## Data use leads to cost reductions, efficiency improvements and new products: Data Hub Ruhr collaborations yield impressive results

**"As digitization processes are catching up in the Ruhr region, data and talent support are greasing the wheels," said Dr. Frank Dudda, Mayor of the city of Herne, who observed the impressive results of the collaborations between start-ups and Ruhr companies on Demo Day at Data Hub Ruhr. Five start-up teams presented their solutions for the data-based challenges of their partner companies – advertised and accompanied by Gründerallianz Ruhr – which they had worked on over the last three months.**

The results were presented on Demo Day at Data Hub and show the specific benefit of data for companies and society: thanks to data-based route planning by adiutaByte, the waste management company Entsorgung Herne can **reduce** the kilometers driven for **bulk waste pickup by up to 30 percent and shorten the residents' waiting times by two thirds.** At Evonik, innoSEP could **improve** the precision of the weekly projected **order planning for silan from 60 to 85 percent in a model test, thanks to artificial intelligence (AI)**, so that customer needs can be fulfilled even better in the future and production surpluses can be avoided. And, together with Mergerspot, the Haniel subsidiary XXLhoreca was able to **set up a fully automated market analysis in real time and thus increase competition monitoring by 200 percent.** Given the fast pace and high volume of data, this would be impossible to achieve manually.

From the five total projects in the latest Data Hub round, a jury selected two winners whose ideas are particularly promising: first place, with a prize of EUR 10,000, was won by the start-up adiutaByte for the optimization of bulk waste routes for Entsorgung Herne. The Berlin-based start-up Industrial Analytics reached second place, winning EUR 5,000 for developing an AI with which the company Evonik develops ideal mixing ratios for polymer compounds. You can see the results from the individual use cases below.

**Collaborations with start-ups open up new possibilities for companies and the region**

When it comes to digitization, Christian Lüdtke, founder of etventure and founder coordinator for Ruhr area, relies on focused and curated collaborations between start-ups and companies in projects such as Data Hub Ruhr: "As an industrial area, the Ruhr region offers opportunities like no other area in Germany – for both start-ups and companies alike. What we need in order to benefit from these opportunities are companies willing to open their doors to digital specialists and innovation drivers from the start-up ecosystem – because this is the only way to make the Ruhr area interesting again for these experts."

Dirk Opalka, CEO of Initiativkreis Ruhr GmbH, also sees Data Hub Ruhr as a driver of digitization: "The two winners of this Data Hub round are great examples of opportunities that digitization offers to companies and municipalities. This is exactly why we started Gründerallianz Ruhr and the Data Hub as an important part of our founder initiative. We want to bundle digital expertise in this region and establish the Ruhr area as a digital innovation site

with international standing." Initiativkreis Ruhr established Gründerallianz Ruhr together with RAG-Stiftung, RAG Aktiengesellschaft and Evonik.

The partners this year are convinced by the concept: "We consider Data Hub Ruhr to be a bridge to international competition for digital experts. It enables us to open up our data trove under expert guidance for new mindsets and opportunities. This worked great with our two use cases and resulted in a significant improvement for our residents and employees," said Herne's Mayor Dudda. "We were particularly impressed by the fast pace of the program: with Data Hub Ruhr, it took only six months to get from the problem and call for bids to the first results," said Udo Goecke, digital strategist at Evonik.

**About Data Hub Ruhr**

Data Hub Ruhr is a program by Gründerallianz Ruhr and is operated on behalf of Initiativkreis Ruhr GmbH. Its mission is to utilize and support the potentials of data in the Ruhr region. To this end, Data Hub connects companies with the best start-ups worldwide to solve specific problems within a three-month, curated program.

