

# DATALAB

competitive analytics for a smarter Pon

AVERAGE COMPETITOR  
PRICE FOR 950H BUCKET €4250

325 SOCIAL POSTS ABOUT  
CATERPILLAR TODAY



POTENTIAL LEADS FOR  
CATERPILLAR 950H 15K

OPTIMAL DEALER LOCATIONS  
FOR CONTINENTAL HDC TYRES 268

DAYS REMAINING BEFORE  
MAINTENANCE IS NEEDED 34



# DATALAB

## INTRODUCTION

It is not a secret anymore that we are living in a fast changing digital world and Pon is in the middle of this journey. This big change is paired with an exponential increase in available data, and will be growing in at least the next 5 years. You can choose not to invest in data analytics today, but you will feel the consequences in the next years. Data must not be seen as a cost driver. It is your most valuable asset, and should be treated so. Some say data is the new oil, and we think they are right. Okay cool, but now what? What can we do with data? And where do we start?

The Pon Datalab is a data science practise within Pon, specialised in answering these questions and getting the most value out of your data, training your employees and helping you define your data analytics strategy. Our unique approach and continuous focus on improvement and business value are generating real-time competitive insights and operational excellence for all companies within Pon. By combining the rich data environment that every business unit of Pon is generating each day, with the unstructured data coming from the internet, our mission is to make Pon the smartest trading and service company in the world.

Everything we do, we try to link to 3 different pillars: 1) Operational Excellence, 2) Market Growth and 3) Community and Training. In our folder you can find some of our current solutions and services. We are continuously improving our solutions, experimenting for new solutions and exploring new technologies, so at the time you are reading through this folder we are already making new steps. Therefore, feel free to contact us for more information. You can find our contact information on the last page.

On behalf of the entire Datalab team we thank you for your interest and hope to speak to you soon!

Best regards,

Ralf de Haan  
Manager Pon Datalab



# SALES FORECASTING

ANALYZE HISTORICAL SALES TO  
PREDICT FUTURE DEMAND

€15-30K

The heart of your supply chain: a good forecast. Without one, you may build up excessive stock, produce products without demand or have the wrong products in stock. Our solution analyzes sales order history and external sources, using more than ten different forecasting models to ensure maximum accuracy. Sales history and future demand are displayed in an interactive user interface, and results can be exported or pushed back to your own systems.

⚙️ PREDICTIVE MODELLING

BBB

Gazelle 

pon 





# STOCK OPTIMIZATION

DETERMINE THE OPTIMAL ORDERING  
STRATEGY FOR YOUR PRODUCTS

9.3 CUSTOMER RATING

€10-20K

Almost every company within Pon has to deal with inventory. Due to fluctuating demand, unreliable lead times and multiple cost components, managing this process can be complex and time consuming. The Datalab has developed a stock optimization model that supports your MRP process and determines your optimal ordering strategy by analyzing demand and lead times, calculating optimal order quantities and simulating inventory levels under different constraints. This model is accessible through an interactive user interface and can be integrated with your ERP-system.

