



Smart Customer Data Service

Bernd W. Wirtz



Smart Customer Data Service:

Smart Service Management Maria Maleshkova, Niklas Kühl, Philipp Jussen, 2021-01-26 This book presents the main theoretical foundations behind smart services as well as specific guidelines and practically proven methods on how to design them Furthermore it gives an overview of the possible implementation architectures and shows how the designed smart services can be realized with specific technologies Finally it provides four specific use cases that show how smart services have been realized in practice and what impact they have within the businesses The first part of the book defines the basic concepts and aims to establish a shared understanding of terms such as smart services service systems smart service systems or cyber physical systems On this basis it provides an analysis of existing work and includes insights on how an organization incorporating smart services could enhance and adjust their management and business processes The second part on the design of smart services elaborates on what constitutes a successful smart service and describes experiences in the area of interdisciplinary teams strategic partnerships the overall service systems and the common data basis In the third part technical reference architectures are presented in detail encompassing topics on the design of digital twins in cyber physical systems the communication between entities and sensors in the age of Industry 4 0 as well as data management and integration The fourth part then highlights a number of analytical possibilities that can be realized and that can constitute or be part of smart services including machine learning and artificial intelligence methods Finally the applicability of the introduced design and development method is demonstrated by considering specific real world use cases These include services in the industrial and mobility sector which were developed in direct cooperation with industry partners The main target audience of this book is industry focused readers especially practitioners from industry who are involved in supporting and managing digital business These include professionals working in business development product management strategy and development ranging from middle management to Chief Digital Officers It conveys all the basics needed for developing smart services and successfully placing them on the market by explaining technical aspects as well as showcasing practical use cases

Advances in Production Management Systems. Towards Smart and Digital Manufacturing Bojan Lalic, Vidosav Majstorovic, Ugljesa Marjanovic, Gregor von Cieminski, David Romero, 2020-08-25 The two volume set IFIP AICT 591 and 592 constitutes the refereed proceedings of the International IFIP WG 5 7 Conference on Advances in Production Management Systems APMS 2020 held in Novi Sad Serbia in August September 2020 The 164 papers presented were carefully reviewed and selected from 199 submissions They discuss globally pressing issues in smart manufacturing operations management supply chain management and Industry 4 0 The papers are organized in the following topical sections Part I advanced modelling simulation and data analytics in production and supply networks advanced digital and smart manufacturing digital and virtual quality management systems cloud manufacturing cyber physical production systems and digital twins IIOT interoperability supply chain planning and optimization digital and smart supply chain management intelligent logistics

networks management artificial intelligence and blockchain technologies in logistics and DSN novel production planning and control approaches machine learning and artificial intelligence connected smart factories of the future manufacturing systems engineering agile flexible reconfigurable digital assistance systems augmented reality and virtual reality circular products design and engineering circular green sustainable manufacturing environmental and social lifecycle assessments socio cultural aspects in production systems data driven manufacturing and services operations management product service systems in DSN and collaborative design and engineering Part II the Operator 4 0 new physical and cognitive evolutionary paths digital transformation approaches in production management digital transformation for more sustainable supply chains data driven applications in smart manufacturing and logistics systems data driven services characteristics trends and applications the future of lean thinking and practice digital lean manufacturing and its emerging practices new reconfigurable flexible or agile production systems in the era of industry 4 0 operations management in engineer to order manufacturing production management in food supply chains gastronomic service system design product and asset life cycle management in the circular economy and production ramp up strategies for product

Smart Services Summit Shaun West, Jürg Meierhofer, Thierry Buecheler, Giulia Wally Scurati, 2025-05-15 This book presents up to date descriptions of smart service innovations in industry supported by new scientific approaches It summarizes the outcomes of the sixth Smart Services Summit held in Zurich Switzerland in October 2024 which primarily focused on digital co creation in the smart services era and the transformative power of digital technologies and artificial intelligence in service ecosystems The book explores the dynamics of value co creation and examines how digital tools and artificial intelligence are enhancing interactions between service providers and consumers to innovate and improve service delivery It covers a range of pertinent topics including the automation of customer engagement the role of data analytics in understanding value perception and the ethical considerations of AI in services It also presents case studies that illustrate successful applications of AI in service design offering readers a comprehensive view of how these technologies are fostering innovative co creation practices With contributions from leading academics and industry experts this publication is essential for anyone interested in the future of service industries It provides a scholarly yet accessible examination of how digital tools are not only reshaping service interactions but also establishing new paradigms for business and customer experiences in the digital age

