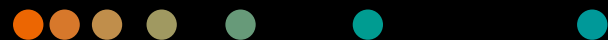


# KNIME Business Hub in Action @ Siemens Healthineers

Maxim Rube & Sandra Baumann  
March 14, 2024



**Market leader** in majority of businesses

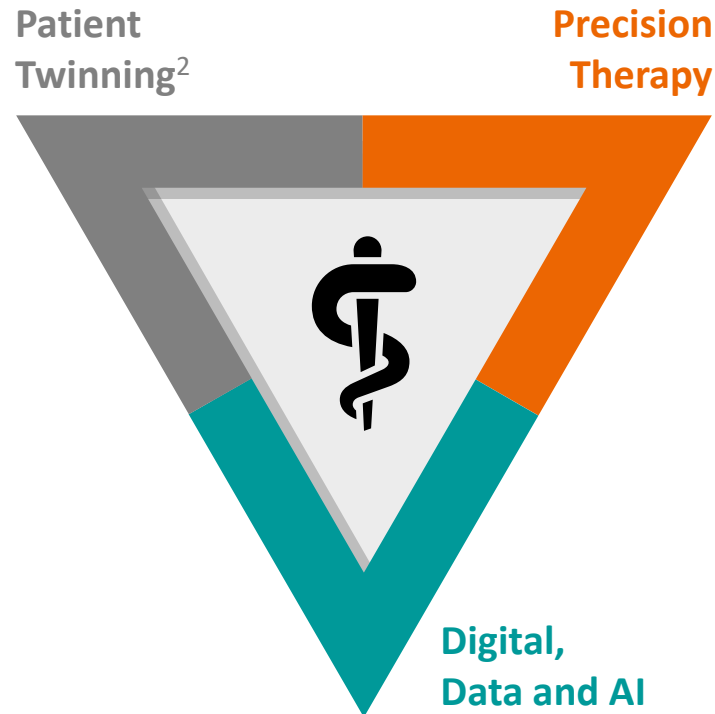
**>90%** of leading hospitals collaborate with us<sup>3</sup>

**>71,000**  
highly skilled employees

**>70**  
countries with direct presence

**€21,68bn**  
revenue FY2023<sup>1</sup>

**24,000** technical IPRs,  
thereof 15,000 granted patents



**84**  
AI-supported product offerings

**221m** patient touchpoints  
in underserved countries

**>70%** of critical clinical decisions are  
influenced by the type of technology we provide<sup>5</sup>

**>700,000**  
installed base

<sup>1</sup> Revenue FY2023 Siemens Healthineers

<sup>2</sup> Patient Twinning is currently under development. It is not for sale. Its future availability cannot be guaranteed.

<sup>3</sup> Based on hospital rankings in the U.S., China, and Germany | <sup>4</sup> FY2023 Sustainability Report | <sup>5</sup> AdvaMedDX 'A Policy Primer on Diagnostics'

# The Global Challenges Are Our Opportunities

79%

Report that keeping up with the speed of digital and other transformations is a significant **risk management challenge**

PwC Global Risk Survey

Most non-tech companies are lagging, but **new tools** can get them in that race

McKinsey

## Why So Many Accountants Are Quitting

*“Even some accounting majors don’t want accounting jobs”*

The Wall Street Journal

Why We Need To Think  
**Differently** About Digital  
Transformation

Forbes

**New forms of data** are giving organizations unprecedented speed and transparency

McKinsey

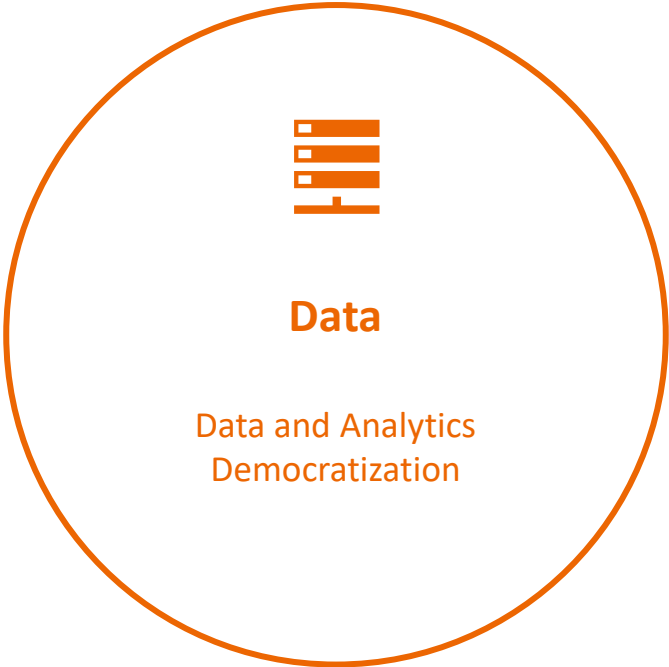
Quiet Quitting Is A Sign Of A  
**Deeper Problem**

