Session 3: The road towards sustainable scale-up of IoT & Data Marketplaces

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Data suppliers and users in Europe

Source: Everis (Study on B2B data sharing)
Profiles of data suppliers and users

**Profile of data suppliers**
- Mainly large companies
- 90% share data within their own business sector
- A majority only share a small percentage of the data they generate
- 1 in 5 consider data sharing as their main economic activity
- 1 in 3 have been sharing data for over 8 years
- Very few adopt an Open Data Policy
- Developing new business models and/or services and products as main motivation

**Profile of data users**
- Mainly large companies
- Mostly re-using data from their own sector (63%)
- 7 in 10 strongly depend on data for their business
- Half of them have been re-using data for over 6 years
- More than 40% have spent over €50,000/year to access data in the last years
- Developing/improving the catalogue of services and products as main motivation

1 in 2 experience obstacles to make their data available
6 in 10 experience obstacles to access data from others
Obstacles to B2B data sharing

- **LIABILITY (15%)**
  - Uncertainty about liability costs in case of damage caused by the data shared

- **TECHNICAL (73%)**
  - Interoperability barriers, safety and security requirements, curation and infrastructure costs, etc.

- **LOCALISATION (27%)**
  - Data localisation restrictions (e.g. legislation, practices) in place

- **REPUTATION (19%)**
  - Fear of reputational costs related to data inaccuracy or misuse

- **LICENSING (19%)**
  - Difficulty to find the suitable means to license data

- **SKILLS (38%)**
  - Lack of skilled data workers inside the company

- **LEGAL (54%)**
  - Uncertainty about ownership rights and what can be lawfully done with the data

- **MONITORING (42%)**
  - Difficulties to control usage of the data by others
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MyStreetBook - Smart Tourism Destination

Solution Summary

MyStreetBook is a calculation engine providing customized routes, all encapsulated in a smart tourism destination management platform. MyStreetBook connects personal interest of every user with external conditions such as timetables, rates, transportation means or accessibility. Besides it generates an aggregated information base that allows intelligent management.

Problem

Travel planning and customization are now an analogue and costly activity. There is a lack of knowledge of the interests and interactions at destination, and the offer is limited to standard tourist packages. Moreover, sustainable tourism is seldom envisaged.
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Lessons learned, open points...

- Avoid Vendor Lock-in → interoperability, portability (No vision of a single platform/marketplace; Federation?)
- Availability of Data (closed vs Open Data, data ownership, data sharing, data quality)
- Fight “against” data silos (cities are well placed to promote this, for eg. through public procurement processes)
- Create Trust at all levels (traceability)
- Is it just about marketplaces or data sharing in general?
- Data is nothing if not transformed into knowledge: data will be accompanied by services (e.g. data analytics)
- The Platform economy and multi-sided markets
- Infrastructure, data management, ...Finally, who pays for what?
  - Existing infrastructure can be used in a smarter way (avoid deploying infrastructure for each single purpose/service)
  - Motivate others to invest (and share) infrastructure: a company deploys (& pays) the infrastructure of a city but also monetizes data resulting from that infrastructure
Our speakers today

Gemma Guilera, Connected Places Catapult / SynchroniCity

Brendan Rowan, BluSpecs / Create-IoT

Fabrice Tocco, DAWEX

Frans Jorna, City of Almere / OASC NL