The Cognitive Early Warning Predictive System Using the Smart Vaccine Rocky Termanini, 2016-01-06 This book introduces the Cognitive Early Warning Predictive System CEWPS as the new digital immune system Similar to the human immune system CEWPS relies on true or inoculated sickness experience to defend the body The book also introduces The Smart Vaccine an intelligent agent that manages all the vaccination as a service on the cloud before an attack happens The book illustrates the current landscape of cyber warfare highlights the vulnerabilities of critical infrastructure and identifies the shortcomings of AVT Next it describes the concept the architecture and the enabling technologies required to build a digital immune system

FinTech Jelena Madir,2024-05-02 This fully revised and updated third edition provides a practical examination of legal and regulatory issues in FinTech a sector whose rapid rise in recent years has produced opportunities for innovation but has also raised new challenges Featuring insights from over 40 experts from 10 countries this book analyses the statutory aspects of technology enabled developments in banking and considers the impact these changes will have on the legal profession

Smart Grids Stuart Borlase,2017-12-19 What exactly is smart grid Why is it receiving so much attention What are utilities vendors and regulators doing about it Answering these questions and more Smart Grids Infrastructure Technology and Solutions gives readers a clearer understanding of the drivers and infrastructure of one of the most talked about topics in the electric utility market smart grid This book brings together the knowledge and views of a vast array of experts and leaders in their respective fields Key Features Describes the impetus for change in the electric utility industry Discusses the business drivers benefits and market outlook of the smart grid initiative Examines the technical framework of enabling technologies and smart solutions Identifies the role of technology developments and coordinated standards in smart grid including various initiatives and organizations helping to drive the smart grid effort Presents both current technologies and forward looking ideas on new technologies Discusses barriers and critical factors for a successful smart grid from a utility regulatory and consumer perspective Summarizes recent smart grid initiatives around the world Discusses the outlook of the drivers and technologies for the next generation smart grid Smart grid is defined not in terms of what it is but what it achieves and the benefits it brings to the utility consumer society and environment Exploring the current situation and future challenges the book provides a global perspective on how the smart grid integrates twenty first century technology with the twentieth century power grid CRC Press Authors Speak Stuart Borlase speaks about his book Watch the video **Towards Sustainable Customization: Bridging Smart Products and Manufacturing Systems** Ann-Louise Andersen,Rasmus Andersen,Thomas Ditlev Brunoe,Maria Stoettrup Schioenning Larsen,Kjeld Nielsen,Alessia Napoleone,Stefan Kjeldgaard,2021-10-31 This book features state of the art contributions from two well established conferences Changeable Agile Reconfigurable and Virtual Production Conference CARV2020 and Mass Customization and Personalization Conference MCPC2020 Together they focus on the joint design development and management of products production systems and business for sustainable customization and personalization The book covers a large range of topics within this domain ranging from industrial success factors to original contributions within the field [Proceedings of 3rd 2023 International Conference on Autonomous Unmanned Systems \(3rd ICAUS 2023\)](#) Yi Qu,Mancang Gu,Yifeng Niu,Wenxing Fu,2024-04-25 This book includes original peer reviewed research papers from the 3rd ICAUS 2023 which provides a unique and engaging platform for scientists engineers and practitioners from all over the world to present and share their most recent research results and innovative ideas The 3rd ICAUS 2023 aims to stimulate researchers working in areas relevant to intelligent unmanned systems Topics covered include but are not limited to Unmanned Aerial Ground Surface Underwater Systems

Robotic Autonomous Control Navigation and Positioning Architecture Energy and Task Planning and Effectiveness Evaluation Technologies Artificial Intelligence Algorithm Bionic Technology and their Application in Unmanned Systems The papers presented here share the latest findings in unmanned systems robotics automation intelligent systems control systems integrated networks modelling and simulation This makes the book a valuable resource for researchers engineers and students alike