Forbes

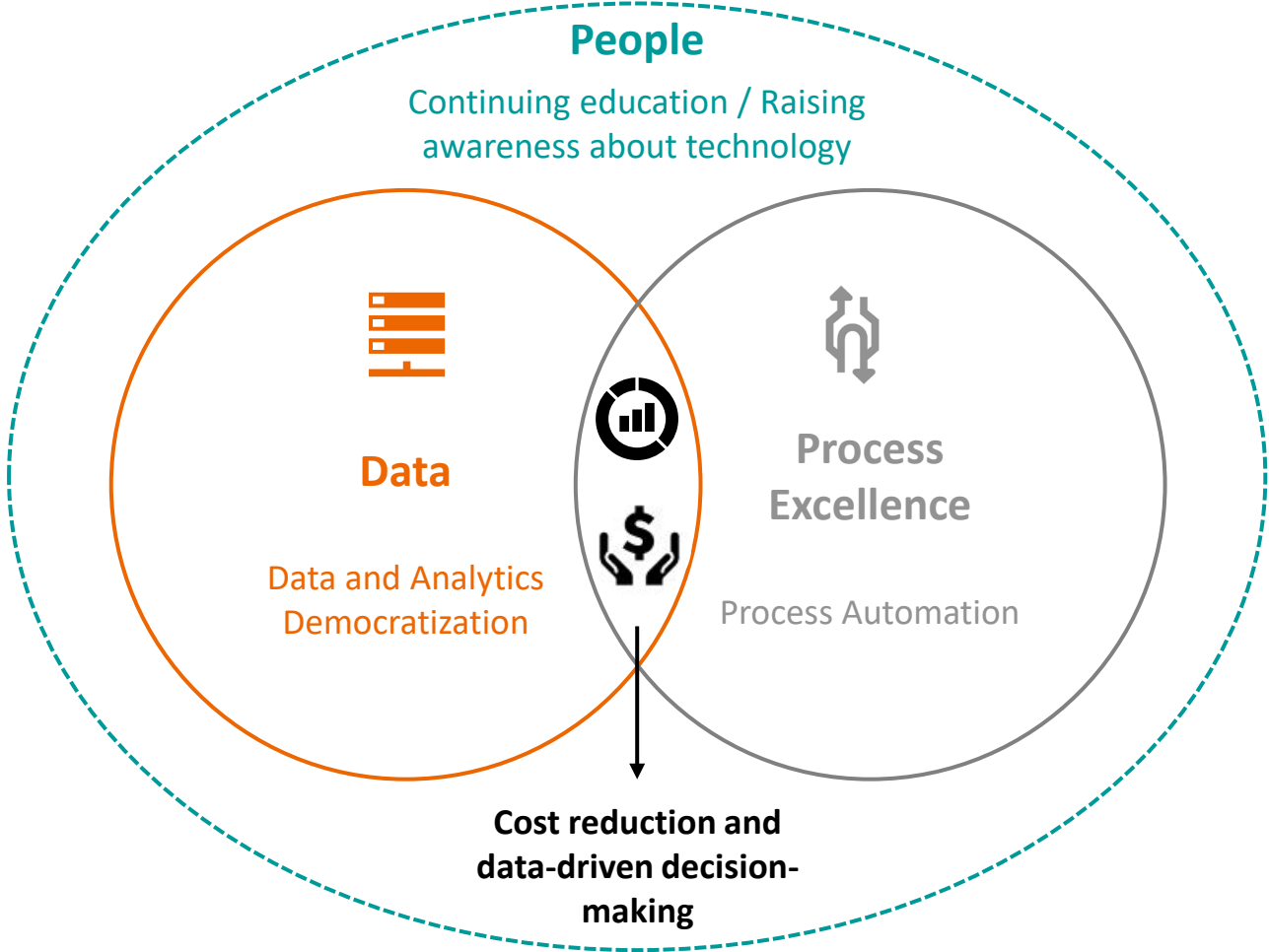
The Importance Of An  
Industrial **Data Strategy** For  
Digital Transformation