⚙️ SIMULATION MODELS

⚙️ PREDICTIVE MODELLING

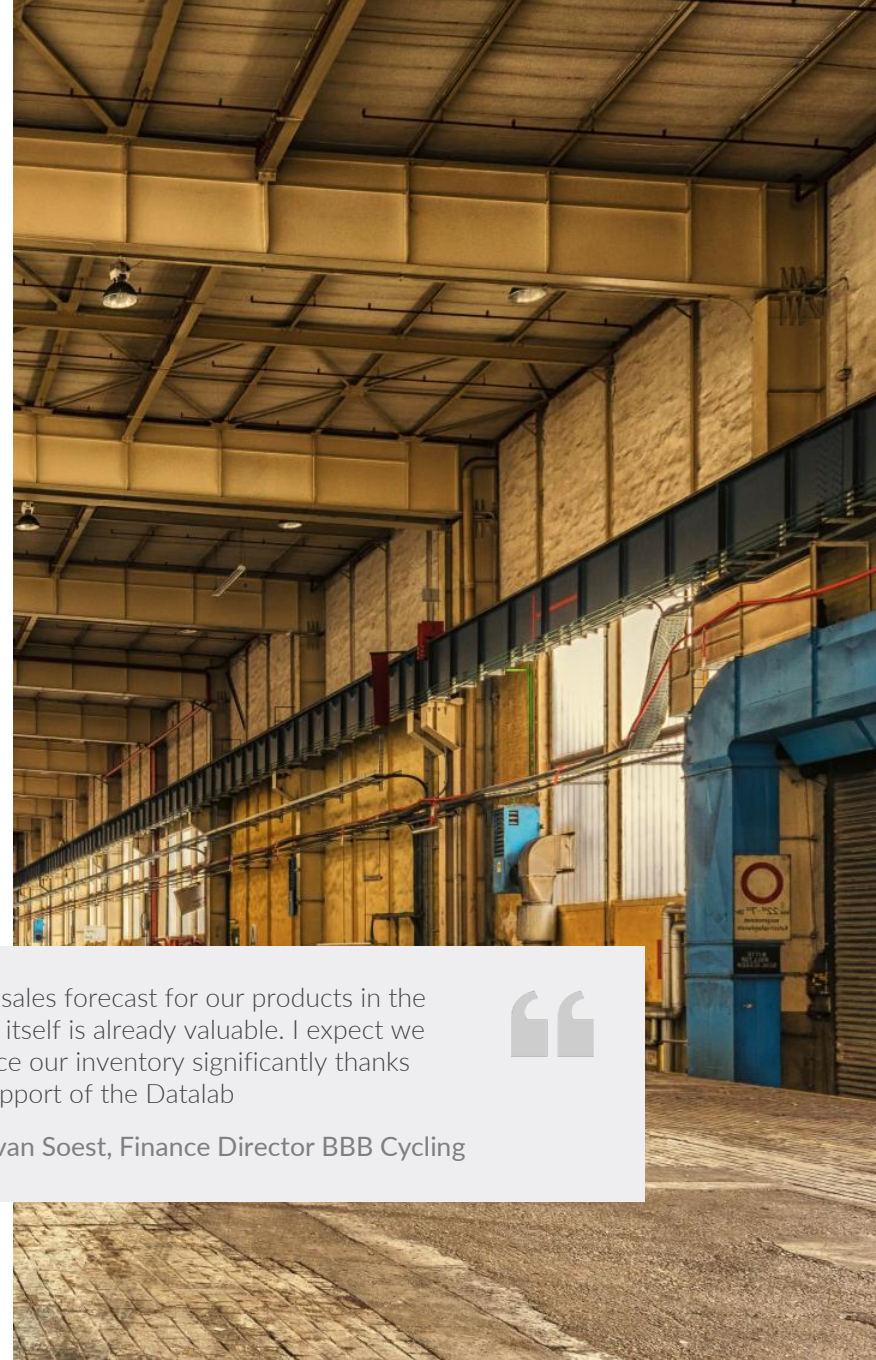


BBB

Seeing a sales forecast for our products in the interface itself is already valuable. I expect we will reduce our inventory significantly thanks to the support of the Datalab



