
DIGITALIZATION AT AARHUS BSS

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SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY



FUTURE WORK: RUN WITH THE MACHINE

Annie the accountant used to gather data herself. It would have taken weeks, even months, to do the work Ben the bot now does. Now that Annie has Ben the bot working on the mundane work, she has time to be creative, think about solutions and her job is more exciting. She is viewed as a strategic partner with the client.

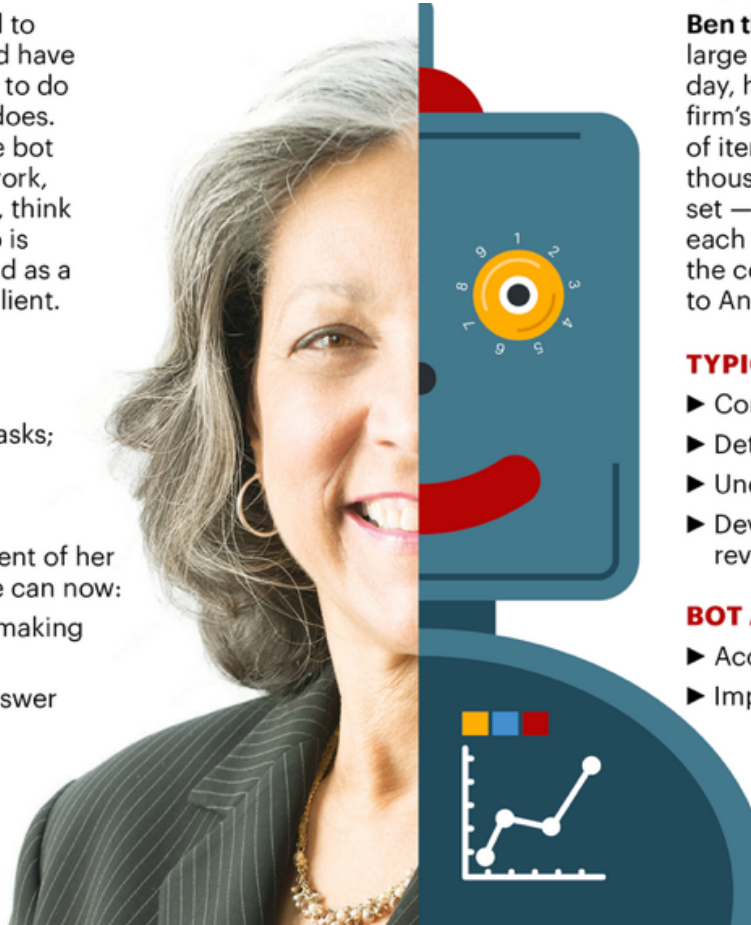
ANNIE THEN

Mundane, mind-numbing tasks; number crunching.

ANNIE NOW

Ben frees up 40 to 50 percent of her time by analysing data. She can now:

- ▶ Use her expert decision-making abilities.
- ▶ Use logic or reason to answer questions.
- ▶ Become a strategic advisor.



Ben the bot is a virtual employee of a large Denver accounting firm. Every day, he gathers volumes of data for the firm's clients. He can analyze thousands of items in a data set and compare it to thousands of other items in a second data set — which in the past could not talk to each other. Ben then puts the results of the comparison in an email and sends it to Annie the accountant.

TYPICAL TASKS

- ▶ Compare 10k items
- ▶ Detect patterns
- ▶ Uncover anomalies
- ▶ Develop predictive models to project revenue

BOT ADVANTAGES

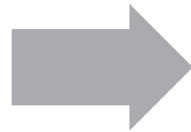
- ▶ Accuracy
- ▶ Improve fraud detection

Sources: Raik Hoffmann, KPMG advisory director Denver Ignition office; Mark Belfance, Ernst & Young Denver managing partner; and Duane Squier, EKS&H IT director.

THREE LEVELS OF MASTERY ON A SOLID BASE

Understand the technology

- InfoSys 101
- Digital technologies
- AI - Analytics - Robotics



Work with technology

- Understand the logic of technology
- Understand biases
- Value adding
- Expert decision making



