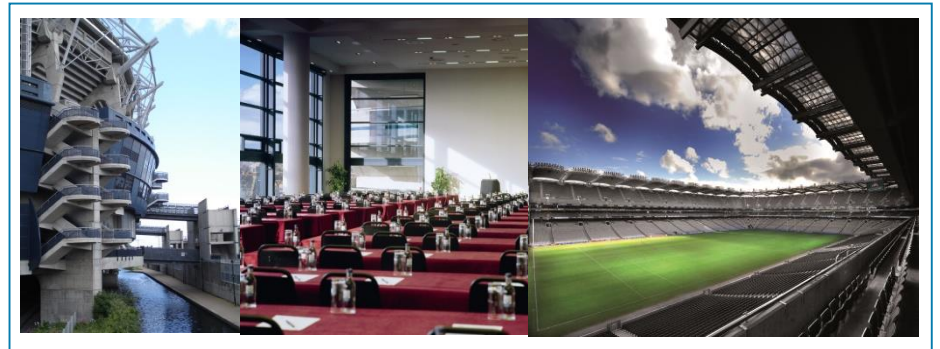


European Data Forum 2013

9-10 April. Dublin, Ireland



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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

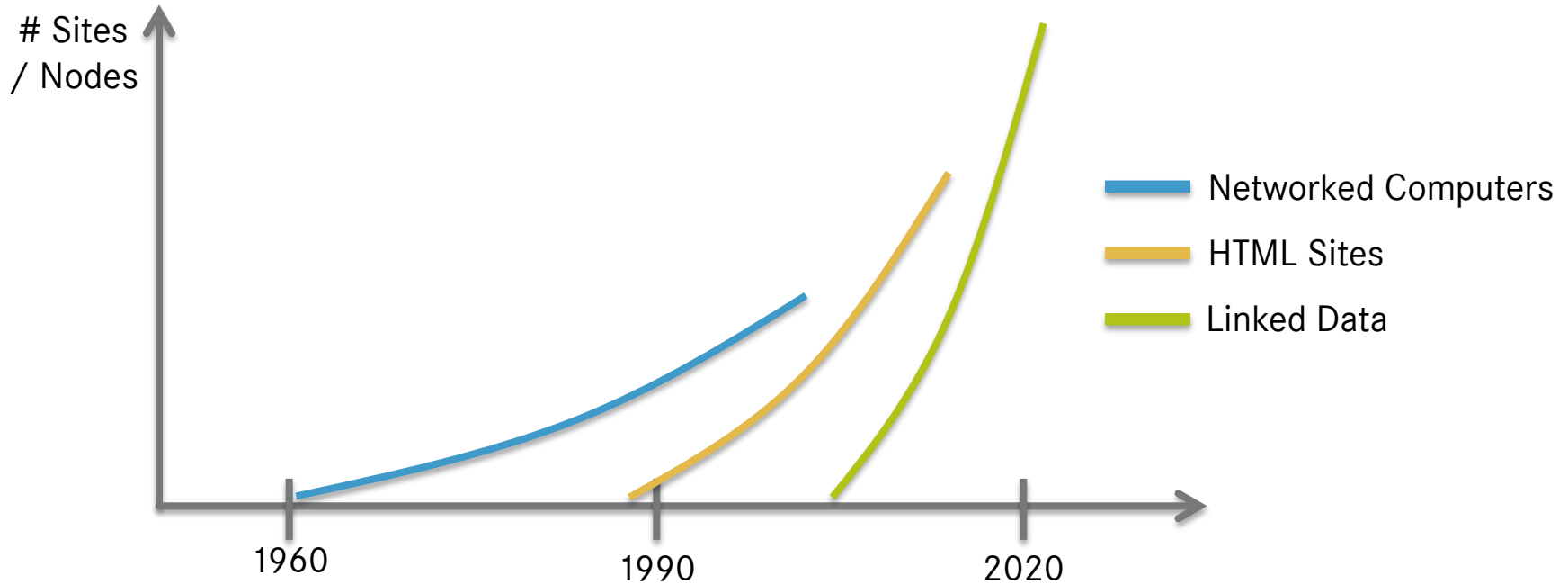
» **New Economy:** Digitalization of Processes and Products «



- 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



Please note: Gradient and extension of curves adapted for illustrative purposes.

- 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

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.