Forbes

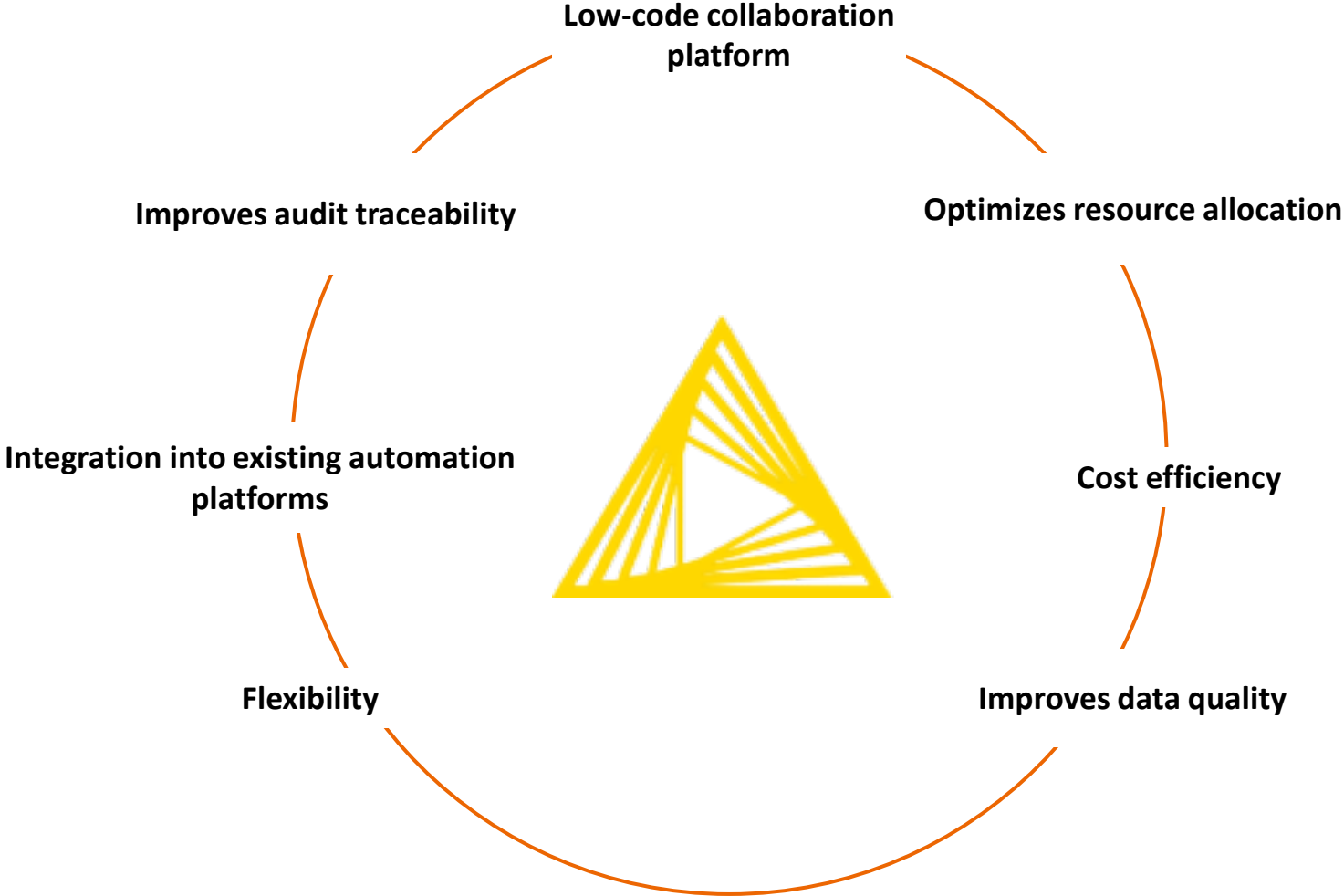
# First Steps: Becoming a Data-Driven Company



