

Datenökonomie



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Agenda

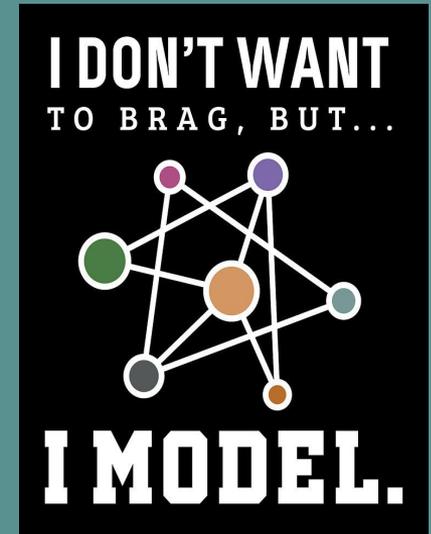


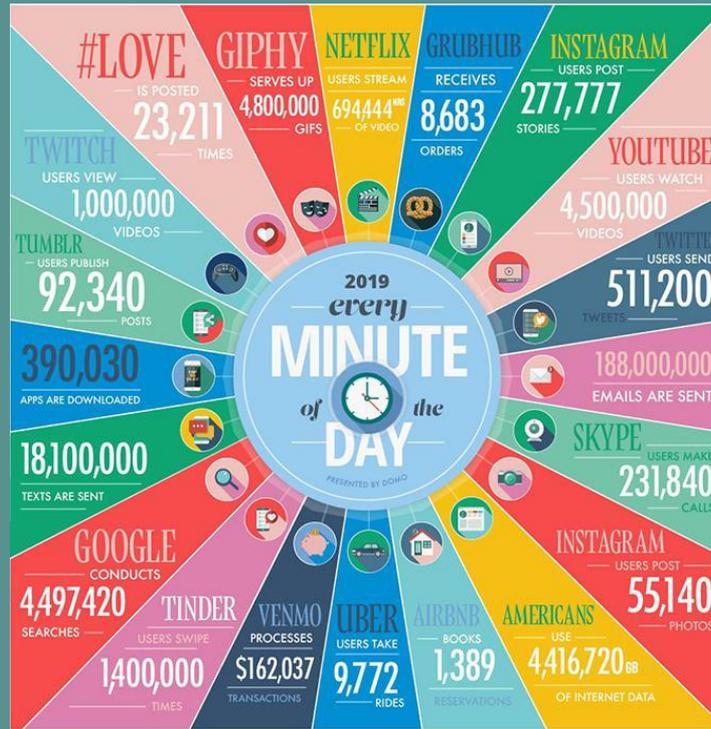
Die soziale Datenmarktwirtschaft?

Who morphed my cheese?

Wann scheitert Gaia-X endlich?

Herausforderungen in der Umsetzung





Die soziale (Daten)Marktwirtschaft

A DAY IN DATA

The exponential growth of data is undisputed, but the numbers behind this explosion – fuelled by internet of things and the use of connected devices – are hard to comprehend, particularly when looked at in the context of one day

500m
tweets are sent every day

Twitter



4PB
of data created by Facebook, including

350m photos
100m hours of video watch time

Facebook Research

DEMISTIFYING DATA UNITS

From the most common "bit" or "megabyte", larger units of measurement are more frequently being used to explain the masses of data

| Unit | Value | Size |
|------|--------------------------|---|
| b | 0 or 1 | 1/8 of a byte |
| B | 8 bits | 1 byte |
| KB | 1,000 bytes | 1,000 bytes |
| MB | 1,000 ² bytes | 1,000,000 bytes |
| GB | 1,000 ³ bytes | 1,000,000,000 bytes |
| TB | 1,000 ⁴ bytes | 1,000,000,000,000 bytes |
| PB | 1,000 ⁵ bytes | 1,000,000,000,000,000 bytes |
| EB | 1,000 ⁶ bytes | 1,000,000,000,000,000,000 bytes |
| ZB | 1,000 ⁷ bytes | 1,000,000,000,000,000,000,000 bytes |
| YB | 1,000 ⁸ bytes | 1,000,000,000,000,000,000,000,000 bytes |

* "kilo" means "1000" or "10³". "mega" means "1,000,000" or "10⁶". "giga" means "1,000,000,000" or "10⁹". "tera" means "1,000,000,000,000" or "10¹²". "peta" means "1,000,000,000,000,000" or "10¹⁵". "exa" means "1,000,000,000,000,000,000" or "10¹⁸". "zetta" means "1,000,000,000,000,000,000,000" or "10²¹". "yotta" means "1,000,000,000,000,000,000,000,000" or "10²⁴".