Smart Digital Service Ecosystems Youakim Badr,2023-05-16 This book provides a holistic overview of the major advances that have been made in the context of Service Science with a focus on IT enabled services To address challenges in collaborative social centric ad hoc dynamic and open environments the book studies IT enabled service systems from two distinct but complementary research perspectives service engineering and service computing From a service engineering view the book shows how to apply a systemic approach to tackle social problems from holistic and multi disciplinary perspectives by focusing on service systems and developing a service design framework including socio technical aspects the service reference model data driven collaboration processes the incremental design method requirement propagation and system adaptability with feedback loops From a service computing view the book introduces a service oriented aided infrastructure to support IT enabled service systems in ICT facilitated environments and provide access to tangible and intangible resources in a trustworthy environment The book offers a valuable companion and comprehensive reference guide for undergraduate and graduate students who want to learn about current concepts for designing and implementing service systems and for researchers who want to identify future directions in build smart digital service ecosystems integrating Internet of Things IoT and Artificial Intelligence AI and cyber security The book also appeals to developers who need to implement advanced services and want to capitalize on corresponding business models customer driven interaction and scalable architectures

Smart Products, Smarter Services Mary J. Cronin,2010-08-19 We are surrounded by products that have minds of their own Computing power in the form of microcontrollers microprocessors sensors and data storage chips has become so cheap that manufacturers are building connectivity and embedded intelligence into all types of consumer goods These smart products are fundamentally changing both the competitive landscape for business and the daily lives of consumers This book analyzes the evolution of smart products to help managers understand the impact of embedded product intelligence on corporate strategy consumer value and industry competition It describes four different ecosystem strategies for designing and launching smart products the control focused Hegemon the standards focused Federator the high growth and brand focused Charismatic Leader and the disruptive industry Transformer This ecosystem model is then applied to smart products in the automotive wireless energy residential and health industries The book concludes with recommendations for successfully managing smart products and services

Smart Metering Vijay K. Sood,Monalisa Biswal,saumendra sarangi,Hassan Haes Alhelou,2024-02-26 Smart Metering Infrastructure Methodologies Applications and Challenges combines the fundamentals of smart meters in smart grids with the latest advances and

technologies in advanced smart infrastructure With a strong focus on practical guidance and applications this book examines the design and implementation of smart meters as well as cyber security and data management challenges Following an introduction to smart grid architecture the book details design elements of smart meters to enable them for specific applications such as recording the energy consumption of users load forecasting resilience enhancement and energy theft detection A deep dive into smart meter data analytics is then presented accompanied by load forecasting methods and their advantages and challenges Subsequent chapters also discuss outage management fault identification and other applications of smart meters including power network connection verifications This is a comprehensive resource on smart metering and a valuable read to students researchers and engineers interested in power systems engineering smart grids and smart energy technologies Discusses advanced architecture in the context of establishing smart meters in smart grids for enhanced operation and data utilization Provides detailed discussions on smart meter data analysis Explores the design of smart meters and possible implementation of AI ML and other advanced methodologies to enhance the functions of power systems using smart meter data

Smart Grid Redefined: Transformation of the Electric Utility Subramanian Vadari, 2018-02-28

Written by a leading expert in the utility field this practical resource guides professionals in the evolution of the Smart Grid and offers insight into distribution automation storage and microgrid This book highlights the journey to a transformed electric utility provides solid examples and includes real world case studies Readers find guidance on new energy storage solutions and electric value chain disruptors Professionals learn how to overcome challenges related to integrating supply and demand diversity The book highlights how new technologies impact the day to day operations of a utility and how these technologies can transform the normal functioning of the utility Discussions are provided about how a transformed utility can be a springboard to a smart city Professionals will be able to apply the strategies of technologies in this resource to guide them to success in the field This book defines the roadmap to the utility of the future and provides a vision for how utilities can thrive in their new environment

