

Big Data, an Organizational Perspective

From Wageningen Data Competence Center

March 16th 2018, Willem Jan Knibbe



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UNIVERSITY & RESEARCH



100years
1918 — 2018

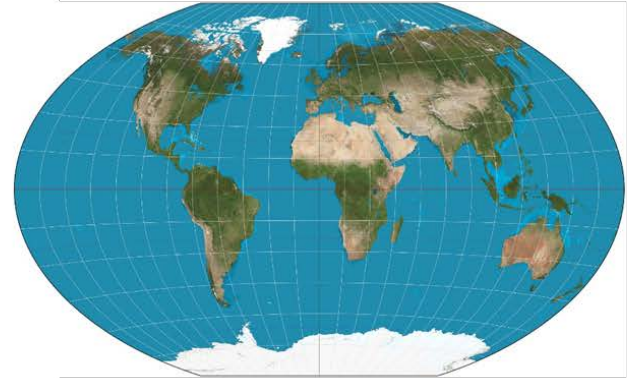
Aim of WDCC



To provide support and organization for data management, competence and science



Lots of expertise in Wageningen...



Plant



Animal

Economy



Food & Health

Environment



Laboratory

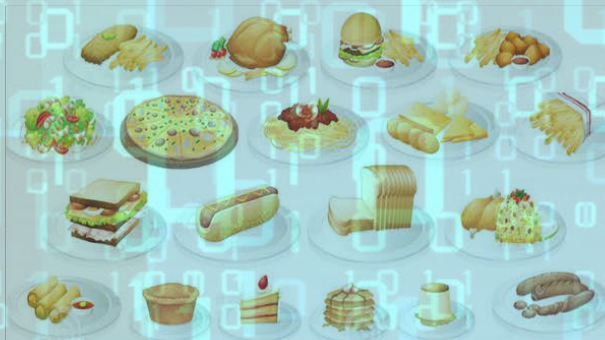
...and lots of data!



