



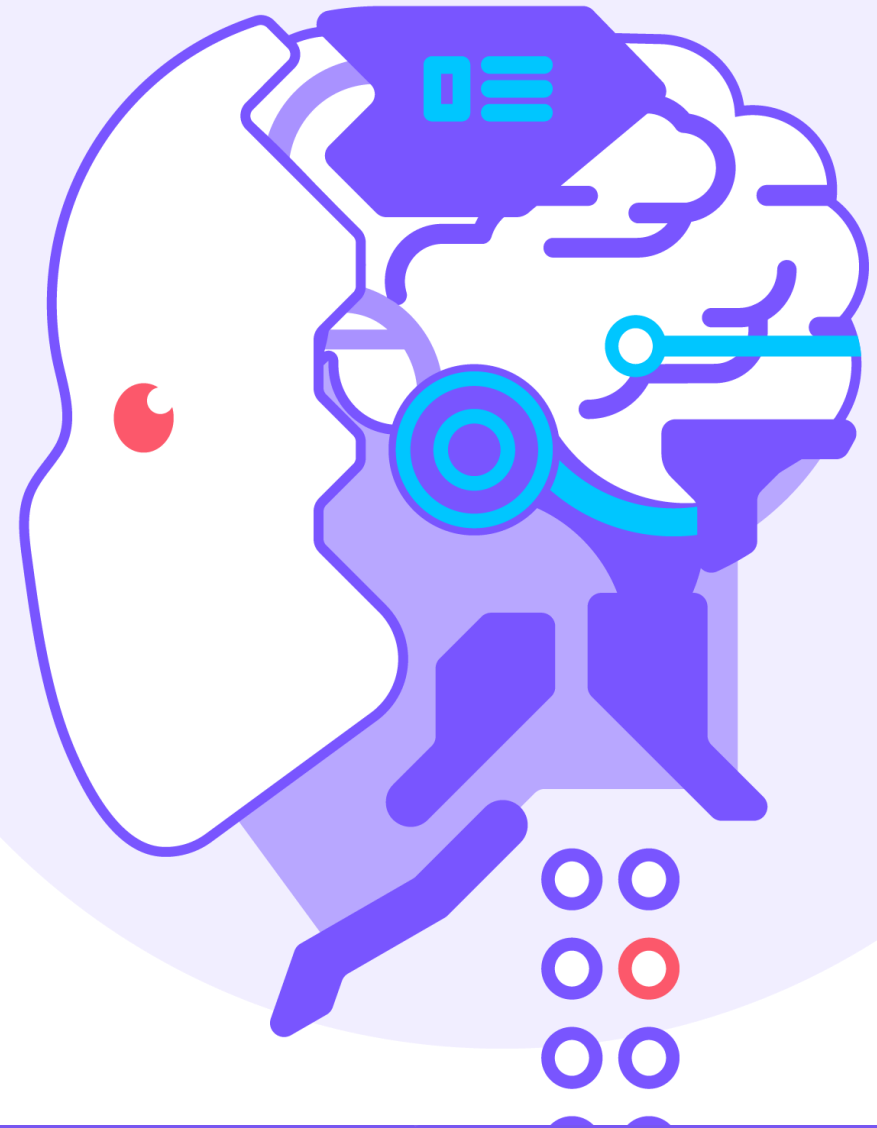
PLATFORM
OF TRUST

IT IS ALL POSSIBLE WITH INTERCOMPATIBLE DATA

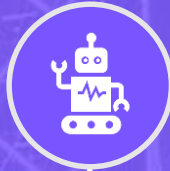


Pirkko Laitinen, Chief Marketing Officer

Platform Of Trust / September 12th, 2019



WHAT DO WE KNOW



Generating understanding and knowledge of data is vital for any future business and city.



Today, **80%** of costs are spent on actions that aim to make the data usable and only **20%** on actions that create value.



Cities tend to do innovations and experiments in vertical projects that look at data from their own perspective.



Typically one integration project takes weeks and costs tens of thousands of euros. Typically one integration is not enough to solve the problem at hand.



Businesses and cities that want to utilize data have been forced into integration hell. Until now.



