

DATA SHARING MASTERS

How smart organizations use data ecosystems to gain an unbeatable competitive edge

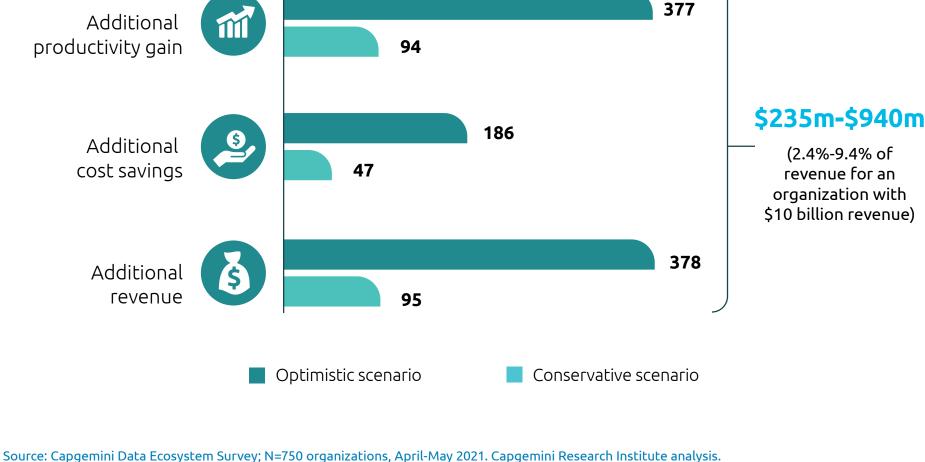
Data ecosystems have led to significant gains in customer satisfaction, productivity, and innovation Amount of benefits from data ecosystems (annualized)



Organizations participating in data ecosystems

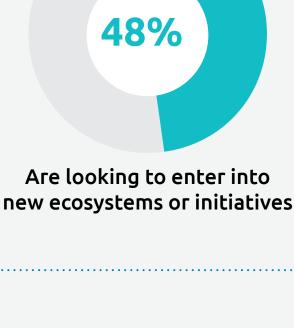
have the potential to gain financial benefits up to \$940 million or over 9% of annual revenue over the next five years Additional benefit from data ecosystem per company, cumulative in five years (USD M)

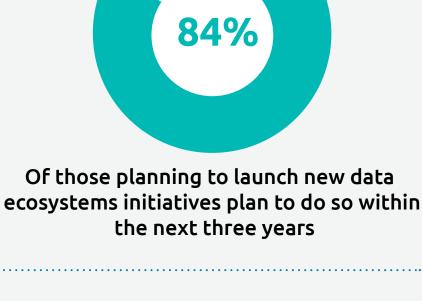
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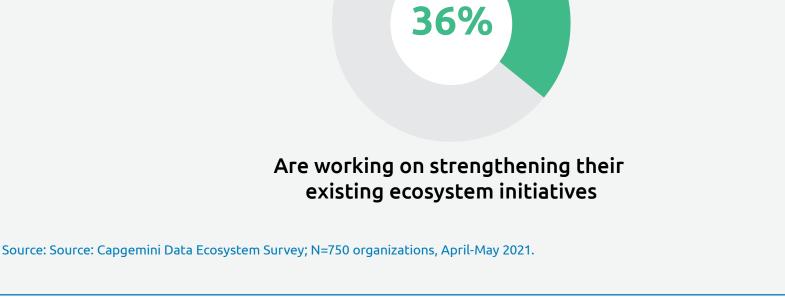


Organizations are planning to accelerate

their data ecosystem engagements







more than \$50m in data ecosystem initiatives in the next three years

25%

Research and

development

17% 10% Less than USD 10 Million USD 10 - 50 Million 15% USD 50-100 Million More than USD 100 million

Don't know

One in four organizations to invest

(In the next 2-3 years)?