463EB

of data will be created every day by 2025

ac

95m
photos and videos are shared on Instagram

Instagram Business

294bn
billion emails are sent

Statista Group

320bn
emails to be sent each day by 2021

306bn
emails to be sent each day by 2020

3.9bn
people use emails

4TB
of data produced by a connected car

Statista

65bn
messages sent over WhatsApp and two billion minutes of voice and video calls made

Facebook

28PB
to be generated from wearable devices by 2020

Statista

Searches made a day

5bn

Searches made a day from Google

3.5bn

Smart Insights

ACCUMULATED DIGITAL UNIVERSE OF DATA

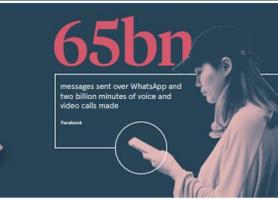
4.4ZB

44ZB

Forrester

2013

2020



RACONTEUR

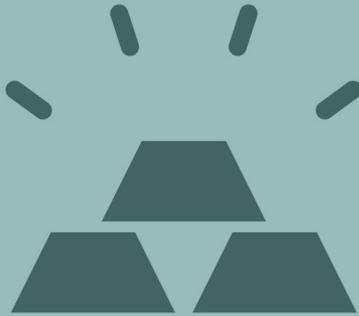
2025: Schätzungen sprechen von 463 Exabytes pro Tag = 212.765.957 DVDs pro Tag!



34 Mrd. €
(8 Mrd. €)

Wertschöpfung durch Datenwirtschaft (6%)

Daten sind das neue Öl....



Sind Daten das neue Gold?

Use Case 1

Predictive Analytics im Saleszyklus

Welche Faktoren haben Einfluss auf meine Verkaufszahlen?
Wetter? Soziales Umfeld?



➔ Durch DataScience konnten wir erkennen, dass der Salesimpact von Wetter im Einzelhandel rund 13% beträgt.

Sind Daten das neue Gold?

Use Case 2

Predictive Maintenance in der Produktion

Wie viel Stehzeiten verursachen Wartungszyklen?
Wie kann man diese optimieren?



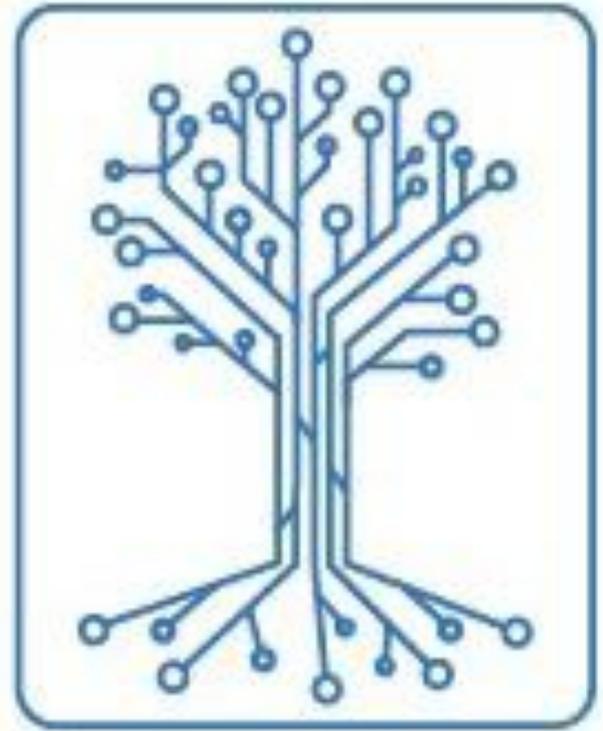
Ziegelhersteller verkaufen Wartungszyklen als Upselling-Product. Ein klares Second Level Service.

Aber wo bleibt die Innovation?

Who morphed my cheese!?

