

# Data Fusion

The future of innovative product development

Do you have trouble to work with BIG DATA everyday? How to make sense of it and create meaningful innovation for your business and our society? Want to know what the academics have been doing and what are the current best practices at the companies? We cordinally welcome you to join the DATA FUSION project closing event at **AUD 15** at Eindhoven University of Technology (TU/e) on **March 13 2013**.

**13:30-14:00 Registration with coffee and tea**

**14:00-15:00 Big data debate between academics and industry**

**15:00-15:30 Handout Data Fusion project book and networking**

**16:00-17:00 PhD defence Joel Ribeiro on Multidimensional Process Discovery**

This debate is organised by IOP data fusion project. This project has been financed by the Dutch Ministry of Economic Affairs, Agriculture and Innovation since 2008. The project consortium consists of TU/e, Rijksuniversiteit Groningen (RUG), Philips Healthcare, Philips Consumer Lifestyle, Xerox, Bang&Olufsen, and Océ. The people in the debate are

## Academics

Professor Wil van de Aalst, Department of Mathematics and Computer Science at TU/e

A/Professor Ton Weijters, Department of Industrial Engineering and Innovation Sciences at TU/e

Professor Hans Wortmann, Department of Business Information Systems at RUG

## Industrial experts

Guillaume Stollman, Reliability Manager, Philips Healthcare

Tjibbe Renkema, Group Client Director, Carat Nederland

Bolke de Bruin, Head of Research & Development Payments, ING

The debate will be chaired by Dr. Yuan Lu, associate professor, Department of Industrial Design at Eindhoven University of Technology and Data Fusion Project Leader

At the end of the debate, a pocket booklet will be handed out to share with you some of the achieved results in the project. At 16:00, Joel Ribeiro will defend his PhD thesis on Multidimensional Process Discovery followed by a reception.

For registration, please email your name and organisation to [is@tue.nl](mailto:is@tue.nl) before **March 6 2013**. Please also indicate whether you will participate in the end reception. The route description can be found via <http://www.tue.nl/contact-menu/contact/>.

IOP data fusion team  
Feb 2013, Eindhoven

