



BDV

BIG DATA
VALUE

DGE /DG Connect

CHALLENGES, SOLUTIONS AND VISIONS FOR THE EUROPEAN DATA ECONOMY

Laure Le Bars
SAP

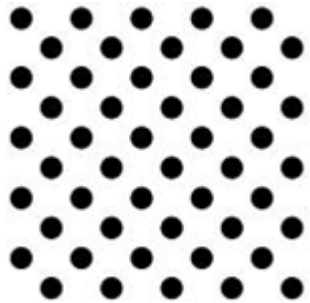


BIG DATA WHAT'S IT ALL ABOUT



When is Data 'Big'?

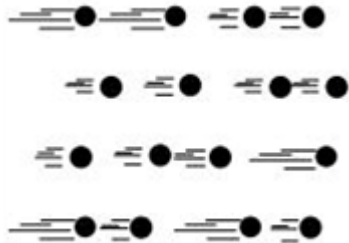
Volume



Data at Rest

Terabytes to
exabytes of existing
data to process

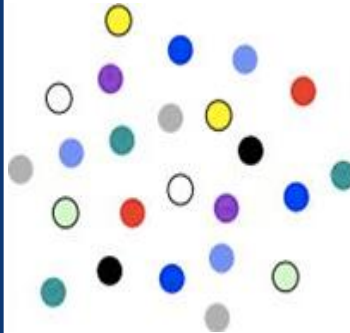
Velocity



Data in Motion

Streaming data,
requiring mseconds to
respond

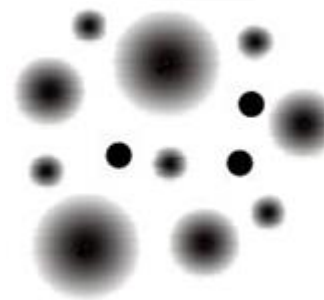
Variety



Data in Many Forms

Structured,
unstructured, text,
multimedia,...

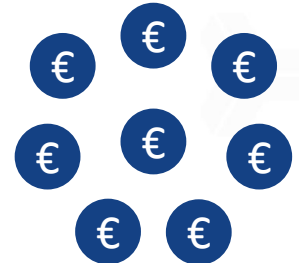
Veracity



Data in Doubt

Uncertainty due to
data inconsistency &
incompleteness,
ambiguities, latency,
deception

Value



Data into Money

Business models can
be associated to the
data

Adapted by a post of Michael Walker on 28 November 2012

“*Value*”

- › Creating transparency
- › Discovering needs, expose variability, improve performance
- › Segmenting customers
- › Replacing/supporting human decision making with automated algorithms
- › Innovating new business models, products services

McKinsey Global Institute

- › + Combining data together – Corporate data, Social Data, Sensor Data
- › + Privacy, Consumer Protection, Skills
- › + Engaging with other to develop together

BDVA

Big Data – Not Just Data

Big Data is not only about 'Big Data'!

- **ie Volume,**
- But also about
- **Velocity**
- **Variety**
- **Veracity**

And mainly the **VALUE** achieved from all this

Big Data Value has
**Multiple
Dimensions**



Big Data Value requires new **Business Models**, vibrant **Eco Systems** with strong European players along the entire **Value Chain**



BIG DATA VALUE CPPP & BDVA



What is the BDV cPPP about

The Objective of the PPP is:

- › The cPPP shall create results that have **IMPACT** on **members, participants, industry, economy** and **society**...

The Strategy needs to be:

- › The main focus is the **transfer of technology and application** via the “instruments” designed for the PPP

The Operationalization :

- › Establish a coherent set of **projects** that complement each other without being dependent.
- › Define a **Framework** for projects that ensure that “results” is fit for the purpose of the next step in the innovation cycle and complies with the end user demand

BDVA – dimensions & activities

R&I Projects

Large Targeted research and innovation projects, delivering foundational Big Data technology

Innovation Spaces

Hubs for bringing data, technology and application developments together; catering for development of skills, competence, and best practices.