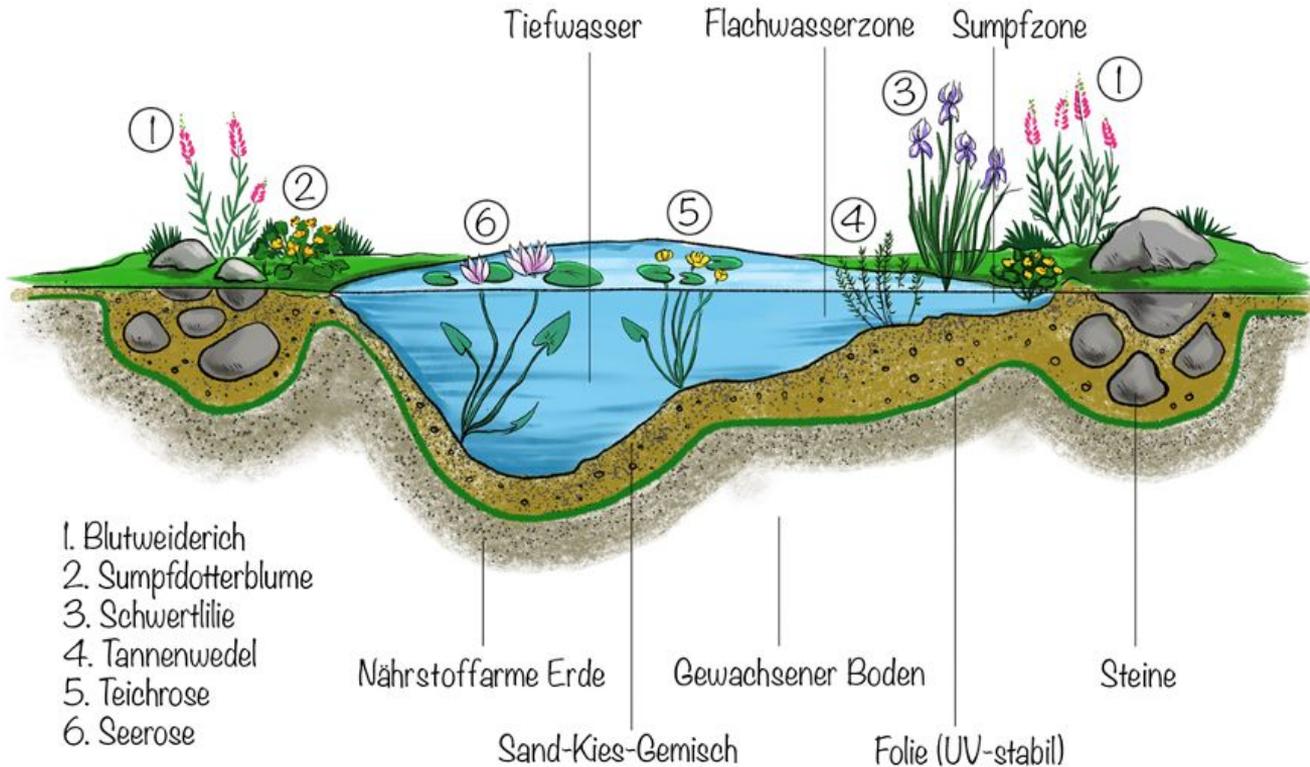


**Was soll ich denn mit
Gaia-X anfangen?**

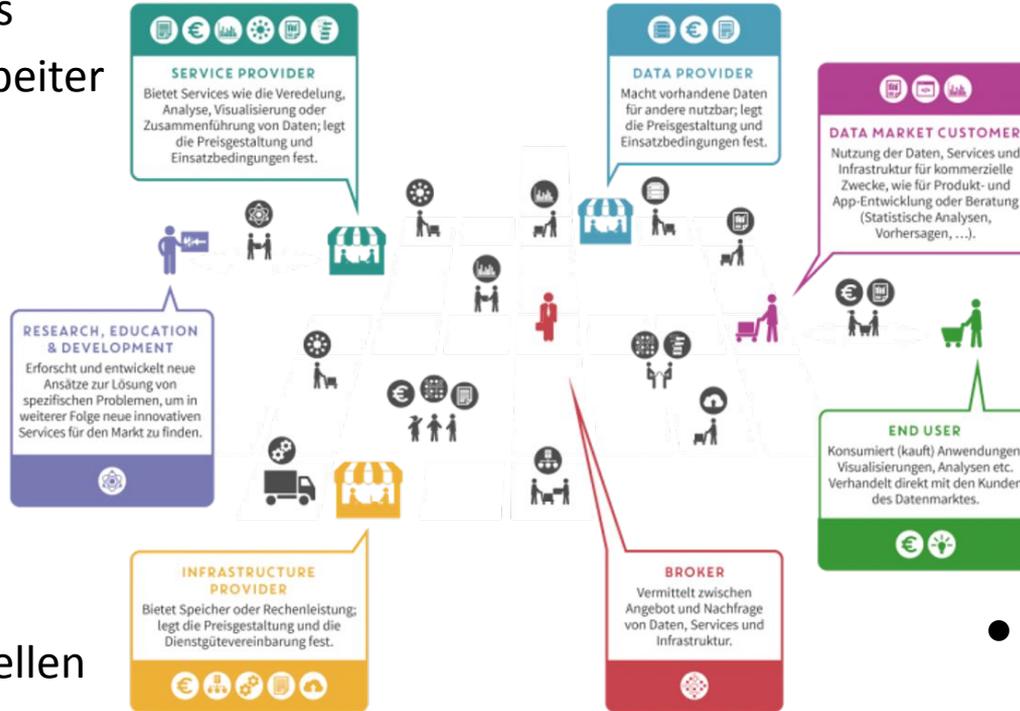


GAIA-X

Das Ökosystem



- Organisation
- Vernetzung
- Dataspaces
- Kernmitarbeiter

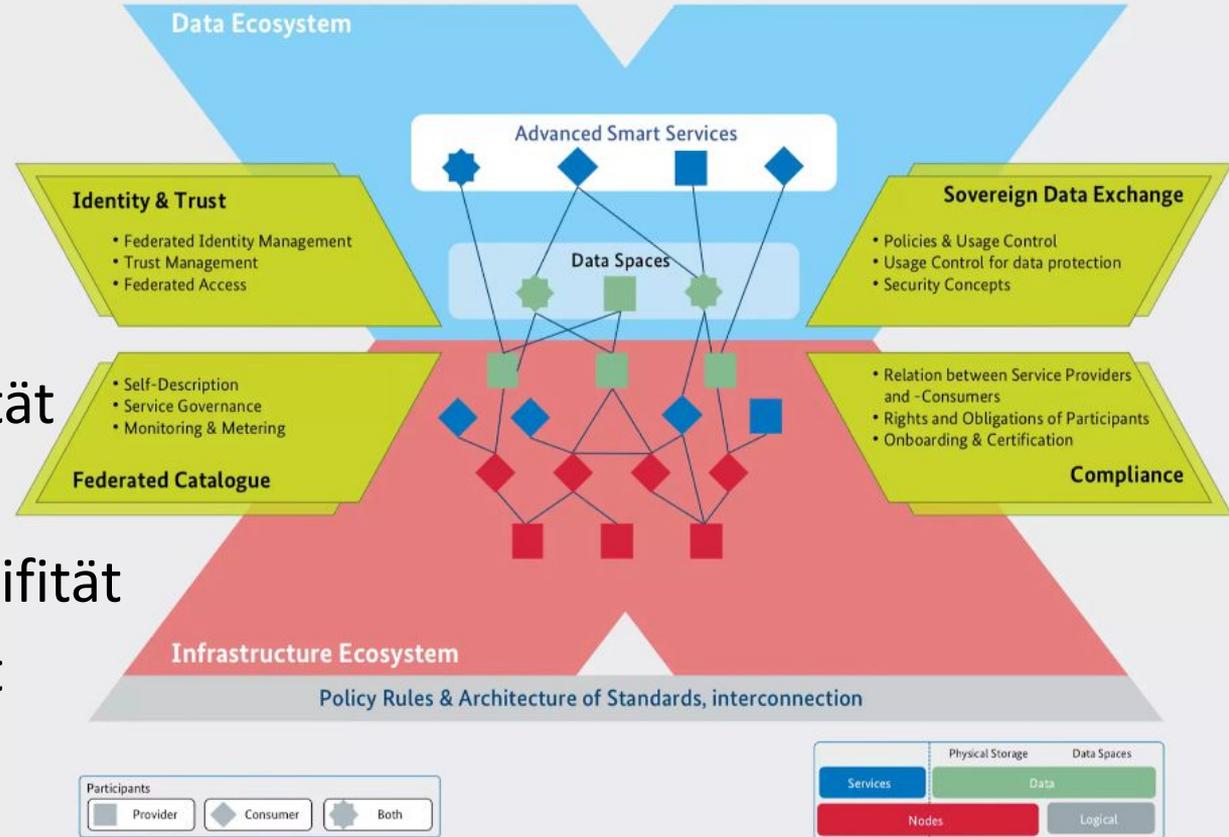


- Technik
- Schnittstellen
- Dezentralität
- TRUST

- Netzwerk
- Domänen / Fachwissen
- Interoperabilität
- Informationen Wissen

- Community
- Privatwirtschaft
- Öffentliche Verwaltung
- Verknüpfen

- Dezentralität
- Souveränität
- Interoperabilität
- Trust
- Domänenspezifität
- Nachhaltigkeit