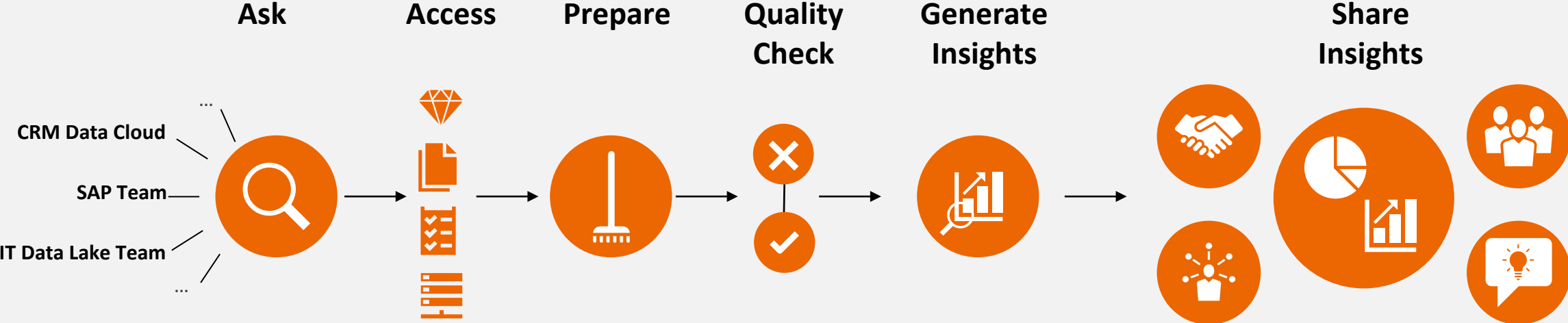
# First Steps: Becoming a Data-Driven Company



# Implementation of KNIME as a new tool within the company

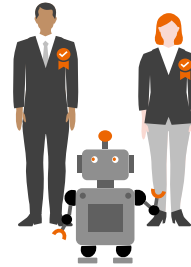


# Business View on Data Projects



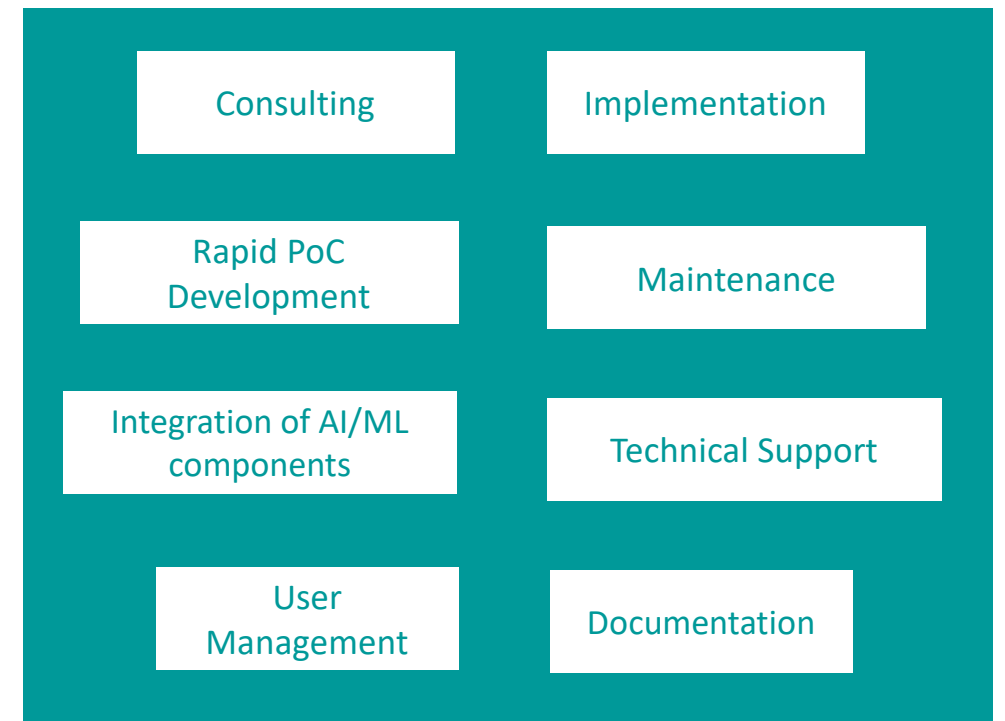
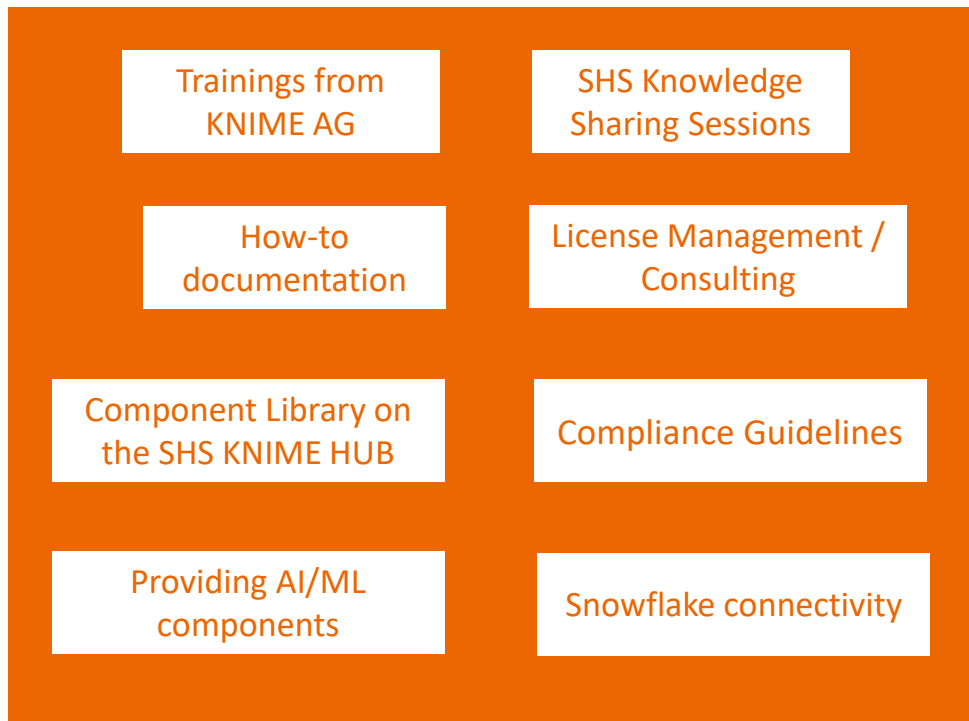
# Our KNIME Services - Automation.Studio Offering