Introduction to the Smart Court System-of-Systems Engineering Project of China

Jianfeng Xu, Fuhui Sun, Qiwei Chen, 2022-06-30 This book discusses the overall development and use of smart courts from the perspective of system of systems engineering SoSE and its methodology analyzes the relationships between the components structures environments and functions of various systems and illustrates the basic approaches to system design specification integration operation and management As the general introductory book of the China Smart Court Development Series this book provides an overview of the development of Chinese people's courts in the application of information technology over the past two decades and outlines the key areas of exploration in the Smart Court SoSe project centered on the development practices during the 13th Five Year Plan period It also forecasts the future development and evolution of the smart court information system The key topics introduced in the book including the overall design of complex information systems integrated interconnection networks based system integration judicial big data quality control and analytics services various

types of AI enabled judicial services quality and efficiency oriented operation and maintenance services for large scale information systems etc all came from the basic research of information science and theories as well as the systems engineering practices of the Smart Court SoSe project They not only reflect the latest findings on systems engineering and architecture methods in China and overseas but also reveal many innovative approaches to SoSE methods and paradigms which can be used for the design and continued development of smart courts at a new and higher starting point It is believed that they can also serve as good examples and reference points for the development in IT application and complex information systems engineering in other sectors

Security with Intelligent Computing and Big-data Services

Ching-Nung Yang, Sheng-Lung Peng, Lakhmi C. Jain, 2019-04-16 This book presents the proceedings of the 2018 International Conference on Security with Intelligent Computing and Big data Services SICBS 2018 With the proliferation of security with intelligent computing and big data services the issues of information security big data intelligent computing blockchain technology and network security have attracted a growing number of researchers Discussing topics in areas including blockchain technology and applications multimedia security information processing network cloud and IoT security cryptography and cryptosystems as well as learning and intelligent computing and information hiding the book provides a platform for researchers engineers academics and industrial professionals from around the globe to present their work in security related areas It not only introduces novel and interesting ideas but also stimulates discussions and inspires new ideas

Smart Cities Houbing Song, Ravi Srinivasan, Tamim Sookoor, Sabina Jeschke, 2017-06-09 Provides the foundations and principles needed for addressing the various challenges of developing smart cities Smart cities are emerging as a priority for research and development across the world They open up significant opportunities in several areas such as economic growth health wellness energy efficiency and transportation to promote the sustainable development of cities This book provides the basics of smart cities and it examines the possible future trends of this technology Smart Cities Foundations Principles and Applications provides a systems science perspective in presenting the foundations and principles that span multiple disciplines for the development of smart cities Divided into three parts foundations principles and applications Smart Cities addresses the various challenges and opportunities of creating smart cities and all that they have to offer It also covers smart city theory modeling and simulation and examines case studies of existing smart cities from all around the world In addition the book Addresses how to develop a smart city and how to present the state of the art and practice of them all over the world Focuses on the foundations and principles needed for advancing the science engineering and technology of smart cities including system design system verification real time control and adaptation Internet of Things and test beds Covers applications of smart cities as they relate to smart transportation connected vehicle CV and Intelligent Transportation Systems ITS for improved mobility safety and environmental protection Smart Cities Foundations Principles and Applications is a welcome reference for the many researchers and professionals working on the development of smart cities and smart city