Decentralized Data Mesh -> Dataspace

- Spezielle Domäne
- Kein automatischer Datenaustausch
- Basis Metadaten
- Public/Private/Restricted

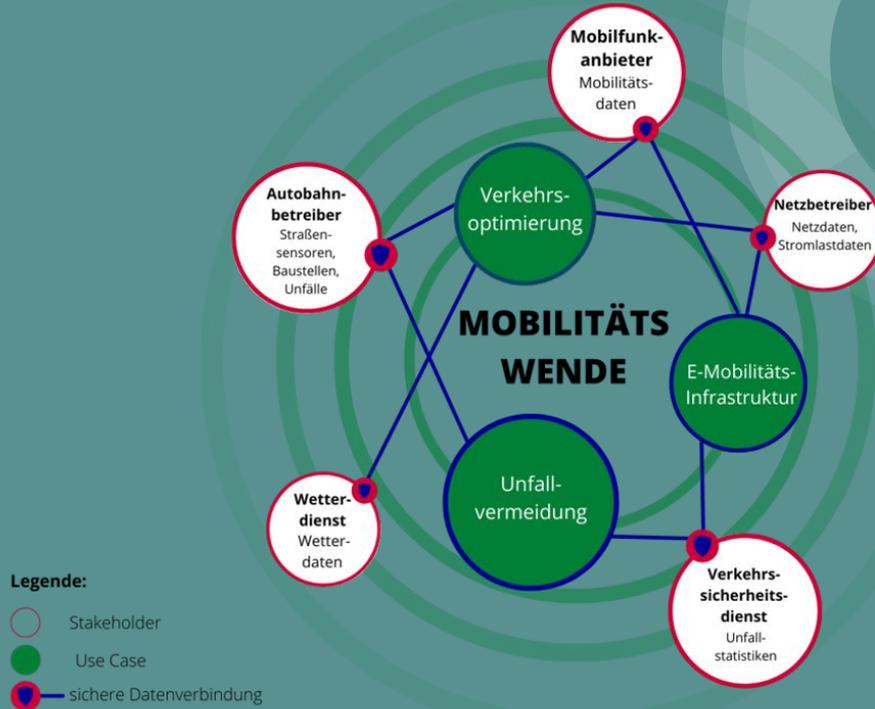


In Österreich?



■ = Data Space ■ = Use Case

Dataspace + Use Cases



The background is a solid teal color. It features a faint, light-colored network diagram consisting of numerous small circular nodes connected by thin lines, creating a complex web-like structure. At the bottom of the image, there is a horizontal bar chart with approximately 20 vertical bars of varying heights, all rendered in a lighter shade of teal. The word "Warum?" is centered in the middle of the image in a large, white, sans-serif font.

Warum?

Was man mit Daten alles machen kann...



Analytics



Vorausschauende
Wartung



Innovation



Künstliche
Intelligenz

**Wen braucht man
dazu?**

Menschen

Welchen Herausforderungen muss man sich stellen?



Mindset



Commitment



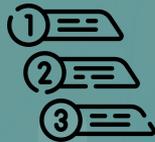
bestehende Strukturen



Fortschritt vs
Erfahrung



menschliche Bedürfnisse



Priorisierung

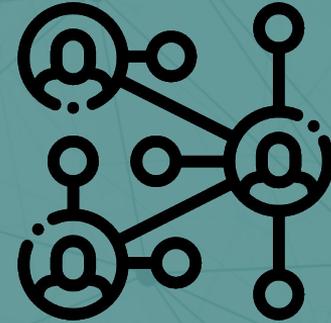
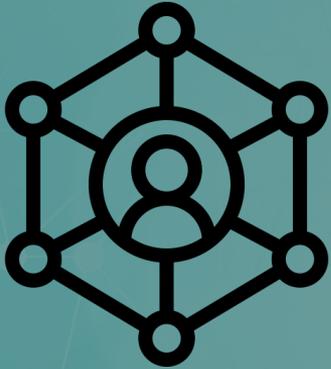


Transparenz



Fehlerkultur

Netzwerke und Ökonomie



Was ist das Wichtigste?

„The way to get started is to quit talking and begin doing.“

Walt Disney

Diskutieren Sie mit uns!

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