Adapted on the basis of: Berners-Lee (2006): Linked Data, <http://www.w3.org/DesignIssues/LinkedData.html> (18.03.2013)

Linked Data Activities @ Daimler

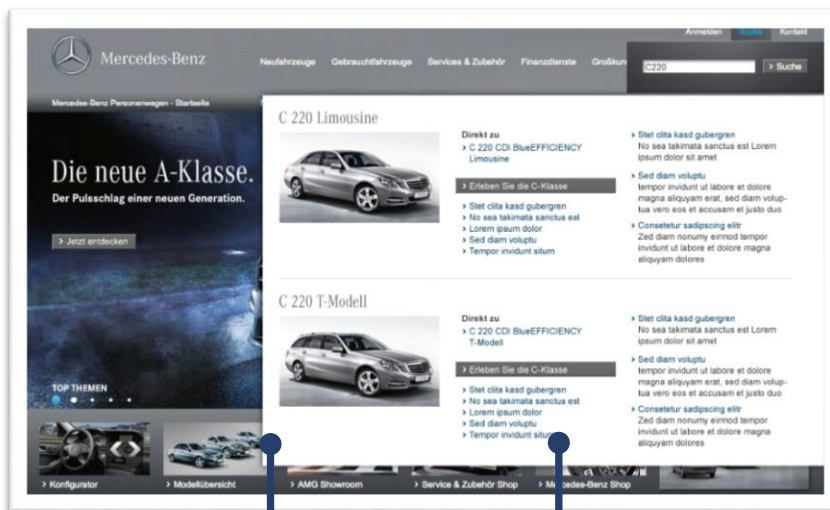
Several Proof of Concepts have been conducted

- **Three Proof of Concepts** conducted:

- Factual Search
- Content Processes
- User Experience

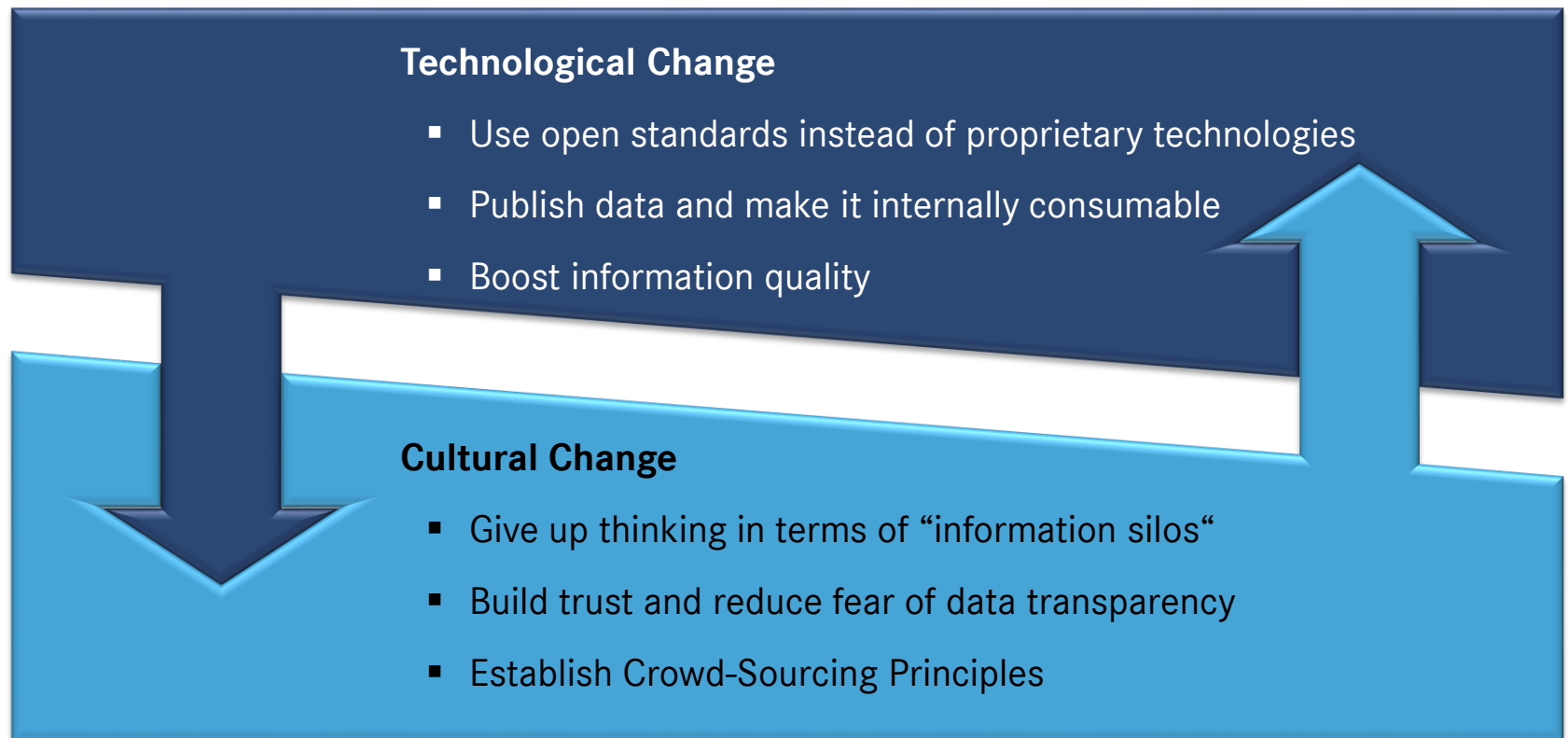
- **PoC User Experience:** Improvement of Mercedes-Benz Website