– Robin van Soest, Finance Director BBB Cycling



# PREDICTIVE MAINTENANCE

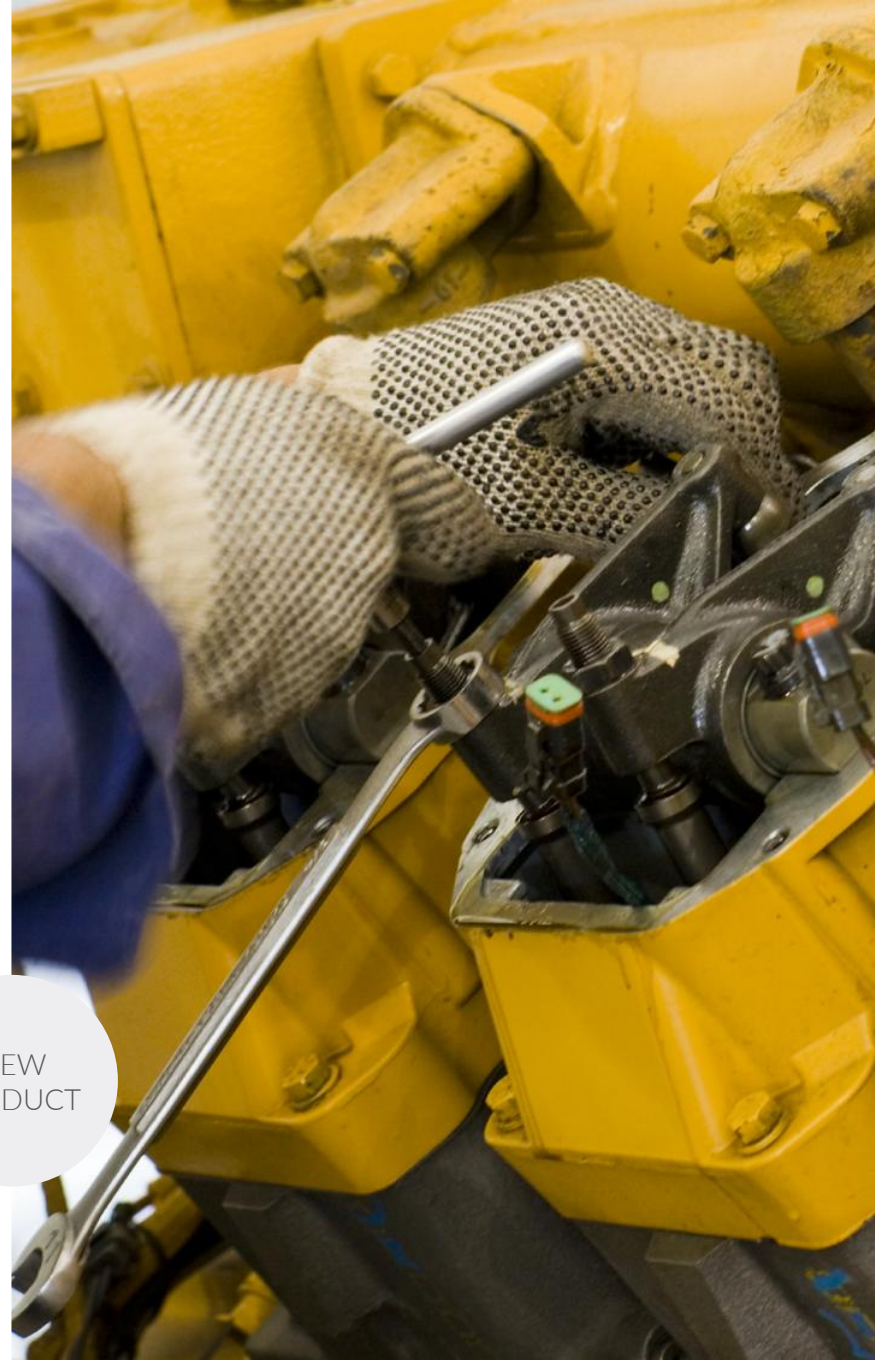
PREVENT UNEXPECTED FAILURES  
AND UNPLANNED DOWNTIME

€10-20K

Unplanned downtime of machinery can lead to enormous costs. Our predictive maintenance solution determines when maintenance should be performed to prevent these unexpected failures. Many of our assets are either connected or contain information about maintenance history, which can be combined with external data to predict which asset or component is likely to fail in the future. Equip your planning and service department with our trigger-based (mobile) solution, that informs you when and why a machine needs maintenance.