DATA IN CITIES

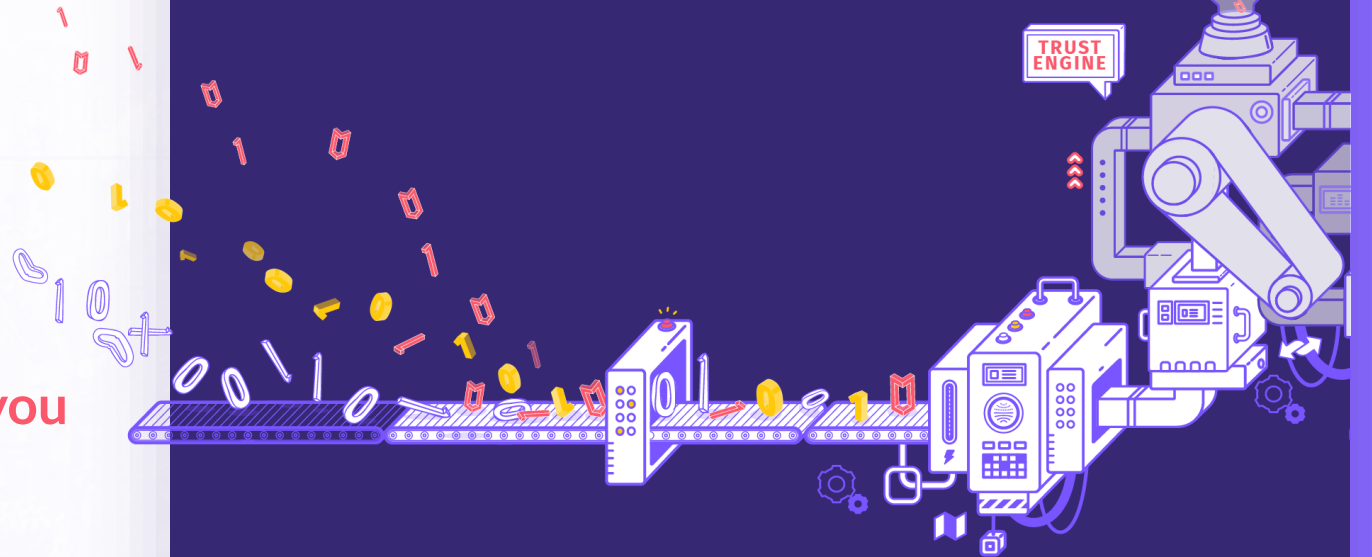
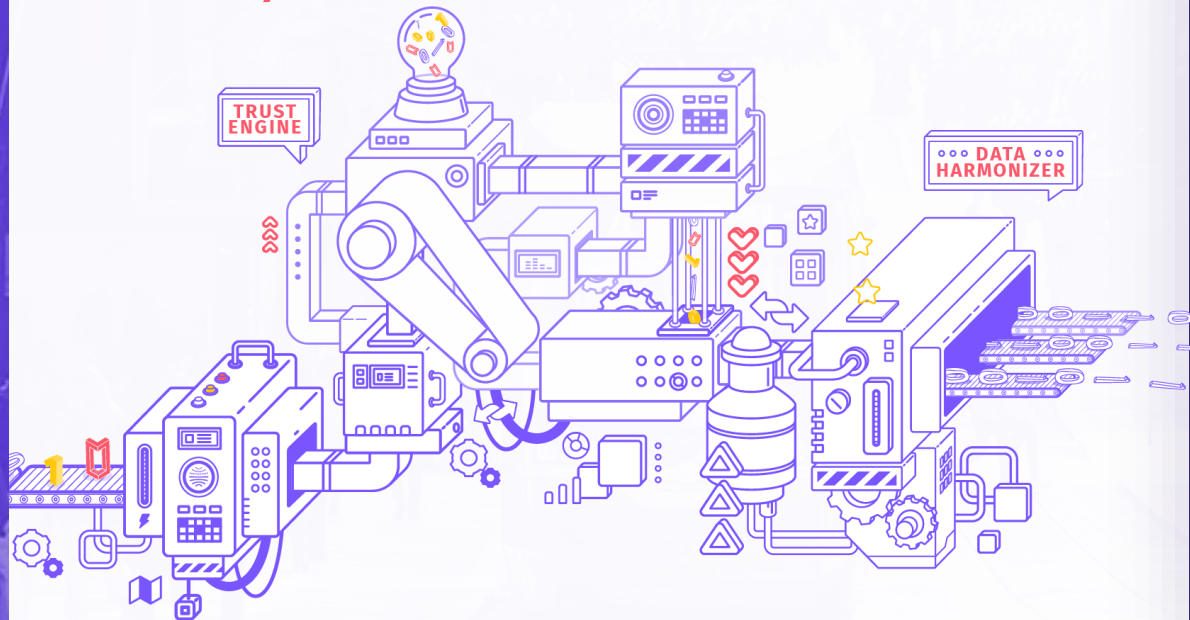
Energy – Groundwater – Outdoor and indoor conditions – Parking – People flow – Lighting – Citizen feedback – Citizen happiness – Transportation – Property management – Leadership – Urban planning – Security – Education – Traffic – Infrastructure – Biotech – Greentech – Maintenance – Recycling – Health – Waste management – Events – Tourism – and so on...

Artificial intelligence, machine learning, and future technologies need machine-readable data.

WHAT DO WE DO

Competitive advantage for tomorrow's cities relies on data.

Data platforms and APIs do this for you and your stakeholders.



PLATFORM OF TRUST.
WE ENABLE YOUR
DATA FLOWS.

Make your data work for you,

NOT THE OTHER WAY AROUND



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