## Citizen Development



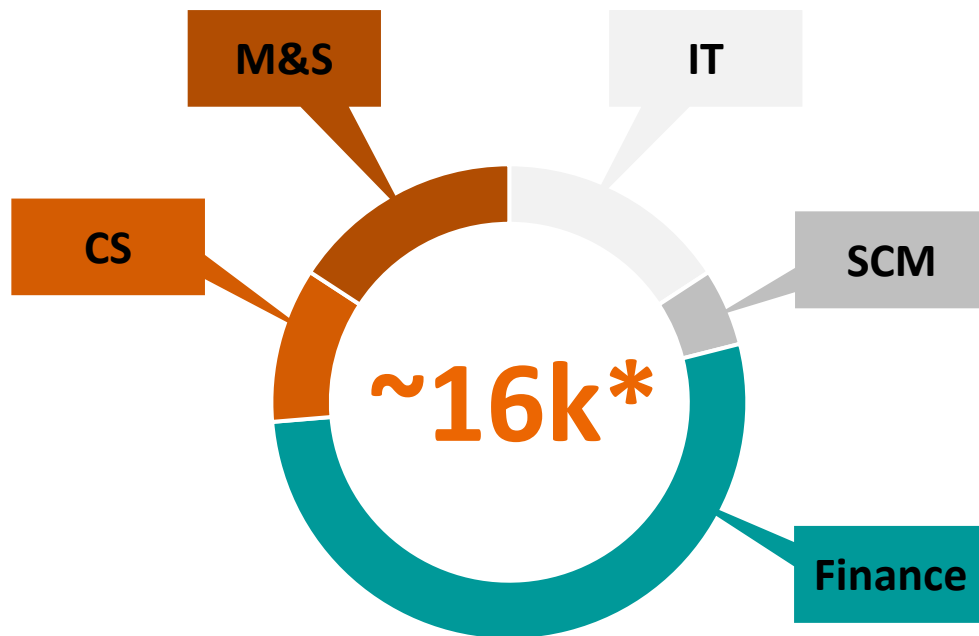
## Automation.Studio Team

## Center of Excellence



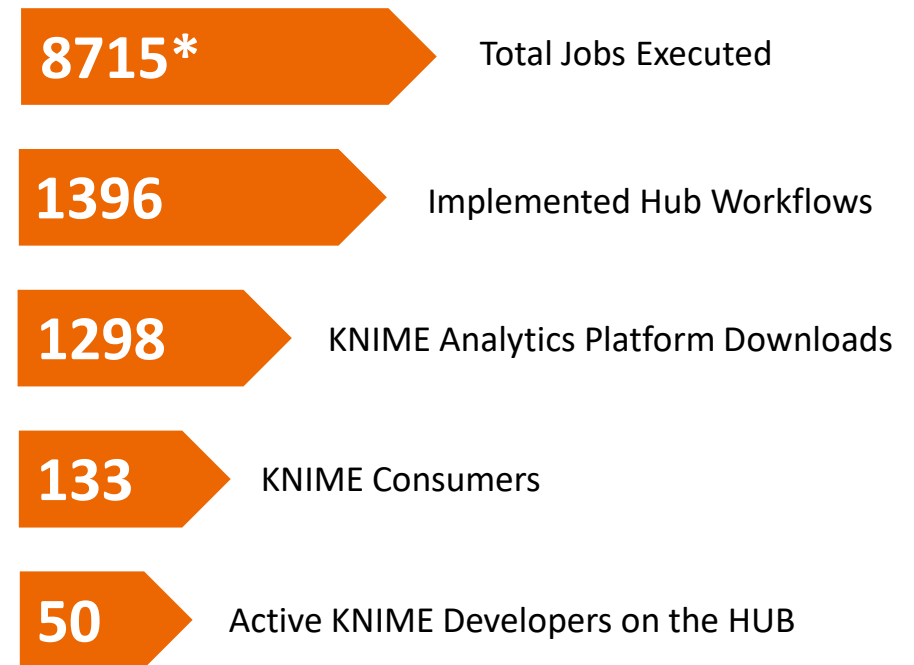