⚙️ PREDICTIVE MODELLING

NEW  
PRODUCT



# PROCURE-TO-PAY ANALYTICS

MONITOR PROCURE-TO-PAY PROCESSES  
AND DETECT FRAUDULENT TRANSACTIONS

€10-20K

Fraud, corruption, money laundering and other financial crimes have taken new, innovative forms in recent years. All Pon companies are generating financial and operational data in growing amounts, and fraudulent payments are becoming harder to detect. The Datalab has developed over 25 different fraud detection methods to detect, label and present potential fraudulent transactions. Upload your transactions or integrate our solution with your environment and monitor your most beloved asset: cash.

⚙️ DATA MINING

NEW  
PRODUCT





# LEAD GENERATION

FIND NEW POTENTIAL CUSTOMERS  
BY ANALYZING COMPANY WEBSITES

9.2 CUSTOMER RATING

€10-15K

For many sales departments, finding new customers is a matter of using your network, following your gut, driving around or digging online. But what if you can automate this process and get new prospects with the click of a button? We identify and rank the best prospects by analyzing millions of company websites and matching them with the perfect customer profile. Best part: we build the model together with you, because you know best what you're looking for.

⚙️ TEXT MINING

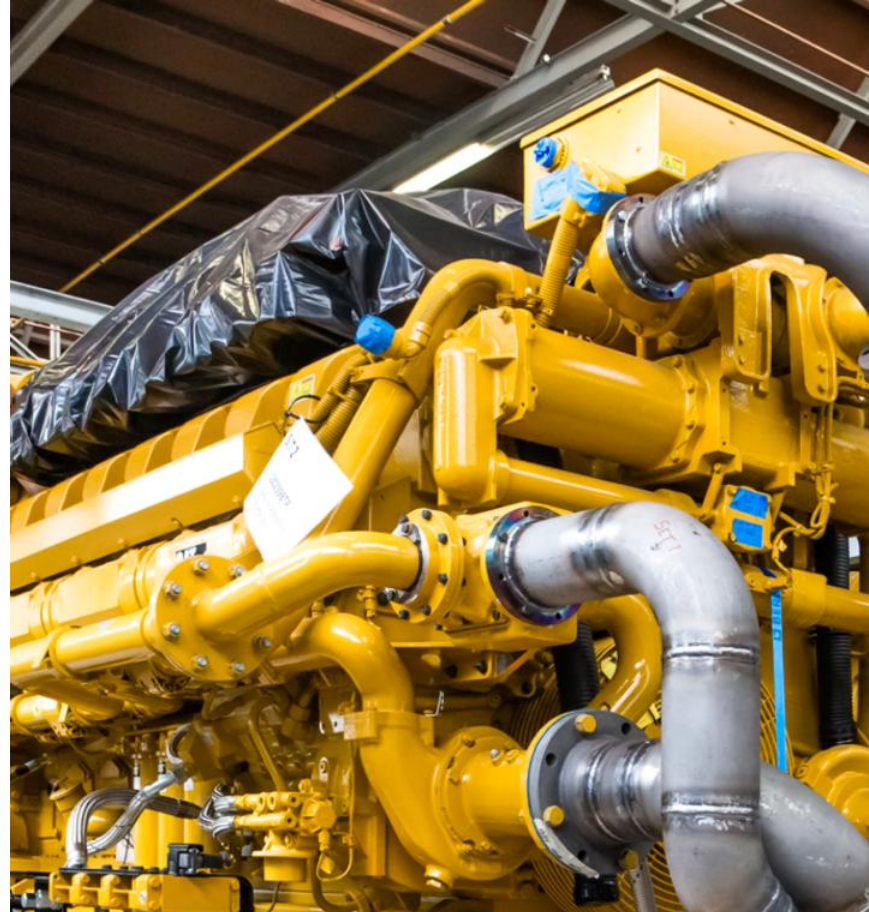
⚙️ MACHINE LEARNING



ALUCA



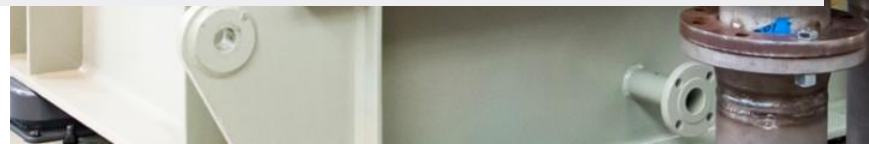
EQUIPMENT  
DEPOT



The afternoon I spent with Pon Datalab working on generating the lists of leads was the most fun I've had in a long time. For a guy who loves the sales and marketing side as much as I do, I can clearly see the benefit this computing ability can bring to us. It is the first time the expression "game changer" is really applicable in my opinion.



