

Matchmaking zur DEU-HUN EUREKA-Bekanntmachung 2018

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Bitte um Rücksendung per Mail bis 06.04.2018

**DLR Projektträger
Dr. Ralf Hagedorn
Heinrich Konen Str. 1
50227 Bonn
Tel.: 0228 3821-1492
Mail: Ralf.Hagedorn@dlr.de**

Herr Frau Titel..... Nachname: Tiedt..... Vorname: Philipp.....

Institution: VICO Research & Consulting GmbH.....

Adresse: Friedrich-List-Straße 46.....

PLZ: 70771..... Stadt: Leinfelden.....

Tel.: 0177871394..... E-Mail: philipp.tiedt@vico-research.com.....

Thematical call focus:

Process technology ("Verfahrenstechnik")

Application of ICT

Biotechnology

Other (please specify)

Relevant subtopic (if applicable)

Information on institution profile (R&D field, products, services etc.):

With its VICO Intelligence technology, the company offers customers tailored solutions for social media and product monitoring and Big Data applications. Social Media Research and Digital Marketing round out the portfolio of VICO Research & Consulting GmbH. Among the customers of VICO are international B2C companies and key players in German industry from automotive to pharmaceuticals to fast moving consumer goods. Sophisticated solutions inspire us.

<https://www.vico-research.com/en>

Our current focus is delivering real time information on products from social media and e-commerce platforms in order to gain a 360° view on the externally available information of your product. E.g.

customer perception of your product on amazon or likewise platforms. We aim to combine this data with internal company information like a product portfolio or other PIM information.

Project:

Information Community for Product Service Data (ISED)

Challenge:

One of the biggest cost factors for retailers are returned products (so called returns) and service requests. Knowing very early which products have a high risk of returns, is crucial for the management of a retailer. Therefore, they have a high interest in collaborating with other retailers on detecting critical products. On the other side quality issues determine the success of a product itself. Therefore, manufacturers are interested in adjusting their factories, production processes and development as early as possible, when they realise a problem with of the product. If they would receive this information in real time from the retailers, they could save much money. ISED will facilitate the sharing of this data in a secure way and will become the trusted partner which ensures the privacy of each participant.

Solution and Value Proposition:

Like Airbnb, Uber or Facebook also ISED is made for sharing data. Instead of the mentioned platforms, ISED will focus on sharing B2B data between retailers and manufacturers. By ensuring the data sovereignty and enabling data management of the proprietary data, ISED will help to grow the European Data Economy. The addressed challenges of the project are to anonymize text data, to extract product issues from the text in a language independent way, to train an AI that is able to do so, to establish a system that allows a data owner to keep the data sovereignty and to create a big data streaming platform that allows to analyse and aggregate the information in real time. Additionally easy adoptable interfaces for joining the community as well as an API for extracting information and an analytical interface are necessary.

Expectations on sought partner(s) (R&D field, products, services etc.):

For our project solution we are seeking partners in one of the following areas:

- Online Shop
- Vendor of ERP Systems
- Vendor of CRM Systems

- IT Company in the e-commerce business
- IT Company in the area of ontologies, knowledge extraction and or classification
- Webhoster
- Blockchain experience / development or research
- Platform and Sharing economy experience / development or research