European Data Forum 2013

From Old to New Economy
Agenda

1. The Structural Change of the “Old Economy“
2. Evolution of the Internet Towards Linked Data
3. The Four Principles of Linked Data
4. Linked Data Activities @ Daimler
5. Technological and Cultural Changes
6. Wrap-up: Some things to take away...
The Structural Change of the “Old Economy”
Manufacturing companies are facing an increasing digitalization of their products and processes

» New Economy: Digitalization of Processes and Products «

- The Automotive Industry is subject to a profound structural change
- Computer-Aided Design, Production Systems, Car-IT: IT is everywhere these days
- Corporate IT needs to embrace this change
- “Linked Data“ and “Open Data“ are technologies to drive this change
Evolution of the Internet Towards Linked Data
From a niche technology to mass medium

- The amount of data on the INTERnet and on our INTRAnets grows rapidly
- Data integration is of paramount importance for businesses
- We need open standards for data integration
- Standardization organizations, such as the W3C, are of maximum importance

Please note: Gradient and extension of curves adapted for illustrative purposes.
The Four Principles of Linked Data
Make use of Open Standards and Principles!

**Principle #1:**
Use unique identifiers as names for everything.

**Principle #2:**
Use HTTP addresses so that people can look up those names.

**Principle #3:**
When someone looks up such an identifier, provide useful information, using the common W3C standards.

**Principle #4:**
Include links to other identifiers so that people can learn even more about these things.

Linked Data Activities @ Daimler
Several Proof of Concepts have been conducted

- **Three Proof of Concepts** conducted:
  - Factual Search
  - Content Processes
  - User Experience

- **PoC User Experience**: Improvement of Mercedes-Benz Website
  - Integration and evaluation of various factual sources
  - Extraction of vehicle concepts and attributes from existing data
  - Availability of vehicle concepts using the search field
Technological and Cultural Changes
Transformation of the Enterprise is a reciprocal process

Technological Change
- Use open standards instead of proprietary technologies
- Publish data and make it internally consumable
- Boost information quality

Cultural Change
- Give up thinking in terms of “information silos”
- Build trust and reduce fear of data transparency
- Establish Crowd-Sourcing Principles
Wrap-up: Some things to take away...
Please take advantage of the enormous potentials of Linked Data

Opening and Linking “Information Silos”:

What Linked Data can provide:

- Linked Data is a **lean technology** – it saves resources
- Linked Data is **sustainable** and **reliable** – it makes use of the W3C standards
- Linked Data is **flexible** and **application neutral** – it can be used in various corporate domains
- Linked Data drives the **cultural change** of the Enterprise
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