Develop the technology

- Problem decomposition
- Pattern recognition
- Algorithm design
- Programming

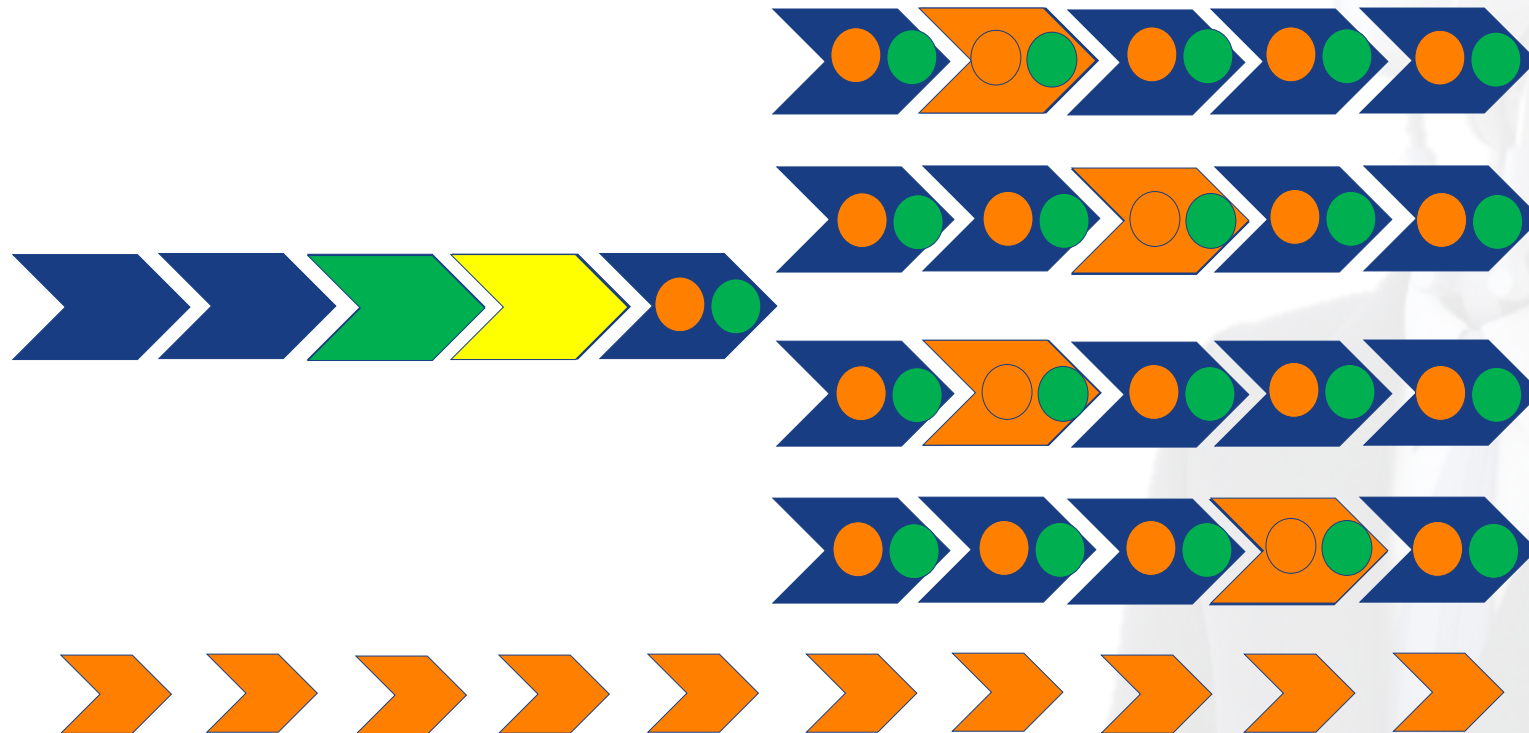
Computational thinking

Data Science

BETWEEN THE PRESENT AND THE FUTURE

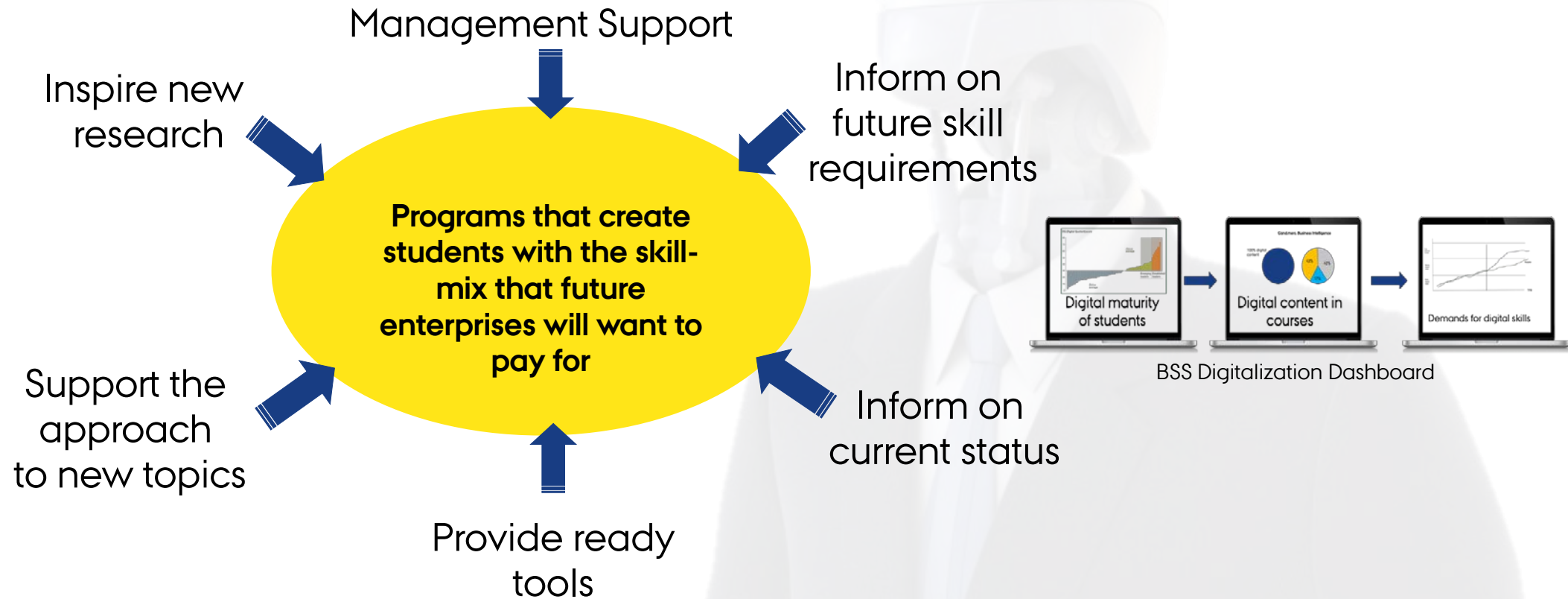
BACHELOR

MSc



Badges and Microcredentials

A CHANGE THAT NEEDS 360° SUPPORT



SUPPORT DECISION MAKING WITH DATA