## Center of Excellence



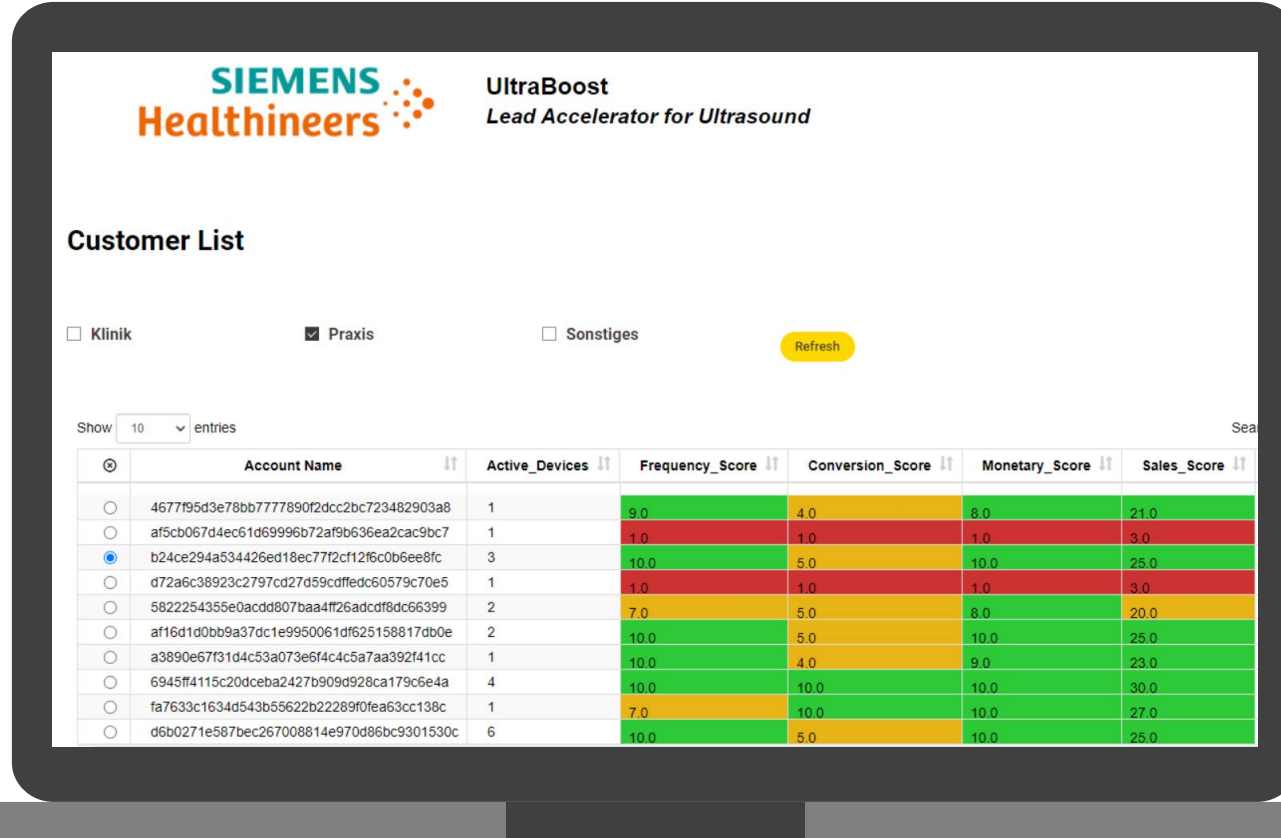
\*Annual savings in hours

## KNIME Hub KPIs



\* This is the number of execution of an automation developed and uploaded in the Hub.

