

Advanced Services Engineering - Thomas Hießl



## SCENARIO: survey plattform + analytics + open data market = open survey data lab

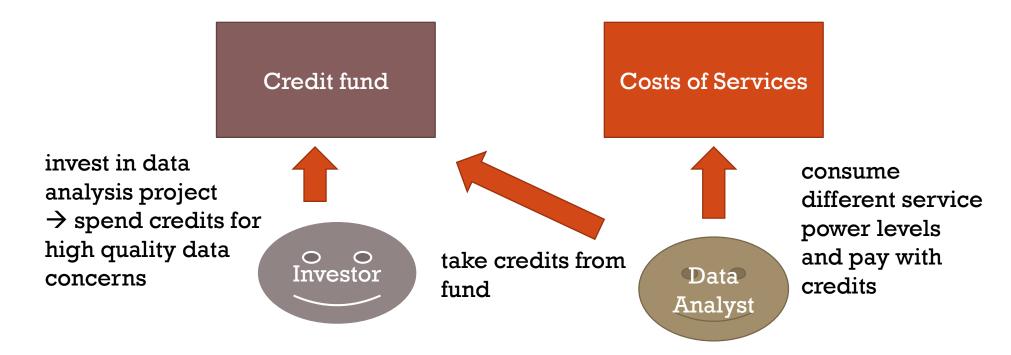


- Create Surveys  $\rightarrow$  Distribute  $\rightarrow$  Answer Questions and Receive Data
- Perform Data Analytics
- Publish Results, Gain Insights!
- Recombine it!



## "BUSINESS MODEL"

- Although it is concepted as an open survey data analytics platform
  - $\rightarrow$  need for covering the costs





## REALIZED SERVICE DESIGN



