A Journey from Community Building to Quick Wins

Katja Meinunger, Matthias Stephan, Tobias Hornig, Philipp Kowalski, 19/03/20
Diverse skills and domains to change the way we work in Digital Industries
Our Focus Areas and Vision

Advanced Analytics
Robotics
& Desktop Automation

Empower
Coach
Share

- Future way of working
- New skills and roles
- Enhance know-how and learn
- Act as Multiplier
- Establish global network
Virtual Helpers for Routine Activities

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

Macro
- "Super macro" Simulates Human Interaction

RDA
- Example Activities

RPA
- "Super macro" Simulates Human Interaction

Cognitive Automation

Data
- transactional
- structured
- unstructured

Process
- repeatable
- rule based
- judgment based

User initiates process
Robot handles user's process

Advantages
- Focus on small user cases
- Self service prototyping
- Control & responsibility remains in functional unit
Creating a Virtual Community, Worldwide!

Learn @Academy  
Create @Factory  
Share @Library  
Connect @Community
How to make people wanna ... participate

Make KNIME Contagious

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.

Contagious
WHY THINGS CATCH ON

Social Currency
People care about how they look in others’ eyes. They want to seem wise, cool, and in the know. So be sure to find the true innovativeness (VIE). It might need to feel like failure. (Mini-Dustin Yell)

Triggers
Top-of-mind means top-of-mind. So emulate the content (Beyoncé, Black) and give your habit a time that people are frequently triggered to think about your product or idea.

Emotion
When we care, we share. Emotional content even goes viral. (United, Brain Gain, Sauce, Baby). So focus on feelings rather than function. And build the fun using high emotional momentum.

Public
Back to shore, back to grow. The more public something is, the more likely people will invest in. Design products and initiatives that nurture themselves and attract others (jingle, short, and more)

Practical Value
Showcase how useful things get shared. No highlight function (like, tell 100) and package knowledge and expertise so that people can easily pass it on (given social sharing)

Stories
Information matters when what seems like 10% shared. Stories are seeds. To build a Trojan horse. A narrative or story that people want to tell (told from Subway) which carries your idea along for the ride.

Create a Sense of Familiarity

For more information and resources, go to www.jonasbohner.com.
Have a calling and have heart

*SAPERE AUDE*

*Immanuel Kant (1724 – 1804): „Dare to think for yourself“*
Pictures from the photo album

The first contact, July 2018

Spread the word can change the world!

The First Gathering

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

Philipp Kowalski
DF PL P DACH
Project Procurement Manager (aka business process owner)
Standard Reporting: Extracting & interpreting data points from several sources

**Key Figures (per P09.2018)**

<table>
<thead>
<tr>
<th>Supplier &amp; Commodity (ESN)</th>
<th>PVO in k€</th>
<th>% of PVO</th>
</tr>
</thead>
<tbody>
<tr>
<td>[INTERNAL] Siemens Corporate Technology</td>
<td>10'000</td>
<td>10.0%</td>
</tr>
<tr>
<td>[INTERNAL] evosoft</td>
<td>8'000</td>
<td>8.0%</td>
</tr>
<tr>
<td>INTERNAL Subtotal</td>
<td>18'000</td>
<td>18.0%</td>
</tr>
<tr>
<td>ABC Inc [MarCom]</td>
<td>10'000</td>
<td>10.0%</td>
</tr>
<tr>
<td>DEF AG [IT Operational Serv. Data Center]</td>
<td>9'000</td>
<td>9.0%</td>
</tr>
<tr>
<td>GHI LLC [IT Consulting]</td>
<td>8'000</td>
<td>8.0%</td>
</tr>
<tr>
<td>JKL Inc [SW Engineering]</td>
<td>7'000</td>
<td>7.0%</td>
</tr>
<tr>
<td>MNO GmbH [IT Operational Serv. Data Center]</td>
<td>6'000</td>
<td>6.0%</td>
</tr>
<tr>
<td>AIR KG [Legal Services]</td>
<td>5'500</td>
<td>5.5%</td>
</tr>
<tr>
<td>DLO GmbH [IT Operational Serv. Data Center]</td>
<td>4'500</td>
<td>4.5%</td>
</tr>
<tr>
<td>AÄÜ &amp; Co KG [IT Hardware]</td>
<td>4'000</td>
<td>4.0%</td>
</tr>
<tr>
<td>PQR AG [IT Operational Serv. Data Center]</td>
<td>3'000</td>
<td>3.0%</td>
</tr>
<tr>
<td>aslkdfj LLC [SW Engineering]</td>
<td>2'000</td>
<td>2.0%</td>
</tr>
<tr>
<td>3RD PARTY Subtotal</td>
<td>59'000</td>
<td>59.0%</td>
</tr>
<tr>
<td>Grand Total (Internal + 3rd party)</td>
<td>77'000</td>
<td>77.0%</td>
</tr>
</tbody>
</table>

1 based on positions ordered 2 based on invoices paid

**Productivity**

<table>
<thead>
<tr>
<th></th>
<th>1'000 ANR</th>
<th>1'500 ANR</th>
<th>2'000 ANR</th>
</tr>
</thead>
<tbody>
<tr>
<td>F18 Target €</td>
<td>1'000 CNI</td>
<td>1'500 CNI</td>
<td>2'000 CNI</td>
</tr>
<tr>
<td>F18 P09 Act €</td>
<td>2'350 ANR</td>
<td>2'500 ANR</td>
<td>2'850 ANR</td>
</tr>
<tr>
<td>F18 FC €</td>
<td>3'000 ANR</td>
<td>3'350 ANR</td>
<td>3'850 ANR</td>
</tr>
</tbody>
</table>

1'000 CNI 1'500 CNI 2'000 CNI 2'350 ANR 2'500 ANR 2'850 ANR 3'000 ANR 3'350 ANR 3'850 ANR
The community told me about a great tool
Enablers for „quick win“

the SIEMENS Tribe

some reading... some watching... and some more reading...

… and asking of course ;)}
The results? Quite impressive...

~180 minutes / mth

~10 minutes / mth