related industries **Service Life Cycle Tools and Technologies: Methods, Trends and Advances** Lee, Jonathan, Ma, Shang-Pin, Liu, Alan, 2011-11-30 As Service Oriented Computing SOC gains a wider global acceptance the need for understanding its life cycle becomes inevitable not only for developers but also for users Service Life Cycle Tools and Technologies Methods Trends and Advances compiles the latest research on SOC life cycles detailing methodologies and applications in this emerging field The development of service oriented applications not only depends on constructing service providers but also composition and delivery Service requesters service providers and developers alike will benefit from the views and models in a service life cycle This volume offers research that has been conducted in both industry and academia to address issues in the SOC domain including service discovery service composition and service management It serves as a vital reference for those on either side of the service field *Multichannel Marketing* Bernd W. Wirtz, 2024-09-27 Increasing customer demands and innovations in digital sales require targeted management and flexible organisation of multiple sales channels Multi channel marketing can be used to achieve outstanding competitive advantages This book provides a comprehensive and systematic overview of the fundamentals and management of multi channel marketing The book understands multi channel marketing as an integrative marketing system with special consideration of digital technologies Multi Channel Marketing is with increasing frequency a key success factor for companies in competition for customers Bernd Wirtz textbook provides a clearly patterned incorporated and theoretically funded overview for this purpose The author excellently succeeded in illustrating in a descriptive way the considerable complexity and breadth of applicability and contemporaneously establishing a high practical relevance Dr Rainer Hillebrand Member of the Supervisory Board Otto Group 2019 Member of the Executive Board of the Otto Group for Strategy E Commerce Business Intelligence 1999 2019 Wirtz examines the whole path down from theoretical basic knowledge of Multi Channel Marketing right up to the practical realization This book is a needed approach which is at the same time a reference book for specific issues The Wirtz is essential for everyone who is concerned with this highly topical subject in his studies or in practice already Dr Arno Mahler Chief Executive Officer Tchibo Holding AG 2004 2009 Member of the Board of Directors Peek Cloppenburg KG and maxingvest AG *Smart Enough Systems* James Taylor, Neil Raden, 2007-06-29 Automated decisions systems are probably already being used in your industry and they will undoubtedly grow in importance If your business needs to make quick accurate decisions on an industrialized scale you need to read this book Thomas H Davenport Professor Babson College Author of Competing on Analytics The computer based systems most organizations rely on to support their businesses are not very smart Many of the business decisions these companies make tend to be hidden in systems that make poor decisions or don't make them at all Further most systems struggle to keep up with the pace of change The answer is not to implement newer intelligent systems The fact is that much of today's existing technology has the potential to be smart enough to make a big difference to an organization's business This book tells you how Although the business context and underlying principles

are explained in a nontechnical manner the book also contains how to guidance for more technical readers The book s companion site www.smartenoughsystems.com has additional information and references for practitioners as well as news and updates Additional Praise for Smart Enough Systems James Taylor and Neil Raden are on to something important in this book the tremendous value of improving the large number of routine decisions that are made in organizations every day Dr Hugh J Watson Chair of Business Administration University of Georgia This is a very important book It lays out the agenda for business technology in the new century nothing less than how to reorganize every aspect of how a company treats its customers David Raab President ClientXClient This book is an important contribution to business productivity because it covers the opportunity from both the business executive s and technologist s perspective This should be on every operational executive s and every CIO s list of essential reading John Parkinson Former CTO Capgemini North American Region This book shows how to use proven technology to make business processes smarter It clearly makes the case that organizations need to optimize their operational decisions It is a must have reference for process professionals throughout your organization Jim Sinur Chief Strategy Officer Global 360 Inc

Advances in Computational Collective Intelligence

Krystian Wojtkiewicz, Jan Treur, Elias Pimenidis, Marcin Maleszka, 2021-09-29 This book constitutes refereed proceedings of the 13th International Conference on International Conference on Computational Collective Intelligence ICCCI 2021 held in Kallithea Rhodes Greece in October November 2021 Due to the the COVID 19 pandemic the conference was held online The 44 full papers and 14 short papers were thoroughly reviewed and selected from 231 submissions The papers are organized according to the following topical sections social networks and recommender systems collective decision making computer vision techniques innovations in intelligent systems cybersecurity intelligent methods data mining and machine learning machine learning in real world data Internet of Things and computational technologies for collective intelligence smart industry and management systems low resource languages processing computational intelligence for multimedia understanding

AI-Based Services for Smart Cities and Urban Infrastructure

Lyu, Kangjuan, Hu, Min, Du, Juan, Sugumaran, Vijayan, 2020-09-04 Cities are the next frontier for artificial intelligence to permeate As smart urban environments become possible probable and even preferred artificial intelligence offers the chance for even further advancement through infrastructure and industry boosting Opportunity overflows but without thorough research to guide a complicated development and implementation process urban environments can become disorganized and outright dangerous for citizens AI Based Services for Smart Cities and Urban Infrastructure is a collection of innovative research that explores artificial intelligence AI applications in urban planning In addition the book looks at how the internet of things and AI can work together to enable a real smart city and discusses state of the art techniques in urban infrastructure design construction operation maintenance and management While highlighting a broad range of topics including construction management public transportation and smart agriculture this book is ideally designed for engineers entrepreneurs urban

planners architects policymakers researchers academicians and students

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