Plant

Economy

Environment

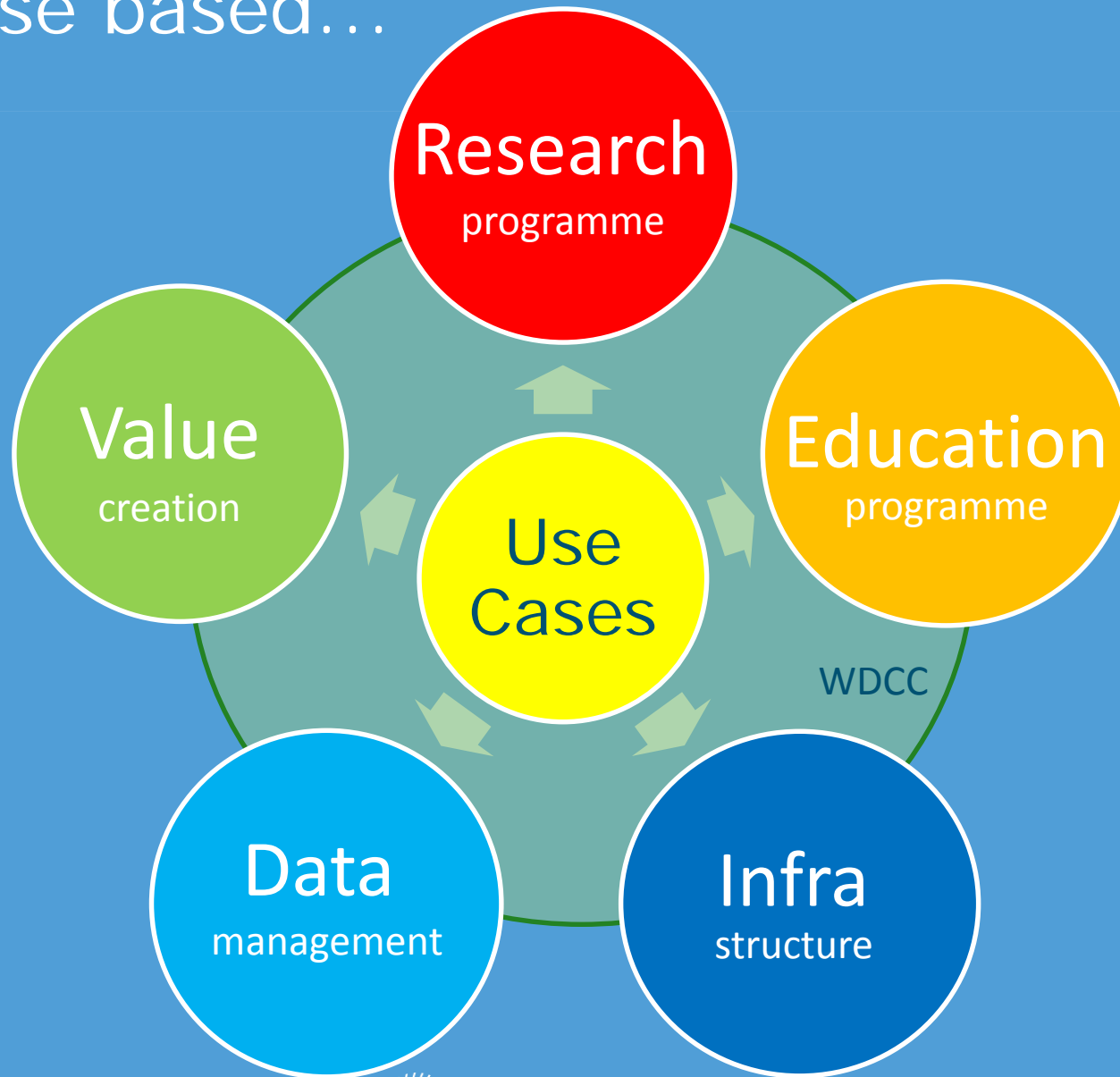


Animal

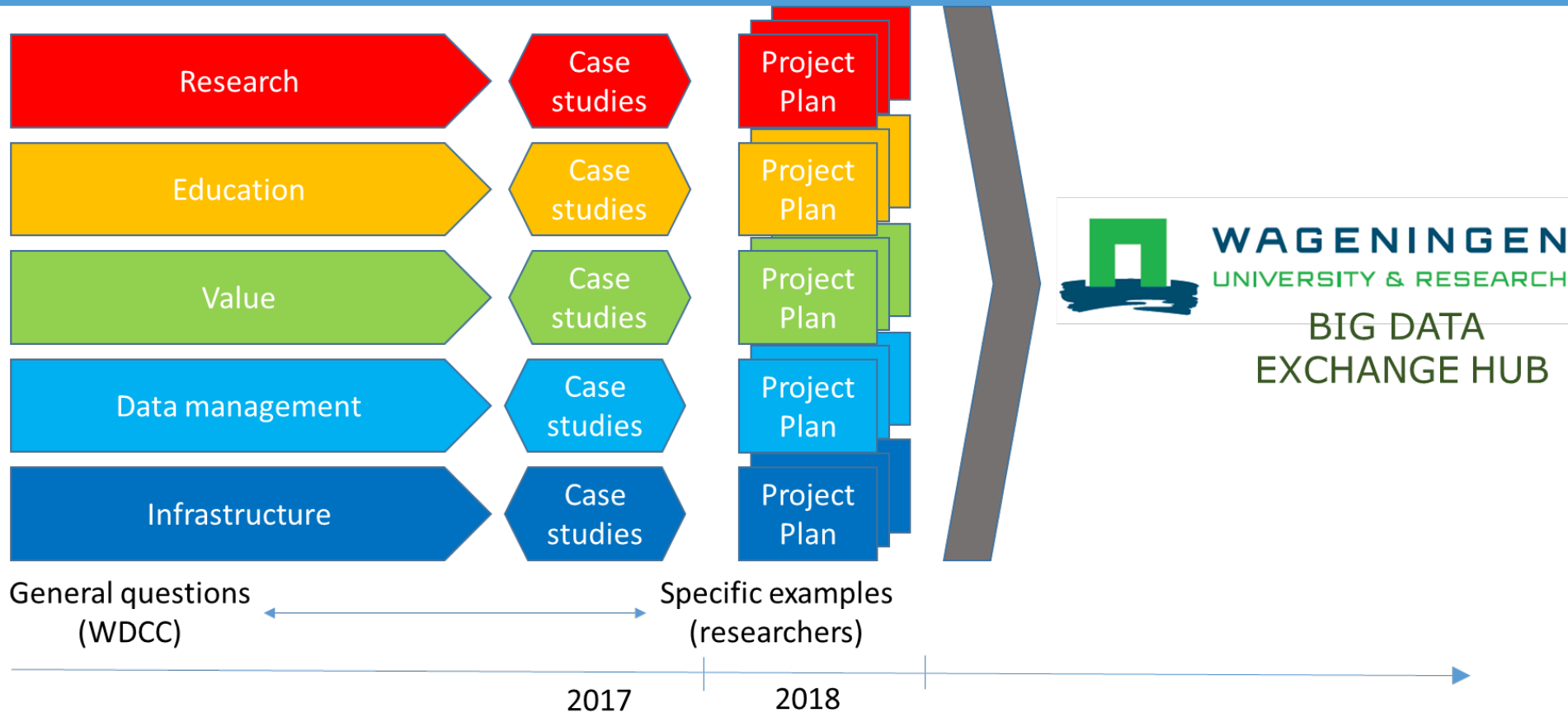
Food & Health

Laboratory