6_6 France's Health Data **Airbus** partnered with **LUCA**, a Telefonica Unit, **BMW** Group and helped Natura, the global **Hub** is a health data a number of aerospace, Microsoft launched Open Manufacturing platform to bring technology, and personal care group together data from academic organizations Platform to partner with determine ideal locations to improve and speed other manufacturers various health databases for a retail store presence with the help of millions in the country. Health up the design of aircraft and address common data hub helps in wings while reducing of mobile data points to challenges in industrial cataloguing citizen development costs. manufacturing provide critical

Sales and

marketing

Consumptions

and usage

14%

supply chain

High collaboration

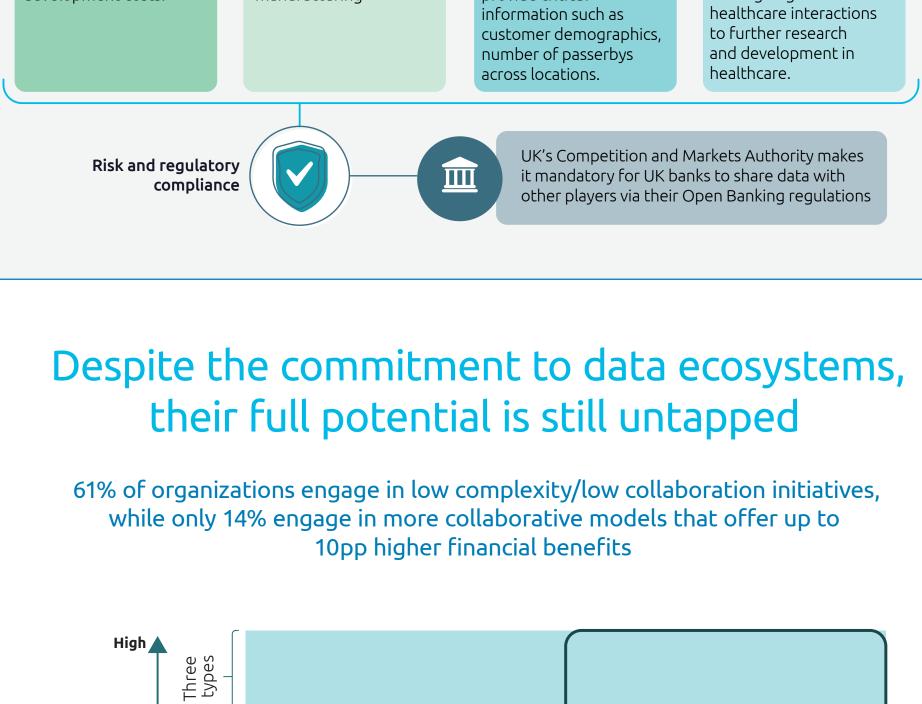
for current and

upcoming regulation?

analytics

Manufacturing

and supply chain



Collaborative data Data brokerage Federated Reciprocal

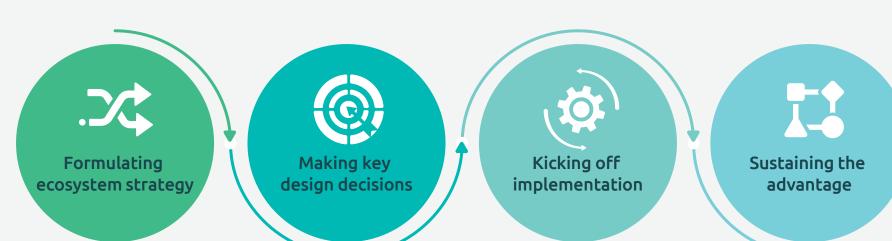
data sharing

Level of collaboration

61%

Percentages within boxes represent the share of organizations that adopt the given collaboration model and data sharing complexity.

How organizations can design, implement and sustain a winning data ecosystem strategy



How to ensure data privacy and security? Source: Capgemini Research Institute analysis

Two types

Low collaboration

Source: Capgemini Data Ecosystem Survey; N=698 organizations, April-May 2021.

Complexity of data sharing

Low

How to build trust with internal and external stakeholders?

How to build shared ethical values and practices?

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Proactively addressing privacy, ethics, trust, and regulatory requirements How to prepare