– David Turner, President & CEO Equipment Depot



# COMPETITIVE PRICING

DRIVE THE BEST  
PRICING DECISIONS

9.8 CUSTOMER RATING

€1K/WEBITE

In many sectors, companies list prices of their products on their website or web shop. Our competitive pricing solution extracts these prices directly from your competitors and matches them with your own product catalogue. A visual price comparison allows you to adjust your pricing strategy and increase sales and market share.

WEB SCRAPING



Gazelle



Very happy with the Datalab. We do now have a better understanding of how our retailers are pricing our products and expect to increase our revenue in the future based on these insights



– Alexander Hemmes, Business Developer BBB Cycling



# NETWORK ANALYSIS

FIND THE BEST PLACE TO  
SELL YOUR PRODUCTS

9.4 CUSTOMER RATING

€10-15K

Expanding or reducing your retailer network while maintaining revenue growth requires an efficient network strategy. By combining geographic, demographic and economic data with locations of competitor retailers, we are able to predict local sales potential and spot the best locations to expand your network. The deliverable is an online tool that shows both your current and ideal network, while also giving insights into area properties and sales potential.

⚙️ NEURAL NETWORKS



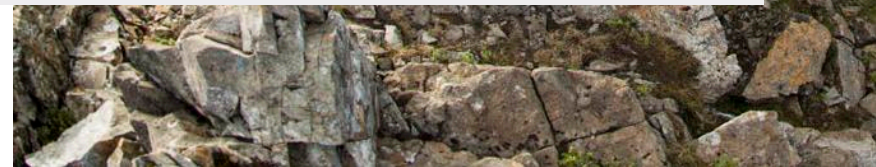
KALKHOFF  
MY BIKE



We had high demands for the development of a Network tool. Pon Datalab did not shy away from this and surprised us with well thought out solutions. The result is a valuable tool that we are very satisfied with.



– Eric Harkink, Network Strategy Pon Automotive



# MEDIA MONITORING

DISCOVER WHAT PEOPLE ARE SAYING  
ABOUT YOUR BRAND ONLINE

8.8 CUSTOMER RATING

€1-2K/MONTH

Eager to see everything said about your company or brand online? The Media Monitor allows you to continuously monitor all news, articles and social media about your brand and spot relevant articles, key subjects, positive or negative sentiment and trends over time. These trends are compared to online traffic on brand websites, providing a tool to quantify the effect of corporate communications and marketing efforts.

⚙️ TEXT MINING

⚙️ SENTIMENT ANALYSIS



The media monitor is a best in class instrument that is so far unseen in the business of media monitoring. It is a big step forward in making PR accountable for any business.



– Jacques Geijssen, Director Corporate Communications Pon Holdings



# CUSTOMER 360

GET TO KNOW YOUR  
CUSTOMERS

€20-50K

Understanding our customer's needs and behaviour is crucial in the way we act towards them. What are our most profitable customers? What is written in the news? What are new potential customers? By enriching internal data about our customers with external sources, we answer all of these questions and provide the right insights for all departments within an organization. We deliver a web-based interactive interface where all information about your customer comes together.

