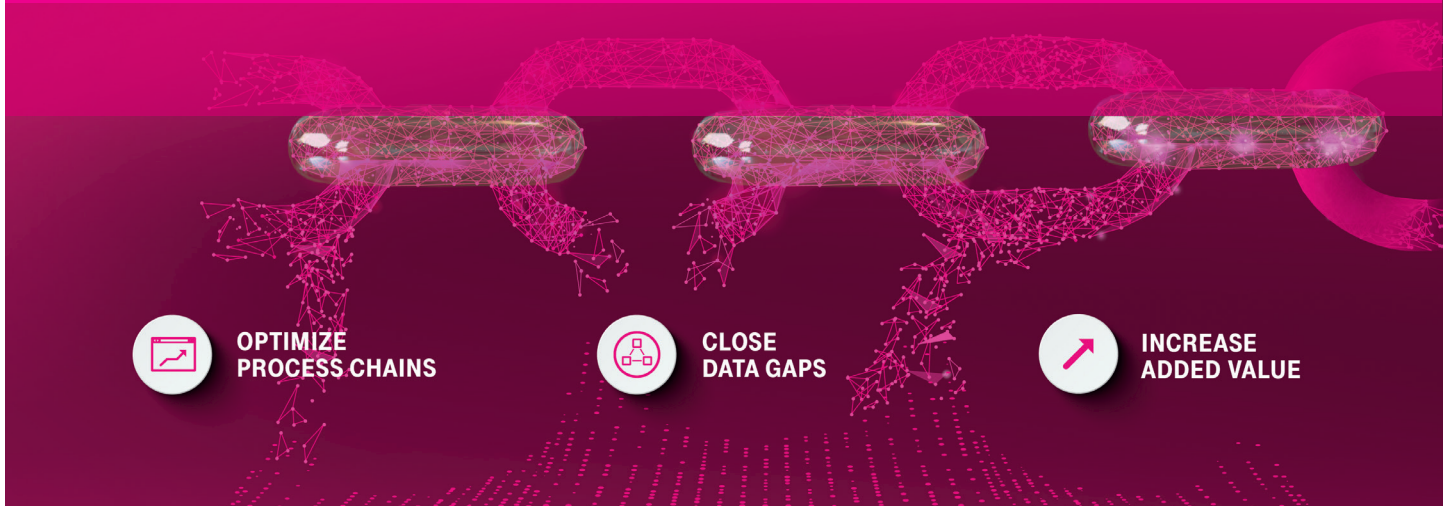


# DATA INTELLIGENCE HUB – SECURE DATA FUSION FOR SUCCESSFUL BUSINESS MODELS



Digitalization and Industry 4.0 are becoming established features of the German economy. Companies that are able to use, analyze, interpret and integrate internal and external data into existing process chains have an inherent lever for growth. Significant competitive advantages can thus be realized, costs reduced, processes optimized, and new innovative business fields opened up. However, many companies are faced with how to practically implement this issue, since there is a lack of concrete solutions that holistically integrate data while maintaining data sovereignty.

## WHAT IS THE DATA INTELLIGENCE HUB?

The Telekom Data Intelligence Hub fulfills an interface function, which has not been available on the market as yet, particularly in terms of data management, and offers:

- ✓ **Centralized control**
- ✓ **Integrated market overview of**
  - sector or cross-sector data
  - freely available data
  - data offered for sale or purchase
- ✓ **Optimization of internal processes** by closing gaps along value chains

The Data Intelligence Hub always functions as a neutral data custodian with the highest security standards and guarantees the respective data sovereignty through decentralized data storage.

There are various reasons as to why companies are currently unable to push ahead with the issue of optimizing data-driven value chains.

### The Data Intelligence Hub enables companies to compensate and offset the following obstacles:

- Lack of internal resources and specialists
- Lack of knowledge about their own data and data available on the market
- High degree of complexity in the data analysis and fusion process

**The Data Intelligence Hub was developed to dramatically reduce the complexity for companies and ensure both the transfer of know-how and legal certainty.**

The secure, central and uniform portal enables optimization of data-driven value chains and future-oriented business models.

## FEATURES

The Data Intelligence Hub is the first solution on the market to meet the principles and extremely high security standards developed by the "International Data Spaces Association (IDSA)".



**Secure infrastructure** for exchanging data along the entire data value chain, taking into account the high data protection standards of the General Data Protection Regulation (GDPR)



**Protection of data provided** by Telekom. Legal certainty is provided by clearly defined rules governing data custodian architecture, federal data storage, subscriber certification, and sovereignty over a company's own data/services



**Additionally required data** as well as an overview of the data available on the market to optimize process chains in companies and open up other levels of the value chain



**Analysis tools and experienced analysis specialists** to evaluate and merge data



**Additional business models** are enabled through the provision or exchange of additional data and services required on the market and by standardizing the data from different sources

## TARGET GROUPS

The Data Intelligence Hub focuses particularly on two large target groups with different requirements. These are profitably brought together as part of the platform concept.

### COMPANIES

The Telekom Data Intelligence Hub is generally aimed at companies from all sectors seeking to optimize their processes with existing and additional data.

When launched on the market, its areas of focus will be on logistics, manufacturing, transport and Smart City.

### SERVICE PROVIDERS

The Telekom Data Intelligence Hub offers service providers from the fields of consulting, data analysis and software development, with a focus on data analysis and AI, the opportunity to open up new customer segments and monetize their own data and services.

## USE SCENARIOS

### COMPANY FOCUS

Optimize your own company's processes and capabilities by analyzing internal data or by acquiring/enhancing it with external data, using analysis specialists and methods to increase both the company's value and efficiency.

### OVERARCHING ECOSYSTEM

Increase and expand the overall value chain together with partners and, as a result, open up new business fields.

### GLOBAL DATA MARKETPLACE

Offer your own data to relevant interested parties for purchase or for project-specific use to tap into additional sources of income, or to make it freely available or for exchange.

## BENEFITS

The Data Intelligence Hub optimizes existing processes, increases long-term company performance and opens up new business fields.



Existing, unstructured data are converted into business-relevant findings using **analysis specialists/tools**



**Additional data that is available on the market** is acquired in a secure manner and integrated into your own data flow



Monetization of your own data stocks enables you to tap into **a further source of income**



The "Shared Economy" concept enables industrial sectors to create **new, future-oriented and competitive business models**

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