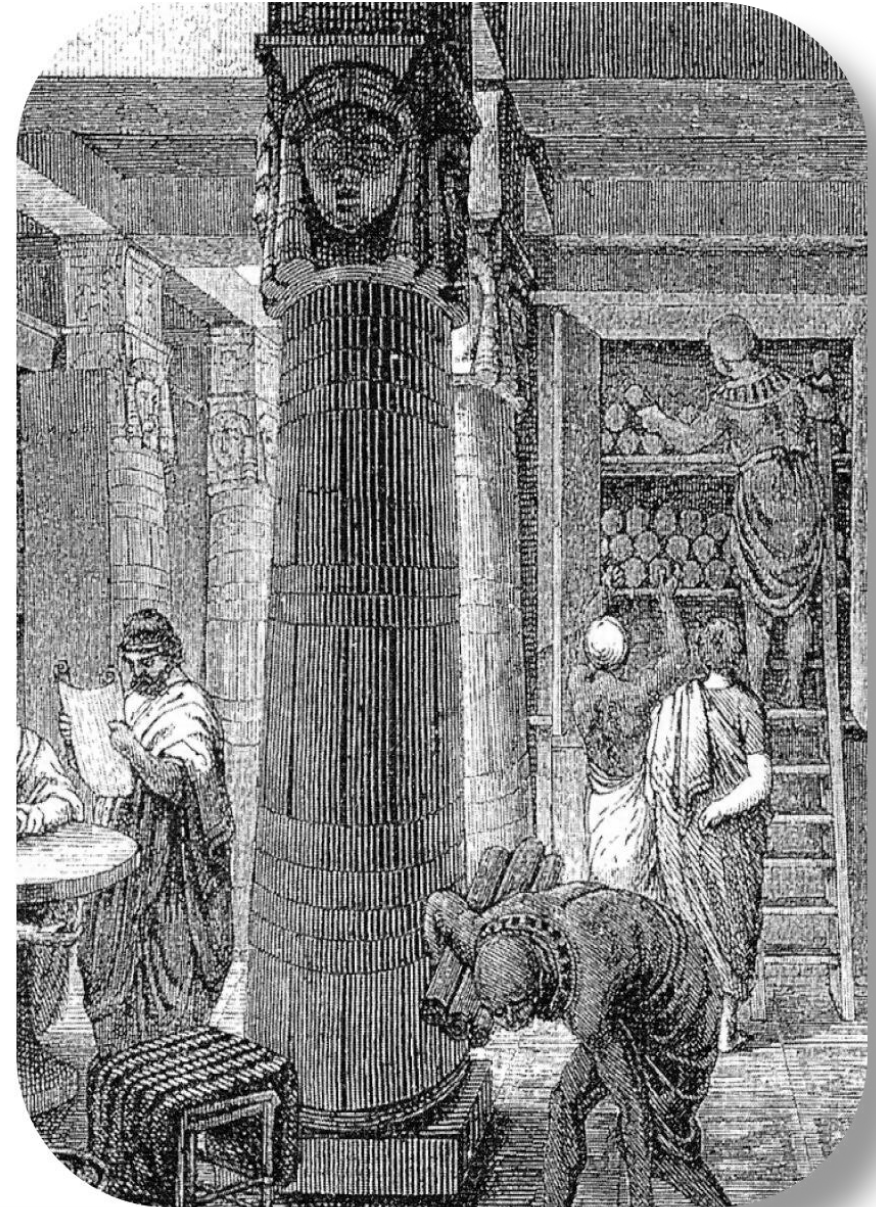


The Role of Data Management in the Digital Transformation

Raman Ganguly





Printing Revolution

- Process for mass-producing
- Movable type
- Oil-based ink for printing books
- Invention of a wooden printing press
- Creating types from a new metal alloy
- A hand mould for casting type



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The Gutenberg Galaxy

- Marshall McLuhan
- Technology changed the way of thinking
- Exchange of knowledge on a broader basis
- Linear and structured processing of information
- Promote individualistic, analytical and logical thinking

Four Epochs of History

1. Oral tribe culture
2. Manuscript culture
3. Gutenberg galaxy
4. Electronic age



The Turing Galaxy

- Norbert Bolz and Wolfgang Coy
- Information is always available
- Creation of content on a broader basis
- Non-linear information
- The quality of information is hard to identify



Processing Data – Alan Turing

- Calculation of thinking
- Turing machine
- Turing test
- Data keeps the machine running

The Quality of Data

- Knowing the origin of the data is key
- Never loose your data
- Make your data usable

Data Management

- Is not a tool, it is process
- Deep integrated into the workflow
- Using data you know
- Ownership of data is different to copyright

Pictures

- Page 1: Library of Alexandria. (2024, November 20). In *Wikipedia*. https://en.wikipedia.org/wiki/Library_of_Alexandria
- Page 2: Johannes Gutenberg. (2024, November 21). In *Wikipedia*. https://de.wikipedia.org/wiki/Johannes_Gutenberg
- Page 3: Buchdruck. (2024, September 16). In *Wikipedia*. <https://de.wikipedia.org/wiki/Buchdruck>
- Page 6: Konrad Zuse. (2024, November 25). In *Wikipedia*. https://de.wikipedia.org/wiki/Konrad_Zuse
- Page 6: John von Neumann. (2024, November 25). In *Wikipedia*. https://en.wikiquote.org/wiki/John_von_Neumann
- Page 6: Alan Turing. (2024, November 25). *Ank Kumar, CC BY-SA 4.0*
[https://commons.wikimedia.org/wiki/File:Code_breaker -
Alan Turing%27s Life and Legacy at London Science Museum \(Ank Kumar\) 03.jpg](https://commons.wikimedia.org/wiki/File:Code_breaker_-_Alan_Turing%27s_Life_and_Legacy_at_London_Science_Museum_(Ank_Kumar)_03.jpg)



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Pictures

- Page 8: Buchdruck um 1520, Druckmaschine. (2024, June 30). In *Wikipedia*.
<https://de.wikipedia.org/wiki/Druckmaschine>
- Page 8: Bogenoffset-Druckmaschine mit 5 Druckwerken, Druckmaschine. (2024, June 30). In *Wikipedia*.
<https://de.wikipedia.org/wiki/Druckmaschine>