



Intelligent Tools and Industry: Combient Data Initiative

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We are Combient



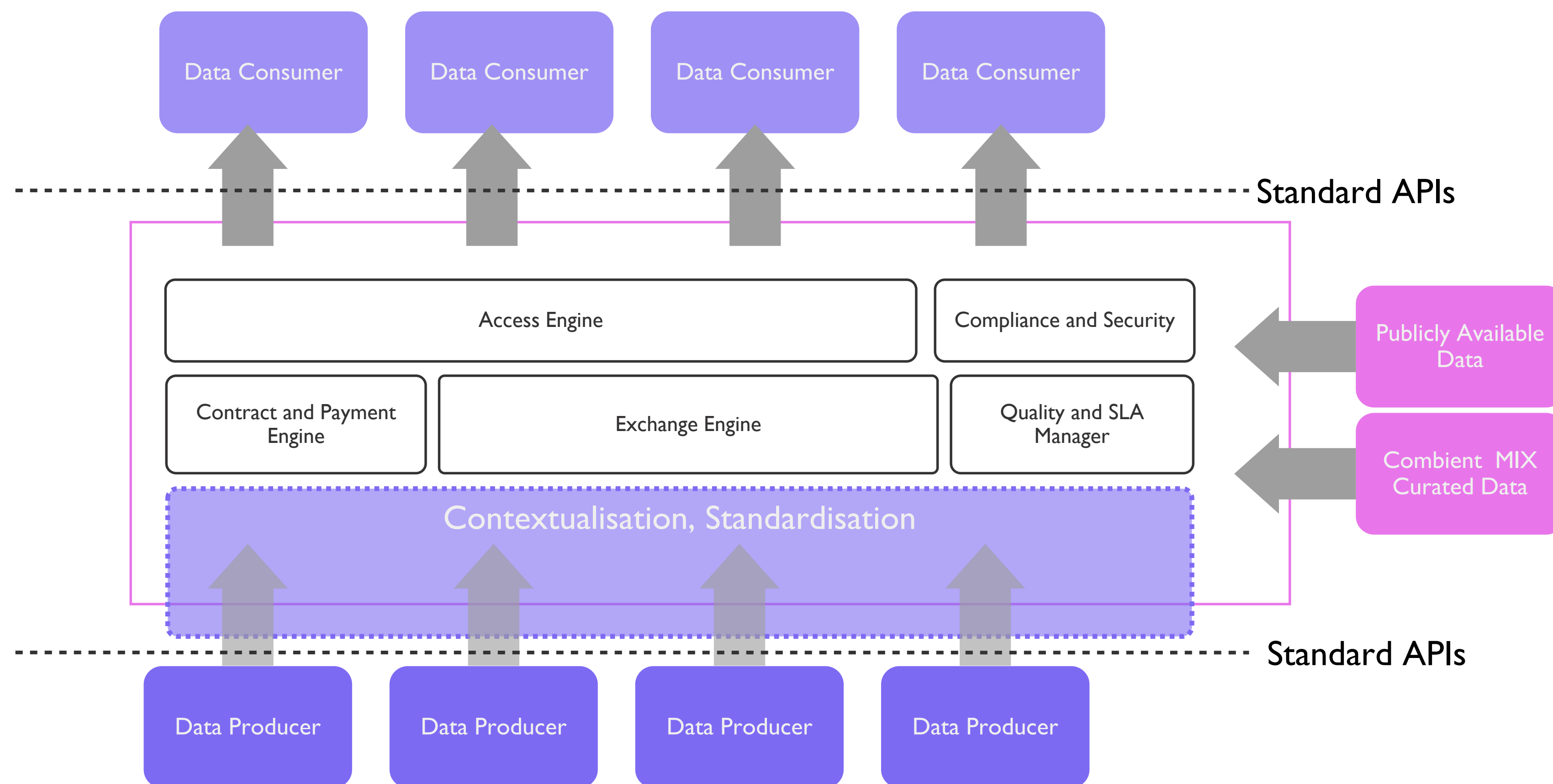
- **30** associated companies
- **Leading** Nordic companies
- +150€ billion in net sales / +600,000 employees
- Unique **collaboration** model:
 - **Learning together and from each other**
- Building a **supportive ecosystem** to **increase** all participating companies **competitiveness**



CombiEnt Data Initiative: Conceptual Architecture

Our platform will deliver the following services:

- Provides access to a standardised set of data provided by multiple providers
- Handle contracts and SLA agreements between buyers and Sellers.
- Support “*buy all at once*” or “*per transaction*” agreements.
- Revenue sharing or cash-based transaction and contract support.
- Search engine style and use-case agnostic exposure of data.





Keys for Success: Domain Knowledge and Trust

**Position
Finland as a
leader of data
driven industry**

Having an open-source standard for managing, measuring and exchanging data that is backed by top companies will position Finland as a leader in this area.

**Transition from
industrial to
digital and
services
economy**

We aim to enable and boost the transformation of industrial companies and their share of the economy to more digital value-added services and away from providing commoditised components.

**Create a data
driven industry
hub in Finland**

We start in Finland and then scale to the Nordic industry network. Finland provides a test-bed and an open environment for collaboration between partners. We open the tried solutions/models for all Finnish companies, developers and researchers for maximum impact and idea generation.



Supported by Research: Shaping the Future in the Era of Intelligent Tools

- **The link between machine and software autonomy, interoperability and jobs**
 - a) how new intelligent tools and technologies are shaping B2C and B2B markets and architectures;
 - b) what is the role of various forms of artificial intelligence (AI) as a catalyst for business-to-business platforms and industrial interoperability;
 - c) how intelligent tools and applications of artificial intelligence affect platforms, jobs, and employment in Finland and more generally.
- **The impact of data portability, distributed resourcing, and their operating environments.**
 - a) what are the techno-economic, socio-economic and legal implications of products and platforms that offer users unimpeded access to their own data (e.g. industrial data, consumption history; social enterprises);
 - b) what are the different opportunities for companies, social enterprises and the public sector to utilize distributed resourcing and governance in organizing their operating environments, processes and data sharing.



Conclusion

“The external benefits, both strategic and operational, can only be achieved if the company is willing to share the data externally as well.

Operational efficiencies among partners and value chains are already exploited to some extent, as data are shared selectively (e.g., inventory data in supply chains), and hence, cost reductions have been available for some time already.

Being able to capitalize on the external strategic opportunities requires companies to share data much more widely and openly—it is risky, however, as the benefits can be unpredictable and such initiatives require **sufficient understanding regarding platforms and ecosystems to create comprehensive data strategies in companies.**”

Timo Seppälä et al., ETLA and Aalto University, 2019



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