Lighthouse Projects

Large scale demonstrations focusing on certain sectors and domains

Data Management

Data Processing Architectures

Deep Analytics

Data Protection

Advanced Visualization

European Innovation Spaces – a core component of the cPPP

European i-Spaces

- Serve as hubs for bringing the technology and application developments together and cater for the development of skills, competence, and best practices.
- Offer new and existing technologies and tools from industry and open source software initiatives as a basic service
- Facilitate the access to data assets.
- Allow an interdisciplinary approach along the various dimensions – technology, applications, legal, social, and business, data assets and the building up of skills.



Lighthouse projects – a mechanism for large-scale demos and awareness

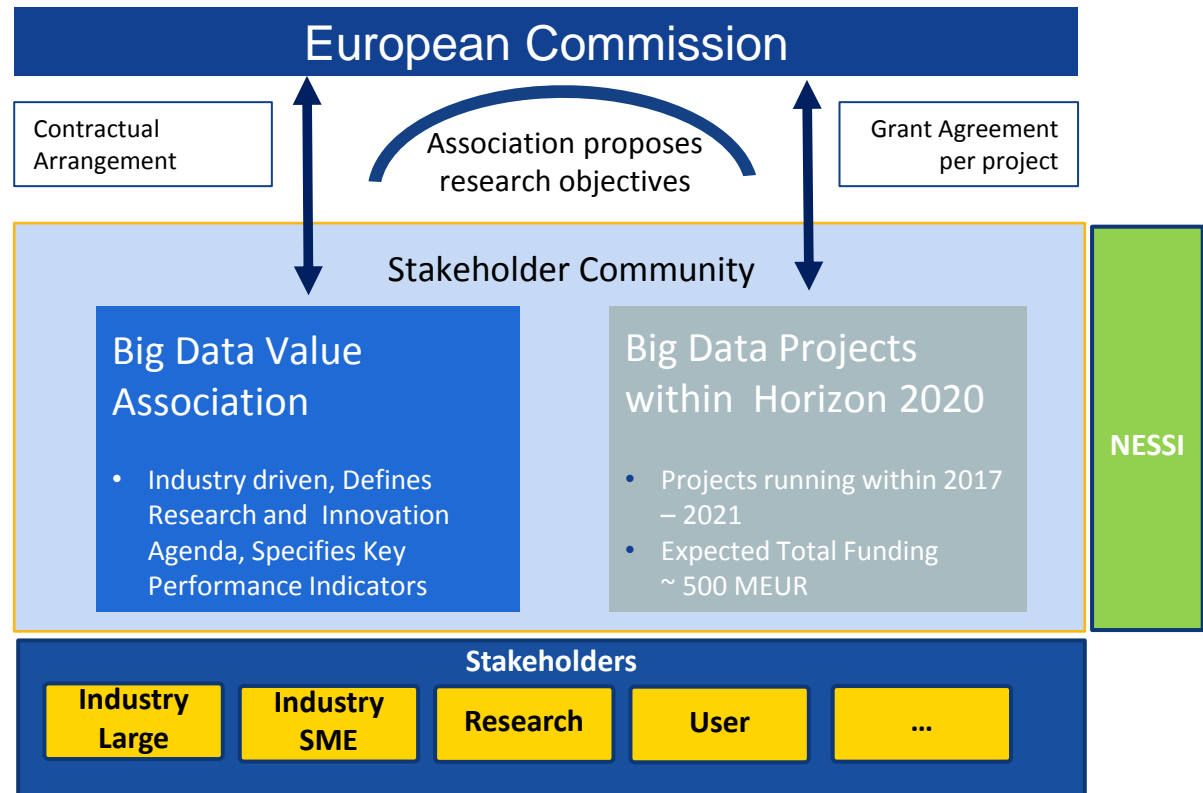
Lighthouse Projects

- The major mechanism for Europe to demonstrate Big Data Value ecosystems and sustainable data marketplaces
- Running data-driven large scale demonstrations
- Propose replicable solutions by using existing technologies or very near to market technologies that could be integrated in an innovative way and show evidence of data value
- Create high level impact and broadcast visibility and awareness driving towards faster uptake of Big Data Value applications and solutions



BDV cPPP Structure

EU and Industry agree on a cPPP to conduct strategic Big Data Value research and to run innovation projects
Requires setting up of a Big Data Value association
Involvement of a broad stakeholders community