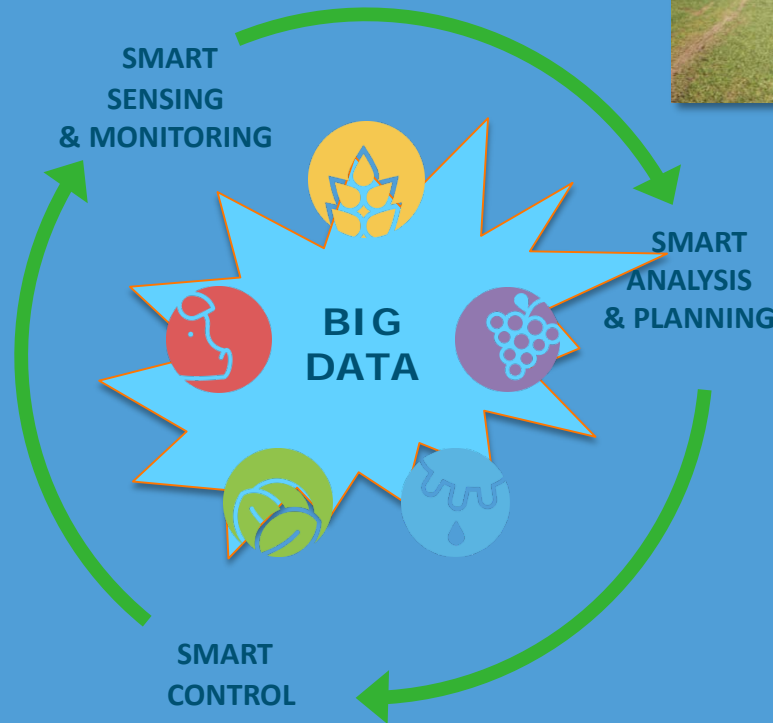
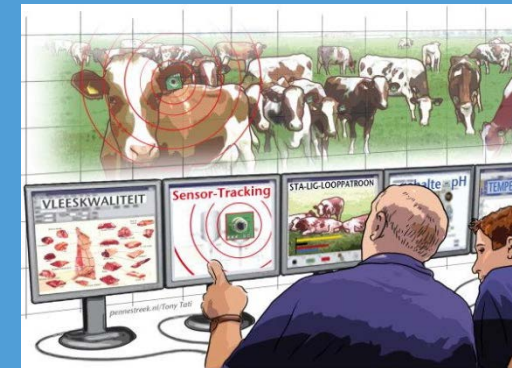
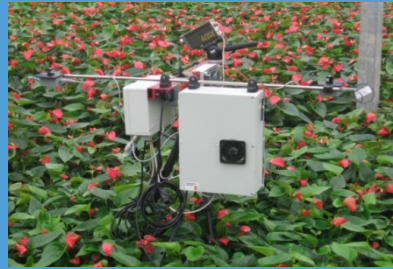
Case based...