# KNIME in Marketing & Sales – Generate Opportunities



The screenshot displays the Siemens Healthineers UltraBoost Lead Accelerator for Ultrasound interface. It features a 'Customer List' section with filter options for 'Klinik', 'Praxis', and 'Sonstiges'. A table below shows customer data with columns for Account Name, Active\_Devices, Frequency\_Score, Conversion\_Score, Monetary\_Score, and Sales\_Score. The table is sorted by Frequency\_Score in descending order.

Account Name	Active_Devices	Frequency_Score	Conversion_Score	Monetary_Score	Sales_Score
4677f95d3e78bb7777890f2dcc2bc723482903a8	1	9.0	4.0	8.0	21.0
af5cb067d4ec61d69996b72af9b636ea2cac9bc7	1	1.0	1.0	1.0	3.0
b24ce294a534426ed18ec77f2cf12f6c0b6ee8fc	3	10.0	5.0	10.0	25.0
d72a6c38923c2797cd27d59cdfedc60579c70e5	1	1.0	1.0	1.0	3.0
5822254355e0acdd807baa4ff26adcd8dc66399	2	7.0	5.0	8.0	20.0
af16d1d0bb9a37dc1e9950061df625158817db0e	2	10.0	5.0	10.0	25.0
a3890e67f31d4c53a073e6f4c4c5a7aa392f41cc	1	10.0	4.0	9.0	23.0
6945ff4115c20dceba2427b909d928ca179c6e4a	4	10.0	10.0	10.0	30.0
fa7633c1634d543b55622b22289f0fea63cc138c	1	7.0	10.0	10.0	27.0
d6b0271e587bec267008814e970d86bc9301530c	6	10.0	5.0	10.0	25.0



