

Business models and data mining for Internet of Things

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OBJECTIVE 1.3/7.3

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European Commission
Information Society and Media

Main goal of my presentation is to show opportunity of supporting „Internet-connected objects” consortia by

Warsaw School of Economics
in

Expected impact

- Opening a new range of Internet enabled services based on truly interconnected physical and virtual objects and person/object and object/object communications, and their integration with enterprise business processes.
- ← Novel business models based on object connectivity and supporting innovative Internet services.
- ← Emergence and growth of new companies, in particular SMEs, offering innovative technical solutions for making everyday objects readable, recognisable, locatable, addressable and/or controllable via the Internet.



Warsaw School of Economics, Poland

Business models and data mining for Internet of Things

- Warsaw School of Economics (the best in Poland) has an **outstanding research experience in building quantitative business models**
- Research domain: advanced business data analytics – Business Intelligence
- Expertise description: business models, data mining, statistical evaluation, value-based management, social networks analysis
- Interest and potential business partners from retail and telco industry



Objectives and scope

- Creating a novel business models using the advanced data mining based on the stream of data from internet connected objects
- Scope of R&D: temporal and network data mining, behavioral patterns analysis, dynamic customer profiling, dynamic business models
- Beyond technical state of the art? Yes, creating customer live time value models based on the behavioral patterns



Expected impact

- Economic impacts:
 - Economy value added models
 - Balance score-card models
 - (optional) customer live-time value models
 - Possibility to estimate the return from investment in the internet connected objects infrastructure
- Ethical aspects? Yes, privacy issue ...



Requests/Contact details

- Business Intelligence team from Warsaw School of Economics would like to contribute to an existing proposal or to join a new initiative in objective ICT-2011.1.3 / ICT-2011.7.3
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