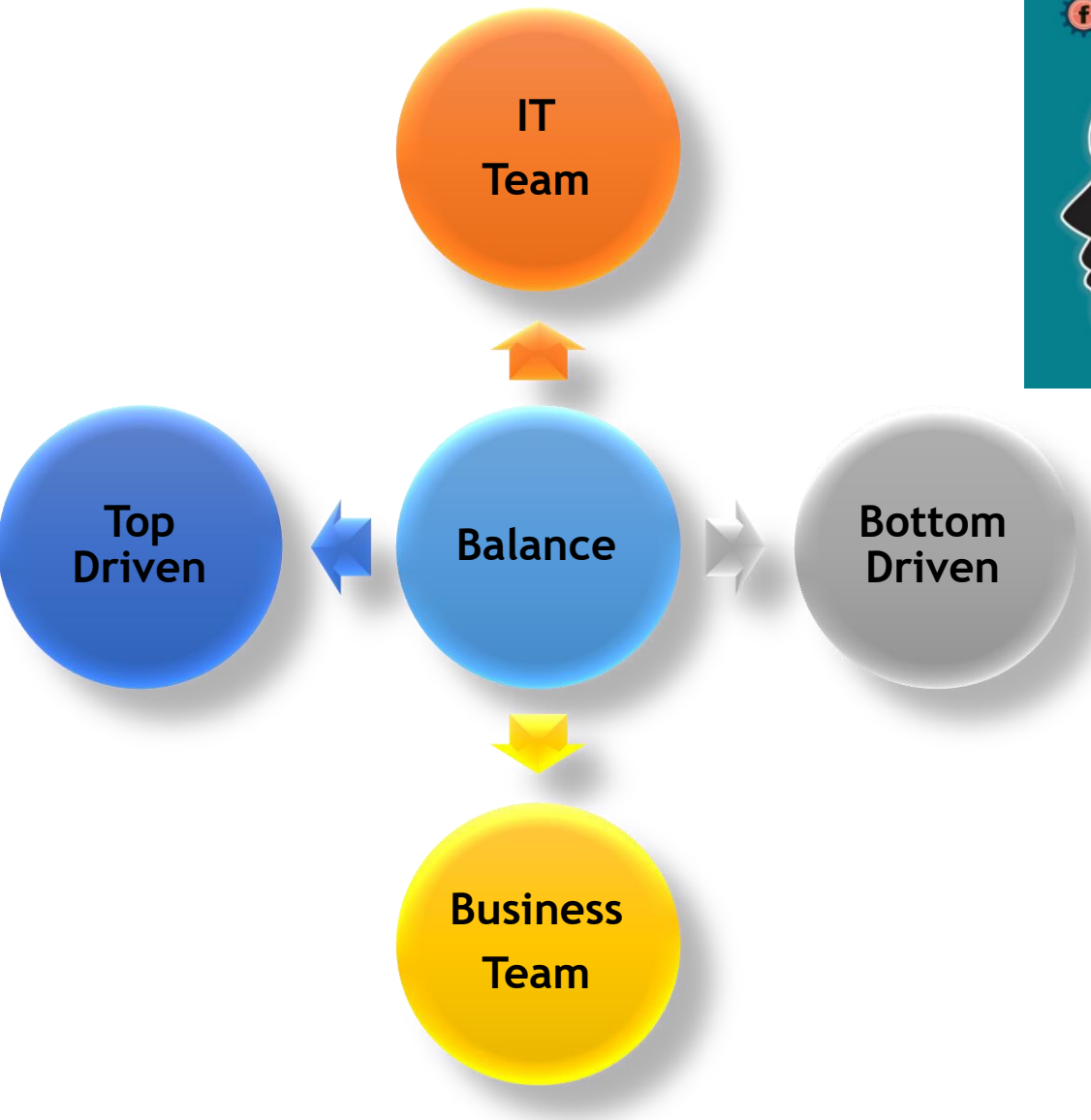
Digital- People Focus



Ecosystem

- Partners
- Infrastructure
- Experts
- Engineers

Don't ask ROI, Believe Experimentation

Performance and Features are key

 Image Source: Google

Thank you…

Internal