

*introducing...* the SEB Strategic Initiative –  
**Harvesting Business Analytics**  
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*thoughts by:*

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# Overview

- Why Business Analytics (BA)?
  - Driver 1: SmartCities
  - Driver 2: DigitalSociety
- Local Business Presence
  - 50 mile Radius
  - SIC Code Distribution
  - Important Employers
- Turning Trends into Educational Programs
- Growth Opportunity for SEB

# Why Business Analytics (BA)?



**Toolkit for managing  
three worlds:**

- Man-made world
- Natural world
- Digital World

# Driver 1: SmartCities

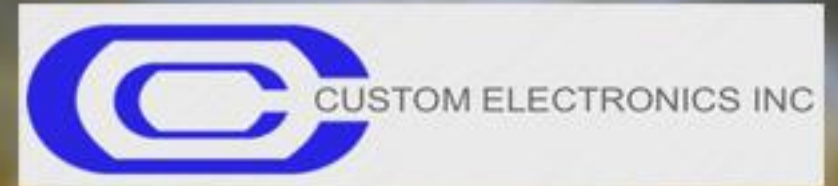


**Role of Government in:**

- **Economic Development (Policies, Funding)**
- **Environmental Protection**
- **Mobility (Physical, Social)**
- **Education**

# Driver 2: Digital Society

- Digital Business (B2B, B2C)
- Digital Manufacturing
- Digital Transport and Infrastructure
- Digital Resource Management