...we build a programme



Advancements in Farming



Involving entire supply chain and beyond



Smart Farming

Tracking & Tracing

Smart Logistics



Consumer trends



Domotics



Personalized

Health



Fitness/Well-being

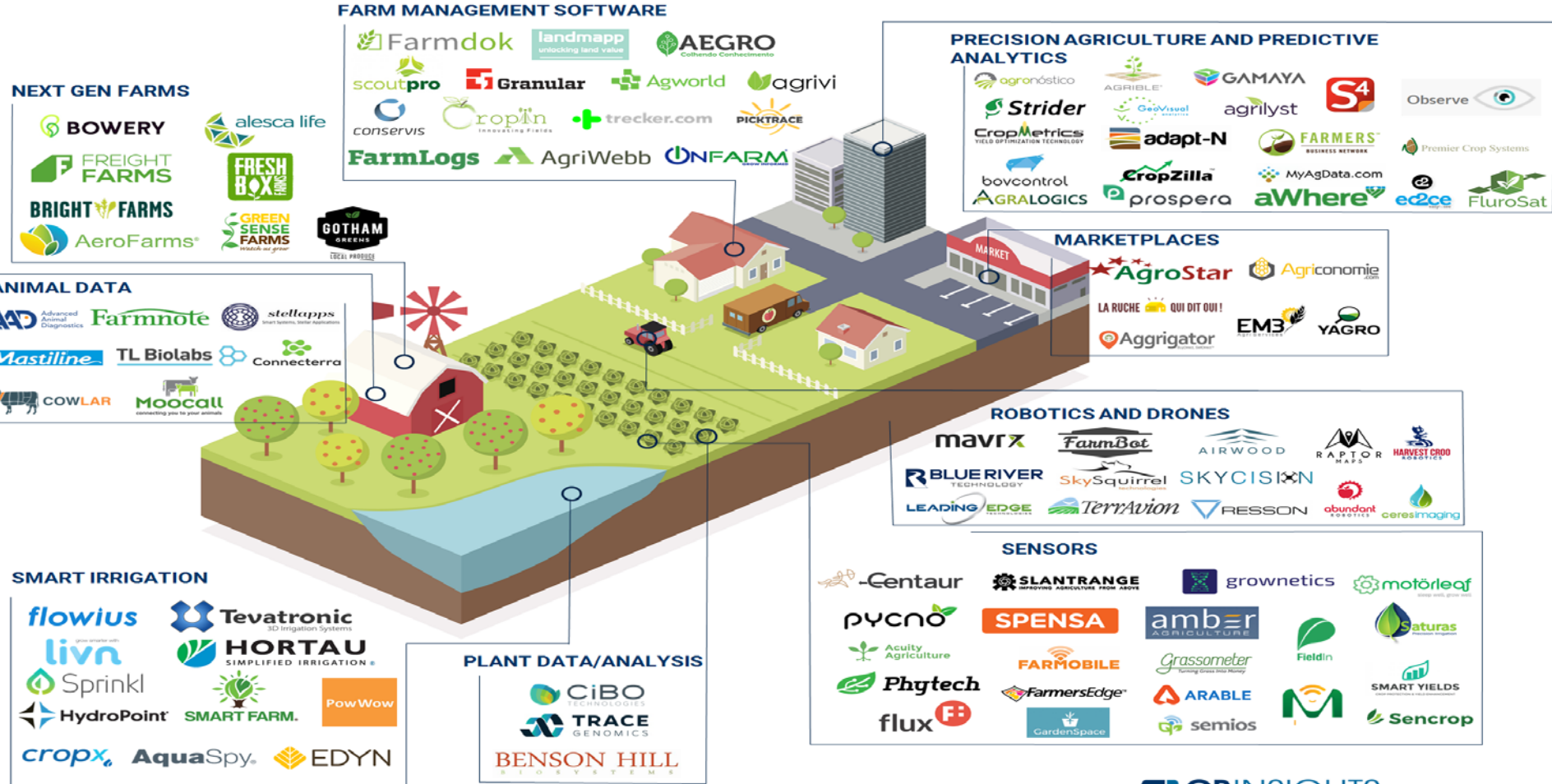


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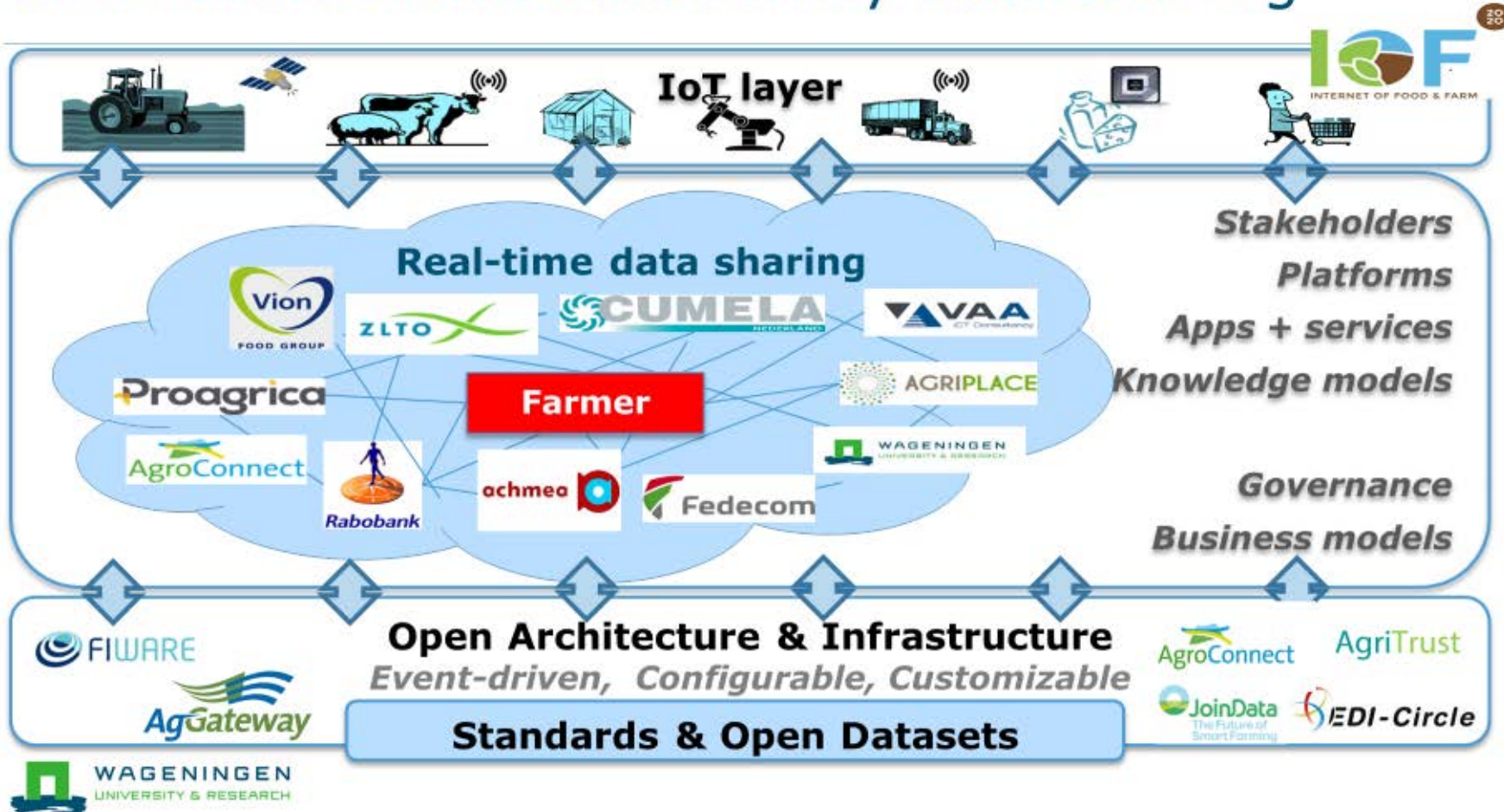
100years
1918 — 2018

AG TECH: 100+ TECHNOLOGY COMPANIES CHANGING THE FARM



CBINSIGHTS

DATA-FAIR: value creation by data-sharing



More information: Sjaak Wolfert, Bert Vermeer, George Beers

Big Data needs a clear organizational perspective

- Efficient internal organization for new opportunities
- Open Architecture and Infrastructure
- Governance and Standardization



What about China?

- Consumer perspective, highly developed platform WeChat



SOCIAL - WECHAT