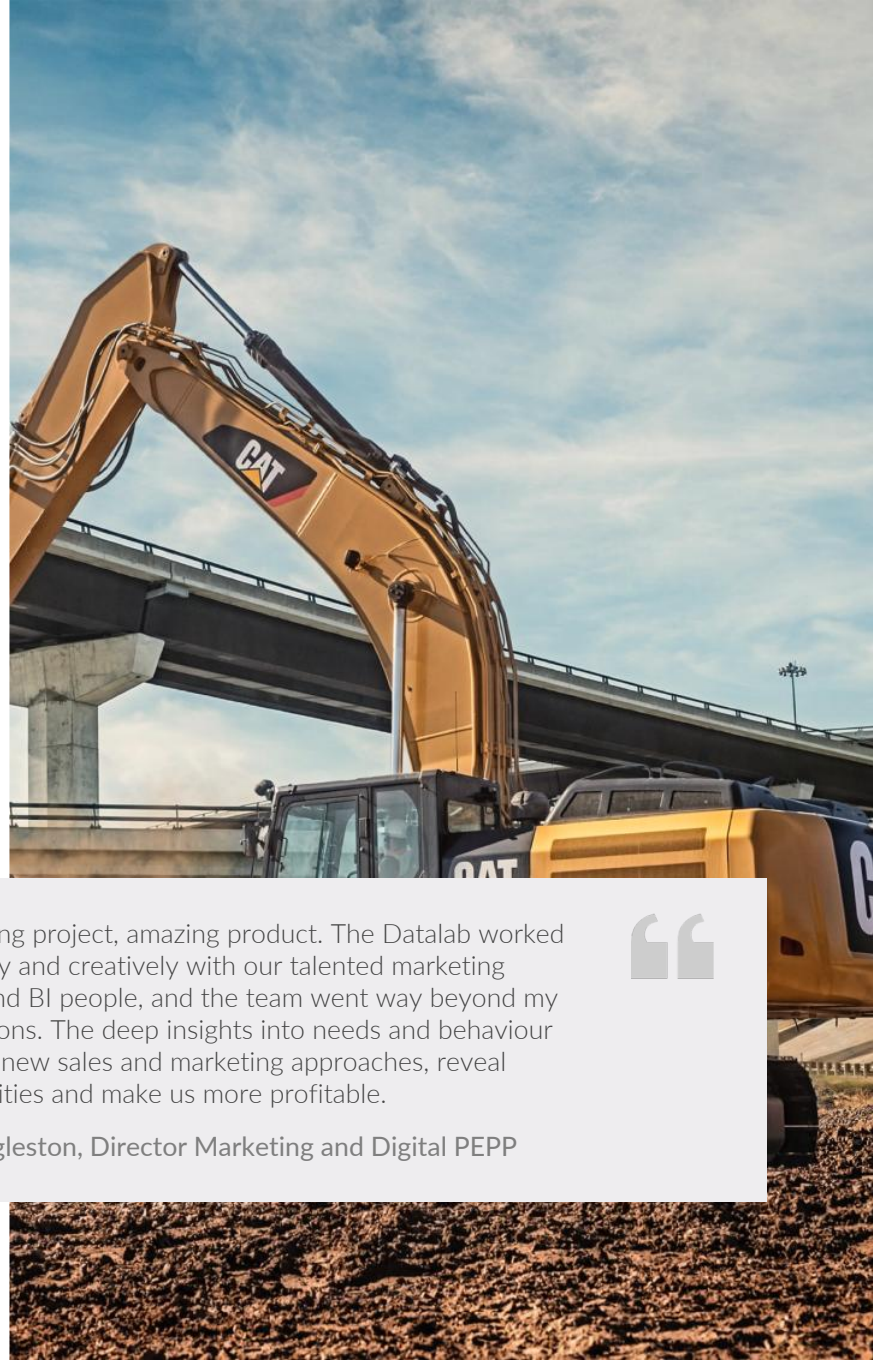
⚙️ TEXT MINING

⚙️ WEB SCRAPING



Challenging project, amazing product. The Datalab worked effectively and creatively with our talented marketing analyst and BI people, and the team went way beyond my expectations. The deep insights into needs and behaviour will drive new sales and marketing approaches, reveal opportunities and make us more profitable.