- 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

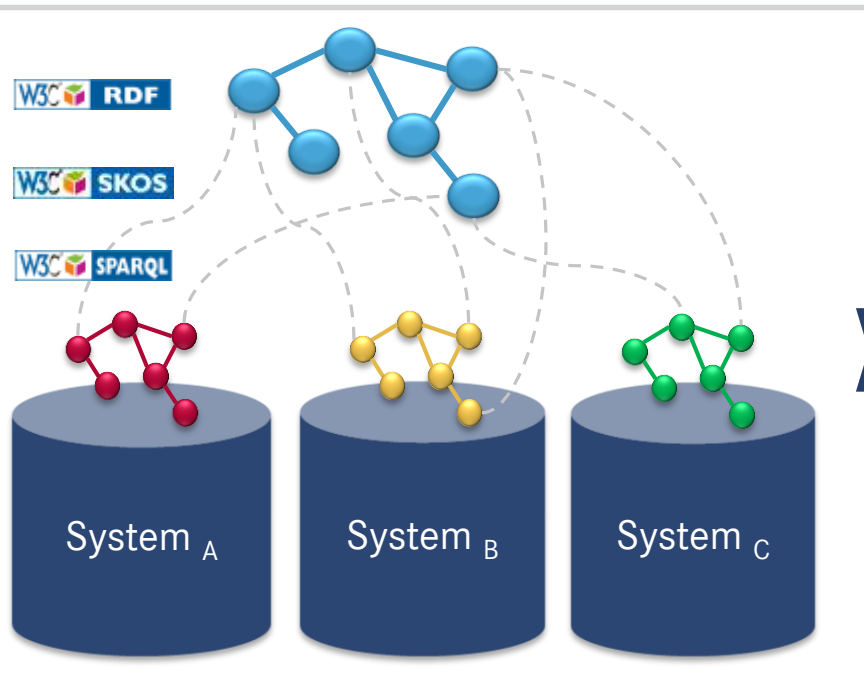
Transformation of the Enterprise is a reciprocal process



Wrap-up: Some things to take away...

Please take advantage of the enormous potentials of Linked Data

Opening and Linking “Information Silos”:

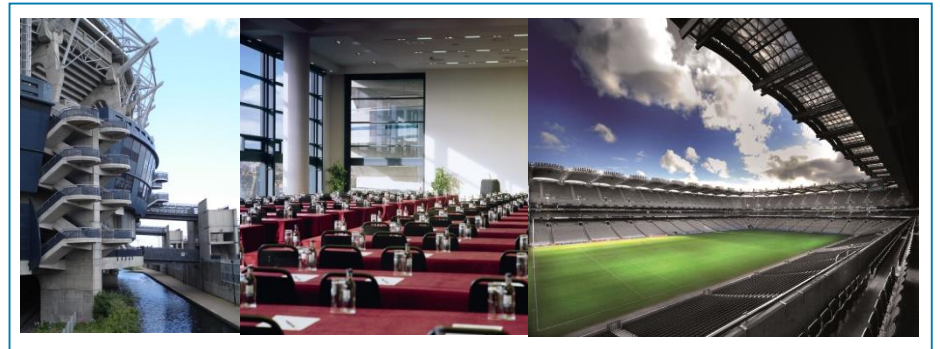


What Linked Data can provide:

- 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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