



Humans versus machines



Marjan de Bock-Smit
CEO Supply Chain Information Management bv



#SUSTAINABILITYPAYS

Big data = Small data = Relevant data



#SUSTAINABILITYPAYS



In the end it is all about relations...



Data owner: how will I benefit if I give you my data?

Data requestor: how do I know that I can trust the data you give me? What is the benefit for me?

!SUSTAINABILITYPAYS

Definitions



We need to find a common language on the data we want to exchange:

- Definition of ingredients names
- Definition on certificate names
- etc

!SUSTAINABILITYPAYS



Combine human expertise 
with big data and get

**DATA YOU CAN
TRUST, ACT AND
REPORT ON**