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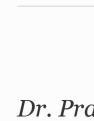
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**Three Questions You Need To Answer To Make The Best Use** Of Data In Industry 4.0 Prasad Akella Forbes Councils Member **Forbes** 



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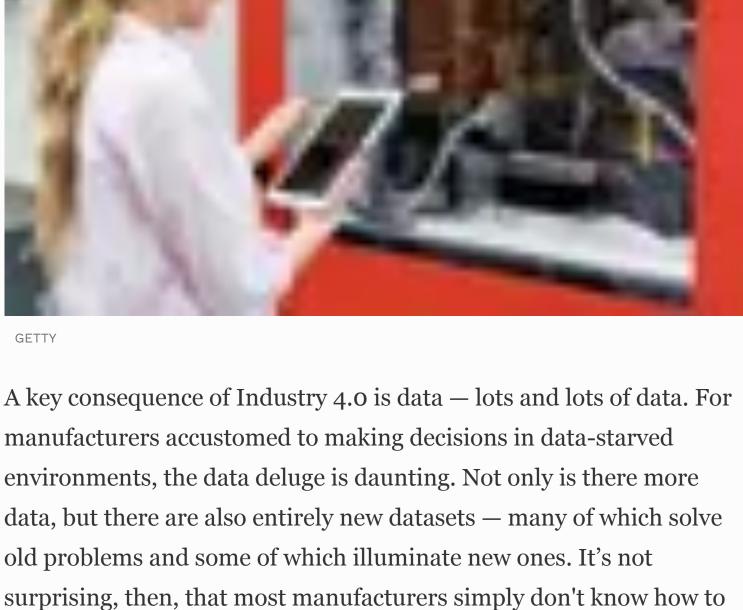
Dr. Prasad Akella is the founder and chairman of Drishti, which uses

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adopt new ways of using data in real time is challenging enough to send them back to using gut instinct to make decisions — decisions that impact hundreds of millions of dollars in investment. In spite of these hurdles, many manufacturers know that unlocking the insight from all this data has the power to drive true operational change. They're undertaking efforts to harness the insight by creating business processes that get the right insights into the right hands for maximum benefit. Here, I offer a few thoughts on how best to ford these tricky data swamps. PROMOTED Cisco BRANDVOICE Iris Powered by Generali Varicent BRANDVOICE | Paid Program BRANDVOICE | Paid Program | Paid Program

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begin making the most of the information. Truthfully, though, for

many, cultural resistance to change and the learning curve needed to

There are three major trends fueling the creation of new data: 1. Sensors (including video). 2. Data-driven computing (including deep learning).

With Big Data Getting Bigger, Products, People And

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and bandwidth). These technology trends are impacting lives, not just the plant floor.

monitoring devices measure every five minutes, 24/7.

This journey is parallel to advances in manufacturing technology: Sensors have been improving in leaps and bounds. We now have the

3. Infrastructure (the cloud, computing that includes GPU, storage

For example, consider the process of monitoring blood sugar levels.

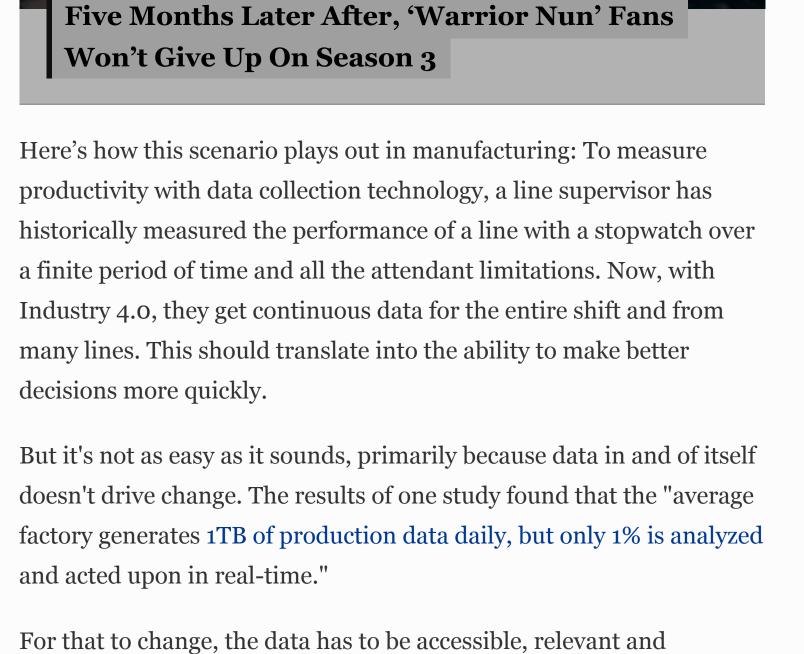
Fifty years ago, my grandmother was tested once a month by a doctor

who came to her home with a bunch of reagents and a bunsen burner.