**Images of the event:** http://bit.ly/Bildmaterial_DataHubRuhr

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## The results of the current collaborations of Data Hub Ruhr

**adiutaByte & Entsorgung Herne: Waiting times reduced by two thirds thanks to route optimization**
The use case of Entsorgung Herne shows that data can also massively improve the everyday lives of residents: thanks to automated and high-tech route optimization, the start-up adiutaByte was able to improve the route planning for bulk waste pickup to such a degree that the pickup is predictable, flexible and customer-oriented. This reduces the residents' waiting time, e.g. from up to six weeks previously to less than two weeks. The kilometers driven by

the pickup trucks is also reduced by 30 percent. The next steps will enable residents to register bulk waste online and provide an online payment feature.
**Pitch presentation:** https://www.facebook.com/gruenderallianz/videos/812362019184942/

**Meike Wolter, Entsorgung Herne:** "The participation in the Data Hub program was a complete success. The collaboration between Entsorgung Herne and adiutaByte opened up entirely new perspectives for digitization. As a result, our customers will enjoy higher quality and better service while the employees get a tool for more efficient and transparent planning. Now it's time to pitch in and make it happen."

**Industrial Analytics & Evonik: A faster way to optimized formulas**
Not all oils are alike: with the right additives in engines, for example, CO2 emissions can be reduced or wear and tear minimized. The complex formulas for individual needs are currently prepared on the basis of experiences from years of studies and tested in complex experiments. Within the framework of Data Hub Ruhr, Evonik collaborated with the Berlin-based start-up Industrial Analytics to create an AI that develops new and individual formulas for various needs on the basis of previous test results. It is expected that the number of required tests to validate the formulas can be lowered to such a degree that the development costs will be reduced, and the offers can be supplied to the customers more quickly.

**Stefan Hilf, Director Global Product Development Lubricants – Oil Additives at Evonik:** "Thanks to the collaboration as part of Data Hub Ruhr, we have several new formulas that we would otherwise have only achieved after many steps – but which are very promising."

**Mergerspot & XXLhoreca: Full automation of the market and competitive analysis**
The e-commerce sector is a heavily contested field that sees new competitors streaming in continuously. Given the constant development and enormous amounts of information, it is impossible for market analysts to get a complete overview with daily updates. Based on data available on the web, the start-up Mergerspot has thus developed a fully automated program for a daily updated overview of all competitors on the market (more than 1,000 companies – an increase of 200 percent compared to manual analysis). Increased marketing activities or new competitors are also identified and reported. Owing to the data volume and constant changes, such an analysis would be impossible to achieve manually.
**Pitch presentation:** https://www.facebook.com/gruenderallianz/videos/3161907433837928/

**Daniel Willmes, Managing Director XXLhoreca:** "In order to make strategic decisions, we need the best possible information base. Thanks to the automated market analysis, we can now focus on the essentials: on the analysis instead of the data acquisition."

**innoSEP & Evonik: Improvement in planning accuracy**
One of the products manufactured by Evonik is silan, a chemical product that is needed for various industries, often on very short notice. It is complicated to manufacture and, for durability reasons, it can only be stored for a limited time. Accurate order forecasts are therefore crucial to produce on time and avoid surpluses. Based on customer order data, the start-up innoSEP in Hanover has developed an algorithm that has increased the planning accuracy from 60 to 85 percent. This is now being implemented so that customer needs can be serviced even better and the silane production can become even more efficient in the future.

**Günter Hagen-Loos, Business Processes Evonik:** "The B2B sector is also increasingly user-focused: the goal is to order today, deliver tomorrow. Thanks to the much more precise forecasts that we have prepared as part of the Data Hub program, we can now fulfill our customers' needs better and reduce production surpluses."

**Accelogress & Stadtwerke Herne: Increase in the climate district's CO2 neutrality to 75 percent**
The "Klimaviertel" climate district of Stadtwerke Herne is a pioneer in Europe when it comes to smart energy. It supplies self-generated renewable energies to its residents and also feeds excess energy into the public grid. Now the start-up Accelogress has developed a platform to analyze the production and energy use that not only helps public utilities optimize their grid planning but also enables the Klimaviertel residents to have a CO2-neutral lifestyle. As a result, the $CO_2$ emissions from the houses were lowered by another 25 percent and climate neutrality was increased to 75 percent. For Herne, this project is the start of a smart city concept.
**Pitch presentation**: https://www.facebook.com/gruenderallianz/videos/1009644882732894/

**Daniel Lampa, Digitization Management Stadtwerke Herne:** "It was a dynamic collaboration with an impressive result. Accelogress always responded quickly and flexibly to all new requirements. We're delighted!"