Andy Eggleston, Director Marketing and Digital PEPP



# M&A ANALYTICS

FIND WHICH COMPANY IS  
YOUR NEXT STRATEGIC TARGET

8.7 CUSTOMER RATING

€10-15K

We would not be Pon if we did not take over a company once in a while, right? By combining our Lead Generation techniques with Chamber of Commerce information, we can deliver the ultimate list of acquisition targets that suit your M&A requirements. Target companies are shown in an online map that can be filtered on revenue, number of employees and lead generation score.

⚙️ TEXT MINING

CLASSIFIED





# DATA ANALYTICS CRASH COURSE

LEARN ABOUT ANALYTICS AND MAKE  
YOUR BUSINESS MORE DATA-DRIVEN

9.4 CUSTOMER RATING

€10-15K TOTAL

The elephant in the room: data. We have so much data, but are we getting the most out of it? The answer is no, but where to start? It all starts with having the right capabilities and mind-set. During our 3-day crash course, we will train and inspire you in the magical world of data. We will focus on your people and work with data from your business during the course. We will work in analytical tooling and make sure you will have the basis to accelerate. Enthusiastic? Wait till you see the real stuff. Join the course!



I have been to many trainings in the past, but this is one of the best I have ever had.



– Graham Llewellyn-Berry, CFO Prochem



# ANALYTICAL COMMUNITY

LET'S MAKE PON  
SMARTER TOGETHER

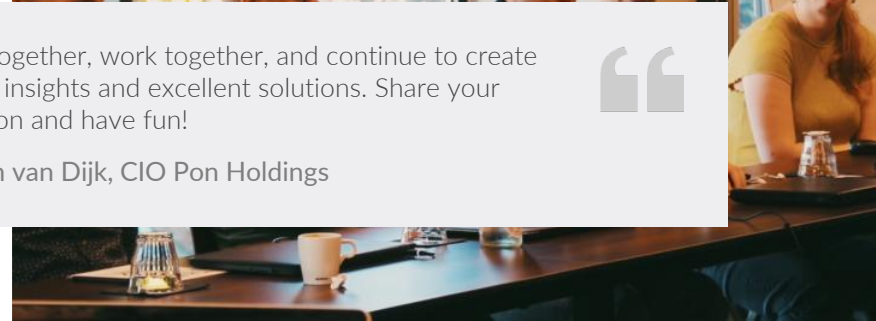
The Pon Analytical Community welcomes anyone within Pon who is interested in analytics to work together, share ideas, create insights and share their passion. We organize 48-hours cases, Q&A sessions, tutorials and other online/offline events. If you want to join our community and be an active member, go to Google Communities and search for Pon Analytical Community. See you there!



Get together, work together, and continue to create great insights and excellent solutions. Share your passion and have fun!