Twenty-five years ago, my dad pricked his finger several times a day to

get an immediate, on-demand reading. Today, continuous glucose

infrastructure to process the raw signals, and with the data that they're creating, we can close loops faster. Most importantly, the insights are now interpretable by the average Jane, not a trained doctor or engineer. With shrinking decision times, an erroneous decision that was once serious can now be quickly corrected. **Forbes Innovation** 



actionable. It has to be presented to users in the context of their roles,

and users have to know how to interpret the data in the context of the

decisions they need to make. The first step to making that possible is

to design data consumption models that enable problem-solving by

**Designing Data Models That Turn The Tide On The Deluge** 

When designing a data model and using it in the data-driven scientific

problem-solving process that's the bedrock of continuous process

• Can you clearly articulate the problem you're looking to

solve? Crafting a clean problem statement is often half the solution.

• What does the solution look like? Who are the actors? What

analysis and the associated visualization? What tools are required and

what systems need to be integrated to make this most effective? How

is the process set up to help manufacturers use statistical techniques

like principal component analysis and the design of experiments to

reduce the analysis and interpretation space to make it easier to

metrics do they need to use? How and when are these metrics

presented to them? How is the raw data processed? What's the

multiple stakeholders.

understand and work with?

• People who are suddenly being measured.

01:12

improvement, there are three key questions to ask. These ensure that the data model presents the information in a way that it can be used by those who need to understand what it means and can act upon it.

• How do you measure success? Can we define measurement frameworks that can be used in the user's daily workday? Not everyone needs to see or know everything, but everyone should be able to interpret what the data is telling them based on what their roles require them to know, understand and act upon. **Anticipating And Addressing Resistance To Change** Not everyone is ready to embrace a data-driven world with arms wide open. A significant number of stakeholders may see the new approach as a threat, including:

data-driven decision-making in the factory. When the information is relevant and presented in a format that makes it easy to interpret, it presents less of a threat to others, and action is possible — whether it's

a solution to a problem or an innovation that improves the process.

Building data models that answer these three questions and can be

This is where building models that present information contextually

helps curb anxiety, negativity and overall resistance to implementing

• Those who are no longer gatekeepers of exclusive knowledge.

• Workers whose measurement skills are becoming obsolete.

• Those whose good decisions now look bad with more data.

journey to data-driven decision-making. Forbes Technology Council is an invitation-only community for

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used by all stakeholders in the operation is the first step on the

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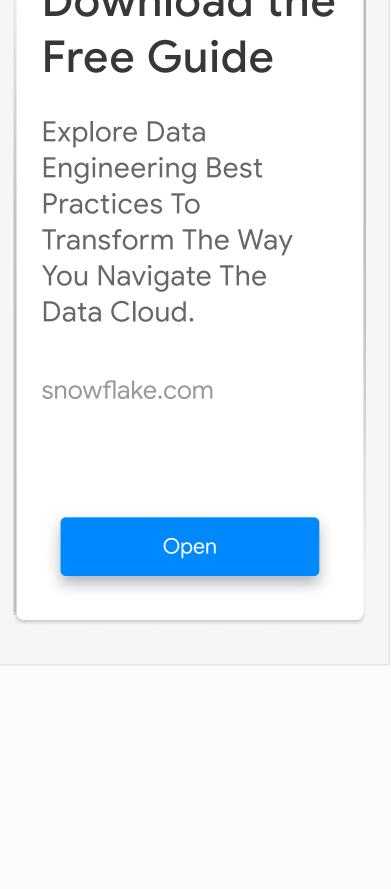
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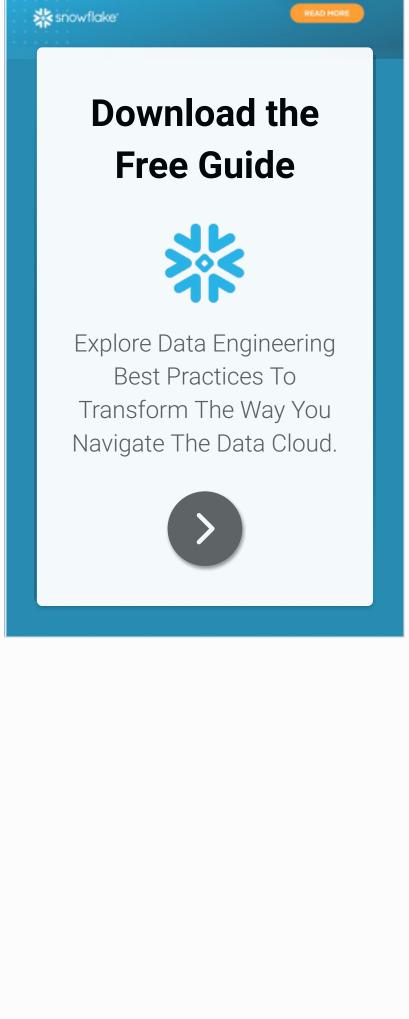
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