Low code environment supports rapid prototyping

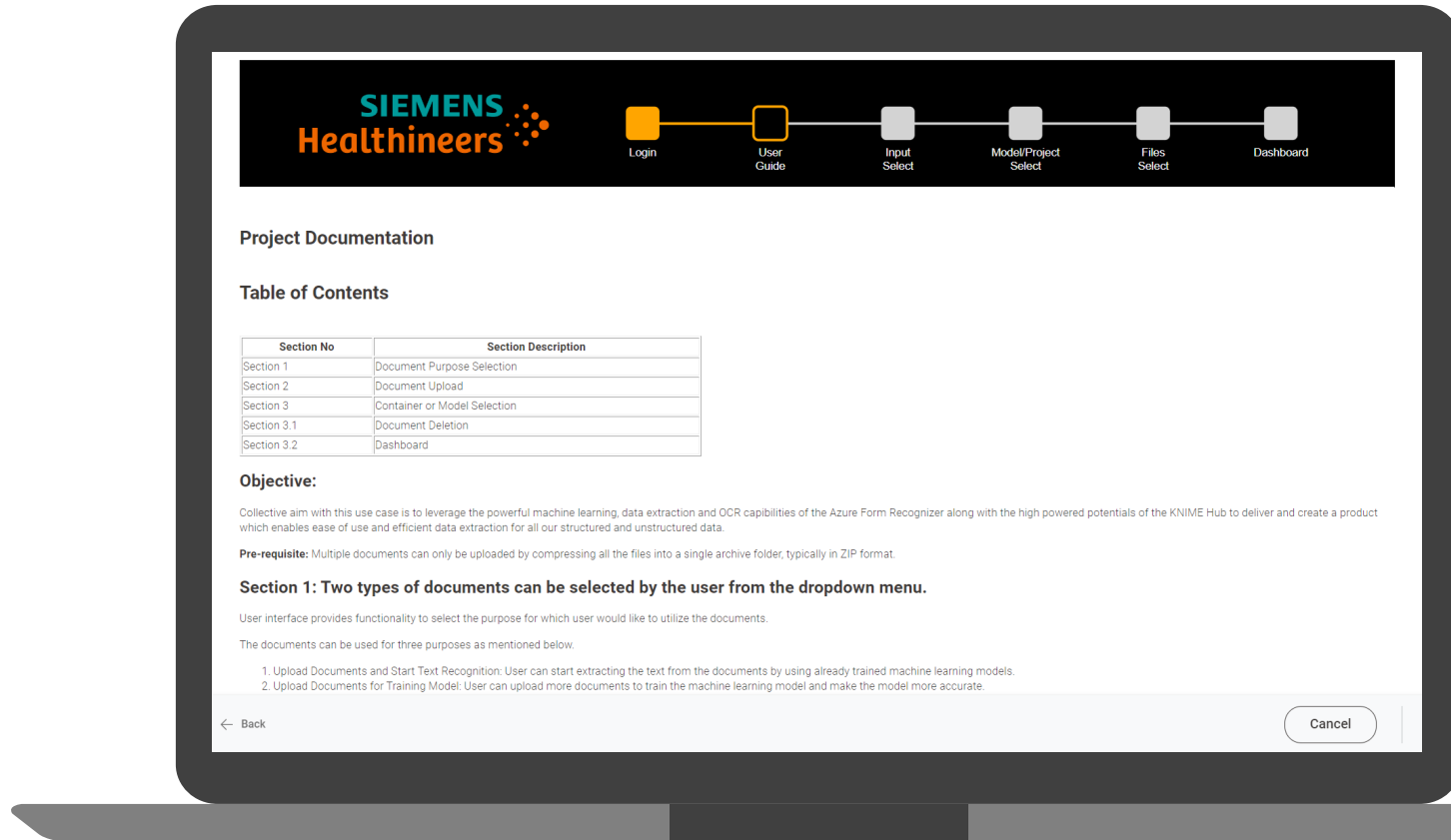


Easy and fast visualization through established nodes and widgets



Accessible for the whole team through efficient deployment on the KNIME Hub

# Ready-to-use business-friendly OCR KNIME Data App



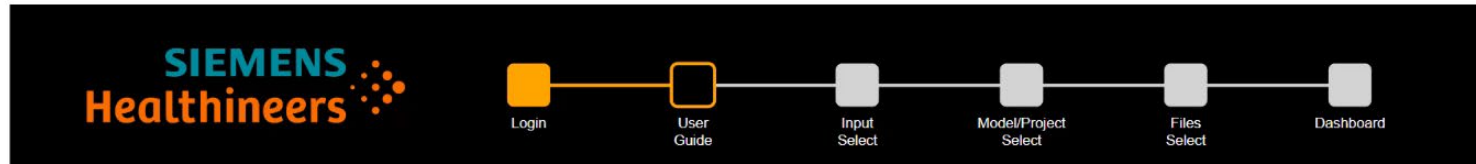
Easy-to-use frontend to upload documents, apply trained models, and extract information



Seamless integration with Azure AI Document Intelligence Studio



High scalability to process multiple documents at the same time



## Project Documentation

### Table of Contents

Section No	Section Description
Section 1	Document Purpose Selection
Section 2	Document Upload
Section 3	Container or Model Selection
Section 3.1	Document Deletion
Section 3.2	Dashboard

#### Objective:

Collective aim with this use case is to leverage the powerful machine learning, data extraction and OCR capabilities of the Azure Form Recognizer along with the high powered potentials of the KNIME Hub to deliver and create a product which enables ease of use and efficient data extraction for all our structured and unstructured data.

**Pre-requisite:** Multiple documents can only be uploaded by compressing all the files into a single archive folder, typically in ZIP format.

#### Section 1: Two types of documents can be selected by the user from the dropdown menu.

User interface provides functionality to select the purpose for which user would like to utilize the documents.

The documents can be used for three purposes as mentioned below.

1. Upload Documents and Start Text Recognition: User can start extracting the text from the documents by using already trained machine learning models.
2. Upload Documents for Training Model: User can upload more documents to train the machine learning model and make the model more accurate.
3. Delete Trained Documents: User can delete already existing documents.

#### Section 2: The single/multiple document(s) can be uploaded by the user in the next step.

User interface provides functionality to upload a data file. Uploaded data files are further stored in Azure Blob Storage. Depending on whether the data is to be used for training or performing text recognition, they are stored in different locations. Note - When uploading multiple documents, it is necessary to compress all the files into a single archive folder, typically in ZIP format, prior to the upload process.

#### Section 3: Select container or model

← Back

Cancel

# Key Benefits of KNIME in Action

- ✓ Accelerated development cycle through pre-defined functions and visual development tools
- ✓ Reduced dependency on programming skills
- ✓ Reduced maintenance effort
- ✓ Integration / easy scalability through KNIME Hub
- ✓ Interfaces to / from other systems
- ✓ Efficient data analysis and exploration

