On Demand Economy

Location

9.5 B

AR

Robotics

Quantum Computing

Megacities

Artificial Intelligence

Sustainability

Neural Networks

Data Analytics

AI

On Demand Economy
Volumes of data and devices

~44 ZB generated data

200B connected devices

Data Silos

* IDC – The Digital Universe of Opportunities by 2020 (2014);
“The application of big data, new algorithms, and cloud computing will change the nature of work and the structure of the economy” Harvard Business Review
Data-driven initiatives
Providing access to data, enabling innovative solutions and services
No company, government, or individual can do it all by themselves
Establishing ecosystems that co-innovate and create value with our partners

neutral  agile  service oriented  ecosystem
EU momentum stimulating access to data

• VDA position paper Access to the vehicle and vehicle generated data – “Neutral Server” September 2016

• ACEA Position paper on Access to vehicle data for third-party services – “Neutral Server” December 2016

• EC communication “Building a European Data Economy” January 2017

• HLM on CAD “Consensus and willing to share vehicle data that contributes to traffic safety and congestion reduction - data should be shared in a non-discriminatory way” February 2017

• 1st meeting for the public-private Data Task Force on Data Sharing “Deploy data-sharing, access and exchange for traffic safety related data in real life situations” May 2017

• EC C-ITS Platform - Infrastructure WG report 1st recommendation “Enable efficient data exchange with road, regional, local and other authorities and fully exploit the support from digital road infrastructure” June 2017
A trusted party to access vehicle data via the OEM interface based on B2B agreements, it will ingest vehicle data from multiple OEM’S / Suppliers and then relay that to 3rd parties with required access and privacy controls.
HERE Neutral Server vision

OEM Gate

IoT/City Gate

X Gate

Neutral server

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Closing the loop: vehicles, public sector, users
There is a need to have EU wide solution for hosting generated Data. The power of collaboration is an Open Location Platform.
Example OLP use case

**Producers**
- Integration Engineer

**Developers**
- Data Scientist
- Data Engineer

**Consumers**
- Integration Engineer

Data ingested into OLP

Analyzes data and applies algorithms

Creates data processing pipeline

Resulting service integrated

Platform
Platform ecosystem | data gravity effect

Data gravity

Active developers

Active developers

Data gravity
Platform scale goals are about enabling rich immersive end-to-end developer experiences

**Intuitive self-service**
- Eliminates manual data handling, environment setup, process execution, and support of new use cases
- Simple, intuitive, web based user experience via OLP Portal enabling quick visual access to your data and platform configurations
- Creation of processing pipelines and data catalogs through a UI or through management and configuration APIs

**Secure multi-tenancy**
- Multi-tenant environment with data isolation at the cluster level and customer-controlled access to data
- Web portal pages utilize same management and service APIs available to customers
- Auto-scaling enabled

**Enable BYOD**
- Bring data to the platform and transform it for use inside the platform and publication outside the platform
- Leverage built-in essential and location analytics tools to explore data and configure different batch and stream use cases
- BYOD usage is fully controlled by the customer to protect and manage intellectual property

**Access to HERE data and services**
- One-stop shop for HERE location-centric assets
- Access to continuously updated HERE location-centric data and attributes for usage inside the platform and publication outside the platform
- Access to enterprise-grade HERE location services that are configurable inside the platform and consumable outside the platform
Open Location Platform is composed of four layers and built on the foundation of Reality Index.

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**Reality Index**
Layered Collection of HERE and 3rd Party Location-Centric Data Accessible via OLP

**Foundational Components**
Operations, Administration & Management (OAM), Master Data Management (MDM), Run Time Execution (RTE), and Big Data Primitives (BDP)

**Geospatial Enrichment Components**
Location and Essential Analytics Processors & Services

**Development Environment**
Environment for Platform Producers and Consumers

**Marketplace**
eCommerce Environment to Exchange Assets

**Application Environment**
Applications Built **on top** of OLP
Partnering to extract maximum value out of the data marketplace

- Locating the data you have
- Identifying ways to ingest this data
- Moving you towards automation

- Prescriptive Analytics to auto-correct
- Personalization of Services
- Self-coordination of city operation and systems
Independent from the underlying technology there needs to be a neutral aggregation platforms to get and deliver relevant data in time to fuel the different services
Stronger with partners