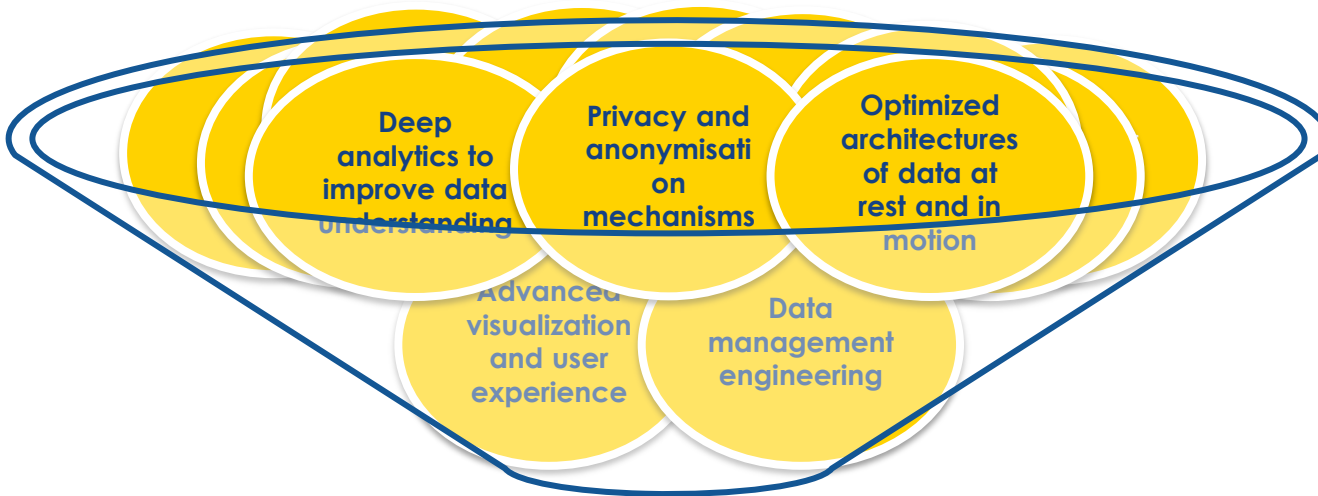


BDVA APPENDIX

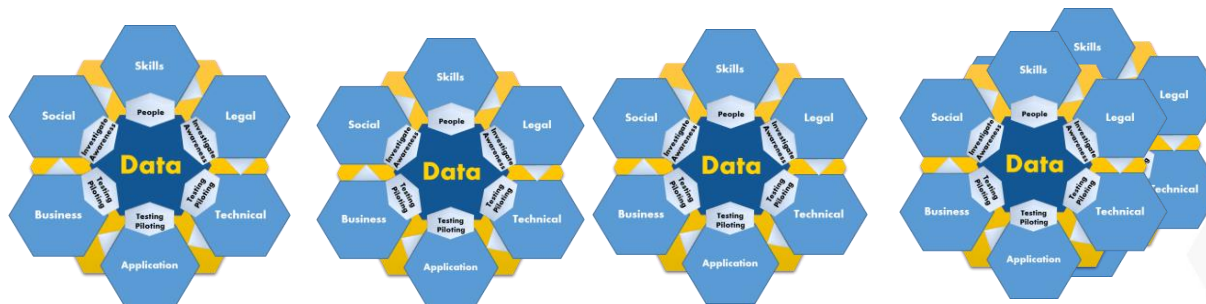


The BDVA main elements

R&I Projects



I-Spaces Projects



Light-house Projects



Stakeholder
Platform
Governance

Legal
Environment

Business
Models

Skills

Societal
Acceptance

CSA -
Projects

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The Big Data Value Association (BDVA) is organizing its first Summit in Madrid from 17th till 19th June 2015. The aim of the BDVA Summit is to inform about the BDVA activities, present the main expected funding opportunities in the field of Big Data and to set-up dialogues to discuss opportunities and challenges offered by Big Data among the European Big Data Community.

**SAVE
THE
DATE!**



BDV

BIG DATA VALUE
ASSOCIATION

Madrid Summit 2015

- Get informed about the Big Data Value PPP
- Learn about funding opportunities in the field of Big Data
- Engage in activities of the Big Data Value Association (BDVA)
- Discuss opportunities and challenges offered by Big Data
- Network and cooperate on research, development and innovation
- Enjoy beautiful Madrid

June 17-19, Madrid, Spain
www.bdva.eu



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