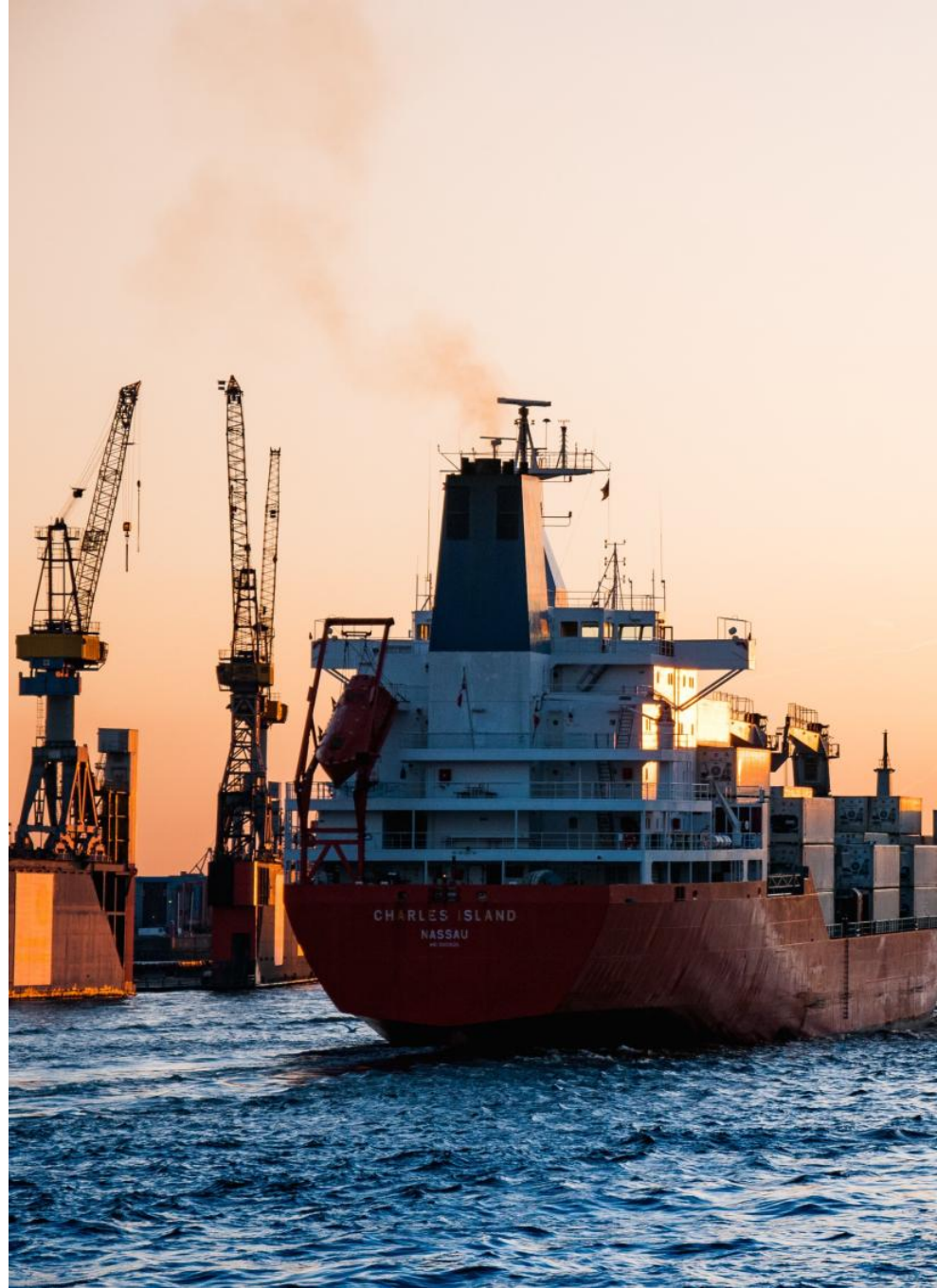
– Ton van Dijk, CIO Pon Holdings





# TEAM & CONTACT

Are you just as enthusiastic as we are? Do you want to make a difference in your organization with Data Analytics? We are more than happy to work together, inspire you with our ideas and solutions and tell you more about our innovative propositions! Contact Ralf de Haan for more information, or go to [www.pondatalab.com](http://www.pondatalab.com) and check out what we can do for your business.





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# TECHNOLOGY TAGS

## ⚙️ PREDICTIVE MODELLING

Predictive modelling is a statistical technique to predict future behaviour based on a number of predictors.

## ⚙️ SIMULATION MODELS

Simulation models imitate the operation of a real-world process, to evaluate different scenarios and outcomes.

## ⚙️ MACHINE LEARNING

Machine learning allows systems to learn and improve from experience without being explicitly programmed.

## ⚙️ NEURAL NETWORKS

A neural network is an advanced form of machine learning that mimics the structure of neurons in the human brain.

## ⚙️ WEB SCRAPING

Web scraping is a technique used for extracting and structuring large amounts of data from websites.

## ⚙️ DATA MINING

Data mining is the process of finding anomalies, patterns and correlations within large data sets.

## ⚙️ TEXT MINING

Text mining is the process of deriving high-quality information from text by devising patterns and trends.

## ⚙️ SENTIMENT ANALYSIS

Sentiment analysis is a form of natural language processing that recognizes positive and negative opinions in text.