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UBER



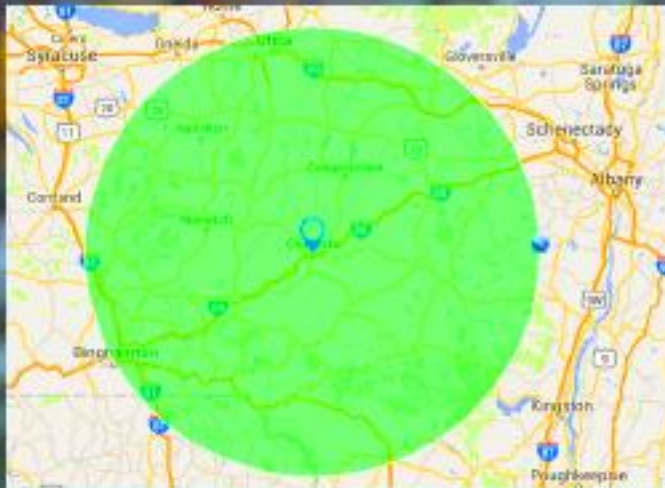
# Local Business Presence

**Education, Knowledge Transfer, Experiential Learning**

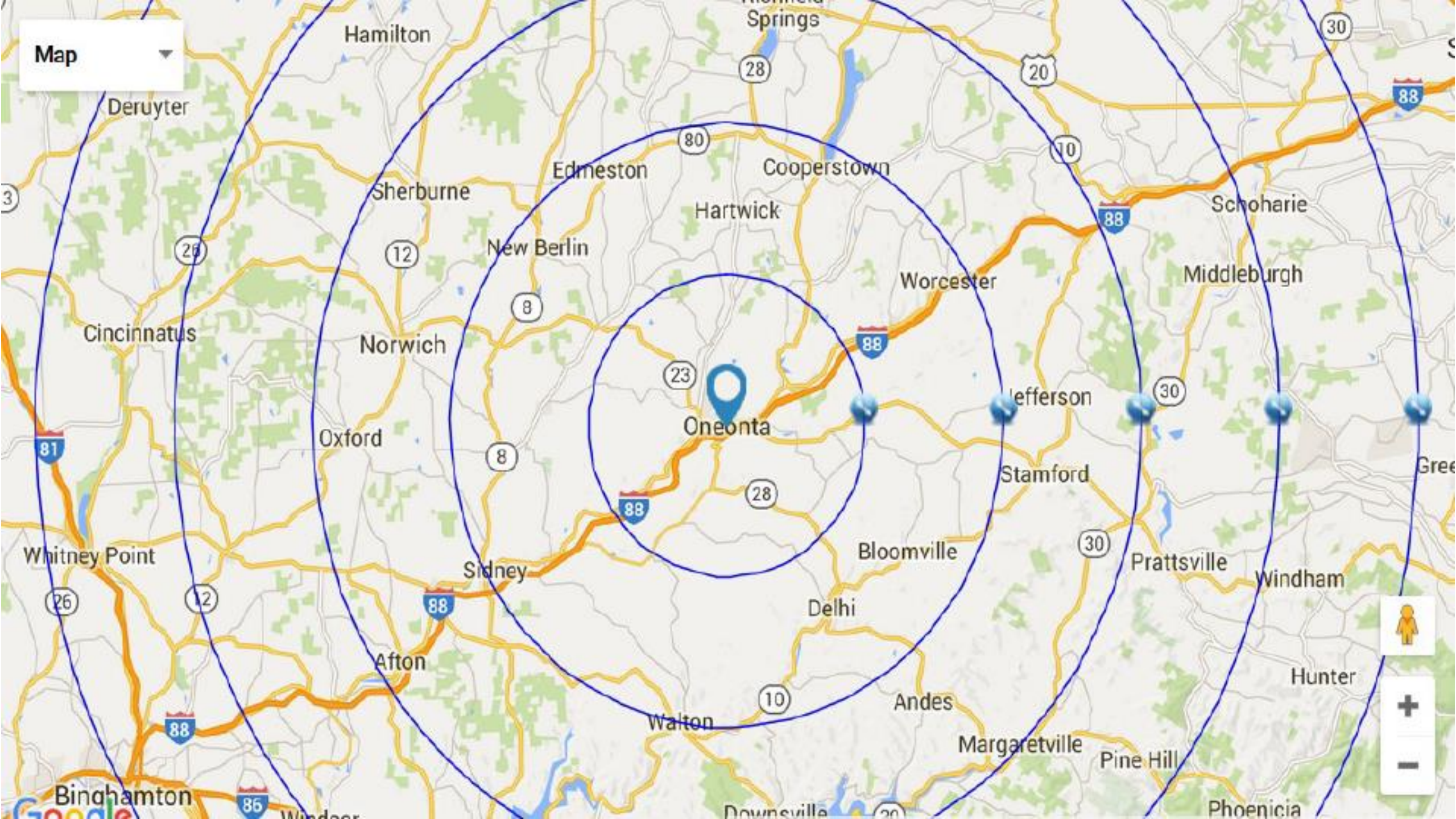
**-50 mile radius**

**-250 unique zip-codes**

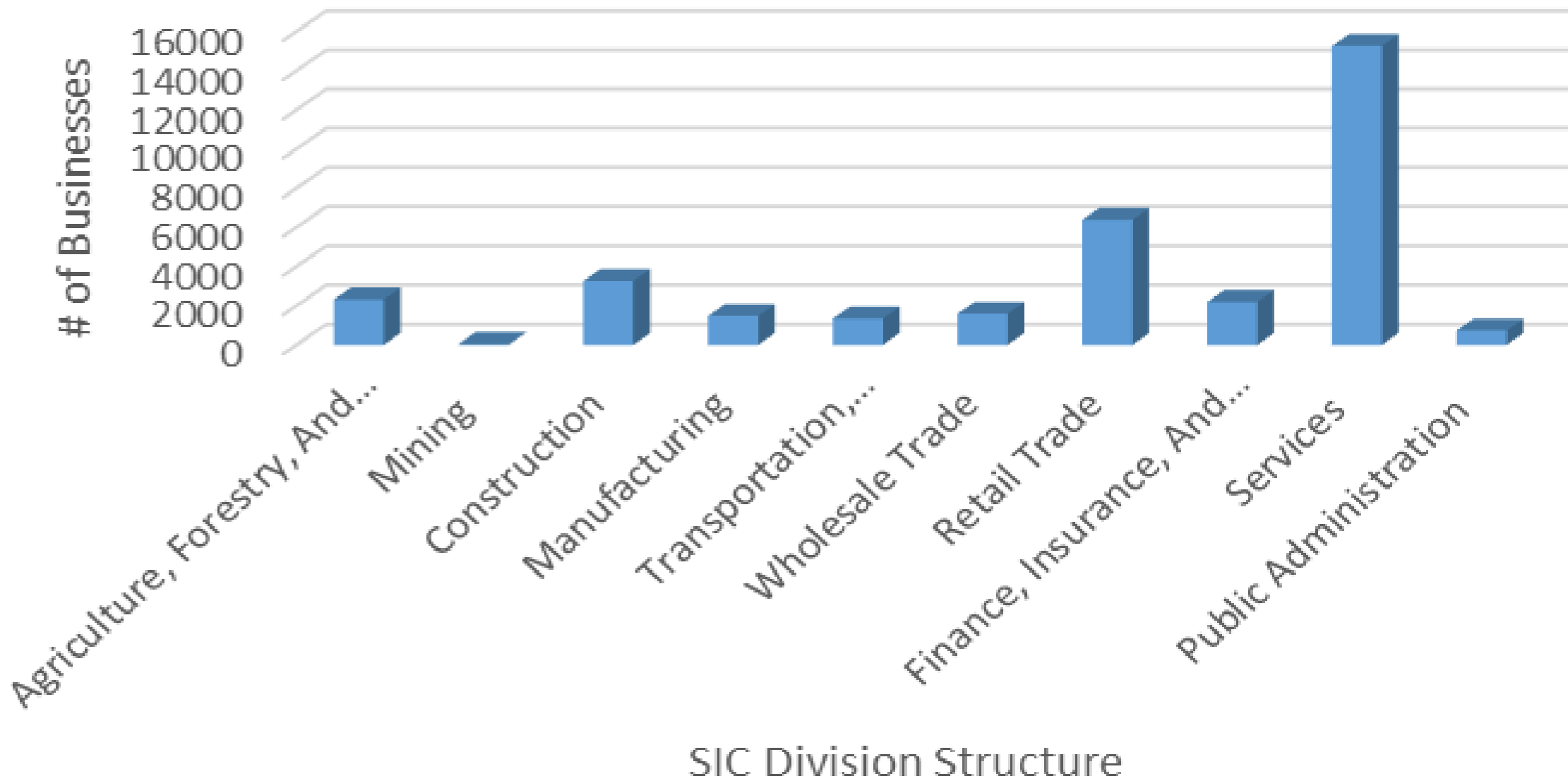
**-Raw data on businesses in each municipality**



Map



# SIC Code Distribution





# Important Employers

- 1 CREATIVE ORTHOTICS & PROSTHETICS- 3500 Employees
- 2 CONMED Corporation- 3400 Employees
- 3 The Mary Imogene Bassett Hospital- 3200 Employees
- 4 Chobani, LLC- 3000 Employees
- 5 Resource Center for Independent Living- 2375 Employees
- 6 Maines Paper & Food Service, Inc.- 2000 Employees
- 7 NBT Bancorp Inc.- 1721 Employees
- 8 County of Oneida- 1700 Employees
- 9 St. Elizabeth Medical Center- 1700 Employees
- 10 Upstate Cerebral Palsy Inc – 1700 Employees



# Turning Trends into Educational Opportunities

- Enhance courseware to match societal needs
- Harvest IT and communication technologies

# Growth Opportunity for SEB

- Build Bridges between SEB and industry
  - Local, national, global
  - Launch a focused BA program
  - Expand educational offerings
  - Upgrade classroom courseware & technology transfer
  - Enhance distance learning
    - Innovative Experiential Programs